



From left, back row: Suzanne Doig, Yasmeen Abdul-Baki, Sandie Baskin, Shane Austin, Kim Sullivan, David Easden, Jessica Stone, Matthew Clayton, Carin Lavery, Kim Harrison. Front row: Andrew Chappell, Lyn White, Robyn Stanton, Leigh Wallace OAM. Not in photo: Bill Snaddon, Joy Howard.

Lord Mayor's Charitable Foundation Staff (as at 30 June 2011)

Andrew Chappell
Chief Executive Officer

Grants and Philanthropy

Leigh Wallace OAM, MSocSc
Director, Grants and Philanthropy

Robyn Stanton
Grants Co-ordinator

Suzanne Doig, BA(ManComm), PRIA
Communications Manager

Development

Shane Austin, MBusLaw, MFIA, MTASA
Director, Development

Carin Lavery
General Manager, Corporate
and Community Relations

Kim Sullivan, GradDip(Media and Comm)
Business Partnerships Manager

Sandie Baskin
Charitable Trusts Advisor

Matthew Clayton, DipBus, MFIA
Finance and Charitable Trusts Advisor

Kim Harrison
Events and Fundraising Co-ordinator

Yasmeen Abdul-Baki, BA, MSc
Social Policy Advisor

Bill Snaddon, BCom, BA(Hons)
Social Policy Officer

Business Services

David Easden, BBus(Mkt) CPA SA Fin
Director, Business Services

Lyn White
Donor Relationships Manager

Joy Howard
Assistant Accountant

Jessica Stone, BMm(Business Marketing)
Administrative Assistant

Robyn Stanton celebrating 40 years

'Girl Friday' is not a title seen in today's job ads, but, 40 years ago, this was Robyn Stanton's first role with the Lord Mayor's Charitable Foundation. Now Grants Co-ordinator, Robyn was just 15 in 1971 when she passed a shorthand and typing test to land the \$22-per-week position with the Lord Mayor's Fund for Metropolitan Hospitals and Charities, as the Foundation was then known. Her duties included the mail run and tea making, back when everybody stopped for a 10:30am tea break.

As Grants Co-ordinator, Robyn now administers the grants process, which includes processing applications and liaising between applicants and the granting panel members, ensuring that panellists are well briefed about charity's work. She also runs the Foundation's highly successful Youth in Philanthropy program.

This impressive 40-year milestone reflects the high degree of mutual loyalty Robyn shares

with the Foundation and the hundreds of charities she has dealt with over the decades. Her quietly capable character has fostered trust and stability with the charities, as the Foundation has changed in response to evolving social demands.

The most significant change she has witnessed has been the increasing level of professionalism at the Foundation. She says this is reflected in its specialised areas of management, more highly skilled staff and improved procedures and attitudes.

The Foundation's offices are now also more corporate. Forty years ago, in exchange for rent-free space at the Melbourne Town Hall, staff were expected to deal with tourism inquiries – as well as visits from Melbourne's oddballs. "There was one gentleman who used to wear a sandwich board and preach that the world was going to end," she says. "The other staff used to run – I would have

to deal with him. Another regular visitor was a donor who insisted that I recite a passage from the Bible before handing over his donation – I was learning a new passage every couple of months – I'm definitely going to Heaven!"

What has kept Robyn at the Foundation for 40 years? Her administrative role has enabled her to balance work and family life. "But it has never been just a job to go to. My work is meaningful and more so now than ever before because I see results and feel I'm doing some good in the community. I meet the most amazing people – hearing their stories, their commitment – it's inspirational."

After 40 years with the Foundation, what are her plans? "Perhaps I should aim for 50 years. Half a century seems pretty impressive, doesn't it?"





Talent for leading and inspiring

Tony Scott

“The program tries to show students what is happening in their own community.”

Fixed interest broker Tony Scott's professional talents have benefited the Lord Mayor's Charitable Foundation and many other charities, hospitals and non-profit organisations. But it is his talent for leading and inspiring others through his voluntary work at the Foundation that has touched lives in ways that reach beyond his advisory role as co-director of Secure Investments FIB.

Tony's relationship with the Foundation began in 1995 when Secure Investments FIB became its fixed interest broker. He organised a charity horse race, the Lady Mayoress's Cup, “and before I knew it I was on to the Board and on the Executive for a number of years. I found it very rewarding.”

In addition to serving on the Foundation's Board, his generous support has included organising other major fund-raising events and becoming a foundation mentor for its highly successful Youth in Philanthropy (YIP) program. YIP involves high school students in deciding which charities will receive philanthropic funds. Since it began in 2002 with four schools participating, it has grown to having 12 schools take part in 2011.

“The program tries to show students what is happening in their own community,” he says. “For example, they may have passed by an emergency relief centre each day without knowing it was there.” He remains a YIP mentor, having enlisted his old school, Trinity Grammar, into the program.

Through Secure Investments FIB, with his co-director, Stiven Laszlo, Tony jointly also holds a charitable trust account with the Foundation. Their White Fang Trust benefits children with a disability and research into myotonic dystrophy, a rare genetic condition that affects Stiven Laszlo's son and which urgently needs more funding.



Leigh Wallace OAM

Grants and Philanthropy Report

Another Year of Achievement

It is a pleasure to report that the Lord Mayor's Charitable Foundation has again provided substantial contributions to charitable agencies across the state and, in some cases, beyond, enabling scores of important programs and projects to be delivered to the community. Despite the impact of the global financial recession, the Foundation has distributed approximately \$7.7 million. Its grants to hundreds of causes have impacted the lives of tens of thousands of Australians. This could not have been done without the contributions made by its many supporters and for this we are most grateful.

Just over 250 General Grants totalling approximately \$3.5 million were made in 2010/11. Lists of those who received our support appear on pages 22 and 24.

As a consequence of the extraordinary generosity of the late Eldon Foote, Major Grants were again awarded to some innovative programs that have begun helping people in various situations of need. Funded through the Eldon and Anne Foote Trust, the Major Grants program was also able to issue second-year funding to several charitable agencies (as previously approved by the Board). On 28 June 2011 Major Grants were approved for payment in the 2011/12 financial year to the following -ganisations listed below.

Life Care

Brotherhood of St Laurence (BSL)

\$220,000 (over two years)

FareShare

\$150,000

Family

Melbourne City Mission

\$285,000 (over two years)

YMCA

\$280,000 (over two years)

Health

Australian Red Cross

\$250,000 (over two years)

Wintringham

\$100,000 (over two years)

Global sharemarkets have experienced further volatility this year, even as economies were still recovering from the earlier global financial crisis. The implications for our society of the earlier financial crisis are still with us. Hundreds of thousands of individuals and families have had to approach the agencies we assist, whether it is for matters related to health, family or general life care needs. We provide assistance in several other categories too, related to important environmental matters as well as those of the arts, sports and education sectors. It is pleasing for us to be able to help so many causes in so many ways but it continues to be of concern that some important societal needs are not being adequately addressed by the various levels of government, requiring the philanthropic sector, of which we are a significant part, to step in and attempt to fill the breach.

As was reported last year, Australians have continued to display their generosity despite the extra demands that have been placed upon the community through the onset of such disasters as the Queensland and Victorian floods at the beginning of the year, followed by Cyclone Yasi that devastated parts of Queensland in February. The compassionate response by the community to these unforeseen events was significant but it has had a negative impact on the extent of charitable giving to other causes. Nevertheless, there are still large numbers of people in the community who have the capacity as well as the desire to help others, so they do. It is as a result of their generosity and the donations they have given to our Foundation that we are able to do what we do for so many.

When a community bands together to help those in need, everyone benefits. This is the message we continue to deliver, so that the more that is donated, the more that we can distribute to worthy recipients. We continue to encourage you, the reader, to work with us in this task.

Social Needs Committee

The identification of issues of concern by this committee chaired by Mike Zafriopoulos AM

has been of great help in the grants process. Comprising Board members Bernie GearyOAM, Julie Leeming DSJ, Daniel Leighton, George Tippet AM KSJ, FAMA, and Lydia Wilson, the Social Needs Committee has provided timely advice and recommendations to the Board of Management on how the Foundation should respond to economic, social, environmental and cultural issues affecting individuals and families.

Grants Advisory Panels

The work of the Foundation could not be done without the invaluable assistance and expertise provided by the members of the Health, Family, Life Care, Environment and the Arts, Sport and Education Grants Advisory Panels. Their assessment of the hundreds of applications from charities across Melbourne ensures the effectiveness of the grants process.

The members of our 2010/2011 panels were again ably supported by Grants Co-ordinator Robyn Stanton and are listed on page 22.

Inaugural Life Care Grants Advisory Panel member and Chair Georgia Symmons stepped down, as did Diane Clarke, Rupert Posner and Andrew Porter. We are most grateful for their contributions in their respective roles. We welcomed new panel members Rhyl Gould, Julie Hassard, John Allen, Dr Bronwyn Burton and Dr Robyn Leeson.

Eldon and Anne Foote Trust

Mrs Anne Foote visited the Foundation in its new premises at 140 Queen Street to work with Robyn Stanton and myself on the identification and assessment of grants being sought from funds generated by this trust account. Grants from many states and the territories were identified and presented to the Board for approval, culminating with the grants to be awarded at the October 2011 'Celebration of Giving' event.

A special meeting of the Board of Management was held in January in response to the tragedy caused by the Queensland floods. The outcome was a decision to make an extraordinary grant of \$240,000 to the Queensland Division of Australian Red Cross

I thank all of the donors, volunteers, staff and Board members with whom I have worked. We have achieved a great deal and made a positive difference in the lives of many.

for two programs aimed at helping children and young people to overcome this recent trauma. These innovative programs involve using mp3 audio files and the creation of 'Flood Recovery Kits' for use in schools.

Youth in Philanthropy

The Foundation was delighted to be able to conduct this innovative program again with Year 10 and 11 students, from the secondary schools listed on page 22. Guided by Board members and selected mentors, the students helped with grant-making assessments and recommendations.

Grants Co-ordinator Robyn Stanton, Board members and mentors accompanied the students to the various charities. The program concluded with each school's panel making a formal presentation of its recommendations to the Foundation's Board of Management in the Council Chambers of the Melbourne Town Hall. A total of \$200,000 was distributed in response to the approved recommendations to organisations listed on page 22.

Marketing Communications

The Foundation enjoyed a successful year in continuing its strategic relationships with media outlets 3AW and the *Herald Sun*. Special public relations activities that were introduced during our 85th anniversary, such as the 'Winter Days of Giving' with 3AW (recipients are listed on page 22) and our annual, four-page feature with the *Herald Sun*, continued this year. We also partnered with Leader Community Newspapers in the 'Feed Melbourne' campaign in June and received exceptional media coverage throughout Leader's network of local newspapers. I extend my gratitude and the thanks of the Foundation to these

organisations for their continued support, particularly David Mann OAM Neil Mitchell, Peter Flaherty and John Trevorrow.

During this past year the Foundation published the 2010 annual report (featuring many of the charities that received our funding support that year); two editions of our newsletter *Giving Melbourne*; two newspaper features promoting our charitable trusts program (four pages in the *Herald Sun* and two pages in *The Age*).

We also published a two-page feature about 'Feed Melbourne' and a four-page feature promoting our 'Heart of Melbourne' appeal in the *Herald Sun*. These editorial features proved successful in generating interest in and enquiries for our charitable trusts program and donations to our fundraising appeals.

Our website continued to provide the Foundation with an online media presence. We commissioned a research project to gauge and monitor the level of awareness and knowledge about the work of the Foundation. The results proved interesting: one in five people recognised the Foundation's name and logo among other philanthropic foundations.

We alerted Melbourne's media to all our events including 'Christmas in July', 'Melbourne's Road Home', the 'Defence Lake Attack Fun Run and Walk', the Lady Mayoress' Committee's 50th anniversary dinner, as well as our fundraising appeals such as the 'Heart of Melbourne' and 'Fill a Fridge for Christmas' campaigns, which were specifically designed to help people experiencing financial crises. Channel Nine was particularly supportive of our events this year and they generously produced an inspiring television news segment about 'Christmas in July' 2010.

Audit 'stamp of approval'

The Board of Management contracted with accountants BDO to review the practices and procedures being followed in the grants administration process. It is pleasing to note their satisfaction with the systems we have developed; in particular the software program designed by our staff and implemented in conjunction with ALADN System Solutions Pty Ltd.

What of the future?

This is my final report in my capacity as Director, Grants and Philanthropy. I have decided to move away from Melbourne and therefore have to relinquish my role. My decade of employment with the Foundation has been the most enjoyable and satisfying of my career and I thank all of the donors, volunteers, staff and Board members with whom I have worked. We have achieved a great deal and made a positive difference in the lives of many.

My greatest appreciation and that of the Foundation goes to the supporters, be they donors of talent, time or treasure or a combination thereof, for their willingness to help others. Your continuing generosity and the accompanying compassion that has been displayed have enabled the Lord Mayor's Charitable Foundation to enhance the quality of life of members of our community, particularly the disadvantaged.



Leigh Wallace OAM, MSocSc
Director – Grants and Philanthropy

Eldon & Anne Foote Trust

Distributed July 2010

\$660,000

As part of General Grants

Alfred Foundation
Arthritis Act
Aussie Helpers Ltd
Australasian Blistering Diseases Foundation
Australian Theatre for Young People
Australian Youth Orchestra
Big Hart Inc
Cystic Fibrosis Qld Inc
Darwin Community Arts
Eldon D Foote Foundation
Flipside Circus Association Inc
Future Eco-Technology Centre
Guide Dogs NSW/ACT
Guide Dogs Victoria
Marine Stewardship Council
Royal Flying Doctor Service of Australia South Eastern Section
Royal Society for the Prevention of Cruelty to Animals NSW
Sailors with Disabilities
Southern Cross University
Surfrider Foundation Australia
University of Sydney
Youth Off the Streets

Winter Days of Giving

Distributed August 2010

\$115,000

with 3AW Recipients of \$5000 Grant

Biala
Diamond Valley Foodshare
L'Arche Melbourne
Hope City Mission
Combined Churches Caring Melton
Heartkids
Evolve at Typo Station
Education Program for Infants and Children (EPIC)
Healesville Interchurch Community Care
Rossbourne School
Brainlink
Stella Maris Seafarers' Centre
Myeloma Foundation of Australia
Yarra Plenty Care Fund
Motor Neurone Victoria Association
Nick's Wish
Uniting Care Wodonga
Cystic Fibrosis Victoria
FireFoxes
Melba Support Services
St Lawrence Disability Services Colac
Righteous Pups Australia
Latrobe Valley Palliative Care Fundraising Association

Youth in Philanthropy

Distributed October 2010

\$200,000

Participating Schools and Approved Grant Recipients

Melbourne Girls' College
Guide Dogs Victoria
TADVIC
Good Shepherd Youth and Family Services
University High School
Broadmeadows Uniting Care
Caroline Chisholm Society
HeartKids
Hume Central Secondary College
TLC for Kids
Church of All Nations
Big Brothers Big Sisters
Werribee Secondary College
Urban Seed
Travellers Aid
FareShare
King David School
Emerald Hill Mission
Royal District Nursing Service
Asylum Seeker Resource Centre
Melbourne High School
Alkira
Redkite
Kids Under Cover
Melbourne Grammar School
Sacred Heart Mission
Bayley House
Impact Support Services
St Michael's Grammar School
Fight Cancer Foundation
Brotherhood of St Laurence
Kombiz
Mac.Robertson Girls' High School
Odyssey House
Noah's Ark
Very Special Kids
Trinity Grammar School
Eastern Emergency Relief
Family Access Network
Taralye

Grants Advisory Panel Members

Arts, Sport & Education

Mr Scott Chapman (Chair),
BEd, GradDipMg, MBM, FAICD
CEO, Royal Flying Doctor Service (Vic)
Mr Paul Gardner AM, BBus
Chairman, Grey Group
Mr Ashley Klein, BComm
Sponsorship and Strategic Partnerships
Manager, Collingwood Football Club
Ms Carmel Morfuni,
LLM, GradDipCrim, LLB
Barrister-at-Law
Mr Chris Thompson, BEd
Freelance writer, director
and arts educator

Environment

Professor Emeritus Allan Rodger (Chair), BSc, BArch(Hons), LFRAIA
Sustainability Consultant
Dr Bronwyn Burton
Program Manager,
Environment Victoria
Dr Mark Glazebrook
Corporate Citizenship Manager,
BP Australia
Mr Trevor Huggard, JP, MIE Aust, DipCE
Managing Director,
Trevor Huggard and Associates P/L,
former Lord Mayor and Councillor,
City of Melbourne
Dr Robyn Leeson
Director, Netbalance
Dr Cathy Oke
Senior Project Manager,
Firestarter P/L
Mr Andrew Fleming, BSc(Hons)
former CEO, Down Syndrome
Association of Victoria

Family

Mr Matt Feutrill (Chair),
AdvDipMgmt, Fellow WCLP, GAICD
Chief Operating Officer, YMCA (Vic)
Ms Kavitha Chandra-Shekeran,
BA(Hons), MA
Policy Officer, Victorian Equal
Opportunity & Human Rights
Commission

Major Grants Summary 2010

Funds provided through the Eldon and Anne Foote Trust and distributed August 2010. (First Year Grants)

\$872,500

Mr Matthew Etty-Leal, BComm, BA
Consultant

Ms Julie Hassard, DipAppSc, M SocSc
Director, Ripple Effect

Mr Vasan Srinivasan
Director, Australian Institute of
Technology & Education

Health

Mr Jon Edwards (Chair)
former CEO, Frankston City Council
and former Board member

Ms Susan Ball
Grants Manager, Legal Services Board

**Ms Joanne Booth, MPH, GradDipOH,
BA, CertAdN, GN, GAICD**
Principal, Clearwater Portfolio
Enterprise Consulting

Mr Michael Geary, BA, BSW
Community Programs Manager,
Banyule Community Health

Ms Rhyl Gould, BOccThy, BA, MHA
Director, Rhyl Gould Consulting

Mr Neil Wakeman, BHA
former CEO, Manningham
Community Health

Ms Lynne Wenig, BA, ACTD, AsAppSci
Managing Director, Centre Brain

Life Care

**Mr Sal Perna (Chair),
AssocDipCrimJustAdmin**
Racing Integrity Commissioner

Mr John Allen, BBus
Managing Director,
Allensmith & Associates

Dr David Brown
Consultant Psychologist

**Ms Petrina Dorrington,
DipHotel & Catering Ops**
General Manager, Melbourne
International Film Festival

Mr Michael Kennedy, BA, BEd, MLaw
Assistant Director,
Department of Justice

Ms Patrice Scales, BA, MA
Communication and
Fundraising Consultant

Family

\$272,500

Australian Community Support Organisation (ACSO) \$150,000

Restore the Family and Carer Support program providing outreach, advocacy, support and mediation for families and carers of people with co-occurring mental illness and substance abuse issues.

Odyssey House \$122,500

Establishment of the Odyssey House Mirror Families project for the pilot of a child-centred, early intervention program for families where a parent has or is recovering from a drug or alcohol problem.

Health

\$300,000

Tinnitus Association of Victoria \$120,000

Awareness program to promote the resources available through the Tinnitus Association to the medical industry and those suffering tinnitus.

National Association for Loss and Grief \$50,000

The Loss and Grief First Aid education program for adolescents and adults provide information and skills for dealing with personal loss and grief.

Doutta Galla Community Health Service \$130,000

CBD Health Time project providing health and welfare services to people experiencing homelessness, introducing information, assessment, treatment and referrals.

Life Care

\$300,000

The Haven Foundation \$110,000

Haven Accommodation Project providing furniture for newly constructed Haven accommodation units for people with mental illness.

Urban Seed \$55,000

Expansion of the Pathways and Recreation projects in regional areas.

Kildonan Uniting Care \$60,000

Community Peer Support Networks after Natural Disasters. Connect bushfire-affected and isolated individuals with a peer support network and builds a robust community peer support framework.

Habitat for Humanity (Vic.) Inc. \$75,000

Victoria Bushfire Relief Housing Project in Yea provides new homes for families severely affected by the 2009 Black Saturday bushfires.

General Grants 2010

Distributed October 2010

Arts, Sport and Education

\$299,900

Aardvark Worldwide Inc
Aboriginal Literacy Foundation
Arts Access Victoria
Arts Project Australia
Auspicious Arts Projects
Australian Ballet
Australian National Academy of Music
Australian Sports Foundation Limited
CAF Australia
Chamber Music Australia
Disability Sports Victoria
Emerging Writers' Festival
Fellowship Of Australian Writers
Gus Theobald Foundation
Joy Melbourne Inc
KAGE Physical Theatre Association Inc
Kids Tennis Foundation Inc
La Mama Inc
Liminal Lines Inc
Melbourne Chamber Orchestra
Melbourne International Arts Festival
Multicultural Media Exchange
Music Broadcasting Society of Victoria
Opening the Doors Foundation
Orchestra Victoria
Polygot Theatre
River Nile Learning Centre
Skyline Education Foundation Australia
Somebody's Daughter Theatre Company
Swinburne University of Technology
Victorian Opera
Westside Circus Inc
Wheelchair Sports Victoria

Environment

\$301,500

3CR Community Radio
Australian Conservation Foundation
Bush Heritage Australia
CERES
Environment Victoria
Greenfleet Australia
Greening Australia Victoria
Melbourne Art Trust
Sustainable Living Foundation
Treeproject
Victorian National Parks Association
Zoos Victoria – Werribee Open Range Zoo

Family

\$747,814

Activate Australia
Australian Multicultural
Foundation Research Trust
Barwon Youth
Caroline Chisholm Society
Chelsea Care Works
Compassionate Friends Victoria Inc
Concern Australia
Evolve At Typo Station
Extended Families Australia
Fitzroy Adventure Playground Inc
Frankston Community Support & Information
Helping Hand Foundation Inc
International Social Service Australian Branch
Karinya Melton Counselling Centre
Kids Foundation
Kids Under Cover
Light FM Inc
Macheseh House
Mirabel Foundation Inc
Queen Victoria Women's Centre Trust
Social Studio Inc
Southcare Community Care Inc
STREAT Ltd
Summer Foundation Ltd
Tunstall Counselling and Resource Centre
Victorian Women's Housing Association
Wavecare
Wellsprings For Women Inc
Windermere Child & Family Services Inc
WIRE – Women's Information
Youth Connect Inc
Youth For Christ
Youth In Search Foundation

Health

\$720,000

Andrew Dean Fildes Foundation
Assistance Dogs Australia
Australian AIDS Fund Inc
Australian Leukodystrophy Support
Group Inc
Autism Victoria Inc
Banyule Community Health Service Inc
Brainwave Australia
Butterfly Foundation
Cystic Fibrosis Victoria Inc
Deaf Children Australia
Deal Communication Centre
Delta Society Australia Limited
Diabetes Australia Victoria
Family Drug Support
Fernlea House Inc
Friends Of Sammy – Joe Foundation
Griefline Services Inc
Haemophilia Foundation Australia
Hope Bereavement Services Inc
Humour Foundation
Koala Foundation
Limbs 4 Life Inc
Lymphoedema Association of Victoria
Marfan Association Victoria Inc
ME/CFS (Australia) Victoria
Melbourne Alcohol Recovery Centre Inc
Meniere's Australia Inc
Moreland Community Health Service
Motor Neurone Disease Association
of Victoria Inc
Multicultural Centre for Women's Health
Muscular Dystrophy Association
Myeloma Foundation of Australia Inc
Neerim District Soldiers' Memorial Hospital
New Life Program Inc
Open Doors Counselling & Educational
Services Inc
Peers Inspiring Peers
Pivotwest Ltd
Southern Mental Health Association Inc
Spinal Muscular Atrophy Association
of Australia Inc
St John Ambulance (Vic)
St Paul's Drug Prevention
& Rehabilitation Centre
Taralye – Oral Language Centre
for Deaf Children
Thalassaemia Society of Victoria
Think Pink Foundation
Tourette Syndrome Association of Victoria
Victorian Mental Illness Awareness Council
Waverley Emergency Adolescent Care Inc

Life Care

\$779,800

Abbeyfield Society Inc
Alkira Centre – Box Hill Inc
Anglicare
Ashburton Support Services
Australian Red Cross
Ballan District Health & Care
Banyule Housing Support Group Inc
Bayley House
Bayside Community Care Inc
Bereavement Assistance Ltd
Bethlehem Community Inc
Beyond Disability Inc
Big Issue In Australia Inc
Booroondara Aged Services Society
Briar Terrace
Brighton Benevolent Society
Cardinia Combined Churches Caring
Careworks Sunranges Inc
Carinya Society
Chelsea Community Support Services Inc
Christians Against Poverty
Church of All Nations Community Support Agency
City Life Inc
Collingwood Cottage Inc
Combined Churches Caring Melton
Diamond Valley Foodshare Inc
Dingley Village Community Advice Bureau
Doncaster Community Care & Counselling Centre Inc
Doveton Baptist Benevolent Society
Eastern Emergency Relief Network
Eastern Volunteer Resource Centre Inc
Emerald Hill Mission
Emmy Monash Aged Care
Eva Tilley Memorial Home Inc
Faithcare Relief Fund
Gateway Social Support Options
Gellibrand Support Services Inc

Give Where You Live Inc
Global Care Australia
Good Samaritan Inn
Hanover Welfare Services
Healesville Interchurch Community Care Inc
Heathmont Inter Church Help Inc
Holy Cross Australian Orthodox Mission Inc
Hope City Mission Inc
Hotham Mission Asylum Seeker Project
Housing For Aged Action Group
Imagine Church Inc – Lifecare
Impact Support Services
Inclusion Melbourne
Interchange Inner East
Interchange Northern
Interchange Victoria
Interchange Western Region Association Inc
Jewish Cultural Centre & National Library Kadimah
Kevin Heinze Garden Centre Inc
Life Saving Victoria
LINC Manningham Inc
Lynden Aged Care Association Inc
Lyrebird Villages For Aged Inc
Manningham Centre Association Inc
Mayflower Brighton
Mayflower Reservoir
Melba Support Services
Melbourne Hebrew Ladies Benevolent Society Inc
Monkams Centre
Nazareth House Ballarat
Nazareth House Camberwell
Neighbours Place Inc
Onemda Association Inc
Pettet Family Foundation
Prahran Mission

Prison Network Ministries
Queen's Fund
Redkite
Royal District Nursing Service
Sailability Victoria Inc
Samarinda Lodge Inc
School for Social Entrepreneurs
Shepparton Villages
SOS Inc
Southern Peninsula Community Support & Information Centre
St John Of Kronstadt Russian Welfare Society
St Kilda Gatehouse
St Laurence Community Services Inc
St Mark's Community Centre Fitzroy
St Mary's House of Welcome
Strathdon Community
Support Act Limited
Surf Life Saving Lakes Entrance
Swags For Homeless Ltd
TADVIC Inc
Way Community
United Way Ballarat
UnitingCare East Burwood Centre Inc
UnitingCare Ballarat
UnitingCare Geelong
Vasey RSL Care
Vincentcare
Waverley Helpmates Inc
Wavlink
We Care Community Services Inc
Wellington Collingwood Inc
Wesley Mission Victoria
Williamstown Community & Education Centre
Williamstown Ladies' Benevolent Society Inc

Julie Leeming DSJ

“Christmas in July is the essence of the Foundation. That is where the heart is – the sharing and caring. That’s what it’s about.”

Long-term volunteer Julie Leeming DSJ seems to have discovered how to stretch time. Her level of productivity suggests she squeezes more than 60 minutes out of every one of the thousands of hours she has given to Lord Mayor’s Charitable Foundation activities.

Julie’s high-level involvement over many years has included serving on the Foundation’s board for 14 years and on a range of committees and panels. She currently sits on the social needs committee. She also held senior roles on the Lady Mayoress’ Committee.

With her husband, Roger, Julie holds a charitable trust account with the Foundation, which is named in honour of her close friend and fellow volunteer, Melvie Banks, who died in 2010. “Her passion in life was helping others. She was an inspiration,” Julie says.

A former school principal in the UK, Julie’s leadership and organisational skills have been invaluable in her hands-on involvement in major events. Sometimes this has meant rising before dawn to design and print event invitations or coming into the Foundation’s offices to lend a hand as a deadline looms. She has helped to organise 56 lunches and more than a dozen dinners, including Heart of Melbourne Balls, as well as three Christmas in July lunches attended by 1500 guests who are clients of charities. For Julie, “Christmas in July is the essence of the Foundation. That is where the heart is – the sharing and caring. That’s what it’s about.”

Julie strives to excel when rising to these big challenges and loves the teamwork of volunteering. “Through our passion and dedication as a team, we’re always trying to do better,” she says. “Through our skills and planning and our networks, we work at ensuring that the events we organise are the best we can do.”





**Dedicating
time to
a cause**



Shane Austin

Development Report

The ability to communicate with our donors and share our vision allows us to provide a more transparent view of our work and also helps the Foundation to be accountable to all our stakeholders, from donor to recipient.

Foundation is Evolving

Over the past year the Lord Mayor's Charitable Foundation has continued to evolve. This evolution has included the incorporation of the Community Initiatives and Fundraising areas, to establish the Development Department. The rationale for this positive change was the belief that it is imperative for our donors to have a clear understanding of our community initiatives. The ability to communicate with our donors and share our vision allows us to provide a more transparent view of our work and also helps the Foundation to be accountable to all our stakeholders, from donor to recipient. This report covers both our fundraising and community initiatives.

We have hired more staff in response to the ongoing growth of our supporter base and relationships with both individuals and organisations. We could not successfully fulfil our mission without our talented staff and I thank them for their commitment this year. Throughout the report I will note matters relating to the new staff developments.

Charitable Trust Accounts

Sandie Baskin has continued to inspire donors to participate in the work of the Foundation. It is with great pleasure that I write that we welcomed 27 new charitable trust account holders in 2010/2011 – 10 more than were opened last year. This brings the total number of charitable trust accounts to 179.

This has been an outstanding response to our ongoing promotion of charitable trust accounts and it reminds us of the generosity and goodwill in the community. Matthew Clayton has joined Sandie in the area of charitable trust accounts and 2011/2012 looks to be a year of continual growth for this essential part of our work.

In 2010, new trust account holders were presented with their certificates at a reception hosted by the then governor, Professor David de Kretser AC and his wife, Mrs Jan de Kretser, at Government House. Judith Durham OAM an Ambassador for the Foundation, delighted guests when she recited her poem, *The Joy of Giving*, and gave a surprise performance of The Seekers' hit *I'll Never Find Another You*.

We welcomed 27 new charitable trust accounts:

- Angela Young Charitable Trust
- Anonymous Trust 5
- AVG/Avalanche Charitable Trust
- Caine Foundation
- Chloe Alexandra Rutherford Trust
- Chris Dalwood Scholarship
- Coppin Weston St Holdings Inc. Masonic Trust
- D & H Saltzman & Family Memorial Trust for Sheryl
- Daryl Leslie Zvi Rosenfield Trust
- Di Power Memorial Trust
- Guiding Light Trust

- Heather Bradley Memorial Trust
- Henry and Margaret Grossbard Trust
- Hermits of El-Shaddai Charitable Trust
- Jarrold Alexander Green Memorial Trust
- Joshua Bendel Trust
- Kevin and Jacqui Clancy Family Trust
- Left Hand Trust
- Lintek Creative Communications Charitable Trust
- Mark Kenneth Thorn Charitable Trust
- Meg and Frank Sims Trust
- Melissa Ryan Princess Foundation
- NJN Charitable Trust
- O'Bryan Family Charitable Trust
- One Life Sports Foundation
- Supporting Angels Charitable Trust
- Warin Chiewwej & William Holder Charitable Foundation

Local Government Trusts

Frankston Community Fund was the latest participant in the Foundation's Local Government Charitable Trust Account program to reach its \$100,000 fundraising goal. This achievement was matched 'dollar for dollar' by the Foundation. Seven councils and one Community Foundation have now participated in this initiative by establishing community charitable trust accounts. They are: Banyule, Brimbank, Frankston, Hume, Kingston, Manningham, Mornington Peninsula, and Cardinia Foundation.

The cities of Hume, Kingston, Manningham and Mornington Peninsula awarded charitable grants to local community groups and charities.

Kingston Trust \$28,660

Abbeyfield Society
 Aspendale Life Saving
 Bayside Special Development School
 Carrum Surf Life Saving Club
 Chelsea Benevolent Society
 Dingley Village Community Advice Bureau
 Kingston City Church
 Grow Vic
 Lantern
 Mordialloc Life Saving Club
 St Augustine's Outreach Services

Manningham Trust \$22,630

Doncare
 Manningham Centre Association
 LinC Manningham
 Real Inc
 The Onemda Association

Mornington Peninsula Trust \$21,250

Crib Point Community Garden
 Rosebud Police Senior Citizens Register
 New Peninsula Church
 Mental Illness Fellowship
 St Marks Anglican Church
 Frankston Mornington Peninsula Hospice Service
 Peninsula Life Care Inc
 Abacus Learning Centre
 Southern Peninsula Community Care

Hume Charitable Trust \$20,500

Meadow Heights Learning Shop
 Carework Sun Ranges Inc
 Craigieburn & District First Response Team
 Rising for the Disabled Oaklands
 Cancer & Natural Therapy Foundation

Giving Accounts

The Ritchies Stores' Emergency Relief Fund donated \$152,000 to aid Queensland and Victorian flood victims. Forty Winks and Rotary also provided funds through their emergency relief giving accounts. We thank these companies sincerely for their fantastic efforts and quick response to help those in need.

General Fundraising

General fundraising continues to be an important element of fulfilling the Foundation's mission. Our annual appeals include our 'All Faiths Appeal,' 'Winter Giving,' 'Fill a Fridge' and 'Heart of Melbourne.' The ongoing commitment of our many donors ensures the success of these appeals.

We have linked our appeals to the community initiatives that we consider central to our overall strategy.

General Fundraising for 2010/11 (as at 30 June 2011)

Winter Giving	\$72,181
Heart of Melbourne	\$48,146
All Faiths Appeal	\$16,137
Fill a Fridge at Christmas	\$41,942
Feed Melbourne (to be matched by the Lord Mayor's Charitable Foundation)	\$159,846

Community & Corporate Relations

The Corporate Community Relations strategy provides a structured framework through which businesses can engage with and support any of the 450 charities and community organisations to which we grant.

The strategy is important to the Foundation because it increases our ability to increase capital that can then be channeled back to further granting to help the disadvantaged in the community.

Carin Lavery was appointed as the Foundation's General Manager, Corporate and Community Relations, in early 2011. She has enabled the Foundation to offer businesses a wide range of opportunities through which to engage and invest in the communities in which they operate.

I would like to extend our gratitude and sincere thanks for the continued support of our corporate and community partners:



Events

Christmas in July 2010

The Foundation's annual Christmas in July celebration was a huge success, and again held at the Melbourne Exhibition and Convention Centre. The Foundation's 1,500 VIP guests included people experiencing disadvantage, volunteers and staff from charitable organisations, as well as corporate sponsors whose generosity helped to make the lunch so memorable. The Lord Mayor, Robert Doyle, Daryl Braithwaite, Keith Potger, David Neitz, Mark Holden and Les Twentymen were among the celebrity guests and the big event was 'MCed' by Matt and Mel Hetherington.

Benetas Ageing Debate October 2010

The 'Great Respect Debate,' hosted by the Lord Mayor's Charitable Foundation and not-for-profit aged care provider Benetas was a major event of the 2010 Victorian Seniors' Festival. Three senior Victorians debated three younger Victorians on the topic 'Seniors must earn respect.' The Melbourne Town Hall was the ideal venue for the 300 attendees. The senior team, consisting of former Governor General the Right Reverend Dr Peter Hollingworth AC OBE, CEO of the Victorian State Emergency Service Mary Barry, and 3AW personality John Michael-Howson, presented a compelling 'for' argument. The debate's adjudicator was social commentator and columnist Bernard Salt, who awarded the win to the senior team.

Community Initiatives

The Foundation's Community Initiatives have continued to bear fruit in 2010/11. As I wrote in the 2010 annual report, the Board had complemented the Homelessness Initiative with Youth and Ageing.

Throughout 2010, culminating in the Board's offsite meeting in November, the Development Department worked on defining the priority areas in which the Foundation would focus its resources and granting expertise. A three-sided framework of Partnership, Policy and Impact was applied for the development and implementation of strategies for the initiatives.

Partnership The first side of the framework is partnership, to be considered in three forms. The first is the Foundation-charity relationship: the Foundation needs to develop its role as a 'funding partner' and work more closely with the 'implementation partners,' the charities. This draws the Foundation into a more active role of engagement beyond distributing a grant. The second form of partnership is to focus on programs and projects that develop partnerships in the implementation stages of the work. The third form of partnership is the consideration of other philanthropic or government partnerships in the funding and evaluation stages.

Policy The Foundation's work is conducted within a larger policy environment. The second side of the framework is that we ensure that we either actively support good policy or we invest in initiatives to develop new policy.

Impact At a Melbourne's Road Home Alliance breakfast, a question was asked: "How can we measure the impact of our homelessness Initiative?" The answer was both simple and complex: "Today there are ten people homeless, tomorrow nine." It is imperative that we can see the impact of our initiatives on the people to whom they are directed. The measurement of outcomes, outputs and impact is a hot topic in philanthropy. Beyond the debate on impact, the Foundation does need to consider whether or not we are seeing social change and/or a reduction in social problems and recognition of the social issues by the broader community, through the implementation of our resources.

Assumptions

In addition to a framework for development, it was important to acknowledge a number of assumptions when researching the Foundation's application of resources.

- There are more social needs than the Foundation can address.
- The Foundation must be informed by the experience of others in the field before developing and setting social need themes.
- Decision-making in regard to addressing social issues is a complex process due to the nature of philanthropy and its place in civil society and social change.
- The themes recommended must resonate with the Foundation's mission
- Settling on three themes within Ageing and Youth will sharpen the Foundation's focus.

This led us to focus on the following themes within the initiatives. All major grants in 2011/12 will coalesce around the themes below.

- Ageing Initiative:
 - ageing parents of adult children with disabilities
 - social isolation
 - cultural diversity in ageing

- Youth Initiative:
 - youth mental wellbeing
 - young people in out-of-home care
 - multicultural youth

These themes were complemented in 2010/11 by the Homelessness Initiative themes: early intervention; collaboration; education and employment.

Melbourne's Road Home Alliance and Forum III

Over the past three years we have developed and expanded our homelessness forum. Three hundred people attended the 2010 Melbourne's Road Home Forum, which was opened by an Alliance member, Wayne Kayler-Thompson, the CEO of VECCI (Victorian Chamber of Commerce and Industry). The theme of the forum, held at the RACV Club in Bourke Street, was 'life stages and homelessness.' Guest speakers included Bryan Lipmann, AC, CEO of Wintringham, Janet Jukes, CEO of Youth Development Australia and Danny Blay, Executive Officer of No to Violence, the Male Family Violence Prevention Association of Victoria. The topics included ageing and homelessness, family violence, and youth and the impacts and solutions to homelessness. The lively discussion between the audience and the panel ranged across homelessness issues, fulfilling the Foundation's goal of raising community awareness of this complex area.

I thank all of those who have formally or informally participated in the Alliance and all those who have supported the Forum since it started in 2008. To the donors who have shown that they, too, believe that homelessness in our community is unacceptable. Thank you all for your support.



Shane Austin, MBusLaw, MFlA, MTASA
Director – Development

Bequests and Charitable Trust Accounts

As at 30 June 2011

Bequests

Grace Jane Adamson
Lyn Aitken
Esme Lucy Allee
Dame Jacobena Angliss
Gillian Ansell
Helen N Ansell
Edith Elizabeth Armstrong
Lindsay James Baldy
Angela Mary Barber
D J Bolton
Antoinette Brennan

Stanley Marcel William Brogden
Annette, Alice and Edith Collier
Anna Cunga
Belle Daab
E O Dalitz
H E Dangerfield
Nicholas H Dashwood
Rupert T Dean
K F Dorr
Donovan E Dungan
William P Evans

John James Fargher
John Sylvester Feehan
Elizabeth Campbell Flanagan
R E Gay
Helen Isabel Gillies
Ronald Goldenberg
Walter Herbert Harrison
Joseph James Heath
Pamela Holdsworth
Leslie J James
N C Kingston
Joseph Roy Kinsman

Amy N Kirkland
Dora Krosussos
Dr Phillip Garth Law
Pamela Lawrence
Lois Loftus-Hills
C M MacEwan
Sir John H Macfarland
Reginald Magain
Norman MacDonald Matheson
Leslie James McCormick
Reuben Meyer

J F Mitchell
B V Murray
A C Porter
Ronald Maxwell Purvis
Reginald A Raymond
James Richardson
Gerald Henry Robertson
George Laing Robley
William Jasper Rose
A B Saxton
R G Searle
Arthur John Shepherd

Frederick B Shepherd
Tasman F M Smith
Pearson W Tewksbury
Marjorie Underwood
J E Wilkie
Philip F Woods
Donald Allan Wright
I V Yoffa

Charitable Trust Accounts

Charitable trust accounts are donation accounts (subfunds) within the Lord Mayor's Charitable Foundation.

A & D Richards Family Trust
A J Brock Family Trust
Adeline & Annie Webb Trust
ADLG Trust
Alice Meyer von Forell Trust
Allan Douglas (Doug) McPhee Trust
Anderson Trust
Angela Young Charitable Trust
Ann Rusden Trust
Anne White Trust
Anonymous Trust 1
Anonymous Trust 2
Anonymous Trust 3
Anonymous Trust 4
Anonymous Trust 5
Association of Civilian Widows Victoria Trust
ASW Trust
Australian Universities Classical Scholarship Trust
AVG/Avalanche Charitable Trust
Banyule Charitable Trust
Barbara Leighton Trust
Barry & Joan Medwin Family
Berkovic-Fraenkel Trust
Borchardt Trust
Brian & Ella Talbot Family Trust
Brimbank Foundation
Bruce Niven Trust

Byrne Trust
Caine Foundation
Caitlin Darbyshire Trust
Capodanno Trust
Cardinia Foundation
Caswell Charitable Trust
Cheryl and David Baer Trust
Children's Protection Society Trust
Chloe Alexandra Rutherford Trust
Chris Dalwood Scholarship Trust
Cities of Harmony Charitable Trust
Clara Sim Memorial Trust
Connon Family Trust
Coppin Weston St Holdings Inc Masonic Trust
D D & S L Johnston Trust
Daryl Leslie Zvi Rosenfield Memorial Trust
Daryl Manley Trust
David & Miriam Rich Family Trust
D & H Saltzman & Family Memorial Trust for Sheryl
Di Power Memorial Trust
Donald & Shirley Lugg Trust
Donald Hutchison Trust
Doos Family Trust
Dora & Trevor Nixon Trust
Dorn Family Trust
Dorothy E Jarvis Endowment Fund in memory of the late Stanley George Jarvis and Frank Flitoe
Duncan Family Trust
E Bennett Trust
Easden Family Trust
Eldon and Anne Foote Trust
Ellis W Waters Trust

Emanpea Trust
Emerson-Sullivan Trust
Falkinger Heritage Trust
Forty Winks Charitable Trust
Frankston Community Fund
Freeman Family Trust
Gary Singer and Geoffrey Smith Trust
Geoffrey & Pauline Green Trust
Gerald Friedlander Family Trust
GGG Trust
Giuliano Family Trust
Greg Blizzard Memorial Trust
Gringlas Family Trust
Guiding Light Trust
Harris Family Trust
Heather Bradley Memorial Trust
Helen & Peter Devereux Trust
Henry & Margaret Grossbard Trust
Henry Bucks Trust
Hermits of El-Shaddai Charitable Trust
Hope Rutherford Reilly Trust
Hume Charitable Trust
Illingworth Family Trust
J & N E Brown Trust
Jan Slaney Trust
Jarrod Alexander Green Memorial Trust
Jenny Gardiner Trust
Jill Chapman Trust
John D and Dagnija Balmford Trust
Joshua Bendel Trust
June and Peter Stringer Trust
Kathleen Farrow Trust

Kathy & George Deutsch Family Trust
Kaufman Family Charitable Trust
Keith and Alison May Williams Trust
Kevin and Jacqui Clancy Family Trust
Kingston Charitable Trust
Knight Family Trust
L Semmens Trust
Lady Mayoress Committee Trust
Lawrence & Joan Cohn Trust
Left Hand Trust
Leighton Family Charitable Trust
Lintek Creative Communications Charitable Trust
Loftus-Hills Trust
Lord Mayor's Children's Fitness Trust
M & B Jenkins Trust
M J Trewhella Trust
M Recht Accessories Trust
Mac.Roberston Girls' High School Trust
Manningham Charitable Trust
Margaret Mitchell Trust
Mark Kenneth Thorn Charitable Trust
Marshall Trust
Marshall-Roth Charity Trust
Meg and Frank Sims Trust
Melvie Banks AM DSJ Trust
Mercedes-Benz Australia/Pacific Pty Ltd Trust
Melissa Ryan Princess Foundation
Michael Martin Trust
Miller Family Trust
Minyaka Trust

Moffatt Family Trust
Mornington Peninsula Community Charitable Trust
Motet Trust
Neil R Hambleton Trust
NJN Charitable Trust
North Bridge Trust
O'Bryan Family Charitable Trust
Olga Edith Lowe Memorial Trust
One Life Sports Foundation
Onemda Trust
Oxford Houses Trust
Pam Baker Trust
Patricia Cosh Trust
Paul & Ruth Permezel Trust
Paul Wheelton OAM Charitable Trust
Payne Family Trust
Pepin Family Trust
Peter & Karen Anderson Family Trust
Possibility Australia Trust
Priestly Family Trust
R C & E M Bennett Trust
Rayment Family Trust
Renshaw Trust
Richard and Gwenyth Higgs Trust
Ritchies Stores Pty Ltd Emergency Relief Fund
Rotary Club of Southbank's Giving Trust
Rotary Emergency Relief Fund
RSL Trust
SB08 Conference Scholarship Trust
Shirley K B Secomb Trust
Slome-Topol Family Charitable Trust

Smyth Family Trust
Society to Assist Persons of Education Trust
Strathdon Community Perpetual Trust
Supporting Angels Charitable Trust
Swinburne Philanthropy Alumni (SPA) Trust
Tan Family Trust
Tattersall's Holdings Pty Ltd Trust
Tom & Ruth O'Dea Trust
Tom & Zillah Diamond Trust
Tozer Family Trust
Very Special Kids Trust
Victor & Shell Sykes Family Trust
Vision Australia Trust
W H Overall Trust
Walmsley Family Trust
Warburton Family Trust
Warin Chiewwej & William Holder Charitable Foundation
Wendy Hurse Trust
Wexler Family Trust
White Fang Trust
Wilbow Group Trust
Wilfred & Joan Minson Trust
William Angliss Emergency Aid Trust
William A Lyon Trust
Youth Advisory Committee Trust
Zdravski Charitable Trust 1
Zdravski Charitable Trust 2
Zdravski Charitable Trust 3



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Paul Wheelton OAM

“I get involved in the capital building stage. We repair or build it, we staff it, set up management systems and then I want to move on.”

Businessman and philanthropist Paul Wheelton OAM, is a treasure hunter. He is skilled at sourcing the funds, the abilities and the motivation of others and harnesses these resources to deliver large-scale, charitable projects.

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 fundraised 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 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.

Like-minded friends who have dubbed themselves 'The Wildebeests' share his approach, combining fun with philanthropy as they take on big charitable projects.

Paul saw the potential to give more while having fun when he took part in 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.

Lord Mayor's Charitable Foundation

ABN 63 635 798 473

Level 5, 140 Queen Street
Melbourne 3000

Telephone: (03) 9633 0033

Facsimile: (03) 9650 9142

Email: admin@lmcf.org.au

lmcf.org.au

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