

A Quick Guide to Request for Funding

How to pursue funding for small palliative care volunteer program (including a coordinator)

Guide for health and volunteering involving organisations

This guide covers:

- Understand what funders need to see
- Know what to put in your funding document
- Talk to the right funders in the right way
- Show the value of what you are asking for

STARTING POINT

Business case verses Funding Proposal

A business case is developed for internal stakeholders within your organisation—such as your manager, board, or executive team. It seeks approval to establish and resource a new position.

A funding proposal (or funding ask) is prepared for external audiences: such as government bodies, local foundations, grant providers, or hospital auxiliaries. It seeks financial investment in your palliative care volunteer program.

While the core information remains largely the same, the key difference lies in how the message is framed. The content must be tailored to suit the audience and clearly communicate the value and impact of your request.

	BUSINESS CASE
Audience	Internal
Purpose	Secure internal buy-in and support
Language	Organisational, policy-aligned, risk-focused
The ask	Approve this position and strategy
	FUNDING PROPOSAL
Audience	External
Purpose	Secure external funding
Language	Community impact, shared values, return on investment
The ask	Invest in this program because your community needs it

"We're facing, as a nation, a time where we have to focus on what's going to keep people healthy — and volunteer play a key role in that."

— Participant — Roundtable: Palliative Care Volunteering: Victor Harbor & Goolwa area, May 2026

COSTING AND VALUE

Give examples of potential outputs

- 15 trained volunteers
- 4 volunteer roles
 - Biography Program
 - Companionship – in hospital
 - Transport Support – at home
 - Companionship – at home
- 5 volunteer impact stories shared with Communications Team
- Volunteer booth for Volunteering Week
- Annual volunteer activity report

TIP

Do not frame the ask as “we need funding for a coordinator.” Frame it as:
“We are inviting you to make sure no one in this community faces the end of their life without someone to sit with them.” Funders invest in impact.

WHAT TO INCLUDE

Six sections every funding document needs

Lead the people who need help — not with your organisation. Decision-makers fund impact, not organisations. Structure your document in this order:

- 1. Palliative care volunteering need in your community:** Start here. Not with your organisation. Not with the coordinator role. Start with the person who is at the end of their life and has no one to sit with them. Use the 5% fact: a person spends only 5% of their last year of life with a health professional. the other 95% relies on the family members, carer and Volunteers.
- 2. Your current palliative care volunteering position:** Show what you already have: trained and screened palliative care volunteers, referral relationships with your palliative care clinical team, existing community trust. You are asking to grow and sustain something that already works — not build from nothing.
- 3. The proposed model:** Be precise. Are you seeking funding for a dedicated Palliative Care Volunteer Coordinator, expanded hours for an existing coordinator, or a 12-month pilot to demonstrate impact? Funders need to know exactly what their money will create and sustain.
- 4. The evidence base:** Ground your case in palliative care-specific evidence: the National Palliative Care Standards (Standard 3 — community and volunteer engagement), the WHO definition of palliative care which explicitly includes volunteers, the *VSA&NT volunteer replacement rate of \$50.50/hr, and outcomes from comparable palliative care volunteer programs.
- 5. Costing and value:** Full cost breakdown with offsets specific to palliative care. The volunteer hours-enabled calculation (\$210,080 per year for 20 volunteers at 4 hrs/week) is your strongest argument. Show the return on every dollar invested in terms of patient contact, carer support, and clinical time recovered.
- 6. The ask:** One paragraph. State what you want, from whom, for how long, and exactly what palliative care volunteering outcomes you will report back. Make it easy to say yes.

COSTING AND VALUE

Building your cost and value case

Give a range, not a single figure. Always say these are estimates and that you will confirm the exact number with Executives.

Start small and build your program. Consider your program as a seed funding grant. Preference is for two years of seed funding.

Example Budget for 0.4FTE per annum

Salary *	\$26,000 - \$36,000
Salary on-costs (~30%) **	\$7,800 - \$10,800
Volunteer program Expenses***	\$5,000
Volunteer program Oncosts (~10%)	\$3,880 - \$5,180
Total (estimated) *	\$42,680 - \$56,980

* **Indicative only.** Depending on classification. Confirm against your Enterprise Agreement (SA Health EBA or SCHADS Award).

** Superannuation, Leave, Workcover, Professional Development etc

*** Travel expenses, Volunteer Training, gathering and tools, Volunteer Supplies

**** ICT systems access, HR, accounts support, office supplies, office, electricity, insurances etc.

Give examples of potential savings

- If each of the 15 volunteers volunteered 50 hours a year

EXAMPLE ASK

- $15 \times 50 = 750$
- $750 \times \$50.50 = \$37,875$

* VSA&NT volunteer replacement rate of \$50.50 per hour, that is \$37,875 worth of community care enabled by one coordinator.
vsant.org.au/value-of-volunteering

PRESENTING YOUR CASE

How to talk to each type of funder

Match your language, emphasis, and ask what each funder genuinely cares about. Source their relevant strategic plan, mission documents and review what they have funded before.

Examples of funding organisations to approach:

- Government
- Charitable and community foundations
- Hospital auxiliary
- Local businesses

Examples of Strategies and Policies Links

What policy documents should you mention?

- [SA Health Strategic Plan 2022–2026](#) — person-centred care and community-based care priorities
- Office of [Ageing well strategy SA](#)
- [Palliative Care Standards](#)
- [NSQHS Standards](#) — Partnering with Consumers and Workforce standards — volunteer programs must be governed and supervised
- [WHO](#) definition of palliative care explicitly includes volunteers as part of the care team

FUNDING REQUEST: SEED FUNDING FOR A PALLIATIVE CARE VOLUNTEERING PROGRAM

We are seeking two years of seed funding to establish and deliver a dedicated palliative care volunteer program, strengthening support for people experiencing a life-limiting illness and their families.

This program will work in close partnership with the local palliative care team, ensuring volunteers are integrated into existing care pathways and respond to identified patient needs. A clear referral pathway will enable clinicians to connect suitable patients to trained volunteers, enhancing continuity of care and reducing gaps in psychosocial and practical support.

Volunteer involvement will complement clinical services by providing companionship, respite for carers, and assistance with non-clinical needs—helping people remain connected, supported, and comfortable in their preferred setting.

While volunteers generously give their time, a safe, effective, and high-quality program is not without cost. Investment is required to recruit, screen, train, coordinate, and support volunteers, as well as to ensure strong clinical linkages and governance. Establishing the program correctly from the outset will create a sustainable, safe, and high-quality model, delivering meaningful and lasting impact for the community.

We are seeking funding to support a 0.4 FTE program coordinator and associated program costs: Two-year total investment: \$85,360 – \$113,960

This includes staffing, program delivery costs, and on-costs required to recruit, train, and support volunteers effectively. This seed funding will:

- *Establish a sustainable volunteer model embedded within local palliative care services*
- *Strengthen referral pathways between clinicians and community support*
- *Improve quality of life outcomes for patients and carers*
- *Build community capacity to support people at end of life*

We welcome the opportunity to provide a more detailed proposal and budget breakdown, and to discuss this opportunity further.

Sincerely

<Name>

<role, Organisation>