



Impact Report

Organisation name

Alliance for Gambling Reform

Your name and position

Tony Mohr, Executive Director

Please describe the impact that the specific TFN funding has had.

Funding from TFN has enabled the Alliance for Gambling Reform to produce a detailed "Ka-Ching! community film screening kit" with resources for organisers to maximise the impact of their events. We've supported 26 community film screenings by promoting their events, finding speakers, and planning the crucial post-film audience engagement.

Please provide a quantitative breakdown of how TFN funds have been used.

30% event organizer
10% media support
5% venue and facilities hire
5% design & print event invites
10% social media graphic design content 40% contribution to film screening pack costs

Describe any ways the funding was used that differs from that described your original pitch.

We found that many community groups could arrange their own venue and equipment, but needed more assistance to lower the film screening fee, promote the event, and secure local media. We were able to support 26 community screenings, much higher than the goal of 15.

How many people have been affected by programs or activities that were supported with TFN funding?

Over 1,000 people have come to the 26 film screening events and engaged in the discussion after the film. Some are from hard to reach CALD groups, others are influencers such as AFL club presidents, superfund directors and politicians. Most of these events also secured local media coverage, reaching thousands more. Reaching these people helps us achieve law reform of the pokies, which will benefit the 115,000 heavy users of the machines.

What measures did you use to assess the impact?

Number of community screening events (26)

Number of audience members (1,040)

Describe three ways that your organisation has changed in the last 12 months since the event.

Our organisation was launched 3 days before the TFN event, so we've changed in almost every way! We now have over 60 organisations who are members of the Alliance, over 10,000 individual supporters, and have secured new sources of funding for our 16-17 budget.

Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?

No

Over the last 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?

Yes, pro-bono services.

What did you receive and from whom?

Around 20 hours pro-bono communication and volunteer management time.

How important was TFN funding in helping you achieve your objectives this year?

We would have found it difficult to achieve our objectives without TFN funding.

Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources you did not meet through TFN?

Yes

\$50K from a foundation grant and \$25k each from various local councils.

What were some of the other benefits of participating in TFN?

Greater ability to distill down a complex and long term campaign into a short pitch. Early stage funding - the equivalent to 'angel investment' - which is very hard to get!