



## **Local Collaboration Grant – Round 1**

### **Grant Application Information and Guidelines**

#### **Background information**

Raising Literacy Australia (RLA) is leading the Words Grow Minds campaign across South Australia, a recommendation of the Royal Commission into Early Childhood Education and Care. The program provides information to parents of young children about how best to support their child's development in the first three years, and why it's so important.

Words Grow Minds is the first campaign of its kind in South Australia, combining a mass media advertising campaign, professional learning, and webinars for service providers to reinforce key, consistent messages, and free Words Grow Minds resource packs for families.

The Words Grow Minds statewide paid advertising campaign seeks to put the neuroscience of early childhood brain development into accessible language for parents and the broader community. The substantial media campaign is now across televisions, radio airwaves, newspapers, and billboards across the community. However, the aspect which is different and powerful about this campaign is the way it can be activated by local service providers on the ground.

#### **Grant information**

The total grant funding available from Words Grow Minds is \$60,000. Organisations and services can apply for grants from \$1,500 to \$5,000, for projects and events that meet the guiding principles and promote the Words Grow Minds campaign in their local community.

## Who can apply?

- Organisations or services that support the early years
- Organisations or services familiar with the Words Grow Minds campaign and key objectives
- Libraries who have not been successful in receiving a Words Grow Minds Libraries Board Activation Grant

## What can we fund with the Words Grow Minds Local Collaboration Grant?

- Outreach opportunities
- Joint projects with local service providers
- Staff costs to plan, implement, and deliver community event/s / project/s
- Equipment relevant to the event/s / project
- Promotion and marketing of event/s / project
- Guest speakers
- Catering for group collaboration

## Guiding Principles

The following are guiding principles which will inform and direct grant applicants. Successful applicants will:

### 1. Collaborate with local service providers

Create community connections by connecting and collaborating with intent with at least one other early years' service, to reach families with young children and in particular, families who are not already engaged with local services

### 2. Activate their local community

Plan and implement free local events or projects within the local community to engage families and children, and promote the Words Grow Minds campaign

### 3. Promote Words Grow Minds

Promote the campaign during the project/event on their socials and in their physical space. Words Grow Minds assets will be available at [www.wordsgrowminds.org.au](http://www.wordsgrowminds.org.au)

#### **4. Measure success**

Provide a summary report to detail community collaboration, attendance, event and/or program objectives and outcomes, community feedback and an overall evaluation

#### **How do I apply?**

Complete the grant application form [here](#).

Grant applications open: May 1, 2024

Grant applications close: June 28, 2024

#### **When will I know if my application has been successful?**

Successful applications will be notified by July 26, 2024.

#### **Acquittal**

An acquittal and evaluation report will be required after your event / program. This will include details of expenses, co-contribution, attendance, community reach, shifts in data (for example, an increase in attendance rates, service enquiries, membership) community feedback and an evaluation of event/s / program outcomes.

For any further enquiries, please contact [abbey.belton@raisingliteracy.org.au](mailto:abbey.belton@raisingliteracy.org.au).