



# Information Kit

*How to start a **With One Voice movement** in your community*



*Together, we can change the world...one voice at a time.*

## Contents

|   |          |
|---|----------|
| <b>Welcome .....</b>  | <b>3</b> |
| <b>What is the <i>With One Voice</i> movement? .....</b>                              | <b>3</b> |
| <b>How does the With One Voice movement work? .....</b>                               | <b>4</b> |
| <b>What happens at each weekly choir rehearsal? .....</b>                             | <b>4</b> |
| <b>What volunteer roles are required within each With One Voice choir?.....</b>       | <b>5</b> |
| <b>What does it cost to run a <i>With One Voice</i> choir? .....</b>                  | <b>5</b> |
| <i>How can a With One Voice choir raise funds for its running costs?.....</i>         | <i>5</i> |
| <i>Member Contribution Model.....</i>   | <i>6</i> |
| <b>What are the expectations of the <i>With One Voice</i> partnership? .....</b>      | <b>6</b> |
| <i>Creativity Australia's expectations:.....</i>                                      | <i>6</i> |
| <i>What you can expect the following from Creativity Australia: .....</i>             | <i>7</i> |
| <b>Ready to join the movement and run your own <i>With One Voice</i> choir? .....</b> | <b>7</b> |
| <i>Are you eligible to apply? .....</i>   | <i>7</i> |
| <i>What funding can Creativity Australia provide? .....</i>                           | <i>8</i> |
| <i>What do I need to do before I apply? .....</i>                                     | <i>8</i> |
| <i>Ready to apply? .....</i>  | <i>8</i> |
| <i>Further information .....</i>  | <i>8</i> |



### Welcome

Thank you for your interest in starting a **With One Voice** movement in your community. This information kit will provide you with an overview of the movement, including how to proceed if you're ready to apply to join us and run your own **With One Voice** choir.

**With One Voice** is a movement by [Creativity Australia](#), an Australian charity organisation that bridges the gap between people experiencing disadvantage and those more fortunate through the neuro-scientific benefits of community singing. The organisation was founded in 2008 by award-winning social entrepreneur and soprano, [Tania de Jong AM](#).

To celebrate its 10-year anniversary, Creativity Australia is offering grants of up to \$10,000 to people or groups who are wanting to start their own **With One Voice** choir. Only 10 of these grants are available, and all applications must be submitted by Friday 30th August 2019.

If you have a passion for bringing people of all walks of life together, for nurturing community spirit and connection, for singing and for changing the world one voice at a time, then this could be the opportunity you have been waiting for!

Applications for the **With One Voice** grants are NOW OPEN.

We look forward to partnering with as many of you as possible to change your community, and the world, through the power of singing.

### What is the **With One Voice** movement?

Creativity Australia's **With One Voice** movement is a network community choirs that bring together people from all faiths, cultures, ages, abilities, backgrounds and socio-economic situations. We currently have 25 choirs located across Melbourne, Sydney, Adelaide, Brisbane, Canberra and regional Victoria, with thousands of choir members ranging in age from nine to 90 years old, and we are growing monthly!

The choirs are led by professional conductors and meet weekly, followed by supper. In addition to singing and eating together, the choirs also include an innovative Wish List program whereby choir members request and grant wishes to one another. Wishes can be anything that a choir member needs or has to offer, such as a free music lesson, assistance with learning a new language, writing a CV, finding a job, help with moving house, or computer tuition. To-date over 3000 wishes have been granted through our choirs.

The **With One Voice** movement is about strengthening communities and inspiring individuals to find their voice. We believe empowered individuals and supportive communities are better placed to solve society's big challenges, including cross-cultural integration, unemployment, mental illness, skills shortages, loneliness and isolation, family fragmentation, homelessness and more.

The **With One Voice** movement is more than just singing with your local community choir. It's an opportunity to create real connections between the diverse people in your community. It's about building bridges between those who are experiencing disadvantage and those who are more fortunate, and creating opportunities for people of diverse backgrounds and situations to learn from one another and help each other.

## How does the With One Voice movement work?

**With One Voice** choirs are set up and run by local volunteers using resources and materials provided by Creativity Australia.

By establishing a local community choir under the auspices of Creativity Australia, you hold a licence that enables the choir to fundraise to support projects and initiatives at a local level.

The choir is set up as an unincorporated association under the umbrella of Creativity Australia. This includes an independent bank account which is jointly managed by the local choir volunteers and Creativity Australia.

There are seven key components to the program:

- ✓ Bringing together a diverse range of local community individuals and organisations to promote, commence and participate in the program;
- ✓ Finding an extraordinary music leader who is empathetic and inspiring;
- ✓ Finding a safe, nurturing space to hold rehearsals at that is accessible and close to public transport or infrastructure;
- ✓ Seeking out diversity - all ages, backgrounds and cultures are welcome, and there are no auditions;
- ✓ Showcasing your choir by performing locally and celebrating accomplishments;
- ✓ Nurturing social connections between choir members by rehearsing weekly, sharing a meal and facilitating the Wish List component; and
- ✓ Building sustainability by develop community and business connections, recruiting volunteers and fundraising.

The Creativity Australia team works with you and provides mentoring and support through each of these steps.

## What happens at each weekly choir rehearsal?

The **With One Voice** format is very simple: weekly rehearsals of approximately 100 minutes, split roughly as follows:

- Singing: 60 mins
- Wish list: 10 mins
- Supper: 20 mins
- Clean up: 10 mins

The Wish List is a very special part of the weekly program. It is the chance for members to help and care for one another and build a true community. During the weekly rehearsal Wish List volunteers read out wishes or requests that have been submitted by members, and the choir community responds and grants the wishes wherever possible.

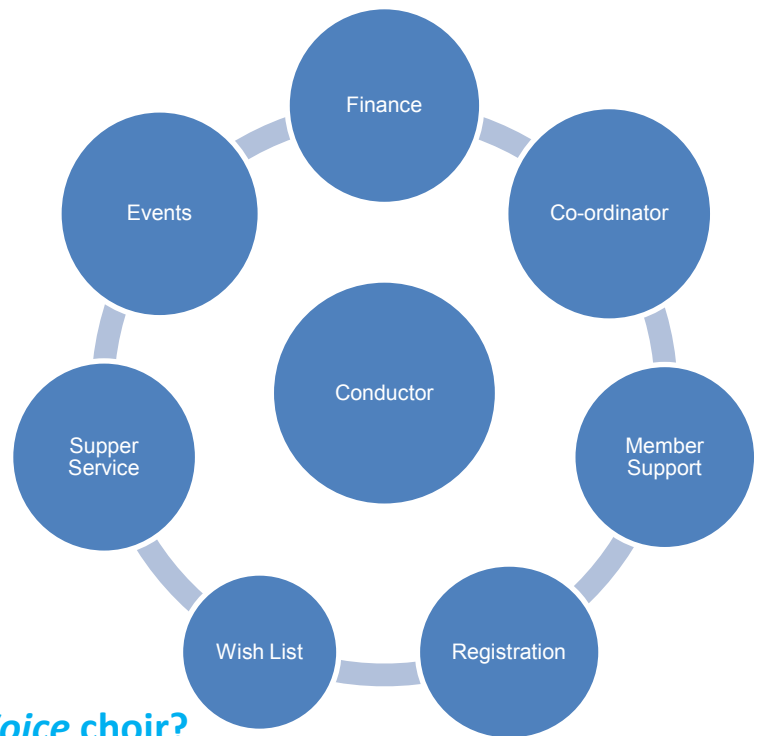
The wishes can be anything from needing assistance with writing a CV, to needing donated furniture or assistance with moving house, to learning a new language or learning how to use the internet. Those who need assistance are able to ask for it, and those in a position to assist are able to respond. Through the process, the community is strengthened, lives are changed and new friends are made.

## What volunteer roles are required within each With One Voice choir?

Establishing a high-quality and sustainable **With One Voice** choir requires the involvement of a committed, engaged and motivated group of volunteers who form the choir's Organising Committee.

The Committee should consist of diverse leaders from different sectors within your community, such as representatives from local governments or councils, schools or universities, community centres, businesses, emergency services, social clubs, community foundations and health and well-being services.

The image on the right lists the different roles that make up the Organising Committee. All of these roles are voluntary, with the exception of the Conductor role – which is a modestly paid position. While not every role needs to be filled at the time of application, the goal is to have these roles filled within three months of the choir's first rehearsal.



## What does it cost to run a With One Voice choir?

It can cost up to \$23,000 per year to run a **With One Voice** choir, though the majority of our choirs are able to secure donated or heavily discounted venues and/or food, taking the costs down to roughly \$15,000 per year. The costs of running a choir for one year may include:

|   |                 |
|---|-----------------|
| Conductor (depending on total number of rehearsals and performances)            | \$10,000        |
| Venue   | \$5,000         |
| Supper  | \$5,000         |
| Resources (insurances, licences, uniforms, incidentals)                         | \$3,000         |
| <b>Possible Annual Total</b> <i>(without any donated or discounted support)</i> | <b>\$23,000</b> |

The choir is responsible for raising the funds to keep the program running each year. Where in-kind or heavily-discounted support can be found (such as venue and/or supper), this will reduce the total amount of fundraising the choir needs to undertake.

## How can a With One Voice choir raise funds for its running costs?

There are four key ways a choir can generate income:

1. Membership contributions;
2. Performance donations;
3. Donations from local businesses or government; and
4. Participants accessing National Disability Insurance Scheme (NDIS) funding to pay for their choir participation through their NDIS plan.

Most **With One Voice** choirs can raise between \$6,000 - \$12,000 per year through membership contributions. A further \$1,000-\$3,000 can be raised through performances and donations. Some choirs raise significantly more funds through larger memberships, more donations and local funding grants and partnerships.

### Member Contribution Model

The **With One Voice** membership contribution model is a way to ensure that our choirs are sustainable into the long-term and can continue to welcome all participants regardless of their socio-economic situation.

Choir members are asked to make a monthly (or quarterly or annual, depending on their preference) contribution to the choir, which goes towards venue hire, the conductor's fees, printing, marketing, music licensing, public liability insurance and fees. The membership contribution can range from \$120 to \$600 per year, with those who are employed being encouraged to contribute the higher amount, and those experiencing financial difficulties contributing the lower amount. Each member contributes what they can afford.

As a movement of inclusive choirs, our first priority is to ensure that everyone is able to participate, regardless of whether or not they're able to pay the membership contribution. The challenge for each choir, in order to ensure its long-term viability, is to recruit enough members who can and do contribute, to cover those members who are not in a position to contribute due to financial strain.

Membership contributions are made via an automated payment process administered by Creativity Australia. A 'gold coin donation' or 'pay at the door' is not a part of our member contribution model.

Creativity Australia is an approved NDIS provider, which means people living with a disability can claim NDIS funding to cover their choir membership contribution. This not only provides welcome income for the choir but also allows more money to be available to subsidise those who cannot access such funding.

### What are the expectations of the **With One Voice** partnership?

#### Creativity Australia's expectations:

- Weekly delivery of rehearsals (minimum of 45 times per year), that:
  - Are run from a central, accessible and welcoming venue;
  - Cover songs that represent hope, joy, diversity and fun;
  - Include sharing of the Wish List component; and
  - Include a small supper (i.e. tea, coffee, sandwiches, fruit)
- A minimum of four community performances per year;
- A choir group that:
  - Represents the complete diversity of your community with an approximately equal mix of socially advantaged and socially disadvantaged participants;
  - Welcomes and includes everyone from the community, in particular those experiencing disadvantage; and
  - Has no barriers to entry and is available to all people regardless of singing experience or ability, language, culture, faith or socio-economic status;
  - Supports and encourages more fortunate individuals to engage with, learn from and help participants experiencing disadvantage.
- Fundraising to cover the direct costs of your conductor, venue, supper and program resources and quarterly financial reports of income and expenses.

### What you can expect from Creativity Australia:

- Program materials, including:
  - Posters and other marketing material templates; and
  - Welcome page and registration forms.
- Detailed “How to” video tutorials and written guides for:
  - Running the weekly rehearsal;
  - Organising performances and events;
  - Volunteer roles; and
  - Promoting your choir.
- Listing on website with a page for your *With One Voice* choir to share where and when you meet, photos, videos, performances, stories, outcomes from Wish List;
- Promotion through campaigns and social media;
- Spreading the word about your *With One Voice* choir as part of our overall marketing and media plan;
- Training for your conductors;
- Phone and email support and mentoring to help set up your program; and
- Monthly reports to enable you to manage the program.

## Ready to join the movement and run your own *With One Voice* choir?

### Are you eligible to apply?

Creativity Australia welcomes applications to establish *With One Voice* choirs from all community-based groups or organisations that have an interest in building healthier, happier, more inclusive and stronger communities.

We accept applications from:

- ✓ Local schools
- ✓ Community based organisations such as Lions Clubs, Rotary Clubs and Freemasons Clubs;
- ✓ Sporting groups or teams;
- ✓ Not-for-profit organisations serving the community in any capacity (disability services, job seeker services, refugee and asylum seeker services, homelessness services, mental health services etc);
- ✓ Religious groups;

This is not an exclusive list, and we are happy to chat further with you about other types of groups who would like to start a *With One Voice* choir.

Though the choir may originate from a particular group (such as a sporting club or church), the Organising Committee must represent the community and can't be made up only of members of that group, and applications will be assessed based on their diversity and/or plan to achieve diversity.

Unfortunately, we can't accept applications from:

- Local and state councils
- For-profit groups / businesses

Creativity Australia delivers *With One Voice* programs for a fee for a range of corporations, educational, aged care and healthcare organisations. Please enquire to [withonevoice@creativityaustralia.org.au](mailto:withonevoice@creativityaustralia.org.au).



### What funding can Creativity Australia provide?

Creativity Australia is offering a limited number of choir seed funding grants of up to \$10,000 to start their own *With One Voice* program. The seed funding is to cover the initial costs of a conductor, supper and venue (if these can't be found in-kind) while the program establishes itself in the community.

The grants are paid in four instalments after choirs have met set establishment and choir health milestones.

During the first six months one of our program staff will mentor the Organising Committee to utilise and interpret the choir health indicators. These indicators will help focus the Committee's efforts and lay a strong foundation for the choir to succeed.

In addition (and separate to the initial seed grant) individual communities may also apply for an allowance of up to \$2,500 to support their Conductor and Program Coordinator in their development.

The key to long-term viability is to ensure that each program is financially viable within 12 months. Community groups are expected to gain additional funding support from their local councils, foundations and businesses once the choir is running.

To maximise our seed funding support and create viable community programs, Creativity Australia favours applications where 25-50% of the funds granted are matched by the applicant organisation and/or local community. This allows Creativity Australia to establish more choirs in more locations. It also clearly demonstrates that your organisation, committee and potential program has the capacity to create community partnerships that will provide the choir with resources to grow and develop ongoing financial support. All applications should ideally demonstrate a mix of cash and in-kind support from the community.

### What do I need to do before I apply?

Before starting your application, you will need to be able to answer the following questions:

1. What is your understanding of our *With One Voice* model?
2. What is your local community need?
3. Who have you recruited to help, where do they come from, what expertise do they bring?
4. What plans will you or could you make to reach financial viability?
5. What financial and in-kind contributions can your community make?
6. How will you achieve our diversity and growth targets to generate viable member numbers in year one?
7. What will be your choir rehearsal details?

The clearer you are regarding these questions, the more successful your application is likely to be.

You will also need to be familiar with the selection criteria that applications will be judged against: click [HERE](#) to read it in full

### Ready to apply?

Applications are completed via an online form. Click [HERE](#) to start your application.

Good luck!!! We look forward to reading your application! Thank you for your interest in building community, breaking down socio-economic barriers, and using singing to change the world one voice at a time.

### Further information

For more information please contact our office on 03 8679 6088 or [withonevoice@creativityaustralia.org.au](mailto:withonevoice@creativityaustralia.org.au)