



CONNECT

AUTUMN | 2023



YEARS OF IMPACT
1923 - 2023



In this edition of *Connect*, we celebrate the launch of our centenary year and take a trip down memory lane to honour our inspiring history.

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CENTENARY NEWSLETTER
SERIES | ISSUE 1

Centenary celebration

Lord Mayor's Charitable Foundation's Official Centenary Reception was hosted by Her Excellency, the Honourable Linda Dessau AC CVO, Governor of Victoria and Mr Anthony Howard AM KC at Government House on Thursday 23 February 2023.

The Governor, along with the Foundation's Chair Mr Paul Bird and Chief Executive Officer Dr Catherine Brown OAM, welcomed 135 guests to launch the Lord Mayor's Charitable Foundation centenary year.



1. Her Excellency, the Honourable Linda Dessau AC CVO, Governor of Victoria launches our centenary year.
2. The Governor with guests Mr Michael Graves (left) and Ms Norma Graves (right).
3. (L-R) Guests Mrs Kerry Easden, Mrs Lyn White, Mr Roger Leeming, former Board members Mrs Julie Leeming OAM and Mr Tony Scott.
4. Former Chair Mr J.G.M. Moffatt AM with Donor Engagement Coordinator Catriona Graveson.

Our centenary logo

In celebration of our centenary year, we have introduced a special commemorative logo to mark this special milestone in the Foundation's history.

Inspiration for the centenary logo came from our early annual reports. Each annual report was bound in blue leather and featured gold embossed lettering. Internal pages showcased each new year with ornate lettering. We added a contemporary spin by adding graphics inside the number '100' reflecting the Foundation's work over the years, from fundraising activities to supporting hospitals, healthcare and wellbeing, disasters, climate change, next economy jobs and homelessness. Melbourne's significant landmarks are also included, such as the Arts Centre Melbourne spire, Flinders Street Station, MCG and a city circle tram.

The colour palette of blue and gold has also inspired the design of the 85th anniversary and 95th anniversary editions of the annual report. During the 1920s The Lord Mayor's Fund for Metropolitan Hospitals and Charities presented donors with blue and gold pins to show they were supporters of the Fund.



1. Lord Mayor's Charitable Foundation centenary logo.
2. Icons featured in the centenary logo.
3. First page of the 1924 Annual Report.
4. 1942-47 Annual Reports.
5. 85th Anniversary Annual Report.
6. 95th Anniversary Annual Report.



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Cover
Her Excellency, the Honourable Linda Dessau AC CVO, Governor of Victoria (centre), with The Right Honourable Lord Mayor of Melbourne Sally Capp (left) and Lord Mayor's Charitable Foundation Chief Executive Officer Dr Catherine Brown OAM (right) at the Official Centenary Reception at Government House, to mark the centenary of the Lord Mayor's Charitable Foundation.

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CEO's Message

This edition of *Connect* is a great reflection of the centenary milestone that the Lord Mayor's Charitable Foundation has reached. It shares some history over the last ten decades and also highlights some of the forward thinking work we are supporting and leading.

Lord Mayor's Charitable Foundation has played a more significant role within Melbourne's philanthropy since 1923 than many people may realise. We are in a sense one of Melbourne's best kept secrets and we hope that this centenary year will be an opportunity to share our history and impact more widely.

Melbourne leads Australian philanthropy due to our post-gold rush wealth and the generosity of entrepreneurs who gave back to the Melbourne that was good to them. Sir John Swanson, Melbourne's Lord Mayor, captured this generosity of spirit when he established The Lord Mayor's Fund for Metropolitan Hospitals and Charities in 1923 to raise funds from the community to support public hospitals who were overrun with demand. People returning from World War I with long-term medical conditions and disabilities required treatment but were often facing financial disadvantage. The Melbourne community was generous and the Fund responded to this first challenge.

Over the decades, the community has faced many challenges. There have been major bushfires in Victoria, floods and heatwaves. There have been economic downturns and tough times. There have been newly migrated and refugee communities requiring support. New medical conditions such as HIV/AIDS and the COVID-19 pandemic have emerged. Through all of this, the Foundation has continued granting to a total of almost \$200 million to address Melbourne's most pressing needs. We have been building financial and social capital to support Melbourne no matter what the future brings.

Looking forward, we have just announced three important granting initiatives. The Affordable Housing Challenge continues to unlock underutilised land for affordable housing and to support new approaches to solving this



Her Excellency, the Honourable Linda Dessau AC CVO, Governor of Victoria (centre) and Mr Anthony Howard AM KC (centre right), Lord Mayor Sally Capp, Chair Mr Paul Bird and CEO Dr Catherine Brown OAM with the Foundation's staff at Government House.

difficult issue. The Next Economy Jobs Challenge has expanded this year through a collaboration with the Paul Ramsay Foundation and we will be looking for innovative job creation solutions from social enterprises and innovative charities in the clean, green, caring and digital economies.

The Climate Resilient Neighbourhoods is a new initiative, which aims to fund three or four demonstration projects in Greater Melbourne to show how we can build connections, capability and on ground responses to increase resilience to climate change. This is important work and, while reducing emissions is critical, building community climate resilience is the other arm of responding to climate change. We have been working on heatwave resilience since 2016 and are also supporting the Community Collaborative for Resilience.

A centenary is a moment in time when you can reflect with us about what has been contributed by the Foundation (formerly the Fund) to make our community more inclusive, healthy and resilient. It is also about looking forward and growing our funds so that even more can be done. Please share the stories you read with others so we can all feel proud of Melbourne as the home of community giving.



Catherine Brown
Dr Catherine Brown OAM
Chief Executive Officer

DGRI for Foundation

Lord Mayor's Charitable Foundation obtained a special listing as a Deductible Gift Recipient status item 1 (DGRI) in July 2021.

This special status means that the Foundation can receive tax deductible donations for initiatives from a broader range of donors, including from Private Ancillary Funds and Public Ancillary Funds.

The Foundation's CEO Dr Catherine Brown OAM says, "This is critical in responding to the challenges facing our community, developing our role as a leader and convener to pool funds to support strategic projects at scale. We are working on some key initiatives through the Foundation including affordable housing, climate change, climate safe neighbourhoods, disaster response, and jobs created by social enterprises. This DGR1 status means that we can collaborate and coordinate giving to increase our impact."

The Foundation has developed a Philanthropy Toolbox to address systemic social change through a range of mechanisms beyond simply distributing grants. "Our work is guided and informed by research and evidence, and we use our ability to convene partners (including across sectors) to leverage funding and knowledge.

"Holding DGR1 status means we can work even more collaboratively to address the major challenges facing Melbourne such as homelessness, heatwave vulnerability, and inclusive and sustainable jobs," added Catherine.

To learn more about our initiatives seeking partnerships, please visit lmcf.org.au/collaborate

Lord Mayor's Charitable Fund remains a Public Ancillary Fund with DGR2 endorsement holding Charitable Fund Accounts for donors and community funds.

To discuss your giving options, please contact the Development team on (03) 9633 0033 or philanthropy@lmcf.org.au

A Voice to Parliament



For more than 60,000 years, Aboriginal and Torres Strait Islander people have had a unique connection to culture, land and waters across Australia. As the community foundation for Greater Melbourne, Lord Mayor's Charitable Foundation supports our First Nation peoples living in and around the Greater Melbourne region.

This year in the Foundation's centenary year, all Australians have a historic opportunity to formally recognise First Nations peoples in the Constitution. This will ensure First Nations peoples have a say in the matters that affect them by establishing an Aboriginal and Torres Strait Islander Voice to Parliament.

The Foundation's CEO Dr Catherine Brown OAM says, "We give our support to all First Nations people, particularly in Melbourne, because we believe in a strong and resilient community for First Nations people.

"We understand that the best outcomes emerge when the voices of those affected are heard. Giving Aboriginal and Torres Strait Islander peoples a say in their future will make a positive and practical difference and will build a more positive future for all Australians."

Lord Mayor's Charitable Foundation says Yes to an Aboriginal and Torres Strait Voice to Parliament.

Justice Connect

HIGH IMPACT STORY

Helping charities deal with the minefield of legal compliance challenges and preventing tenants from being evicted into homelessness are just a few of the many community services provided by Justice Connect.

Lord Mayor's Charitable Foundation provided several important grants to Justice Connect to help them support the legal needs of charities during the COVID-19 pandemic, and support people who found themselves at risk of homelessness for the first time.

When the COVID-19 pandemic hit, charities suddenly faced unprecedented challenges. They could no longer provide services face to face, fundraising efforts moved online, and staff began working remotely. All these changes raised complex questions for boards and CEOs around how their organisations were complying with the law.

"Lockdowns were underpinned by regulation which meant management had to navigate new laws and apply it to their organisation," explains Justice Connect CEO Chris Povey.

"There were issues around privacy, cybersecurity and transitioning services, including moving fundraising online, health and safety issues, vaccination requirements, as well as managing employees and volunteers in remote environments. Everything changed."

Justice Connect is the only organisation in Australia that provides this type of free legal support to the not-for-profit sector. The demand for their Not-for-Profit Law services dramatically increased during the pandemic with nearly 420,000 people accessing their online services.

Lord Mayor's Charitable Foundation CEO Dr Catherine Brown OAM agrees that COVID-19 changed the not-for-profit landscape. "The positive impact that Justice Connect has had during COVID-19 has been amazing," she says, noting that the Foundation provided funding to help digitise Justice Connect's services, and later boosting its funding again due to the increased demand.

"The Foundation aims to strengthen the charitable sector and during COVID-19 our grants became particularly important to help meet the increased demand for services," she says.

During the pandemic, Justice Connect's *Dear Landlord* self-help tool was a crucial lifeline to support renters in Victoria understand their rights



Justice Connect provided essential legal advice to both not-for-profit organisations and people facing legal issues during the COVID-19 pandemic.

and options to avoid eviction. It provides guidance on how to write a payment plan request to a landlord, ask for a rent reduction, prepare a VCAT review application, or find further help.

Since launching *Dear Landlord* in 2020, almost 84,000 renters in Victoria have used the tool, helping them put in place early intervention strategies to avoid evictions into homelessness.

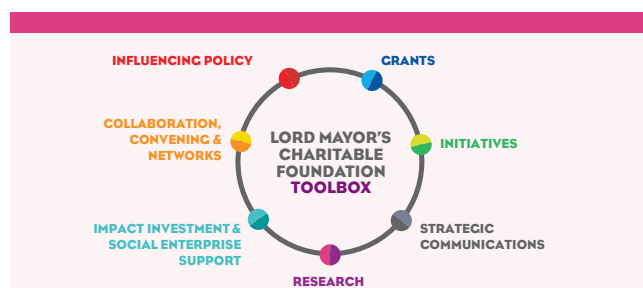
Homelessness became an even more urgent issue during COVID-19 as people feared losing their homes if they couldn't pay their rent or mortgage. While there was a temporary moratorium on evictions, some people were not aware of it. This is where Justice Connect played an important role in providing information about tenants' rights.

Chris said that the old way of putting up fact sheets on a website was just not enough. Instead, the team actively monitored what searches people were making online and worked backward from there to answer those questions.

The Foundation had worked with Justice Connect before. "There were a lot of people facing uncertainty in those early days of COVID-19 because they had suddenly become unemployed and couldn't pay their rent. Justice Connect explained to us that if they had better digital capability in-house, they could really expand their services," added Catherine. The extra funding provided by the Foundation was exactly the catalyst Justice Connect needed to scale their impact effectively.

"Working with digital engagement experts and partnering with the Foundation was vital to the success of our upgrade in online services, and I'm really proud of this," Chris says.

Visit Justice Connect at justiceconnect.org.au



Philanthropy Toolbox



Sweet Justice beekeeping training is helping to increase the number of beekeepers in Victoria.

There's a real buzz around an innovative program that teaches young offenders how to keep bees.

If there were no bees in the world, there would be no honey, almonds, apples, blueberries or melons. There would be far fewer pumpkins, cranberries, squash and broccoli, which are also pollinated by bees, as they fly from one plant to another, spreading the pollen necessary for reproduction.

The bee populations are in dramatic decline worldwide, and Australia faces a shortage of beekeepers.

Claire Moore is the Founder and Managing Director of Sweet Justice, which is training people in the youth justice system to become beekeepers. The benefits of such training are multi-faceted.

"Since 2020, Sweet Justice has trained hundreds of young people at Malmsbury Youth Detention Centre in central Victoria, and has expanded the program to Beechworth Correctional Centre where we just had our first groups to complete the first six modules."

The training starts on day one with how to light a smoker, which calms the bees, putting on the bee suit and opening the hive, and learning about the three types of bee – queen, workers (females) and drones (males).

"The trainees just love it," Claire says. "So many of them say that it is the best thing they have done in prison."

The idea behind the program is simple yet multi-dimensional: the training is ideal for young people who need a skill for when they are released; it is ideal for those with low literacy who struggle in a classroom; it provides skills such as nurturing and caring, and it's healthy but hard outdoor work.

The more beekeepers, the more self-sufficient Australia will be in providing itself with food – which is vital given the multiple threats to the food supply.

Sweet Justice is funded by the Lord Mayor's Charitable Foundation to extend its training to provide a Certificate 3 qualification, and particularly to hire a writer who can develop a curriculum for young people with low literacy.

"Sweet Justice is an exceptional project that the Foundation funded through our Next Economy Jobs Challenge," says the Foundation's CEO Dr Catherine Brown OAM. "It was particularly appealing because it tackles two key issues that the Foundation is concerned about: climate change and youth employment."

"In the Next Economy Jobs Challenge, we are looking for fresh thinking about solving tough social and environmental problems. The outcomes so far are great and we can see real impact from the Sweet Justice program."

Claire points out that, "The art of beekeeping has always been passed on verbally, by storytelling, and that is what we are doing with our curriculum. There's so much to do and our impact on the future of the beekeeping industry in Australia is already significant."

Visit Sweet Justice at www.sweetjustice.com.au



Hear more from Justice Connect's CEO Chris Povey and Sweet Justice Founder and Managing Director Claire Moore by visiting our Knowledge Hub videos.
lmcf.link/Videos

Celebrating Our History

Flower Day Appeals

Melbourne's Most Beautiful Fundraising Appeal

From 1925 to the mid-1970s, The Lord Mayor's Fund for Metropolitan Hospitals and Charities' annual Flower Day appeals brought beautiful floral colour to the streets of Melbourne's CBD as volunteers sold bunches of flowers and small Flower Day brooches on street corners to raise funds for Melbourne's public hospitals and charities. This annual fundraising event was organised by the Flower Growers Association of Victoria.

Flowers, seeds and foliage were transported by train to Melbourne's Flinders Street

Station from across Victoria. Newspapers reported on these floral arrivals alerting the public that Flower Day was fast approaching.

The Flower Day appeals endured all sorts of weather on appeal days, and survived through drought, bushfires and economic downturns to maintain a welcome presence on Melbourne's street corners.

In 2013, Lord Mayor's Charitable Foundation revived and launched a new Flower Day Appeal to commemorate the Foundation's 90th anniversary.



1. Flower Day 1940 2. Flower Day 2013

Lord Mayor's Radio Fund

Singing Sessions Bring Melbourne Together

One of the most popular activities in Melbourne during the Depression years was The Lord Mayor's Fund for Metropolitan Hospitals and Charities community singing sessions at the Melbourne Town Hall.

Formally launched in 1929 as the 'ABC Lord Mayor's Radio Fund', in partnership with the Australian Broadcasting Company's Radio 3LO, the community singing sessions not only lifted public morale but also raised funds for the purchase and installation of radio equipment in hospitals.

The singing sessions were often held weekly with all proceeds raised donated to the Radio Fund. Volunteers from ABC and 3LO donated their time to conduct the singing sessions which were often held on Saturday afternoons.

Within the first year, enough funds had been raised for 17 hospitals across Melbourne to have new radio equipment installed.

For the first time, hospital patients were able to listen to the 'wireless' radio during their stay in hospital.

By the end of the second year, a further 24 hospitals, including regional hospitals, received radio equipment from funds raised at the community singing sessions. Telephone mechanics from the Postmaster General's Department and the Postal and Telegraph branches volunteered their time to install the wiring required for the sound systems and equipment such as speakers and headphone sets.

Patients in hospitals across Victoria were now enjoying the benefits of listening to the radio. The Radio Fund committee received a lot of positive reports from healthcare staff that patient wellbeing had increased thanks to the hospital radio project.

By 1936 almost £7000 had been raised and more than 200 hospitals and welfare charities had radio equipment installed for their patients' benefit.



1. Community sing-alongs at the Melbourne Town Hall from 1929 to 1936 raised funds for the purchase of radio equipment in hospitals.

2. Volunteers install radio wiring and equipment so that hospital patients could listen to the radio during their stay in hospital.

"A special thank you is extended to the Telephone Branch of the Postmaster General's Department 'who have so generously given their services on Saturday afternoons for this work!'"

The Lord Mayor's Fund Annual Report 1934.

Celebrating Our First 50 Years

1920s



Sir John Swanson, Lord Mayor of Melbourne and founder of The Lord Mayor's Fund for Metropolitan Hospitals and Charities, 1923.

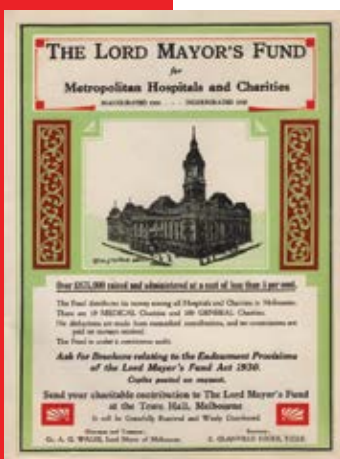
During the early 1920s Melbourne was a bustling city recovering from the impacts of World War 1 and the Spanish Flu pandemic. With a growing population, Melbourne's hospitals were struggling to keep up with the increasing costs of hospital maintenance and patient care.

After two years of planning and consultations with business, government and charities, the Lord Mayor of Melbourne Sir John Swanson launched The Lord Mayor's Fund for Metropolitan Hospitals and Charities on 14th June 1923. It was to become a central collection point for public donations to directly support the maintenance costs for Melbourne's hospitals. By the end of the 1920s, the Fund had increased its support from 18 hospitals to over 200 hospitals and charities.

The Fund launched several successful fundraising campaigns such as Flower Day and the Industrial Contributions Scheme as well as taking over the management of the Saturday Hospital Appeal which had been managed by the Lord Mayor's Office since 1873. The Sunday Hospital Appeal became a subcommittee with all funds raised managed by the Fund.

The 1920s was an incredible period of establishment and growth for the Fund. It had been brave, almost revolutionary, in creating a range of revenue streams that today would be recognised as workplace giving, donor-advised giving and the early concept of hospital health insurance.

1930s



Early advertisements by The Lord Mayor's Fund were sponsored by Melbourne's metropolitan newspapers The Sun Pictorial and The Argus.

The 1930s was an incredibly challenging decade for Australia. The economic impacts of the Great Depression had been severe, intensifying already increasing levels of poverty that put charities under further pressure. For Victoria, notable events included the outbreak of the polio epidemic in 1937, the Black Friday Bushfires and the beginning of World War 2 in 1939.

Support for the Fund and its popularity never wavered during this time, even though the economic impacts of the Great Depression adversely affected household incomes. Melburnians were generous in nature and various businesses,

sporting and arts associations, community groups and even the media held special events in support of the Fund.

The Fund launched its Endowment Fund to receive bequests and the Industrial Contribution Scheme reached 140,000 donors. In 1937 the Fund reached £1,000,000 fundraised in support of hospitals and charities across Melbourne and in regional areas.

A significant milestone was the passing of The Lord Mayor's Fund Act in the Victorian Parliament in 1930.

Visit our Centenary microsite to learn more about our history.

lmcf.link/CelebratingOurHistory



1940s



Nurses helped to support The Lord Mayor's Fund fundraising appeals during World War 2.

The Lord Mayor's Fund was committed more than ever to looking after the health and wellbeing of Melbourne throughout the war years. However the Fund decided to pull back on fundraising and publicity campaigns out of respect for the Government's fundraising efforts for its defence program and Red Cross war appeals.

Fundraising continued to steadily increase during the war years and the Fund continued its support of hospitals that were responding to the healthcare needs of returned servicemen and women.

Post-war saw the Fund face new challenges that would affect

fundraising targets. Federal and State governments had imposed higher taxes as part of post-war recovery, the idea of a state lottery system to fund hospitals was proposed by the State Government and there was now increased competition from other charities including overseas aid charities.

However, the Fund's popularity was never under threat. The Fund's strong reputation and history of successful management of public donations and distributions to hospitals and charities ensured that the Fund was held in high regard by Melburnians who were proud of the city's generous nature and philanthropic history.

1950s



The Lord Mayor's Fund office was located at the Melbourne Town Hall.

The 1950s proved to be a challenging decade for The Lord Mayor's Fund. It was a changing landscape both politically and economically. The Fund was faced with new competition from Federal and State social security taxes, a new lottery system and health insurance schemes were introduced to support hospitals and the healthcare system.

Even though the Fund maintained its popularity with the public and its place as Melbourne's philanthropic heart, fundraising in a competitive market challenged the Fund to innovate and look for new opportunities.

The Fund decided to form a new committee for the Annual Appeal, led by Mr E.B. Coles, to help increase

its publicity and fundraising by gaining the support of 100 influential business leaders. The Sunday Hospital Committee continued to advocate for voluntary donations, rather than the public supporting hospitals through the new lottery system.

In 1959 the Lady Mayoress started work on creating an ongoing fundraising committee to support the Fund. The calendar included a range of fundraising events including dinners, fashion parades and card games. Celebrity fundraising events such as film premieres also supported the Fund.

The Fund began to support specific hospital projects rather than just general maintenance.

1960s



Fundraising brochures assisted the Fund to promote its annual fundraising appeal held every year in October.

Under the backdrop of inflation, The Lord Mayor's Fund continued its usual operations: its Annual Appeal, Street Appeals, and the Hospital Sunday Appeal, which changes to the 'Hospitals and Charities Sunday Appeal' in 1962, expanding distributions to include welfare organisations.

The 1962 Annual Report notes that "The year just closed has been one of the most difficult since the Fund was inaugurated in 1923. In common with all philanthropic and charitable organisations, the Fund has been affected by the impact on the economy of the deflationary measures introduced by the Federal Government in November 1960 to arrest inflation".

The 1960s saw a large number of company take-overs and mergers occurring which adversely affects fundraising efforts as "prior to their being acquired or merged, many of these companies contributed regularly to the Fund, but with few exceptions their contributions have ceased".

In the community, however, there is a growing tendency for citizens to recognise the work of the Fund by including a bequest in their Will. In 1961, the Endowment Fund increased by over £70,500 - the largest amount in any one year since the inception of the Fund.

Read about our next 50 years from the 1970s to the 2020s in the winter edition of Connect.

Travelling with Tash Fund

MEMORIAL CHARITABLE FUND ACCOUNTS



Dr. Tasha Port

Indrani and Graeme established a Charitable Fund Account in memory of their daughter Dr. Tasha Port who died from depression in 2020. Tasha was a qualified doctor who was described as caring and compassionate and dedicated to her family and work.

Indrani remembers her daughter as a beautiful, courageous and compassionate woman, whose huge smile and laughter started as a child, a special gift she shared with her close-knit family.

“Despite the tremendous workload as a doctor, Tasha was dedicated to her family and her loved ones. She made regular visits to family overseas, and spent Easter holidays in Bright and family Christmases in Melbourne. These times brought us all deep joy, especially to Tasha and those lucky enough to spend time with her.”

Tasha loved to travel and practiced at 10 different hospitals across Australia, Malaysia, and Brunei. She also loved her Sri Lankan heritage, and thoroughly enjoyed wearing her saree at weddings and celebrations.

Following Tasha’s death, Indrani and Graeme knew they needed to do something to celebrate and honour Tasha’s life.

“We believe that through action, we can make a difference. We got involved with fundraisers for Beyond Blue, which brought together our community of family, friends and colleagues to share in Tasha’s memory. We were also looking for a means of creating a legacy that reflected Tasha,” says Indrani.

Through Compassionate Friends Victoria, a peer support organisation for grieving parents and siblings, Indrani found Lord Mayor’s Charitable Foundation, and established the ‘Travelling with Tash Fund’ Charitable Fund Account.

‘Travelling with Tash Fund’ not only honours the memory of Tasha but was established on what would have been her 30th birthday.

Distributions from Tasha’s fund will be allocated to the Foundation’s Homelessness and Affordable Housing Impact Area. “We understand that mental illness and homelessness can be interconnected and we believe that having a home provides a safe space for living, sharing, and building a future.

“My husband and I have worked in Melbourne’s CBD for many years, and we have seen rough sleepers along Swanston Street, and elsewhere. It is impossible for us to put ourselves in their shoes, having had a home to share with loved ones through our whole lives. We can only hope the programs targeting homelessness can make a difference.”

Indrani and Graeme have also set-up a ‘Travelling with Tash’ scholarship at the University of Melbourne’s medical faculty.

“We would like to support the coming generations of doctors to carry on Tasha’s dreams. While they make a difference to patients’ lives, we ask too, that they work towards systemic change in hospitals for the betterment of mental health for doctors and healthcare staff.

“We would have helped Tasha through her life, and without her here, all we can do is honour her through charitable acts that provide remembrance, joy and peace. This is our tribute to Tasha.”



Indrani and Graeme set-up the Travelling with Tash Fund in memory of their daughter Tasha.

Setting-up family giving for future generations

DONOR PROFILE
ROB MCGAURAN

Leading Melbourne architect, Rob McGauran, joined the Lord Mayor’s Charitable Foundation Board in 2018 after seeing first-hand the Foundation’s commitment to preventing homelessness.

Rob has a special interest in homelessness and affordable housing and is Chair of the Foundation’s Impact Area. Rob has worked on some of Melbourne’s most important architectural projects but one project that stands out for Rob is his work on the redevelopment of Ozanam House in North Melbourne.

“The Ozanam House redevelopment was one project I felt very passionately about. I believe that everyone should have access to safe and secure housing and I was convinced that the project would deliver both important homelessness services and housing pathways,” said Rob.

“Through its own research, the Foundation understood this need and became the first philanthropic funder of this redevelopment project which has now become a key part of Melbourne’s Homelessness Services Infrastructure. I was impressed by the vision and boldness of the Foundation to tackle Melbourne’s ongoing social problems.”

Rob has been supporting the charitable sector since he graduated from university and in 2018 established a Charitable Fund Account with the Foundation.

“At the time of graduation, I reflected on the good fortune that had come to me through scholarships and the generous early career support I received. Establishing a Charitable Fund Account was an



Rob McGauran and Alessandra Giannini set-up their Charitable Fund Account to inspire philanthropic giving for their family.

opportunity to leverage my own capacity for giving with meaningful impact.”

Rob said that he had increased his giving and volunteering of his professional time as his financial circumstances improved.

“I now direct my giving to three areas of interest including education, supporting Melbourne as a creative city as well as homelessness and affordable housing.”

Rob’s Charitable Fund Account has also provided an opportunity for his family to create an intergenerational giving plan to make a long-term contribution to the Melbourne community they appreciate.

“As a family, we recognise that Melbourne as a city has given so much to us, and we now have an opportunity to support Melbourne to become a liveable city for all people today and in the future.”

Establish a Charitable Fund Account of your own

To learn more about establishing a Charitable Fund Account as an individual or a family, or if you would like to discuss your giving options, please contact the Development Team on:

T 03 9633 0033
E philanthropy@lmcf.org.au



Rikki Andrews
General Manager Fund Development



Lonia Catalano
Donor Services Coordinator



Catriona Graveson
Donor Engagement Coordinator

DONATE TODAY

I would like to make a centenary donation to Lord Mayor’s Charitable Foundation

\$100 \$250 \$500 \$1,000

Other \$ _____

Card

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 Foundation**

Personal Details:

Title: _____ Name: _____

Address: _____

Suburb: _____ Postcode: _____

State: _____ Phone: _____

Email: _____

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

Ways to give

Mail:

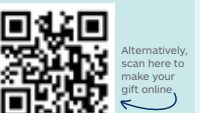
Tear off this donation slip and send to:
Lord Mayor’s Charitable Foundation
Reply Paid 1851,
Melbourne VIC 3001

Phone:

Please call (03) 9633 0033
Monday - Friday
9am - 5pm

Online:

Visit lmcf.link/CentenaryGift



Alternatively scan here to make your gift online

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

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



My centenary donation



Make your centenary donation today and be part of the Foundation's future vision for a thriving Melbourne for all people.

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.

100 years of impact

The heart of community philanthropy in Melbourne

As we celebrate our centenary in 2023 we are honouring the inspiring vision of founding Lord Mayor Sir John Swanson and the history of the Lord Mayor's Charitable Foundation to mark this incredible milestone.

From our early fundraising appeals in 1923 to today's social impact investment, the Lord Mayor's Charitable Foundation has always been at the heart of community philanthropy in Melbourne. We have helped to create Melbourne's reputation as the home of philanthropy in Australia.

Today we are one of Australia's largest philanthropic organisations, leading a community of people who work together to influence and support positive social change through our inspired philanthropy.

Over the past 100 years, with the support of many generations of Melburnians, we have fundraised to provide \$197 million in grants to the charitable sector, valued today at approximately \$590 million. Our impact on the health and wellbeing of Melbourne has been significant.

The Foundation's CEO Dr Catherine Brown OAM, says, "We have always been prepared to

identify emerging issues and be early funders of innovative projects that minimise the impact of these issues on our community. We continue to be visionary and have our eye on the future. This is achieved through our research, grants program and our support of collective giving, social impact investment, social enterprise, and the decarbonisation of our investment portfolio."

As a community foundation, we are by and for the people of Melbourne. We connect people together to tackle the issues affecting Melbourne through collaborations and convening networks. Our projects bring together people from different sectors of our community - business, government, academic, commercial, and not-for-profit sectors - that would otherwise not work together on issues as a collective group.

Our grantmaking initiatives and philanthropic services for donors support our vision for Melbourne as an inclusive, sustainable, and thriving city for all people.

You are invited to learn more about the range of giving options we provide our donor community from individual giving to collective giving and bequests. We hope you will join us as part of a future legacy for Melbourne.



Opening of The Lord Mayor's Fund for Metropolitan Hospitals and Charities in 1923 to provide fundraising and grants in support of public hospitals.



1935 Queens of the Carnival fundraising for Melbourne's public hospitals and charities.



Today we are supporting renewable energy projects, tackling the challenges of climate change and supporting climate resilient communities.



We're also working to prevent homelessness and increase the supply of affordable housing through our Affordable Housing Challenge.

Learn about our history

Take a look back at the history of the Lord Mayor's Charitable Foundation by visiting our specially designed centenary microsite. Between now and the end of June we will be publishing a series of centenary articles starting with the inspiring vision of Lord Mayor Sir John Swanson.

You'll find stories about each decade, notable fundraising appeals, significant events and inspiring people who helped create the Foundation we know and love today.

Learn about the incredible impact the Foundation has had on the health and wellbeing of Melbourne and how the generosity of generations of Melburnians helped to inspire our city's reputation as the centre for Australian philanthropy.

Are you part of our history?

We are collecting and sharing stories from our history to include in our centenary story collection. We'd love to hear from you if you have a special memory or story to tell. You are invited to share your story with the Foundation.

Please contact Suzanne Doig via email suzanne.doig@lmcf.org.au or phone 03 9633 0033 to be part of this very special celebratory year.