

CONNECT



In this edition of **Connect**, read about our Season of Giving supporting four important projects.

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**LORD
MAYOR'S
CHARITABLE
FOUNDATION**



EVENT

Season of Giving

This year Lord Mayor's Charitable Foundation launched our Season of Giving on Giving Tuesday, 30 November, followed by a special online event on Tuesday 7 December.

With your help, we will provide grants to four charitable organisations working within our Impact Areas and doing great work in our community.

Stay connected to our Season of Giving special news and events by following us on Facebook and Twitter.

To donate, visit

lmc.org.au/seasonofgiving

or (03) 9633 0033



Annual Report 2021

Our Annual Report 2021 is now available online and in print.



Please visit

lmc.org.au/annual-report-2021

or email info@lmc.org.au to request a printed copy.



Phone
(03) 9633 0033

Mail
GPO Box 1851,
Melbourne 3001

Address
Level 15,
1 Collins Street,
Melbourne 3000

Email
info@lmc.org.au

ABN Lord Mayor's Charitable Fund
63 635 798 473
Lord Mayor's Charitable Foundation
48 042 414 556

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lmc.org.au

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Cover
Lively is employing young people and reducing social isolation experienced by some older people. Read the full story about Lively on page 11.

UPDATE

Special Announcement

#PhilanthropyForClimate

Lord Mayor's Charitable Foundation is delighted to announce that the Foundation is Australia's first signatory to the International Philanthropy Commitment for Climate Change.

Lord Mayor's Charitable Foundation Chief Executive Officer Dr Catherine Brown OAM said, "Climate change affects everything that we are working on, from protecting our food systems, preparing vulnerable people for heatwaves, building energy efficient affordable housing and much more.

"There are exciting economic opportunities in the transition to a zero-carbon world, but we must bring everyone along,



paying special attention to those who are already experiencing disadvantage and who are vulnerable to the impacts of climate change."

To learn more visit

lmc.org.au/news/philanthropyforclimate-first-australian-signatory

CEO'S MESSAGE

What a year it has been. What resilience Melbourne has shown!

I write this on our first day of post-COVID-19 restrictions so there is a sense of optimism and hope in the air. The Greater Melbourne community – and other Australian communities – have truly put the health of their community first as we have lived through restrictions and have now achieved a level of 90 per cent of people over 16 being fully vaccinated.

This has demonstrated tremendous courage and an understanding that we are all greater than the sum of our parts. We are all looking forward to celebrating the festive season with friends and family and of having a moment to relax, draw breath and think big for 2022!

As I reread the stories in this edition of Connect, I can feel a shift. There is an appetite for thinking differently and for really taking action to address climate change and inequality. We want to create a Melbourne that is sustainable and inclusive for the present and for future generations. Increasingly, we all recognise that collaborating and building networks will underpin the transformation.

Charitable organisations are using social business models to create new employment opportunities in the caring industry, in sustainable food and addressing challenges such as social isolation. I love this type of innovative thinking and doing. The best part of the Foundation's work is providing funding to enable leaders in the not-for-profit sector to translate fresh ideas into reality. In this sentence, I see philanthropy as the venture capital for the not-for-profit sector.

COP26 has come and gone. It now rests with all of us to take action to reduce our

emissions by 2030 and to build our community's resilience to heatwaves and disasters due to climate change. It is very exciting to see the community-led Climate Resilience Collaborative, which we are leading with FRRR, Emergency Management Victoria and VCOSS getting off the ground. This will provide resources and networks for communities wanting to build their local resilience.

The Foundation has supported a variety of trusted voices to share knowledge and encourage action on climate change. In addition to doctors, farmers and weather presenters, AFL players carry a special place in the hearts of Melburnians! AFL Players for Climate Action is a newly formed climate change group keen to help support the transition to a net carbon future and use of renewable energy.

There is a clear connection between economic wellbeing and a climate transition that provides job opportunities, especially for young people, women and others affected by the COVID-19 pandemic. Our Next Economy Jobs Challenge is a new initiative which responds to this opportunity. The grant assessment process is currently underway and the social enterprises that we are considering are inspiring. We will be announcing the Seed Grants in mid-December.



Willum Warrain Bush Nursery is an Aboriginal-led gathering place, bush nursery and native food social enterprise run by Willum Warrain Aboriginal Association, which the Foundation has recently supported. This is an excellent example of the merger of economic, social and health outcomes in a sustainable food social enterprise.

As a community foundation, there is always an opportunity to structure your philanthropy through the Foundation. The story about the memorial fund for the wonderful Joseph is a moving tribute to a fine, sports crazy young man. Ritchies IGA also talk about their giving to emergencies through the Foundation. Our Development Team is always available to talk over your philanthropic plans.

I wish everyone a wonderful festive season. Be kind to yourselves and take time to recover from 2021 and think creatively about 2022. Together we will create the community we want for the future.

Catherine Brown

Dr Catherine Brown OAM
Chief Executive Officer



Lord Mayor’s Charitable Foundation addresses social challenges within our Impact Framework. We know that through collaborations and networks within the philanthropic and charitable sectors, our work is better informed and more strategic.



Climate Safe Homes

ENVIRONMENT & SUSTAINABILITY

PARTNERS: Brotherhood of St. Laurence, referrals from St Vincent’s Hospital

PURPOSE: To increase the energy efficiency and climate resilience of vulnerable households to reduce the cost of living, reduce emissions and provide protection from temperature related health impacts.

IMPACT: Providing people living with chronic health challenges and low incomes to receive fully funded home energy efficiency upgrades including rooftop solar, insulation, efficient heating and cooling.

OUTCOME: 125 households. Participants are identified by local hospitals and other services based on temperature sensitive health conditions and income level. This is a multi-impact collaboration.



Everybody’s Home

HOMELESSNESS & AFFORDABLE HOUSING

PARTNERS: over 300 organisational and 28,000 individual supporters. Lead agencies include Council to Homeless Persons and Community Housing Industry Association (Vic).

PURPOSE: Everybody’s Home is a national housing and homelessness campaign formed by an alliance of homelessness, community housing, welfare organisations and local governments.

IMPACT: Everybody’s Home has focussed on the need to build social housing to address homelessness and to create jobs and stimulate the economy.

OUTCOME: Everybody’s Home is improving policy to address lack of affordable housing and community education about this serious community challenge.



HotSpots

HEALTHY & RESILIENT COMMUNITIES

PARTNERS: IPCHealth, CoHealth, EnLive Primary Care Partnership, and Banksia Gardens Community Services

PURPOSE: HotSpots supports community and health organisations in the hottest parts of Melbourne to identify and address the health impacts and vulnerabilities to climate change.

IMPACT: They have improved understandings of communities and organisations, regarding actions to improve heat health, including through local and state government policies and practices.

OUTCOME: These groups are now beginning to engage in wider climate change resilience challenges. Vulnerable people are better prepared to manage through heatwaves.



Make Room

HOMELESSNESS & AFFORDABLE HOUSING

PARTNERS: City of Melbourne, Victorian Government, Unison Housing

PURPOSE: Make Room redevelopment at 602 Little Bourke Street will provide 50 studio apartments and on-site support services for residents until they secure longer term housing.

IMPACT: People experiencing homelessness have access to safe and secure housing.

OUTCOME: Make Room will connect people with the support they need to achieve this and work with them to find a longer-term solution to their housing.



Monash Climate Communications

ENVIRONMENT & SUSTAINABILITY

PARTNER: Monash Climate Change Communication Research Hub

PURPOSE: To improve public understanding of climate change, including the mitigation and adaptation opportunities

IMPACT: Millions of people are now regularly being provided with simple, factual information from Bureau of Meteorology and CSIRO which is delivered across television, print and online platforms and weather presenters as part of their regular programming.

OUTCOME: The Hub has grown into the most respected climate communications unit in Australia, with academics representing eight faculties and two institutes. Other partners include ABC, Nine, Seven, NewsCorp and news.com.au.



Regen Melbourne

EDUCATION & EMPLOYMENT

PARTNERS: Small Giants Academy, Circular Economy Victoria, Coalition of Everyone

PURPOSE: Regen Melbourne exists to create and nurture the preconditions for effective systems level collaboration to envisage a sustainable and inclusive Greater Melbourne.

IMPACT: A network of over 800 individuals and 50 organisations. Phase One of this network instigated an extensive community engagement project which culminated in the publishing of the *Towards a Regenerative Melbourne* report.

OUTCOME: Phase Two will see Regen Melbourne becoming a critical piece of community infrastructure delivering collaborative projects including an innovative City Portrait.



COVID-19 Response

ACROSS ALL IMPACT AREAS

PARTNER: Paul Ramsay Foundation

PURPOSE: To provide rapid COVID-19 crisis relief and resilience support to disadvantaged groups via frontline organisations working in the Greater Melbourne Area.

IMPACT: The collaboration with Paul Ramsay Foundation supported nine organisations in their efforts to mitigate or minimise the potential impact of COVID-19 for vulnerable individuals and families in Greater Melbourne.

OUTCOME: Building capacity and response to increased demand for services including Ask Izzy, Infoxchange, WISE Employment, Enable, The Social Studio, Justice Connect.

GRANTS

FOODBANK
Mobile Supermarket



Lord Mayor’s Charitable is one of a small group of philanthropic organisations supporting Foodbank’s newly launched Mobile Supermarket which will provide a food relief service for communities impacted by the COVID-19 pandemic.

The service will distribute up to 1,500 kilograms of food per trip visiting communities across Greater Melbourne.

Foodbank has seen a significant rise in people requiring food relief and have identified communities in need who are not accessing food relief through established charity networks.

The Mobile Supermarket takes fresh food directly to these communities and improves the access to a range of culturally appropriate foods.

The Mobile Supermarket is essentially a bus with a grocery store featuring shelving, fridges and freezers stocked with fresh produce, key pantry staples and frozen ingredients.

Foodbank Victoria has been delivering food relief for over 90 years and is the largest food relief organisation in the state, distributing over 1.2 million meals to people in need per month, and distributing over 9.3 million kilograms of food per year with 500 agency partners.

WILLUM WARRAIN
Bush Nursery
expansion project



Willum Warrain (‘home by the sea’) Aboriginal Association is the voice of Aboriginal and Torres Strait Islander people on the Mornington Peninsula. It is a gathering place where Aboriginal people come together to realise community aspirations and forge shared identity. Managed by an Aboriginal board, Willum Warrain is a gathering place, bush nursery, and native food social enterprise.

With support from Lord Mayor’s Charitable Foundation Willum Warrain will support the growth and development of their social enterprise to help maintain cultural practices that are crucial to their community’s health and wellbeing. The funding will support the employment of their Lead Hand (part-time over two years) to help coordinate and grow the bush nursery.

As the only Aboriginal-led native foods social business on the Mornington Peninsula, the Foundation’s support will help expand their profile to attract retail sales and wholesale orders from local restaurants and wineries.

In addition to the nursery, Willum Warrain Cultural Immersion Tours for schools, community, and corporate groups, employs six people and partly focuses on the property’s plants that are grown in the nursery. Visitors often buy the plants afterwards. They also receive many requests from schools seeking help setting up bush tucker gardens and are finding increasing interest from local farmers. Their women’s group is also exploring micro-employment opportunities arising from producing cosmetic and botanical products.

LAUNCH HOUSING
Maintaining housing
during COVID-19



Launch Housing’s program The Homelessness to Homes (HTH) is a response to the COVID-19 pandemic and the urgent need to provide sustainable housing for people experiencing homelessness.

The people supported by this program have been residing in emergency accommodation as part of the Victorian Government’s health response to the public health emergency. HTH is providing access to safe, stable and affordable housing for up to 18 months with wrap around support services for up to 24 months for those experiencing chronic homelessness.

As part of the HTH program, Launch Housing, in partnership with cohealth, Mind Australia, Bolton Clarke, Uniting and VACSAL, currently support 420 households across the North and South metropolitan areas of Melbourne.

This rapid response grant from Lord Mayor’s Charitable Foundation is supporting Launch Housing to cover the extra costs required to access and maintain longer-term housing for households with low incomes over these critical months as we emerge from COVID-19 restrictions.

AFL PLAYERS FOR CLIMATE ACTION
Short film project



AFL Players for Climate Action (AFLP4CA) is a newly formed climate change advocacy group keen to help support the transition to a net carbon future and use of renewable energy.

AFLP4CA has been formed by football players passionate about the environment and climate action representing clubs from around Australia to help spread the word about the urgency for climate action.

Lord Mayor’s Charitable Foundation recently provided a grant to AFLP4CA to develop a short film that will follow 34 AFL players visiting various clubs to document the clubs transition to renewable energy. The short film will also feature a renewable energy expert speaking on the benefits and importance of transitioning to renewables, and players explaining why they are passionate about climate action.

The content from the film will be aired on the AFL broadcast partner channels, as well as Seven and Fox Footy. The Foundation has supported a variety of trusted voices to share knowledge and encourage action on climate change. In addition to doctors, farmers and weather presenters, AFL players carry a special place in the hearts of Melburnians.

GRANTS

Port Phillip Bay shellfish reef restoration project wins award



Lord Mayor’s Charitable Foundation grant partner, The Nature Conservancy (TNC) Australia’s shellfish reef restoration project in Port Phillip Bay, won both the Industry Leader of Healthy Environment category and the Premier’s Sustainability Awards. The award celebrates initiatives that conserve and protect ecosystems and species.

Simon Branigan, TNC Australia’s Oceans East Coast Operations Manager, said “It’s a great recognition of TNC Australia’s Port Phillip Bay shellfish reef restoration project and the positive impact the reef is already having for people and nature in the Bay,” Mr Branigan said.

“We are thankful to the Lord Mayor’s Charitable Foundation who nominated TNC’s project for the award and have been such a great partner on this project.”

Macquarie University
Monitoring the health of Honey Bee Hives

Honey bees are essential for the pollination of agricultural crops but what happens if the bee hive is under stress?

A two-year \$300,000 grant from Lord Mayor’s Charitable Foundation to Macquarie University is funding a pilot program to test whether high-precision electronic sensors can monitor hive temperatures and alert beekeepers when precious colonies are in danger from declining health.

Project lead Professor Andrew Barron said a robust early-warning signal that a hive is starting to struggle will give beekeepers the opportunity to intervene before it’s too late.

“The hope is that we’ll find an easy-to-measure signal that reliably tells us when a colony is in trouble at the earliest possible point, so we can direct beekeepers’ efforts to where they’ll make the greatest impact for the greatest benefit,” he said.

Monitoring bee health is difficult as there are very few indicators that a hive is at risk until it’s too late to salvage – however it is hoped that monitoring temperature through these inexpensive remote sensors could provide vital early red flags.

When a colony is healthy, bees maintain the hive temperature at 35°C – the ideal temperature for the bees and their larvae. But when colonies are struggling, temperature regulation, which bees manage through activities like fanning water droplets throughout the hive, becomes difficult.

It is hoped the pilot program will support bee populations through giving beekeepers better tools to monitor hive health. That way beekeepers will be able to step in with appropriate help, such as treatment for diseases or moving the hive to where there is better access to food and water.

“If we can identify when a hive is in trouble early enough, we’ve got more options to have a beekeeper intervene and rescue that colony.”

The project is set to begin in November and will run until October 2023. Stages will include measuring the temperatures of different states of hive health, developing the high-precision sensor system and then following with field trials. It is expected to be trialled across 50 hives in NSW.



DONOR SPOTLIGHT

In Memory of Joseph



Establishing a charitable fund account in memory of a loved one creates a special legacy for family and friends. Jane and her husband Rob established a charitable fund account in memory of their son Joseph.

Jane and Rob were researching how they could start their own charity to honour their son Joseph and keep his memory alive. They had already held a successful fundraising event called Jog for Joey to fundraise for The Compassionate Friends Victoria (TCFV), a charity that provides grief support and counselling to bereaved family and friends.

Jane recalls that just weeks after Joseph’s passing, that TCFV provided the support they needed.

“It was a relief to be with people that understood how we felt and the terrible journey we were on, they didn’t try to fix us or give advice but listened to our story. We attend support groups at TCFV and we’ve made friends with other bereaved parents.”

Joseph loved people and his friends were extremely important to him. Joseph was 6 foot 4” with reddish hair and a big handshake that people still talk about. He was ‘sports mad’, playing cricket and football.

At the time of his passing, Jane said that Joseph was doing work experience at a special development school and the children loved him. “Staff at the school would not ring the bell at lunch time as the students were having so much fun with Joseph. We donated the money from Joseph’s bank account to the school to build a shed for outdoor sporting equipment.”

“The football club Joseph played for and the development school both give out awards in Joseph’s memory. The EFL Umpire Association also give out an award in Joseph’s memory. It means so much to us that

The Compassionate Friends Victoria and support services

people remember and honour Joseph in these ways.”

After reading about the Lord Mayor’s Charitable Foundation, Jane decided to find out if establishing a charitable fund account with the Foundation could be an option that would work for them.

Jane says that now they donate to Joseph’s memorial charitable fund account at special times of the year such as Christmas and on Joseph’s birthday.

“We also hope to do small fundraising events in his memory from time to time, always keeping things true to Joseph’s values: he was honest and selfless, he loved to celebrate other people’s achievements, he was a team player, he collected friends everywhere he went, having a smile and a handshake for everyone. He never forgot a face.”

“Joseph, you are loved as much today as always, missing you is a daily heartbreak, you will always be an important part of our lives and now your memory will live on forever.”

To learn more about The Compassionate Friends and support services please visit

compassionatefriendsvictoria.org.au

If you would like to talk to our Development Team about charitable fund accounts, please contact Rikki Andrews, General Manager Fund Development on (03) 9633 0033 or rikki.andrews@lmcf.org.au

GIVING

SEASON OF GIVING

This year Lord Mayor’s Charitable Foundation has joined the global giving movement Giving Tuesday as part of a global day of generosity. We launched our Season of Giving as a fundraising campaign to support four important community projects from climate resilience to housing that are led by our grant partners Banksia Gardens Community Services, Lively, Unison Housing and STREAT.



Giving Tuesday

You are invited to donate to one or more of these inspiring projects. All gifts have impact and collectively make an important difference in the lives of people and communities across greater Melbourne.

Make a donation online at lmcf.org.au/seasonofgiving or by filling out the donation slip attached.

Thank you for your continued generous support.



CARYA

Banksia Gardens Community Services

Banksia Gardens Community Services (BGCS) is a vibrant community service organisation with a strong commitment to community development. Their programs focus on early childhood, education and training, young people, environmental sustainability, community participation and advocacy.



BGCS Climate Adaptation Requires Youth Action (CARYA) program brings together young people in Melbourne’s north west to learn about climate change implications on health and resilience. Young people collectively discuss, design and deliver local solutions for the climate challenge, discussing urgent needs with local councils and community organisations.

Your donations will support young people to implement their climate change adaptation and resilience initiatives in their local community. They are dreaming, planning and acting for a more just world during our climate emergency.

BGSC Chief Executive Officer Gina Dougall says, “It is vital that community organisations like BGCS continue to be supported. We have supported the most vulnerable during critical moments like the pandemic with food, computers in homes and education. Addressing climate change and its impact continues to be a priority for us and our community.”



Make Room

Unison Housing

Lord Mayor’s Charitable Foundation has a longstanding commitment to preventing homelessness and increasing affordable housing.

The Foundation is the philanthropic partner for the City of Melbourne’s Make Room project with Unison Housing. Make Room is a major redevelopment of an existing building at 602 Little Bourke Street that will provide short-term, supported transitional accommodation for people experiencing homelessness with support services.

The Foundation’s Senior Program Manager for Homelessness & Affordable Housing Erin Dolan says, “The location in the CBD, with a focus on rough sleepers, is



particularly relevant during a period where more rough sleepers have been housed than ever before during COVID-19 restrictions.

“Make Room will undoubtedly help those who have been temporarily housed in apartments and provide tenants with much needed secure and supportive accommodation.”

Your donations will support short-term transitional accommodation in Melbourne’s CBD, to break the cycle of homelessness and help people get their lives back on track.



Moving Feast

STREAT

Lord Mayor’s Charitable Foundation is focused on supporting the most vulnerable members of the community, who often face multiple barriers to economic participation.

Moving Feast led by STREAT is a collective of Victorian social enterprises that grows fresh produce and makes culturally appropriate meals for tens of thousands of vulnerable people. The collective includes STREAT, Melbourne Farmers Market, CERES, Collingwood Children’s Farm, Cultivating Community and Open Food Network.

During COVID-19, Moving Feast delivered fresh food, meals, support and wellbeing

resources to the people who needed it most, whilst also mass-producing inclusive emergency meals.

Moving Feast is now finding ways to increase food security of low-income households, public housing and local communities, by creating integrated and resilient local food systems.

Your donations will support the next phase of Moving Feast, providing horticulture training for young people overcoming challenges and barriers to employment.

STREAT’s Chief Executive Officer Rebecca Scott said that, “This year we’ve taken our collaboration to a whole new level and have collectively created opportunities for young people to train as young urban farmers. This extra support will not only help feed hungry people but create opportunities for young people to learn and earn.”



Lively Home Care

Lively

Lord Mayor’s Charitable Foundation supports training pathways and job creation for young people, and community collaborations focused on innovation and entrepreneurship.

Thank you for your continued generous support.

Lively is a not-for-profit that employs young people as Lively Helpers, offering support and care to keep older people active, social, and connected to their community. Young people receive meaningful career opportunities, whilst supporting older people to stay connected to their communities and live better at home. In return, older people receive genuine companionship, whilst sharing stories, life experiences and aspirations with the young, fostering their personal and professional development.

Your donations will help to ease isolation and loneliness for older people during the festive season, supporting the recruitment and training of young people, and offering meaningful connection to older Australians.

Lively’s Chief Executive Officer Anna Donaldson says, “We’re on a mission to ensure that no older person feels forgotten or alone in the last chapters of their life, and that all young people can access meaningful work and fulfilling career paths.

“We’re so proud of the magical connections that we’ve been able to spark between young and older people.”



Ways to give

Tear off this donation slip and send using the enclosed reply-paid envelope and send to:

**Lord Mayor’s Charitable Foundation
Reply Paid 1851, Melbourne VIC 3001**

Cheque: Please make payable to Lord Mayor’s Charitable Fund

Phone: Please call (03) 9633 0033

Online: Visit lmcf.org.au/seasonofgiving

I would like to make a donation to:

☐ STREAT for Moving Feast \$ _____

☐ Unison Housing for Make Room \$ _____

☐ Banksia Gardens Community Services for CARYA \$ _____

☐ Lively for Lively Home Care \$ _____

☐ Lord Mayor’s Charitable Foundation general fund \$ _____

Donation amount:

☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000

☐ Other: \$ _____

Personal Details:

Title: _____

Name: _____

Address: _____

Suburb: _____ Postcode: _____

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☐ I wish to opt-out of further marketing materials

☐ I wish to opt-out of occasional newsletters and event invitations

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Please charge my: ☐ Visa ☐ MasterCard ☐ American Express

Name on card: _____

Card number: _____

Expiry: ____ / ____

Cardholder’s signature: _____ Date: ____ / ____ / ____

Cheque

Please make payable to Lord Mayor’s Charitable Fund

Gifts in Will

☐ I have included a gift to Lord Mayor’s Charitable Foundation in my Will

☐ I am considering leaving a gift to Lord Mayor’s Charitable Foundation in my Will

All contributions of \$2 or more to Lord Mayor’s Charitable Fund (ABN 63 635 798 473) are tax deductible. The Lord Mayor’s Charitable Foundation (ABN 48 042 414 556) is the trustee for Lord Mayor’s Charitable Fund.



Donation form



**Now more than ever,
the Greater Melbourne
community needs
our support**

Collection notice:

Lord Mayor's Charitable Foundation collects, uses and holds your personal information to process and receipt your donation, communicate with you about our campaigns, events, fundraising appeals and causes you may wish to consider supporting.

If you do not provide this information, we may not be able to process your donation. Due to the nature of our organisation, personal information collected by us may be disclosed to Foundation personnel, contractors and third-party data hosting service providers located overseas including in the United States of America. All personal information collected will be securely stored by the Foundation and protected from unauthorised use or access. In most cases, where the Foundation uses or transfers information to an overseas third party, the information will be de-identified. In making a donation, you consent to your information being disclosed outside Australia for this purpose. We will take all reasonable steps to ensure that your personal information is used by third parties securely and in accordance with the *Privacy Act 1988* (Cth), in our terms of engagement with those parties. For more information on how we handle your personal information, the Foundation's responsibilities and your rights please review our Privacy Policy at lmcf.org.au/privacy.

If you wish to remain anonymous when making a donation, update or seek correction of your information or unsubscribe from marketing communications, please contact our Privacy Officer at info@lmcf.org.au or (03) 9633 0033.

DONOR SPOTLIGHT

Ritchies



(above) Fred Harrison, Chief Executive Officer at Ritchies IGA, accepting an award from The Salvation Army.

In 2008 Ritchies IGA established their charitable fund account with Lord Mayor's Charitable Foundation to provide support during natural disasters. The Ritchies Emergency Relief Disaster Fund has now provided \$840,000 in grants for emergency relief.

With the support from the Foundation, grants have been provided to The Salvation Army, Australian Red Cross and Oxfam to support communities affected by bushfires and floods. Funds have also been distributed to St Vincent De Paul, Fire Brigades and SES units. Ritchies first grant of \$100,000 was to Australian Red Cross to support recovery from the 2009 Black Saturday bushfires.

Penny Sayer, Ritchies Community Benefit Coordinator, says that customers who shop at Ritchies can help to support people during natural disasters by nominating Lord Mayor's Charitable Foundation when they register a Ritchies card or download the Ritchies Card app.

"Our customers are invited to nominate a club, school or charity as their choice to receive a percentage of their shopping bill which is then paid to the organisation. The contributions from the Ritchies Community Benefit Program are held in our Ritchies Emergency Disaster Relief Fund with the Foundation to assist with future natural disasters that occur."

Earlier this year Ritchies Emergency Disaster Relief Fund directed funds of \$36,000 towards the NSW Floods with an extra grant of \$14,000 from the Foundation. Ritchies supported The Salvation Army Emergency Services teams who assisted 10 evacuation centres, and together with 315 volunteers, provided 5000

meals to impacted residents and first responders. As the emergency response transitioned to recovery, The Salvation Army personnel and volunteers assisted in distributing financial support to impacted residents.

Penny says she is grateful to those customers who nominate the Ritchies Emergency Disaster Relief Fund, "with the help of our customers we can continue to support vulnerable communities during periods of crisis and disaster."

To find out more information about how you can support Emergency Disaster Relief Fund as a Ritchies customer, please visit:

ritchies.com.au/loyalty



To learn more about establishing a charitable fund account or to discuss your giving options, please contact the Development Team on (03) 9633 0033 or philanthropy@lmcf.org.au