

# GETTING RESOURCES



## MODULE 6



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# 01. LEARNING OBJECTIVES

- ✓ Gain insight into diverse funding sources for community radio projects and identify key players in the funding ecosystem such as key stakeholders.
- ✓ Develop effective communication skills to craft compelling narratives for project communication (such as pitch deck).
- ✓ Develop grant writing skills and understand elements of a proposal.
- ✓ Explore ways for securing public funding.
- ✓ Learn effective strategies for researching and identifying relevant grants.
- ✓ Build sustainable partnerships for project credibility.





## 02. GET FUNDING READY

Funding for community broadcasters is a core issue that can determine the sustainability and development trajectory of projects in this sector.

Getting funding for community radio projects can be challenging as you have to navigate through the interests of various groups, deal with sometimes complex funding procedures, and ensure you have enough money to keep the radio station/broadcast running smoothly in the long term, covering everything from equipment to daily operations.





# WHAT DO WE MEAN BY FUNDING?

**Funding** is the act of providing resources to finance a need, programme, or project.

While this is usually in the form of money, it can also take the form of effort or time from an organisation or company.

Your community radio activities take time and resources. The more recordings and projects you decide to do, the more resources you will need to put in (time – volunteers and staff, knowledge, expenses, equipment...).



# Getting Funds is a Question of Sustainability

The burning issue mentioned by all radios is how to get the financing mix right and how to match financial needs with appropriate and effective income-generating activities.

Making community radio sustainable is a challenge worldwide. It is influenced by external factors such as an enabling environment (legislation, etc.) and internal sustainability factors within the station itself, including

- social sustainability,
- institutional/organisational sustainability, and
- financial sustainability.

A community station cannot begin without knowing its vision and the way it plans to fulfill its mission and values.

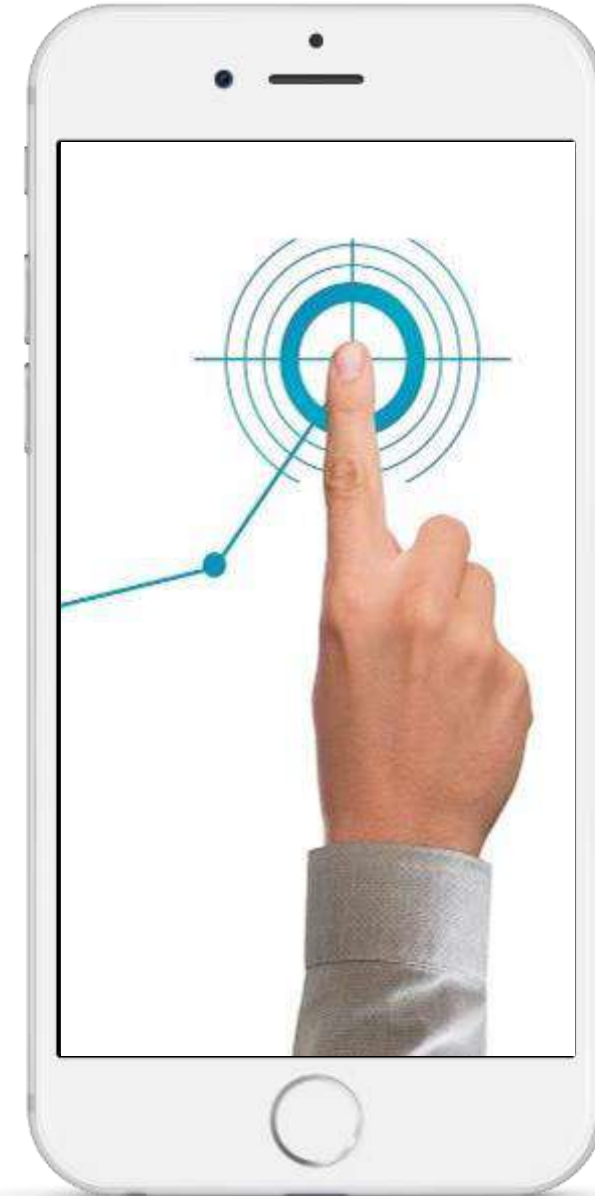


# SUSTAINABILITY

**Sustainability implies long-lasting success, collaboration, and a strategic approach!**

You will need:

- ✓ A clear mission and strategic direction
- ✓ Clearly identified resources and collaborators, needed and sufficient to fulfill your missions effectively
- ✓ Skills to attract resources from a variety of sources, not only one
- ✓ Know-how to manage and maintain the resources effectively and efficiently



# SELF-ASSESSMENT ACTIVITY

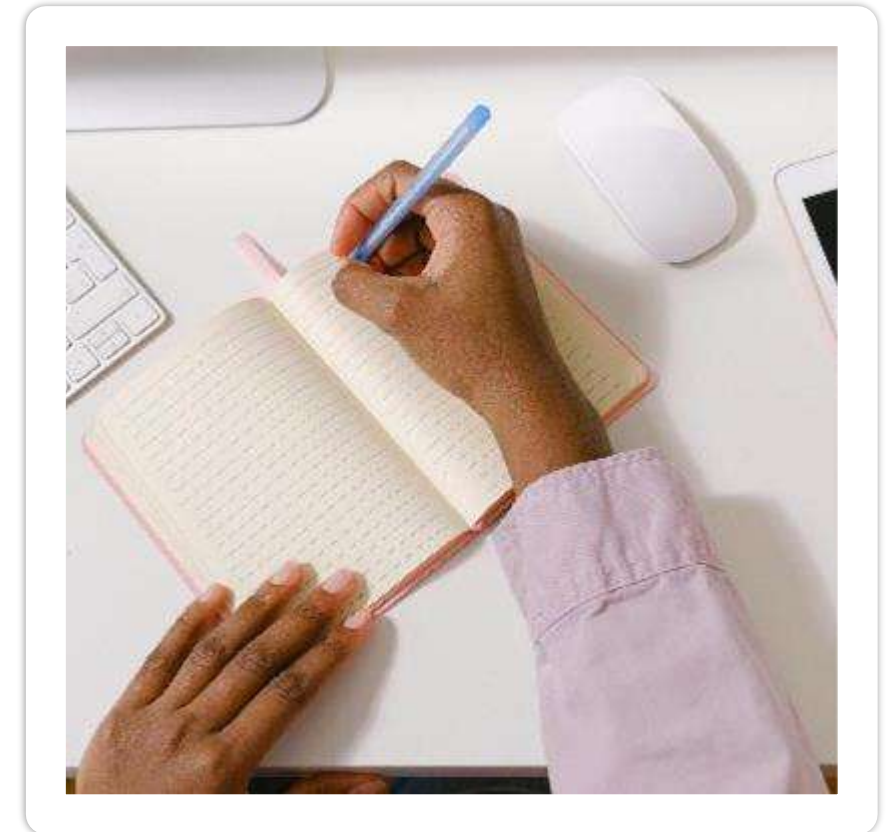


**Step 1:** What are the strategic themes and goals of your community radio station? What human, technical, and financial resources do you need to make it happen?

*This will help you define your mission and strategic direction.*

**Step 2:** What would it cost to implement your strategic plan? Collect and prepare the budget amounts for each activity area.

*This will help you design your budget and analyse the limitations you have.*





*“Strategy is about giving. Increase the value you give. This is what strategy is all about. Your strategy is the value you give to your customers (listeners, funders, stakeholders).*

*The more value you give, the more value you’ll get. Easy. When you understand this, you can see that the equation for a strategic business is very simple:*

- First you decide what value you are in the business of providing*
- Then, with that clear in your mind, you pour all your energy into delivering that value”*

**Alex Smith-** [The 5 strategy laws great brands understand \(and everyone else is clueless about\)](#)

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# FUNDING STRATEGY

## Mapping: Identification

- Which potential partners are there: locally, nationally and internationally?
- What are their areas of interest?

## Mapping: Profiling

- Which kind of resources can they provide to us?
- What can we offer to them?
- Can we meet their requirements?

## Introduction

- Presentation material
- Initial contact
- Evaluation of interest

## Agreement

- Proposal preparation
- Negotiation of terms and timing

## Management

- Receive the resources and use them
- Report as agreed
- Maintain regular contact

# GETTING RESOURCES IS NOT 'MISSION IMPOSSIBLE'

Securing funding can be a key financial boost; it's a pivotal step towards ensuring the sustainability of your community radio project's activities.

So, in getting funding ready, the key step is to determine what you need. The slides that follow take you through the steps involved ..

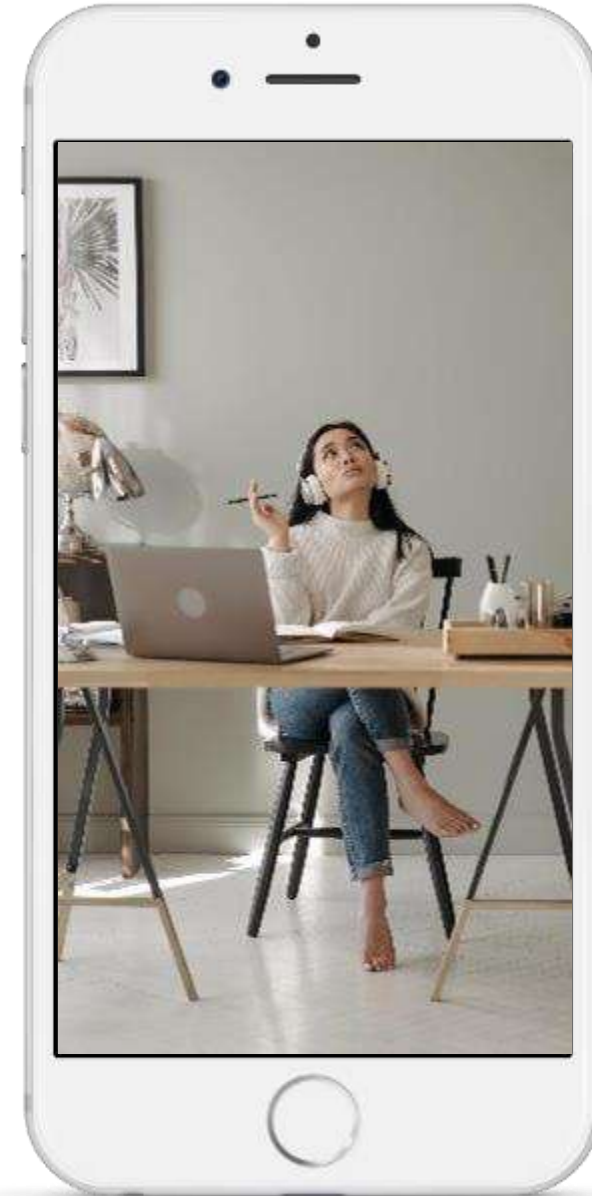


# SELF ASSESSMENT ACTIVITY



**Try to answer these questions to get clarity on what you want to achieve through funding.**

- What are your priorities for next 1 – 3 years? 3 – 5 years?
- Survival or growth? New opportunities?
- Would you change anything about your current community radio programme idea?
- Do you plan to keep the same activities in the future of your community radio/podcast?
- Do you intend to continue working with the same equipment?
- Are you planning to include anyone else on board as part of your team?



# ELEMENTS OF BUDGET

## What requirements do you have across key cost categories

**Programme/Activity Costs:** All activities undertaken by your radio, including production, community meetings, training workshops, and awareness campaigns...

**Personnel Costs:** Allowances, salaries (when applicable), and staff expenses like common lunches (in place of allowances)

**Core or Running Costs:** Daily and recurrent expenses for your operation, like rent, utilities (electricity, water, gas), communication expenses (phones, internet), transport/travel, consumables (CDs, stationary, etc.), equipment repair and insurance, and other office operation and maintenance expenses

**Capital Costs or Investments:** Significant investments such as equipment (computers, recorders), office furniture, office building, etc.





# ACTIVITY: Do a SWOT analysis of your Community Radio Project

## Strengths

- What unique strengths and assets does your Community Radio project possess?
- In what ways does your project stand out in terms of content, community engagement, or technological capabilities?
- How can you leverage existing partnerships and skills within the team to enhance the project's success?

## Weaknesses

- What are the current limitations or challenges faced by your project?
- Are there any gaps in your team's skill set or resources that might hinder project development?
- How can you address and mitigate weaknesses to ensure a more robust and sustainable initiative?

SWO

T

## Opportunities

- What trends in the community present opportunities for your project?
- Are there untapped funding sources or potential collaborators that could enhance your project's impact?
- How can you align your project with broader community needs and interests to maximise opportunities for growth?

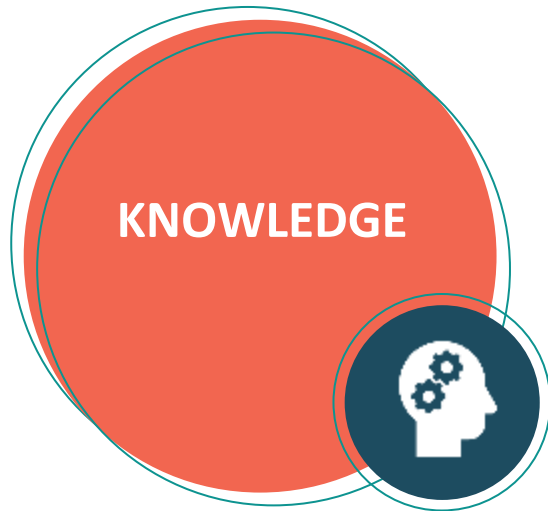
## Threats

- What challenges in the community could pose risks to your project?
- Are there potential shifts in technology or regulations that might impact your project's viability?
- How can you proactively address and mitigate potential threats to ensure the long-term success of your project?

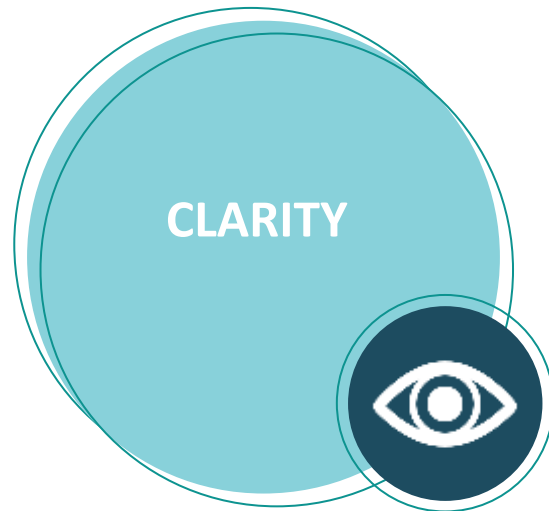


# Taking the best out of SWOT

Think of our SWOT analysis as a roadmap: we can use it to assess which best route to take, what to avoid/adjust, grab opportunities, and avoid potential problems. This way, your Community Radio project can succeed and keep making a real difference in your community!



Your SWOT has made you realise your project's strengths, weaknesses, as well as identify opportunities and threats coming from outside.



Does your initiative now look clear enough to present it to the funders?



How can you use the positives, to overcome the negatives?



## O3. FUNDING -APPLYING FOR GRANTS and SPONSORS

Three main funding routes that could support your cause.

1. Research local and national grants
2. Reach out to local businesses – they could be interested in sponsoring.
3. Check out crowdfunding sites; people power can mobilise a new generation of supporters.



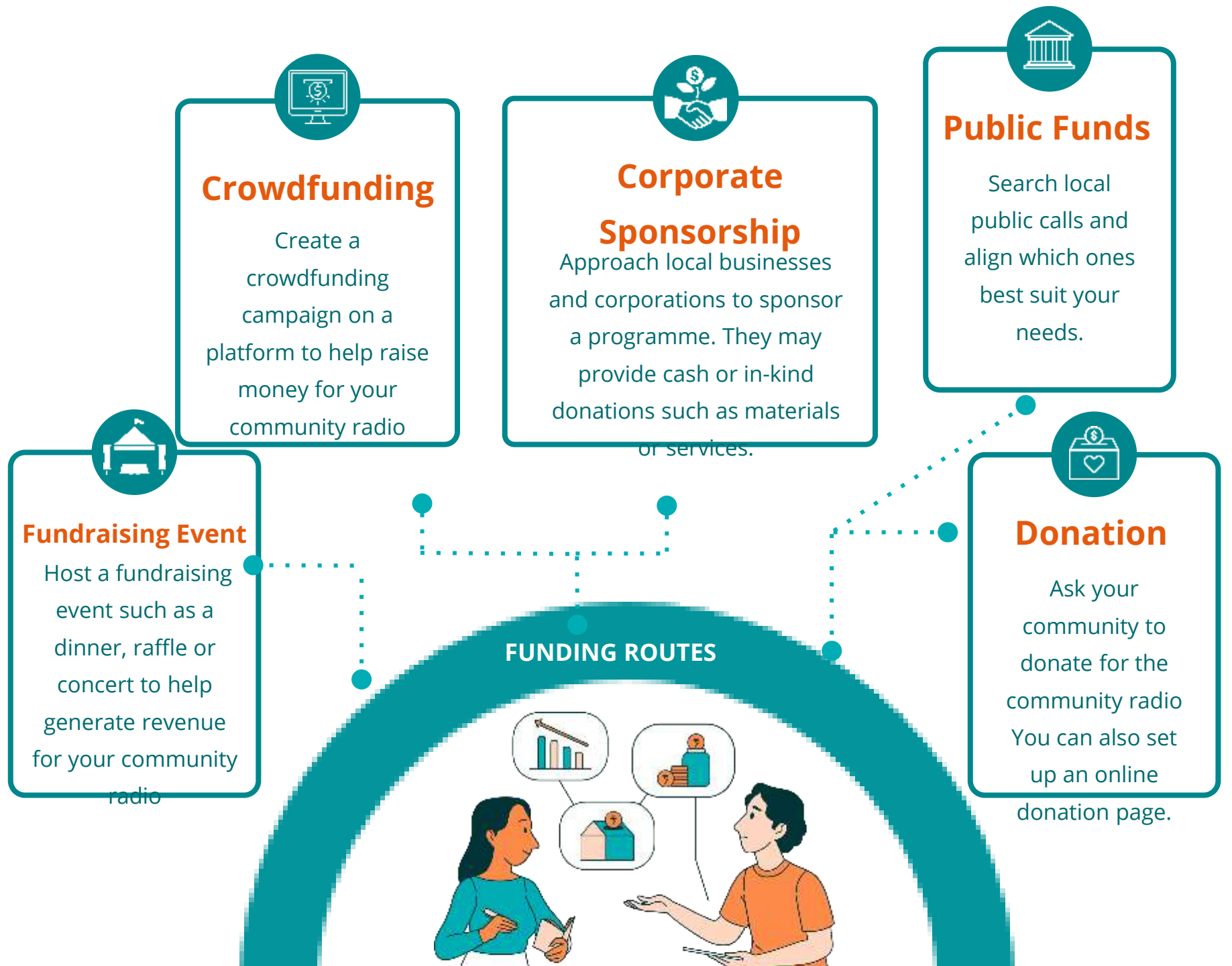
# The funding mix plan

## COMMUNITY

### RADIO

Unlocking the Potential of the whole community!

Write a brief explanation about how your funding mix could be presented. You can also write a short description about your target sponsors.



# Why Should You Apply For Grants?



Community radio projects should actively pursue grants because they provide financial support without imposing debt, allowing projects to flourish without immediate financial strain. Unlike loans, grants typically do not require repayment, promoting sustainability and independence.

Furthermore, grant funding often comes with opportunities for networking and collaboration, fostering valuable partnerships that extend beyond financial support.

By securing grants, community radio projects can access crucial resources, gain credibility, and effectively contribute to their communities, ensuring a lasting impact that extends well beyond initial funding.





# 1. SEARCHING DX PUBLIC FUNDING FOR COMMUNITY BROADCASTING



*A reason to inquire  
with your local  
policy makers about  
it!*



*Active citizenship is  
your role and your  
right!*

Many community broadcasters rely primarily on the goodwill of their communities and local civil society organisations to establish and manage their stations, to undertake programming, and generally to assist in ongoing fundraising.

At the same time, experience shows that more robust sustainability, particularly over time, depends on the availability of various sources public funding for community broadcasters.  
*(Providing public funding for Community Broadcasting – UNESCO)*



# DIRECT PUBLIC FUNDING



Accessing public funding can move your community radio from just surviving day-to-day to planning for the long term.

Funding can cover various needs, like kickstarting new projects, getting equipment, handling everyday costs, and training the people involved. Public support can also help community broadcasters form networks, supporting each other and making sure they stick around for the long run.

As it is public funding, there are usually clear processes for allocating funds, overseen in an unbiased way. The criteria for getting funds is based on public interest and the impact you will make.



# Typical Project (grant) proposal elements



## Cover letter

People need to be inspired by a vision.

## Summary

Write this at the end – repeat your best content.

## About the applicant

Don't assume that the funder will have any knowledge of your initiative!

## Problem definition-justification

The power of evidence of need. it is not sufficient to say: "*we know ... we think....*". You need to back it up with relevant research.

## Target group/beneficiaries

Who benefits most from the project? Align to



# Typical Project (grant) proposal elements



## **Objectives**

Focus on impact.

## **Activities and Methodology- Time Plan**

It is important to show your capacity to deliver.

## **Evaluation (success measuring)**

## **Sustainability**

It is important to show the funder investment in you will have a lasting legacy.

## **Budget**

## **Annexes**

Include letters of support, the evidence of need report, financial info



# Budget: Know Your Finances



- ✓ Prepare your budget
- ✓ Quotations and tender process
- ✓ Know your employee costs
- ✓ Know your overhead costs
- ✓ Calculate volunteer contributions
- ✓ Have your last year's audited accounts ready
- ✓ Financial projections – get a financial mentor or a volunteer to help





# Sustainability – An Opportunity To Shine

*How will the impact continue?*

Here, make sure to explain how your community radio project will keep making a difference in the long run. Talk about how you'll handle any risks that might come up, both internal and external ones.

The more you show that you've thought about how to keep things going strong, the better chance you have of getting the funding you need.

**TIP - Usually applicants do not give this section enough attention!**



# AND EUROPE IS AN IMPORTANT SOURCE OF FUNDING TOO. DID YOU KNOW?

- ✓ According to successive [\*Eurobarometers\*](#), **radio remains the most trusted media in Europe** and an important source of content. At the same time, most radio stations operate in one language, making it a challenge to cover cross-border perspectives. More specifically, community radio plays a vital role in Europe in fostering local engagement, preserving cultural diversity, and amplifying marginalised voices. It serves as a crucial platform for facilitating community dialogue and contributing to social cohesion across diverse European regions.
- ✓ In 2022, the Commission published a [\*call for proposals\*](#) to support radio content on EU affairs. Following that call, a two-year grant agreement worth EUR 4.4 million was signed with the radio network [\*Euranet Plus\*](#), covering 2023 and 2024. (European Commission. *Shaping Europe's Digital Future*. 2023.)

# EURANET PLUS NETWORK

*Euranet Plus network currently gathers 15 radio stations from 15 Member States.*



Radio stations that are part of the network have to produce and broadcast at least 10 minutes per week. Members produce reports, talk shows and interviews that explain EU affairs to their listeners through multiple viewpoints. These members reach approximately 11 million daily listeners, out of which Euranet Plus expects to reach at least **1.7 million listeners** each week.

The network has a central office in Brussels to help radio stations in their journalistic work, to exchange best practices and to produce multilingual podcasts.





Euranet Plus is always keen to hear from radio stations interested in joining the network.

## BECOMING A NETWORK MEMBER

To be shortlisted, candidate stations must demonstrate that they meet the following minimum requirements:

- Sharing Euranet Plus's common mission and vision;
- The ability to integrate 40 weekly, 10-minute-long, EU-related productions over the course of a year into their broadcasting grid, both on-air and online;
- An openness to expanding their reach to new audiences beyond traditional media.
- If this sounds like you, then Euranet Plus would love to hear from you. Please contact them to find out the next steps.

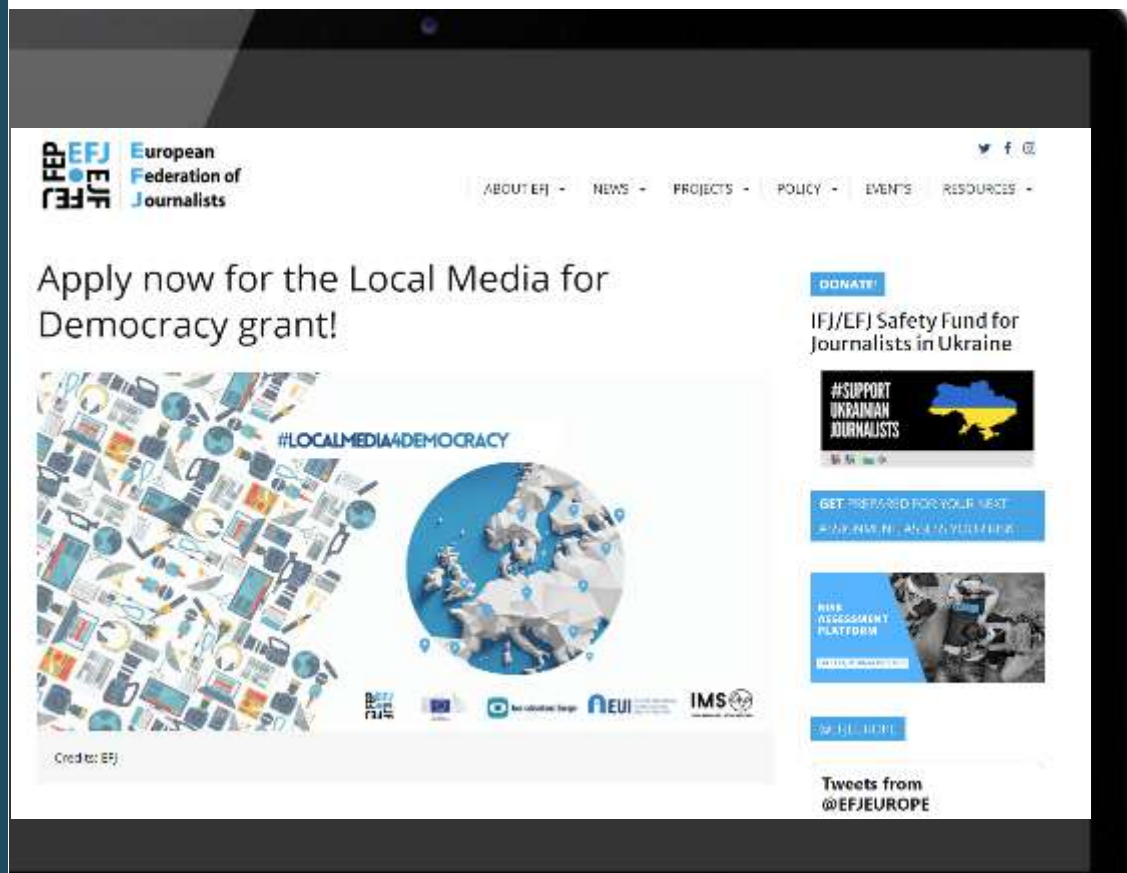


# Example of a grant: Local Media for Democracy

*Where to start? What does an EU grant look like?*

Here is an example of a grant that would be a perfect fit for your Community Radio project!

This is a pilot media funding scheme that aims to inject €1 mil. financial support to local, regional and community media who are struggling to serve the public interest in the so-called “news deserts” areas in Europe.



## 2. Reach out to local businesses and stakeholders—they could be interested in sponsoring.



In the quest to fund your community radio project, a crucial step is identifying potential sponsors, ideally in a long-term plan. Their financial contribution, cash or in-kind services and support, will be vital in bringing your vision to life.

In forging these connections, you will not only tap into diverse resources but also to create a network that shares your enthusiasm for community empowerment through the impact of your radio project.

Let's explore how building strong relationships with these entities can pave the way for successful funding initiatives.





A stakeholder is anyone with a vested interest in your project. They will be affected by, or be able to affect, your cause.



**Your potential sponsors/stakeholders are a varied group, with varied interests!**



**Activity:** Make a list of all the individuals, groups, companies, and public institutions who are in any way connected to your Community Radio project and may have an interest in supporting you.



# SPONSOR MAPPING TEMPLATE



Use this table template and expand it, to map the sponsors that could fund your project

Sponsor name and contact	Sponsor type (institution, NGO, company, individual,...)	Existing relationship, or possible connectors	Sponsor position on topics you discuss in your Community Radio project	Geographical scope	Does the sponsor have funding programmes already in place?	Action plan (next steps)
1. SPONSOR XYZ (All the basic information about the donors, including contact details can go here)		Did you have contact with them already? If not, is there a mutual contact that could introduce you?	What is their position in relation to the purpose of their initiative?	Local, national, regional, international, EU, global?	If yes, you can use those. If not, reach out directly.	Action 1 Action 2 Action 3
2. DONOR ABC						

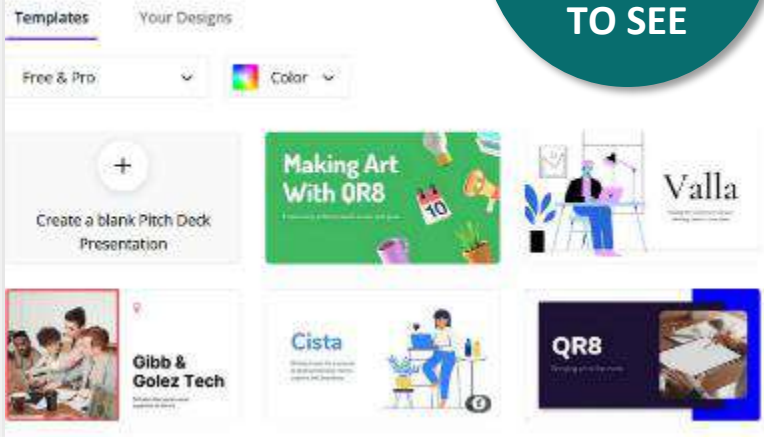


# Some Top Tips: Try a Pitch Deck



CLICK on  
each  
image  
TO SEE

## Pitch Deck Presentation



Whatever format funding, there is a moment when you will need to present your idea and ask for support. The better your presentation, your pitch, the better the chances are to be granted the funding.

Pitch deck is a set of free templates on [Canva.com](https://www.canva.com), easily adaptable.

A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your audience with a quick overview of your business plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.

# SOME TOP TIPS



- ✓ Don't assume that the funder will have any knowledge of your community radio/podcast, or background. Describe your project truthfully and fully.
- ✓ Break down the requirements of the application into bite-sized pieces.
- ✓ Think carefully about presentation; most funders will read many applications and if an application is easy to read and well presented it makes their lives easier.
- ✓ Do not over-promise - you will one day have to deliver!
- ✓ It always takes a lot longer to put an application for funds together than you think!
- ✓ Remember it is competitive – your best foot forward.



# SOME TOP TIPS



- ✓ Write in an interesting way that captures the energy & spirit of your project (journalist style).
- ✓ The power of evidence of need. It is not sufficient to say: “*we know...we think...*” back it up with relevant research.
- ✓ Show that your project is additional – not competing with others.
- ✓ And, last but not least, definitely talk to the funding agency before you apply.



### 3. CHECK OUT CROWDFUNDING

Crowdfunding taps into collective community support to finance various projects. It is particularly effective for community radios, which thrive on listener engagement and support. This form of fundraising empowers stations to maintain operations, innovate, and expand their reach.

Community radio's strength lies in its audience—dedicated listeners who are potential supporters. Crowdfunding can channel this collective power into tangible support, turning listeners into active contributors and stakeholders in the station's future.





# Crowdfunding Models for Community Radio

**Donation-Based Crowdfunding:** Listeners donate out of goodwill, it's a show of support for the community radio's mission and programmes. Contributors often receive acknowledgments for their generosity, such as shout-outs during broadcasts or being featured spots on a 'Wall of Supporters' on the station's website.

Donation-based crowdfunding can also be event-driven, such as fundraising during annual pledge drives or for specific equipment needed. Every donation, large or small, helps sustain the station's operations, from daily expenses to special projects.



# Crowdfunding Models for Community Radio

**Reward-Based Crowdfunding:** Reward-based crowdfunding provides a tangible thank-you to supporters, offering them a physical or experiential token of appreciation in exchange for their donations. Examples of rewards include station-branded merchandise like t-shirts, mugs, or tote bags, which also serve as promotional materials for the station.

For higher contribution levels, rewards can be more experiential, such as an opportunity to be a guest DJ, access to special behind-the-scenes content, or tickets to exclusive station-hosted events.



# Selecting the Right Platform

Choose a platform that aligns with your goals:

## One off projects:-

- **Kickstarter** <https://www.kickstarter.com/> exists to help bring creative projects to life  
e. g. [Reboot WBCR-Ip 97.7fm! by Berkshire Community Radio Alliance — Kickstarter](#) and [North Country Community Radio Project by North Country Community Radio — Kickstarter](#)
- **Indiegogo** [Crowdfund Innovations & Support Entrepreneurs | Indiegogo](#) is a platform where people to unite around ideas that matter to them and together make those ideas come to life.  
**EXAMPLE** - [e-WaveCommunity - EarlyChildhoodEducation's Radio, Interactive radio broadcasting to help caregivers become skilled teachers](#) [e-WaveCommunity - EarlyChildhoodEducation's Radio | Indiegogo](#) is an example where the station put too high a target on the campaign.

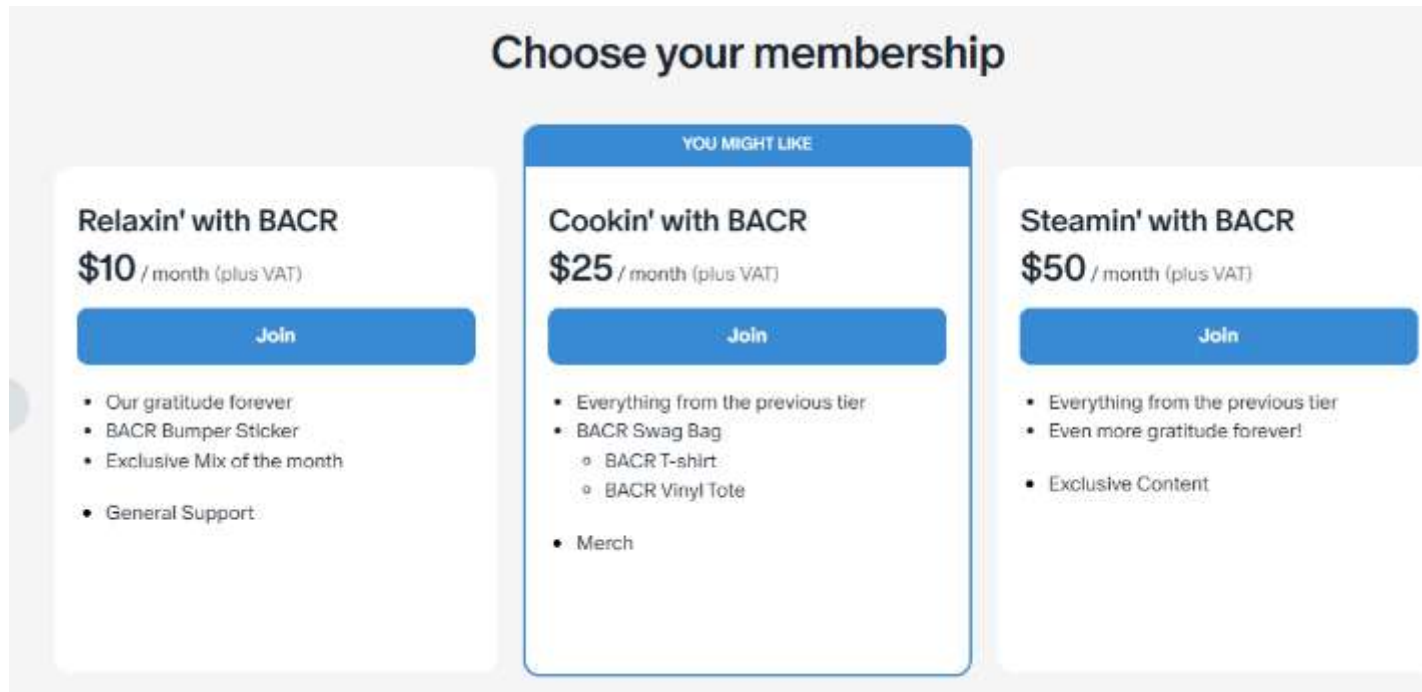


# Selecting the Right Platform

## Ongoing Support:-

Patreon [Home — Patreon](#) is empowering a new generation of creators and provides the mechanism for subscribers to support and engage with creators.

**EXAMPLE** Boone Area Community Radio offer 3 membership packages and has attracted 35 paid members who sign up for a monthly subscription



The screenshot shows a Patreon membership selection page titled "Choose your membership". It features three membership tiers, each with a "Join" button and a list of benefits. The middle tier, "Cookin' with BACR", is highlighted with a blue border and a "YOU MIGHT LIKE" label at the top.

Membership Tier	Price	Benefits
Relaxin' with BACR	\$10 / month (plus VAT)	<ul style="list-style-type: none"><li>Our gratitude forever</li><li>BACR Bumper Sticker</li><li>Exclusive Mix of the month</li><li>General Support</li></ul>
Cookin' with BACR	\$25 / month (plus VAT)	<ul style="list-style-type: none"><li>Everything from the previous tier</li><li>BACR Swag Bag<ul style="list-style-type: none"><li>BACR T-shirt</li><li>BACR Vinyl Tote</li></ul></li><li>Merch</li></ul>
Steamin' with BACR	\$50 / month (plus VAT)	<ul style="list-style-type: none"><li>Everything from the previous tier</li><li>Even more gratitude forever!</li><li>Exclusive Content</li></ul>

[FIND OUT MORE..](#)

[Boone Area Community Radio | creating a platform to share the sounds and stories of our commu | Patreon](#)



# Tips to Build Community Through Crowdfunding

- Use your station's storytelling skills to craft compelling narratives for your crowdfunding campaign. Engage your audience with on-air segments, social media interaction, and community events.
- Crowdfunding fosters a sense of ownership among supporters, ensuring the station remains a true community asset. It also underscores the value of local, independent media
- But, be realistic. Common crowdfunding challenges need to be considered. See next slide.





# Tips to Build Community Through Crowdfunding

Crowdfunding, while powerful, comes with its set of challenges that need strategic planning and proactive management. Look out for

- Setting unrealistic goals: As we see from our example, campaigns often fail due to targets that are too ambitious. It's crucial to set achievable funding goals based on realistic assessments of your audience size and engagement levels.
- Maintaining momentum and keeping the interest high throughout the campaign duration can be difficult. Regular updates, engaging content, and milestone celebrations can help maintain campaign momentum.
- Choosing the right platform is essential. Each platform has its own set of rules, fees, and audience types. It's important to research and select a platform that aligns with the community radio's target demographic.
- For reward-based campaigns, managing and delivering backer rewards can be logistically challenging and costly.
- There's a risk of overpromising what the station can deliver in terms of rewards or project outcomes, which can lead to donor disappointment."





## O4. CASE STUDIES

A glowing red rectangular sign with the words "ON AIR" in white, bold, sans-serif capital letters. The sign has a slight 3D effect with a dark red border and a bright red glow around the text.

ON AIR

Case studies are very useful in explaining what might seem like a complex process. Let's learn from others.

# CRAOL Community Radio Forum of Ireland Society Ltd.

CRAOL is the representative, coordinating, lobbying, training and support group for Irish Community Radio. Every week, across Ireland, 2000 Community radio volunteers broadcast to 170,000 people in 21 fully licensed stations and almost 30 aspirant stations.

CRAOL Community Radio Forum of Ireland Society Ltd. empowers and supports community broadcasters nationwide to deliver a social benefit to their communities through active volunteerism, shared resources, good governance, partnership and networking.





## CRAOL's core objectives

- ✓ Advance community radio sector through: Good Governance, Training, Networking, Communication and Advocacy
- ✓ Develop a network of licensed, not for profit, democratic community radio stations
- ✓ Offer education, training and support for network members
- ✓ Encourage network members to build the communities they serve
- ✓ Encourage members to develop programming and activities based on the Amarc Community Radio Charter for Europe

# ROSCOMMON LEADER PARTNERSHIP, Ireland

Local Development Companies such as Roscommon LEADER Partnership believe that community radio serves as a unique platform for implementing Ireland's social inclusion agenda as well as enhancing individuals' communication and teamwork skills that have a positive impact on the individual, bringing them closer to the job market and making them more fulfilled.

Roscommon LEADER Partnership is the LDC for Co. Roscommon. It is a key champion of ROS FM, let's find out more about their multi-faceted support.

Visit their website to find out more:

[Roscommon Leader Partnership](#)



# Ros FM, Ireland

Roscommon LEADER Partnership and its team were central to the establishment and running of this community based licensed radio station in 2004 with the local volunteers. Throughout this course, we have championed our Associate Partner [ROS FM](#).

Now a thriving award-winning social enterprise, it secured funding from the Irish Broadcasting Authority License of Ireland for the station and a Community Services Programme (CSP) in 2008. CSP supports community-based organisations to provide local services and create employment opportunities for disadvantaged groups and people, such as people with disabilities, recovering drug misusers, ex-prisoners, and long-term unemployed and is funded by the Department of Social Protection.





# RosFM Case Study: Securing Funding



- RosFM Community Radio was awarded a license from the Broadcasting Authority of Ireland in 2004. This was to cover Roscommon Town and a 10 km radius. From 2016 to 2021 the station was run solely by volunteers broadcasting 35 hours over five days every week. In 2019 the station increased its broadcasting hours to 50 hours per week.
- ROS FM received funding under the EU LEADER rural development programme for an outside broadcasting unit which is delivered by Roscommon LEADER Partnership at a local level. The EU introduced the LEADER programme in 1991 as a bottom-up initiative to support the development of disadvantaged rural regions through projects addressing local needs. Since 2014, the EU has used the LEADER approach (known as community-led local development) for several EU funding streams in rural, urban and coastal areas.





# RosFM Case Study: Securing Funding



- ROS FM was supported by Roscommon LEADER Partnership with business planning and application writing, including securing funding for an expert to assist in securing sound and vision funding, which had a critical impact on the funding for a manager. ROS FM also received support to develop a business plan, which outlined its operations and objectives. This was essential in securing the funding for the manager. The business plan also enabled ROS FM to apply for other grants and funding.
- In 2020, the BAI introduced a new 'Sound and Vision' programme to highlight the social benefits coming from community broadcasting. From 2020 to the present Roscommon Leader Partnership gave funding towards the provision of an outside broadcast unit and also helped to secure the Sound and Vision funding of 40,000 Euro. Roscommon LEADER Partnership assisted ROS FM in helping to secure a full time station manager and assistant through Pobal. This commenced in July 2021 and that has enhanced and improved the station.



# Sound & Vision 4, Ireland



Sound & Vision 4  
is a funding  
scheme for  
television and  
radio  
programmes,  
funded through  
the television  
licence fee.

Find out more:  
<https://www.bai.ie/en/broadcasting/funding-development-3/sound-vision-4/#al-block-5>

# RosFM Case Study: Securing Funding



- As part of Roscommon LEADER Partnership's Social Inclusion Community Activation Programme (SICAP), Roscommon LEADER Partnership delivers the Social Inclusion Community Activation Programme in Co, Roscommon. As part of delivering this programme, we utilise ROS FM as a platform to enhance SICAP members' skills and capacity. ROS FM offers a range of opportunities for SICAP members, including access to resources, training and advice, as well as access to a wider network of professionals.
- ROS FM also provides a platform for SICAP members to share their stories and experiences, helping to increase public awareness of their work.
- In 2023 the station received three major awards at the annual CRAOL Community Radio Conference in Athlone. The station is now looking at increasing their broadcasting hours with programmes on Saturdays and Sundays.



# Our Voice FM, Ireland



Again in Ireland, **Our Voice** works is a collaborative project led by the Brothers of Charity focused on delivering community radio station services provided by people with intellectual disability.



# Our Voice FM

As a community-based FM radio station, [Our Voice](#) broadcasts online to the world. In addition to enhancing the skills of those involved, the station seeks to stimulate creativity, provide and promote education and learning in the various areas of radio broadcasting.

It reflects the Brothers of Charity community and promotes citizenship and social inclusion while also featuring music, news, and entertainment. Roscommon LEADER Partnership supported the purchase of equipment and studio fit out under the EU LEADER programme.





# Radio Dreyeckland, Germany



Radio Dreyeckland, a German local community non-commercial radio, represents the best of community-driven media. With a diverse array of programmes covering music, languages, politics, and culture, it has become a hub for local expression. Financing its operations has been a community effort, primarily fueled by its dedicated listeners and members of the Freundeskreis RDL eV.

In addition to listener support, Radio Dreyeckland has successfully secured institutional funding from the State Institute for Communications. This strategic partnership has played a crucial role in ensuring the radio's sustainability, allowing it to expand its reach and impact. The station's ability to balance community engagement with institutional support exemplifies a resilient funding model that keeps community voices alive and thriving.







# Refugee Radio Network, Germany

- 1) Founder: Larry Macaulay, a former student involved in radio in Nigeria, who left the country in 2011 due to its challenging conditions.
- 2) Initiative: Refugee Radio Network (RRN), founded in 2014.
- 3) Mission: To provide refugees a platform to tell their unfiltered stories. Topics range from everyday racism in Germany to the conditions in Greek refugee camps.
- 4) Reach: The internet broadcasts have garnered up to 1.4 million listeners, with Larry traveling across 17 European countries to expand the network.
- 5) Support: The network receives backing from the Robert Bosch Stiftung, a major supporter of projects where refugees are principal agents.

*FIND OUT MORE: <https://www.bosch-stiftung.de/en/story/larry-macaulay-radio-founder>*



# Impact of Refugee Radio Network

[www.refugeeradionetwork.net](http://www.refugeeradionetwork.net)



- Provides a voice to refugees, restoring dignity lost in challenging living conditions.
- Organized a significant conference in Hamburg on media awareness for refugees.
- Contribution of Robert Bosch Stiftung:
- Financial and logistical support for the Refugee Radio Network and its initiatives.
- Facilitates conferences and gatherings aimed at improving refugee conditions in Europe.
- Recognition: RRN has been awarded the “Alternativer Medienpreis” for its innovative approach to media and social issues.
- Future Goals: Expansion of RRN's reach and influence, with the aim of establishing more outposts in various countries.

*"If you want to achieve something, then you sometimes have to do what little children do. Make noise until you get it.", Larry Macaulay*



# Funding of Independent Online Radios in Europe

**Rise of Independent Radios:** Stations like Dublin Digital Radio, Brussels's Kiosk Radio, and Milan's Radio Raheem have become integral to local and international radio landscapes.

**Funding Challenges:** Stations face challenges in maintaining regular programming, especially during the COVID-19 pandemic.

## **FUNDING STRATEGIES:**

- **Crowdfunding & Public Grants:** Main sources for maintaining independence and non-commercial ethos.
- **Event Activities & Merchandise Sales:** Pre-pandemic events and merchandise provide additional income.
- **Diversified Income Sources:** Includes software subscriptions, hosting, and bars or cafes at studios.
- **Impact:** These strategies have enabled stations to survive, adapt, and continue influencing the cultural scene.

Source: "[Navigating the Independent Online Radio Scene in Europe](#)" - [We are Europe Read More](#)





## CONCLUSION

- ✓ To plan your community radio/podcast sustainability, start with strategizing.
- ✓ Know your goals, resources, and analyse external opportunities.
- ✓ Create the funding mix plan and analyse your stakeholders to create your support system.
- ✓ Learn from other radios and their experiences with funding.



Well done on completing our

