

**With Purpose**

**Creative services grant  
Application for 2024**



# Thank you for your interest in the 2024 **With Purpose** creative services grant.

At Limegreentangerine, we are privilege to collaborate with a diverse range of purpose-driven organisations, encompassing non-profits, community and indigenous groups, for-profit entities, as well as non-governmental and non-business organisations, all dedicated to specific causes.

In our ongoing commitment to support organisations with limited budgets, Limegreentangerine has launched **With Purpose**, partnering with a selected organisation each year, donating strategic brand and creative services on a project that will help them tell their story, build awareness, and grow their voice as an organisation of purpose.

## How it works

### What kind of services does With Purpose cover?

With Purpose provides a range of strategic and creative services to help you develop your brand and communication.

Once selected to receive our services, we will work closely with you in understanding the change you wish to effect. Together we will define the scope of the project, deciding which of the following services will best meet your needs.

- Brand Strategy and Development (competitive positioning and basic organisational messaging such as mission / vision / values or equivalent)
- Brand Identity (custom logo and visual identity, colour palette, typography, and lookbook that provides examples of how to apply your new brand across various applications and channels)
- Fundraising and awareness campaign (campaign strategy, basic customer personas and conversion journey, campaign name and logo, colour palette, campaign lookbook, example merchandise, advertising suite and social media templates)
- Campaign micro-site (campaign strategy, micro-site strategy, basic customer personas and conversion journey, sitemap & information architecture, UX & prototype design, micro-site design and development plus device optimisation)

You may receive one or more of the services listed. Services provided vary from year to year depending on the recipient's needs.

We will then work with you over 8 to 12 weeks to co-create solutions that will help increase the impact of your organisation.

### Application process

Purpose led organisations are invited to apply to receive strategic and creative services grant.

Applications for 2024 are open **1st June 2023** and close **31st September 2023**.

Finalists will be invited to be interviewed by our selection committee during October.

The final recipient will be notified by early November 2023.

Project commencement early 2024.

## Who is it for?

### Who can apply?

We partner with purpose-driven organisations with a mandate for creating positive social and environmental change; whether you are just starting on your change-making journey or are an established progressive organisation.

If you are a not-for-profit organisation, social enterprise, community-focused or purpose-with-profit business based in the Canberra Region, with an operating budget under \$750K then With Purpose is for you.

## What's in it for you?

### Supercharge your communication

This is an opportunity to gain access to a highly professional and experienced creative team ready to help you build bold brands, craft compelling stories and create cut through campaigns to build awareness, understanding and engagement that broadens your reach, grows philanthropic donations, and motivates your audience to sit-up, listen and take action.

We work collaboratively with you to develop effective brand and messaging strategies, and create distinctive design outcomes to help you realise and fulfil your core mission and communicate your cause with greater impact.

### Change doesn't stop with great design

We make sure that by the end of the process you feel confident communicating your message, we help build long term know-how by sharing practical ways of managing your brand communication, ensuring you can focus on creating meaningful change.

## Our ask of you

### We can't do it alone

We want to support you, and in turn we need your commitment and engagement to make the experience worthwhile.

To make sure we are fully aligned with your vision and needs, we will need you to designate staff who are able to meet on a regular basis to discuss the project needs and progress.

You will also be responsible for making decisions to agreed deadlines throughout the project.

### The best things in life are free

We provide the best bits for free – brand and communications strategy and design - however you will also need to factor in a budget for external services that may be required on the project such as printing, production costs, photography, illustration and web hosting (costs of between \$5-15k would be reasonable).

You may also want to consider whether you have any relationships with other suppliers who would also be willing to donate their time or services to your organisation or project.

### Full and frank

We are interested in hearing all about who you are and what you stand for. The more we know about you and your goals, the more satisfying the experience and outcome will be – so please be as full and frank in your application as possible.

# Applications for the 2024 strategic creative services grant are due **September 30, 2023.**

## Key dates

- Applications open 1st June 2023
- Applications close 5pm AEST 30th September 2023
- Applications reviewed October 2023
- 3 finalists will be contacted late October 2023 for an interview with the selection committee
- Selected organisation will be notified November 2023
- Project commencement Summer 2024, for a duration of 8-12 weeks

## Application checklist

Have key executive and stakeholder approval and engagement.

Have appointed designate staff as key contact(s) and decision maker(s) throughout the project progress.

Be able to fund any additional material cost outside the scope of this grant.

Have completed the written application form.

Have provided marketing/communication support documents.

Have signed declaration on behalf of organisation.

# Creative services grant application for 2024

## Organisation details

Name of organisation

Executive Officer

Address

Organisation Website

## Contact details

Contact person

Contact phone number

Contact email address

## About your organisation

What type of organisation are you?

Not-for-profit

Social enterprise

Fiscally sponsored

Purpose with profit

NFP registration number

Number of full-time staff

Number of part-time staff

Number of volunteers

Number of board members

Please list any board committees that you have.

What is your organisational annual operating budget?

How much of your budget is provided by individual donors, foundations, and/or other sources?

## How will With Purpose help you?

**Please describe your organisation: What is your mission?  
Which communities or populations do you work with?**

**What impact will this engagement have on your organisation and mission?  
Why is design and communications critical to your work?**

**Please identify what strategic and creative services you believe are  
important to your change making initiative.**

**How does your organisation actively contribute to the awareness,  
understanding, education or well-being in your area of focus?**

**How has the Cost of living crisis and COVID-19 challenged your organisation,  
its staff, structure, and ability to succeed? How do you foresee these  
challenges impacting your organisation over 2024?**

## Supporting documents

Please provide any marketing/communication materials that you feel may need to be redesigned. Attach supporting documents to application email. Format accepted: PDF, JPEG, PNG. Total maximum file size 5MB

## Declaration

1. We are a not-for-profit, social enterprise, fiscal sponsored or profit with purpose organisation.
2. We based in the Canberra Region (within 50km radius of the ACT).
3. We have key executive and stakeholder engagement and approval.
4. We can provide designate staff as key contact(s) and decision maker(s) who will be able to meet throughout the project progress
5. We will meet agreed deadlines throughout the project. We understand that continually missed deadlines may result in cancellation of the grant.
6. We are able to allocate budget for any external services if required, e.g. printing, production costs, photography, illustration and web hosting, in a range of \$10 – 30K depending on project scope.

We agree by the term and conditions of this agreement.

Representative name

Signature

Date

## Returning your application

The application form and supporting documentation should be emailed to [withpurpose@limegreentangerine.com.au](mailto:withpurpose@limegreentangerine.com.au)

Please refer to the checklist on page 4 to ensure you have included everything required.

Please note no late applications will be accepted.



# With Purpose

Made for  
change-makers.

[with-purpose.au](https://with-purpose.au)

Email us  
[withpurpose@limegreentangerine.com.au](mailto:withpurpose@limegreentangerine.com.au)

Call us  
+61 405 059 039