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Lord Mayor's Charitable Foundation
Newsletter MAY 2011

FEED MELBOURNE MEETS GROWING NEED

The Lord Mayor's Charitable Foundation has joined forces with Leader Newspapers and FareShare for the third annual Feed Melbourne appeal.

First started by Leader Newspapers and FareShare in 2009, Feed Melbourne raises money for food service charities to increase their capacity to provide nutritious food to people who are disadvantaged and experiencing homelessness.

Over the past two years, more than \$500,000 has been raised and distributed as grants to 40 charities across Melbourne. The grants are being used to expand meal services, increase the number of food parcels available, improve refrigerated food distribution, and purchase new freezers and fridges.

For this year's appeal, the Foundation will match all donations received dollar-for-dollar up to a total of \$250,000.

The Lord Mayor's Charitable Foundation Chief Executive Officer, Andrew Chappell, said: "Unfortunately, the demand on charities to provide meals and food



The Lord Mayor's Charitable Foundation to match all donations dollar-for-dollar up to \$250,000



parcels is increasing and many of these small, food-based charities and community food programs are overwhelmed by the demand.

"Feed Melbourne is helping food service charities meet this growing need."

A recent study by FareShare estimated that 300,000 people across Victoria are unable to afford and obtain food.

"Many thousands of people in Melbourne are struggling to buy food for themselves and their families and are turning to charity

for support," Andrew said. "The Lord Mayor's Charitable Foundation is delighted to join Leader Newspapers and FareShare as a major partner in Feed Melbourne."

The Lord Mayor's Charitable Foundation seeks your support for Feed Melbourne. Your donation will help charities that are on the frontline supporting Melbourne's most disadvantaged people.

To donate to Feed Melbourne, please fill in the donation form on page 8 or online at www.feedmelbourne.org.au

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Melbourne is a prosperous city, with a great capacity for caring for our most vulnerable people. This generosity of spirit has seen the Lord Mayor's Charitable Foundation grow to become one of the largest philanthropic trusts in Australia. In 2011, we are on

track to distribute around \$7 million to hundreds of charities.

Fundraising activities make a big difference. Your donations contribute to a wide range of partnerships with charities small and large.

The Lord Mayor's Charitable Foundation recognises that people need to feel they are part of a community, as this can have a major impact on the wellbeing of our residents. The need to feel connected recurs in the Foundation's research into its core concerns with homelessness, youth and ageing. Community-based charitable trusts give hope and support, and a sense of inclusion in a neighbourhood.

This year the Foundation has become a partner to the Feed Melbourne campaign along with founding partners Leader Community Newspapers and food charity FareShare. Now in its third year, Feed Melbourne raises money for food service charities that provide meals and food parcels to people who are experiencing disadvantage in Melbourne. The Foundation believes very strongly in Feed Melbourne, and I encourage you to make a donation as the Foundation will match all donations dollar-for-dollar up to \$250,000.

In 2011, charities in Melbourne face heavy demands as our population continues to grow. Those contributing to the Foundation can be assured it is responsive and well-governed. I thank the Board for their enthusiasm and professionalism and our donors and corporate partners who play a vital role in our ability to make a difference in the lives of disadvantaged and vulnerable people in our community.

Robert Doyle
Lord Mayor

President, Lord Mayor's Charitable Foundation

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Street Level 5,
140 Queen Street,
Melbourne

Post GPO Box 1851,
Melbourne 3001

Phone 03 9633 0033

Email admin@lmcf.org.au

Visit www.lmcf.org.au



YOU CAN MAKE CHRISTMAS IN JULY COME ALIVE FOR SOMEONE IN NEED

The Lord Mayor's Charitable Foundation's annual Christmas in July Community Luncheon will be held at the Melbourne Convention and Exhibition Centre on Friday 15 July 2011, noon to 2pm. To sponsor a table or for more information, phone 03 9633 0040, email events@lmcf.org.au, or visit our website at www.lmcf.org.au

freedom

A very big thank you to Freedom Furniture who came to the rescue and donated smart new reception furniture for our new office.



GRANTS HELP EASE SOCIAL ISOLATION

Recipients of Major Grants from the Lord Mayor's Charitable Foundation

highlighted in this issue of *Giving Melbourne* are reducing the social isolation that afflicts many of the most vulnerable people in our communities.

That addressing social isolation is a feature of these programs is no coincidence – it reflects the Foundation's overall goals, of improving quality of life and reducing disadvantage, through its allocation of Major Grants, according to Leigh Wallace, Director, Grants and Philanthropy.

“Through our Major Grants, we are able to reduce social isolation, homelessness and other negative aspects of a complex society,” Leigh says. The Major Grants were made possible by the generous support of the Eldon and Anne Foote Trust.

Major Grant recipients featured in this issue are: Travellers Aid Australia's “ER Travel Online” which received \$300,000 over two years (see story on page 4); Odyssey House's “Mirror Families” program, \$245,000 over two years (page 5); Kildonan Uniting Care's “Community Peer Support Networks”, \$120,000 over two years (page 6); the Tinnitus Association of Victoria's “Communications” program, \$120,000 for one year (page 6); and Urban Seed's “Eat-Learn-Work-Play” program, \$110,000 over two years (page 4).

Shane Austin, the Foundation's Director, Development, has been identifying themes that maximise the benefits of these Major Grants, which are all within the Foundation's three core commitments: homelessness, youth and ageing.

GRANTS AT WORK

THE 24/7 MELBOURNE'S ROAD HOME PROGRAM HAS:



- Helped 308 people
- Provided 180 periods of accommodation
- Case managed 125 individuals, couples & families
- Had 3120 calls to its Hotline response number

Shane sees social isolation at times of life transition as a common thread across homelessness, youth and ageing. “As people move from childhood to adulthood, and then into old age, or as they move in and out of homelessness – these are all times of life transition,” he says “For those who are vulnerable and face disadvantage, this journey can be extremely difficult.”

Homelessness is, by definition, social isolation, Shane says. The Foundation has demonstrated its deep commitment to easing homelessness through its previous allocation of two Signature Grants: \$876,000 to the Salvation Army's ‘24/7 Melbourne's Road Home’ program and \$750,000 to the Sacred Heart Mission's ‘Journey to Social Inclusion (J2SI)’ program. “These are both piloting innovative approaches to complex social issues,” he says.

Shane says the Foundation will apply this same willingness to take risks and back programs that are not supported by others in the way it tackles youth and ageing.

Within ageing, he nominates three themes demanding support: ageing parents of adult children with disabilities; social isolation among older Victorians living alone; and ageing in culturally diverse communities.

Youth issues the Foundation will focus on are: mental wellbeing; young people in out-of-home care; and multicultural youth. Shane predicts that youth issues, in particular, will see the Foundation become an agent of social change through its leadership.

Leigh Wallace says the personalised approach that characterises the charitable sector is a strength in helping to overcome social isolation. “Those who work for charities are invariably people who like people,” he says. “And the more charities can create opportunities to help people connect with others, the better it is for improving their mental health and wellbeing.”

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Travellers Aid Australia is marking its 95th year by launching a pilot project for an online travel portal that promises to revolutionise the provision of emergency relief (ER) transport services. This one-stop solution to complex challenges has from its outset been backed by the Lord Mayor's Charitable Foundation.

Since 1916, Travellers Aid Australia has assisted travellers "at their point of need", seeking to ensure they reach their destination safely and confidently. While their services are available to all, many of their clients face some form of health, economic

or other disadvantage that limits their access to transport.

ER Travel Online is a world first tool conceived by Travellers Aid Australia's CEO, Jodie Willmer, whose travel industry background has shaped her innovative approach to operations at Travellers Aid Australia. The tool lets participating community organisations respond quickly to clients who need help with funding a transport fare by equipping organisations with research options and the capacity to book travel tickets. It offers huge savings in time and money for



Travellers Aid Australia CEO Jodie Willmer.

participating organisations, while reducing stress on their clients. The Lord Mayor's Charitable

ONLINE EMERGENCY RELIEF TOOL A WORLD FIRST

Foundation has supported ER Travel Online by providing a grant for Travellers Aid Australia's business case development. The Foundation has also provided seed funding with a major grant of \$300,000 for the project. Grants were also provided by the Victorian Department of Transport, the Australian Government's Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the Helen Macpherson Smith Trust. Travellers Aid Australia's

research involving 70 community organisations revealed that under current practices, disadvantaged clients seeking ER travel support are typically passed between three agencies.

From the community services perspective, helping one client travel from A to B can take up to eight hours if funds or information are not readily available, diverting them from their core work. "Using ER Travel Online, this process could take as little as 15 minutes," says Jodie.

In 2009-10, Travellers Aid assisted 9500 disadvantaged people to reach their places of employment or education and travel for emergency situations, including people at risk of homelessness, or attending family funerals. Jodie conservatively estimates that the new portal could benefit more than 50,000 people per year, at a time of growing demand for ER transport aid.

Thirty agencies, representing a broad spectrum of service needs, are taking part in the pilot launch, which is now under way.

GRANT HELPS URBAN SEED GROW ITS NETWORKS

What do bicycle recycling, street cricket, food production and a community arts program have in common? They are some of the diverse activities offered by Urban Seed's 'Eat-Learn-Work-Play' initiative, all fostering social inclusion.

A Major Grant of \$110,000 over two years from the Lord Mayor's Charitable Foundation is supporting Urban Seed's extension of Eat-Learn-Work-Play to Footscray, Geelong and Bendigo. At each locale, Urban Seed responds to the local community, says Chris Lacey, the Executive Director of this CBD-based community organisation.

"Urban Seed's vision is 'communities of healing, hope and justice', and all of our programs work to that end," he says. "The diversity of the programs reflects our desire to respond to the needs of those individual communities.



Urban Seed residential volunteers Amber Gaskill Toms, left, and Virginia Moebus preparing lunch at Credo Café in Melbourne.

Rather than saying, 'Urban Seed has all the answers, now here are our programs', we have local community members and workers coming to us, saying, 'This is what we need.'

At Credo Café in the city, many participants become volunteers and are trained to run the café, moving from recipients of support

to supporters of others. "It flips the script a little," Chris says.

In Bendigo, at Long Gully, for example, young people are keen on bicycles and lack public transport. The 'Bike Butcher' program involves them in positive social networks based around recycling and repairing bikes.

The range of activities also opens multiple avenues for Urban Seed to help people. This was exemplified by the group's long-term relationship with 'Mick', whose troubled start in life led him into alcohol abuse. After visiting Credo Café, he became involved with Urban Seed in different ways over a decade as he negotiated life's ups and downs. Now aged in his 30s, Mick is a core member of Urban Seed's volunteer 'Credo Team' and helps lead Urban Seed's street cricket program. Mick's story demonstrates that long-term problems require long-term solutions, says Chris. "There are no quick fixes. That's why this two-year grant is hugely important to the program."

MIRROR FAMILIES REFLECT HOPE

A new program offered by Odyssey House Victoria is keeping children living with their own families by developing extended support networks or 'back up' families. The Mirror Family program was launched in November 2010 after receiving a Major Grant of \$245,000 over two years from the Lord Mayor's Charitable Foundation. The program targets vulnerable families that have regained stability after receiving drug and alcohol treatment and support from Odyssey House.

While treatment will have reduced the short-term risks to children, the turmoil of addiction and damaged relationships typically leaves these families socially isolated and lacking the support of family or friends. The program works by establishing two additional layers or rings of practical and emotional support (known as "B" and "C" families) around the child's core or "A" family. The "B" and "C" families are given training and support to become self-sustaining and

often include friends, neighbours, workers, teachers or extended family members. The ultimate goal is to maintain gains made through Odyssey House's work, and to ensure children remain at home through ongoing community support.

Odyssey House's Anne Parkes is manager of Kids in Focus, a program that provides respite and intensive support to families in which a parent has a substance abuse problem. Anne says the Mirror Families program complements the existing work of Kids in Focus and is probably an Australian first in applying this model in this context. The program's progress will be documented, with the aim of developing a model that could be of value to others in the future.

Work has already begun with a number of families. "We've had a fantastic response and people are so excited about this whole concept because it fills a huge gap," Anne says. "And it just makes so much sense."

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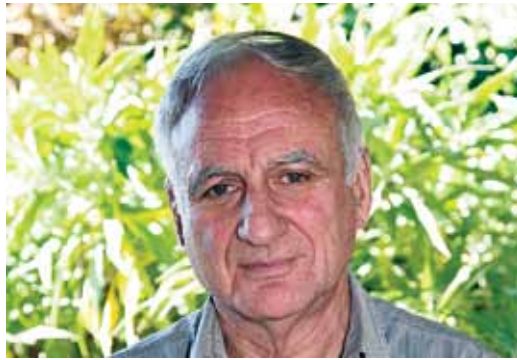


HEARING MORE ABOUT TINNITUS

Tinnitus has been described as “head noise” or “ringing in the ears”. There is no cure for this debilitating condition, which can cause depression, anxiety, sleep deprivation and relationship problems among chronic sufferers, of whom there are estimated to be 150,000 in Victoria.

Sometimes the Tinnitus Association of Victoria fields desperate calls from sufferers who are contemplating suicide, says the Association’s President, Ross McKeown. “They’ve been told by their specialists to ‘just go away and learn to live with it’. That, to many people, is just like a death sentence because they don’t know how.”

But now the Lord Mayor’s Charitable Foundation is helping to foster greater understanding of this affliction by funding a \$120,000 communications program run by the Tinnitus Association of Victoria.



The Tinnitus Association of Victoria’s President, Ross McKeown.

A former school principal who left his profession because of tinnitus, Ross has used his educational background and worked with Ian Paterson, the Association’s Vice

The Association, a voluntary, non-profit organisation, is using the Foundation’s Major Grant to hire a part-time staffer to coordinate the campaign. It targets both medical professionals and patients, using direct marketing to inform ear specialists and GPs of the Association’s tinnitus management seminars. Its advertisements aimed at sufferers tell them they are not alone – the Tinnitus Association of Victoria offers services, including counselling, to get them back on track. It is the only body in Australia to offer such expert, in-depth tinnitus management support, according to Ross.

President, to develop and present the seminars. Together with the Association’s website and counselling, these seminars have restored thousands of disrupted lives. “Each year, we help get hundreds of people, who’ve been unable to work because of tinnitus, back into the work force because they are coping with it now,” Ross says.

The Association anticipates that the advertisements in medical journals and newspapers will run until mid-2011. Its next priority is a prevention campaign aimed at young people.

COMMUNITY TAPS STRENGTHS WITHIN

Interviews with survivors of the 2009 Victorian bushfire disaster have revealed the emotional difficulties some face in seeking support services. “I have never had to ask for a handout. I’m so embarrassed”; “I didn’t lose my house”; “We thought that we could do it ourselves”, were among the reasons given for not accepting help.

Yet without support services to recover from this trauma, natural disaster survivors risk becoming isolated and depressed, unable to resume family and work life. The Kinglake area community, hard hit by Black Saturday, has started a project that taps the strengths from within its ranks to aid the recovery of its own members. The model it is developing is already helping other natural disaster survivors. The Community Peer Support Networks After Natural Disasters project is coordinated by Kildonan Uniting Care, one of Australia’s

oldest community organisations. This grassroots movement was kickstarted in 2010 with the help of a Major Grant of \$120,000 over two years from the Lord Mayor’s Charitable Foundation.

Tam Tran, Senior Manager, Community Development, sums up the concept simply. “It’s really about communities helping themselves to recover from a natural disaster, supported by professionals.” The professionals are qualified, volunteer psychologists, social workers and counsellors who mentor other volunteers from within local communities, thereby creating networks that reach out to those who need help.

Tam says the Foundation’s Major Grant has had a huge impact on the recovery of the community. “The response from individual members has been that this project is absolutely fantastic; we should have had this ages ago.”





If Paul Wheelton OAM had a motto, it might be: “Dream large – have fun – what’s next?” The Managing Director and owner of Australia’s largest Budget Rent A Car franchise group, Paul now devotes most of his time to philanthropy, loves to make a big difference, and have fun along the way.

A charitable trust account holder with the Lord Mayor’s Charitable Foundation, he applies his business acumen and networks of friends and colleagues to tackle charitable challenges that demand ‘critical mass’ to succeed. He estimates that over the past decade, he has donated and fund-raised about \$7.5 million.

Paul’s passion is sparked by causes that support children’s education, and medical issues. Typical projects could include: orphanages in Bali (five so far); drug and health education for Victorian children through Life Education Victoria (of which he is Chairman); or transporting medical equipment for charity, using his Budget vehicles.

“I get involved in the capital building stage. We repair or build it, we staff it, set up management

GIVING WITH GUSTO



Paul Wheelton OAM, left, at the Jodie O’Shea Orphanage in Denpasar, Bali, with orphanage project partner Lindsay Beer.

systems and then I want to move on,” he says, leaving others to run the projects. It has proven to be a successful model of philanthropy. “I’m not involved in philanthropy out of guilt,” he says. “Everything I do has an element of fun to it and the people I engage are of the same ilk.” This has united like-minded friends into a crew dubbed ‘The Wildebeests’, who take on charitable projects.

Having grown up as a tithing Anglican, he saw the potential to give more while having fun while on a Variety Bash car rally, a dozen years ago. He now donates “20 per cent of everything” to charity “Some people think that’s

a lot but it means I actually get to keep 80 per cent.”

His Budget franchise staff share his enthusiasm for philanthropy and he wants to see this awareness spread further, believing more Australians could get more deeply involved.

He is also passionate about encouraging others to set up charitable trust accounts with the Lord Mayor’s Charitable Foundation. “I have explored most avenues of donating,” he says. “This is a very simple, virtually no cost way of achieving a great result. And the Foundation’s investment advisors and legal people are the best there are.”

INVESTING IN TOMORROW’S LEADERS

Girl Guides Victoria turns 100 this year and its Chief Executive, Wendy Lewis, has set up a charitable trust account as her very special gift to her organisation and to future generations of young women.

Wendy, a passionate advocate of philanthropy, hopes that the Guiding Light Trust will encourage Girl Guides to realise their potential for making a positive difference. She has placed no limits on what projects the girls develop that could benefit from the Trust – they could extend beyond the organisation and Australia’s shores, reflecting the global reach of Girl Guides.

“The aim is to develop their confidence and to have them making decisions about how the funds are best allocated,” she says. “I want them to gain fundraising skills and also the ability to decide how to best use those funds in ways that benefit the community.”

She urges anyone considering setting up a charitable trust account with the Lord Mayor’s Charitable Foundation to “just get in there and do it”.

“The sooner you start, the sooner you can build something that will actually benefit somebody.”

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FIGHTING SPIRIT LIVES ON



Di Power with, from left, her husband Sean Flaherty and sons Daniel, Matt and Liam at Matt and Heather's wedding in November last year.

Dianne Power lost a three-year fight against ocular melanoma, a rare cancer, in November 2010, aged 48. Her family has chosen to continue her legacy through the Di Power Memorial Trust, set up by the Lord Mayor's Charitable Foundation. Di herself wanted to do something that would help others fight ocular melanoma and, as a close friend, Rebecca Martin, said: "It is a great way to keep Di's memory alive with a purpose."

Di's sister, Amanda Power, said Di had an enthusiasm for life that was infectious. "You had to be careful if you got in the way of that enthusiasm!" Amanda said the photo of Di at the wedding of her son, Matt, in mid-November 2010, was a testimony to Di's willpower. "She was determined to be at their wedding."

Di wanted a celebration of life at Flemington Racecourse, rather than a funeral. Family, friends and colleagues from Ford Motor Company, where she worked for many years, joined in to reminisce and

celebrate Di's life and to look back at photos capturing many adventures. Amanda said: "What was very apparent in the photos was that my sister was always doing something – Collingwood games, Melbourne Cup, Bathurst, overseas holidays in Africa, Egypt and, closer to home, photos on the farm and of summer holidays in Tocumwal on the river."

At the celebration, family and friends were asked to donate to the Di Power Memorial Trust. "We have all been overwhelmed by people's generosity and many thanks to those who helped to raise just over \$12,000 so far," Amanda said. Establishing the memorial charitable trust account with the Foundation was easy, she said. "Donations from colleagues, car dealers, family and friends will ensure Di's wish to help others fight ocular melanoma is realised.

"Setting up a memorial charitable trust account creates a legacy for my sister, which helps us look forward in a positive way and is ultimately something which will help others in the future."

Feed Melbourne is brought to you by Leader Newspapers and FareShare, and major partner Lord Mayor's Charitable Foundation.

I would like to donate to Feed Melbourne. Here is my donation.

Donor's name:

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Address:

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Ph:

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Email:

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Please find enclosed my donation of:

\$20 \$50 \$100 \$ (other)

I would like to donate by: Cheque Money Order

(Please make cheque or money order payable to Feed Melbourne)

OR please debit my: MasterCard Visa Amex Diners

Name on Card: _____

Signature: _____ Expiry: _____ / _____

DONATIONS OVER \$2 ARE TAX DEDUCTIBLE – NAME AND ADDRESS REQUIRED FOR TAX RECEIPT

Send donations to: Lord Mayor's Charitable Foundation, GPO Box 1851, Melbourne 3001