

## THE DAF CROWD-FUNDING MODEL

Funding for documentaries can be hard to secure. The Documentary Australia Foundation model allows filmmakers to build a community around their project and receive funding from philanthropic grants and direct donations. The DAF website provides a platform for filmmakers to fundraise and for donors to support a project tax-effectively.

### WHY CROWD-FUND VIA DAF?

#### The only crowd-funding platform for documentaries

DAF is the only crowd-funding platform specifically available for documentaries. DAF has already established strong relations between the philanthropic, not-for-profit and community sector in advocating the power of documentary as a tool for social change. There is enormous value in being featured on a platform that only showcases documentary projects. DAF's networks have a keen interest in social issues and understand the value of documentary.

#### Receive funding instantly

When donations come through DAF these are processed and transferred directly to the filmmaker. This means the filmmaker receives funds weekly as opposed to waiting until a target has been reached. The funding goal does not need to be reached in order to access the funds, this provides peace of mind to the donor and allows the filmmaker to access funds at pivotal stages of the production. There are also no time restrictions, a profile on the DAF website will remain there until the project is completed. Given the nature of documentaries, this process can take some time, so the filmmaker benefits from receiving funding at every stage of the project's development.

#### Benefits for all

All donations above \$2 are tax-deductible, this means the reward for the donor is that they can contribute to a project and do so tax-effectively. Whilst we cannot accept donations in return for a physical gift, there are many ways to reward donors and this can also be a fun and creative process. For example thanking people in the credits is already a great way to acknowledge contributions made from individuals and organisations.

#### How does philanthropy tie in to crowd-funding?

Creating a community of supporters around a project is the first step in securing funding and building an audience. Starting small with established networks, and expanding the reach to new networks, contributes to a much larger conversation and movement around an issue. Seeing an engaged group of individuals support a project will certainly help in obtaining further funding.

### CROWD-FUNDING SUCCESS THROUGH DAF

A number of projects have been quite successful at raising funds through this model, including:

**When The Camera Stopped Rolling** raised \$91,000 in 1 year

**Pockets of Hope** raised \$51,000 in 8 months

**Westwind: Djalul's Legacy** raised just over \$16,000 in approximately 2 months