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**CHANGING
MELBOURNE
FOR GOOD**

“Victoria experiences frequent patterns of extreme weather events and natural disasters, and it is important that communities are prepared for these events.”

— Nicole Lane, Echo Youth and Family Services

Inspiring Philanthropy Oration

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Cover:

Pam & Florence, Echo Youth and Family Services' Ready2Go

ABN 63 635 798 473



Lord Mayor's Charitable Foundation was delighted to welcome Fred Blackwell, Chief Executive Officer of The San Francisco Foundation (TSFF) as our guest of honour and orator, at this year's Inspiring Philanthropy Oration.

Fred spoke about TSFF's campaign titled *People, Place and Power* which has put social justice, race and equity at the centre of their grantmaking programs. This new campaign was developed in response to the current and emerging issues facing San Francisco including a crisis in homelessness and affordable housing.

"*People, Place and Power* has been designed to respond to the challenges facing our city and to have real impact in improving the economic outcome and participation for those residents excluded from opportunities.

"We are focussed on increasing racial economic inclusion and removing barriers to allow everyone the opportunity to participate and benefit," said Fred.

Our guests had an opportunity to ask Fred questions during a Q&A session facilitated by Misha Ketchell, Editor at The Conversation, with guest panellists Carmel Guerra OAM, Chief Executive Officer of Centre for Multicultural Youth and Catherine Brown, the Foundation's Chief Executive Officer.

"Fred's oration gave us a lot of food for thought as we consider how to strengthen the Foundation's support of social cohesion in our wonderfully diverse city," said Catherine.



- I. Inspiring Philanthropy Oration with Fred Blackwell.
- II. Fred Blackwell with the Foundation's Board members (Left to right) Daniel Leighton and Dr Sandra Hacker AO, the Foundation's Chief Executive Officer Catherine Brown and Board members Jane Peck and Craig Bell.
- III. Members from Australian Community Philanthropy participated in a two-hour workshop with Fred Blackwell which was led by Australian Community Philanthropy Chair Ben Rodgers.
- IV. Fred Blackwell with Catherine Brown and Ben Rodgers.



Watch our Inspiring Philanthropy Oration with Fred Blackwell at lmcf.org.au/ipo18

Community Philanthropy



Catherine Brown with Carmel Guerra OAM, Chief Executive Officer of Centre for Multicultural Youth and Andrew Baxter, the Foundation's Chair at Inspiring Philanthropy Celebration 2018.

As we have celebrated our 95th anniversary this year, we have been reflecting on what it means to be Melbourne's community foundation. Our name reflects our origins – we were established by a visionary Lord Mayor, Sir John Swanson in 1923 to coordinate fundraising from the community to support Melbourne's public hospitals.

It is hard to imagine now but the return of many servicemen and servicewomen from World War I with injuries requiring rehabilitation and ongoing medical support was a very big challenge for our public hospitals. The first appeals by the Lord Mayor's Fund for Metropolitan Hospitals and Charities were very successful demonstrations of collective giving by Melburnians. They were also examples of Melburnians helping their fellow residents when they needed a hand-up.

This tradition of responding to major challenges and disasters is carried throughout our history. This has included our response to the Black Friday bushfires in 1939 and Black Saturday bushfires in 2009, as well as supporting people arriving as migrants or refugees and their integration into Melbourne life.

Our long-term support of refugees and newly arrived migrants is demonstrated today in our funding of organisations such as Thrive and Centre for Multicultural Youth.

Thrive is providing loans for small business enterprises to kick start economic independence for people from asylum seeker and refugee backgrounds, and our partnership with Centre for Multicultural Youth supports young people transitioning to employment.

The creativity of so many of our grant partners in the areas of employment and social enterprise is truly inspirational. Lively and National Disability Services' Ticket to Work are both great examples of innovative solutions being applied to social and employment challenges.

Our support of the community before, during and recovering from disasters continues today. The Ready2Go Extreme Weather and Disaster Resilience Program is one example of the work we are doing connecting and supporting not-for-profits and vulnerable communities to enable them to prepare for disasters.

One of Melbourne's challenges as a fast-growing city is to ensure our sustainability, especially in relation to food, water and energy. 3000acres Grow is about backyard farmers, also known as urban agriculture, who are opening their gates to share their expertise and knowledge with others. This builds on our other Foundation funded projects relating to sustainable food, including the leading FoodPrint project which can be viewed online at lmcf.org.au

Access to affordable housing is another of Melbourne's top challenges. I am pleased to report some positive progress on the pipeline of projects that we are supporting in this area on page 9. The redevelopment of VincentCare's Ozanam House, Launch Housing's Families Supportive Housing project, Melbourne City Mission's Frontyard Redevelopment project and the Affordable Housing Challenge with City of Darebin are progressing well.

Community foundations bring people together to combine resources to tackle community challenges and as the community foundation for Melbourne, we stand ready during times of disaster and we are here for Melbourne.

I would like to acknowledge our donors who have started on a lifelong journey in philanthropy with us, as well as our partners in other foundations, in government and business who are all working with us in many ways.

Sisto Malaspina, who tragically died in the recent incident in Bourke Street, demonstrated a special warmth and kindness to everyone who visited Pellegrini's. Kindness like his helps make Melbourne welcoming for everyone.

Wishing that everyone gives and receives a random act of kindness as we approach the festive season.



Catherine Brown

Catherine Brown
Chief Executive Officer

Healthy & Resilient Communities



Echo Youth and Family Services

Ready2Go – Update

Echo Youth and Family Services is a small organisation with a big heart. With only four fulltime staff and over 100 volunteers, they provide care and support services to children, youth and families living in Emerald and other townships along the Dandenong Ranges.

Echo launched Ready2Go in 2012 as a community-led disaster resilience program to safeguard against and minimise the effects of extreme heat and other emergencies.

The program matches vulnerable residents with volunteer community members who provide information, support, visitation checks and early relocation prior to high-risk events in urban and peri-urban settings.

Ready2Go is an award-winning program that will be expanded into ten communities with funding from Lord Mayor's Charitable Foundation and Gandel Philanthropy. Five urban and five regional communities will now receive training and resources to successfully implement the Ready2Go program into their communities. The first five communities include Cann River, Apollo Bay, Kooweerup, Knox City Council and Cockatoo.

Nicole Lane, Echo's Chief Executive Officer, said that Ready2Go focusses on building resilience in the face of climate change.

"Victoria experiences frequent patterns of extreme weather events and natural disasters, and it is important that communities are prepared for these events. We are delighted to receive funding from Lord Mayor's Charitable Foundation to expand Ready2Go to ten more communities."

Each pilot community will be allocated funding for volunteer security checks, community engagement and promotion, as well as any costs associated with administering the trial. Echo staff will provide mentoring at each stage of the trial, with regular reporting from these communities to monitor their progress and address any emerging challenges as they arise.

The ten communities will work with Emergency Management Victoria, local government and other agencies to establish an online database of suitable, pre-approved relocation sites. These will be assessed to ascertain their ability to manage vulnerable persons, disability access, heat health and bushfire management plans.

The Foundation's Healthy & Resilient Communities Program Manager Harriet McCallum said, "We know that extreme weather events and disasters disproportionately affect those who are disadvantaged and socially marginalised in our communities."

"Ready2Go provides a solution for communities to be connected to these individuals with the focus of being prepared for and supported during these weather events, minimising the impacts on their health and wellbeing."



Hear Florence share her story about being part of Ready2Go by viewing the video at lmcf.org.au/Ready2Go



Lively

Intergenerational friendship through technology

A unique and innovative solution that addresses both youth unemployment and social isolation for older people has recently been funded by Lord Mayor's Charitable Foundation.

With social isolation and digital exclusion an issue for many older people, this new program brings young and older people together for shared learning experiences.

Lively trains and employs young jobseekers aged 18-25 to provide services that help older people aged 65 and over stay socially connected, active and independent in their everyday lives.

Anna Donaldson, Lively's Founder and Chief Executive Officer, says the grant from the Foundation will enable her to scale-up Lively to employ more young people and create new opportunities for older people to engage with young people and the community.

"Lively is about bringing younger and older people together to build meaningful relationships through technology training. We train

and employ young jobseekers to help older people learn how to use technology to connect with friends and family, pursue interests, participate in their community and access services and information online."

Ninety-five per cent of older people who have participated in Lively report increased feelings of social connectedness and improved technology skills.

In addition to equipping older people with digital skills, the service model is designed to facilitate meaningful interactions between young and older community members.

"We have employed 50 young people and supported over 500 older people, and I'm constantly delighted by the connections that form between young and older people, as well as the skills and confidence that they both gain.

"We're so excited about working with the Foundation to continue strengthening and scaling this work and its impact."

The Foundation's Healthy & Resilient Communities Program Manager Harriet McCallum said,

"Lively is an innovative enterprise that is entering the aged care services sector at a time of significant transition. Lively's aim is to build the digital literacy of elders in our communities, giving them essential information, knowledge and connection while providing meaningful entry level employment to young job seekers.

"The co-benefits of Lively's work are many and varied, including the strengthening of intergenerational relationships in our communities. Lively's strengths of thoughtful planning and partnership development, creativity and business acumen give them every chance of success."



**Learn more about Lively
by viewing the video at
lmc.org.au/Lively**



Thrive

Small businesses open doors

Thrive is a not-for-profit organisation that provides small business loans to people with asylum seeker and refugee backgrounds enabling them to start their own businesses.

Thrive applied for funding from Lord Mayor's Charitable Foundation in response to a huge increase in loan applications from Victoria. The Foundation's grant has enabled Thrive to employ a credit manager to process loan applications in its newly established Melbourne office.

Mahir Momand, Thrive's Chief Executive Officer, said that by enabling asylum seekers and refugees to establish their own small businesses, it created self-employment, financial independence and social integration.

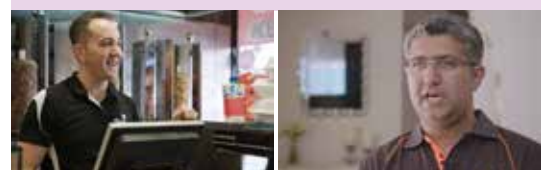
"Our work shows that when a refugee starts a small business, they create jobs for themselves and others, which leads to financial independence and reduces their reliance on welfare benefits."

Business loans of up to \$20,000 are provided at low interest rates for three years. Thrive also provides a business mentor to the new small business owner who provides guidance and advice regarding managing a business in Victoria. Thrive expects to provide over 400 small business loans within the next three years.

"Together we are enabling refugees to positively contribute to the Australian economy and society. Through their business activities, refugees and asylum seekers contribute to and connect to their new communities, resulting in mutual respect and understanding of diverse cultures."

The Foundation's Healthy & Resilient Communities Program Manager Harriet McCallum said that Thrive is helping to challenge the misconception that people with refugee backgrounds in our communities are reliant on social security payments.

"They are coming here seeking a better life away from war or persecution, and they want to contribute to their new communities. Thrive is enabling them to do this by starting their own businesses and creating employment opportunities."



Listen to Rastegar tell his story about his small business Chubby Chef Kebab and Mojtaba about launching his new puppy school.
lmcf.org.au/Thrive

Environment & Sustainability



3000acres Grow

Backyards farmers open their gates

A recent grant to 3000acres Grow and a new partnership with Open Gardens Victoria will see backyard farmers open their gates to visitors as part of an Open Productive Gardens learning project.

3000acres Grow is a not-for-profit organisation that works with community members, local councils and communities to develop urban agriculture in backyards, community gardens and community growing spaces to support local food production.

They also run community harvest festivals and workshops on topics such as growing vegetables and fruit in backyards, urban beekeeping and preserving backyard harvests.



Morgan Koegel, General Manager of 3000acres Grow said that there are exceptional gardens that will be opened to the public to inspire and educate.

"Visitors will see how any garden can become a successful productive gardening space: big or small, owned or rented, long-term gardener or newcomer, there will be something for everyone to learn and share their food growing knowledge.

"We hope that participants learn new skills in food production in an urban, residential setting and then put their new knowledge and skills into practice with increased food production in their own backyards."

Some of the workshops and gardens will be filmed and published online for those people who are not able to attend in person.

This project is part of the Foundation's commitment to supporting a sustainable food system for Melbourne.

GREATER
MELBOURNE
VitalSigns
2017

OUR WASTE IS GROWING



Local councils collected **2.1 million tonnes of household garbage, recyclables and green waste, the equivalent of 359kg per person.**



44 per cent of this waste is recovered and recycled, saving 8,000 megalitres of water and more than 463,00 tonnes in greenhouse gases.

Australian Bureau of Statistics, "3101.0 - Australian Demographic Statistics, Jun 2015," 17 December 2015. [Online]. Available: <http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/6CBA90A25BAC951DCA257F7F001CC559?opendocument>

Sustainability Victoria, "Victorian Local Government Annual Waste Services Report 2014-2015," 2016. [Online]. Available: <http://www.sustainability.vic.gov.au/publications-and-research/research/victorian-waste-and-recycling-data-results-201415/victorian-local-government-annual-waste-services-report-201415>

INVITATION TO ATTEND – Open Production Gardens

The events will take place over weekends from November until June 2019.

Tickets can be purchased through Open Garden Victoria's website:

opengardensvictoria.org.au/

To find out more about 3000acres Grow visit 3000acres.org

Homelessness & Affordable Housing



Melbourne City Mission

Melbourne City Mission *The Frontyard Redevelopment*



Lord Mayor's Charitable Foundation is supporting Melbourne City Mission to completely redevelop Frontyard Youth Services at 19 King Street, to meet the complex and dynamic needs of marginalised young people experiencing homelessness in Melbourne's CBD.

Wayne Merret, Frontyard's General Manager, said Frontyard aims to positively impact the lives of young people every day, creating new opportunities and possibilities through innovative programs and service delivery.

"Frontyard provides integrated, responsive services for young people who are experiencing or who are at-risk of homelessness.

"The Frontyard redevelopment aims to reduce the number of youth sleeping rough, improve their utilisation of services and break the cycle of entrenched adult homelessness."

This rebuilt facility will provide better accommodation with 'active' night shifts to meet the multiple needs of young people. Clinicians with specialist mental health, drug and alcohol, and other expertise will be part of the core team, all with the aim of supporting young people to get their lives back on track.

GREATER
MELBOURNE
VitalSigns
2017

MORE SOCIAL HOUSING NEEDED



Despite growing demand, the stock of public and community housing continues to decline as a proportion of all housing in Victoria. Public and community housing accounts for **three per cent** of all dwellings, down from **four per cent** in 2006.

MORE PEOPLE ARE HOMELESS TODAY

More than half of those accessing homelessness services are
UNDER THE AGE OF 25

Victorian Auditor General, "Managing Victoria's Public Housing," June 2017. [Online]. Available: <https://www.audit.vic.gov.au/sites/default/files/20170621-Public-Housing.pdf>

Council to Homeless Persons, "Homelessness in Victoria," 2012. [Online]. Available: http://chp.org.au/wp-content/uploads/2012/12/10122012_Homelessness-in-Victoria-with-2011-ABS-stats.pdf

UPDATE: Increasing the supply of affordable housing

Redevelopment of Ozanam House



VincentCare (Ozanam House)

INITIAL PHILANTHROPIC PARTNER:

Lord Mayor's Charitable Foundation grant: \$600,000

PARTNER:

VincentCare

FUNDING PARTNERS:

Gandel Philanthropy, Victorian Government, Energy Australia and others.

STATUS:

Ozanam House is due to open in March 2019. Double the number of units have been built, catering for people requiring crisis accommodation and longer-term support. Women will be able to access the service for the first time. The building is achieving strong sustainability standards.

Families Supportive Housing Project



INITIAL PHILANTHROPIC PARTNER:

Lord Mayor's Charitable Foundation grant: \$500,000

PARTNER:

Launch Housing

FUNDING PARTNERS:

Victorian Government. Launch Housing is currently seeking additional philanthropic support.

STATUS:

Launch Housing have purchased a site in Dandenong and have wonderful plans drawn.

Affordable Housing Challenge



FOUNDATION INITIATIVE:

\$1 million grant

PARTNER:

City of Darebin

FUNDING PARTNERS:

Long term lease of site provided by City of Darebin. Government, commercial and philanthropic support required.

STATUS:

City of Darebin Council approved a site for the development of social housing. Lord Mayor's Charitable Foundation will commit funding to a community housing provider.

Education & Employment



OUR
IMPACT

Cool Australia Online Lessons

Cool Australia has been providing teachers with online materials and tools to inspire students about sustainability for ten years. A Lord Mayor's Charitable Foundation grant will ensure every teacher in Australia will be able to access a one-stop-shop of lesson plans and activities aimed to give students the appropriate knowledge and skillset for a rapidly evolving technological future.

With close to 1,000 learning activities, reaching 1,020,000 students in 2016, Cool Australia offers a range of diverse courses such as sustainability, Aboriginal history and STEAM (science, technology, engineering, arts and mathematics). These courses give inspiration to teachers and save hundreds of hours of lesson planning time.

The new project will focus on increasing the personalisation and usefulness of Cool Australia's website, maximising its impact on schools nationwide by ensuring all teachers have access to this online lesson resource.



Image: Julian, a year 11 student with Down syndrome, works after school in the canteen at Nunawading Basketball Stadium. Julian has mastered the art of coffee-making and says his customers are very happy with their lattes. Julian says he is now saving to buy a house and a car.

National Disability Services Ticket to Work

National Disability Services (NDS) has identified that some young people with disability are not successfully transitioning from school into further training or employment; exposing them to a high risk of long-term disadvantage.

A grant from Lord Mayor's Charitable Foundation and other funders, has supported NDS to develop an Australian-first project which will support young people with significant disability to prepare for, gain and sustain after-school work.

Research by Deloitte and the results of the Ticket to Work pilot case study found that paid employment during secondary school is the main predictor of post-school employment for youth with disability.

Ticket to Work brings together community-based organisations to provide a combination of transition-focused curriculum, career development, work preparation and work experience that supports a young person to find and secure after-school part-time work. In Victoria 40 young people will now be able to participate in the program.

MELBOURNE'S FUTURE JOB MARKET



It is estimated that **two-thirds** of children entering primary school today **will work in jobs that do not yet exist**. Key skills for the future job market include problem-solving, critical and creative thinking, and STEM skills.

**GREATER
MELBOURNE
VitalSigns[®]**
2017

The Foundation for Young Australians, "The New Work Smarts: Thriving in the New World Order," July 2017. [Online]. Available: https://www.fya.org.au/wp-content/uploads/2017/07/FYA_TheNewWorkSmarts_July2017.pdf

Inspiring a New Generation



Youth in Philanthropy 2018

Inspiring the next generation of giving

Inspiring philanthropy is at the heart of Lord Mayor's Charitable Foundation's commitment to educate our next generation of donors. Since 2002, Youth in Philanthropy has been an important program within the Foundation's community engagement program.

In 2016 the Foundation undertook a review of the Youth in Philanthropy program and in 2017 relaunched the program with an updated student-led format.

A feature of the updated program asked each school committee to select their preferred Impact Area and research suitable charitable organisations to review and visit. Throughout the program each school was supported by a coach and a grants allocation of \$10,000. Each school then produced a video about their committee's experience which also announced the grants allocation to each charitable organisation.

This year began with 20 schools attending our Youth in Philanthropy Forum at Melbourne Convention and Exhibition Centre in April. The Forum featured an opening performance by L2R and guest speaker, Hannah Colman from Scarf, an organisation providing hospitality training to young people. Both L2R and Scarf have received grants from the Foundation.

At the Melbourne Town Hall in August we hosted our Youth in Philanthropy Insights event which enabled students to reflect on their philanthropic journey and share key learnings as participants in the program.



- I. Mt Scopus Memorial College, Youth in Philanthropy Forum 2018.
- II. Youth in Philanthropy Forum 2018.
- III. Melbourne Girls' College, YiP site visit at HoMie, 2018.
- IV. Impact Area Discussion at Youth in Philanthropy (YiP) Insights Event 2018.
- V. Panel Discussion with YLab's Sherry-Rose Bih Watts, Youth in Philanthropy (YiP) Insights Event 2018.
- VI. Youth in Philanthropy Forum 2018.



The Swanson Society Dinner



Celebrating 95 Years

Melbourne Town Hall

Each year since 2015 Lord Mayor's Charitable Foundation has hosted The Swanson Society Dinner to honour and recognise our donors who have planned to leave a gift in their will to the Foundation. This year we welcomed 120 guests to a special 95th anniversary Swanson Society dinner at the Melbourne Town Hall.

The Foundation's Deputy Chair, Dr Sandra Hacker AO, opened the evening by paying tribute to donors from throughout our history who have contributed enormously to the success of the Foundation and thanked current donors for their ongoing commitment and support. Throughout the evening, Lord Mayor's Charitable Foundation was celebrated as the centre for community philanthropy in Melbourne.

The Right Honourable Lord Mayor Sally Capp acknowledged the incredible contribution that the Foundation has made to Melbourne's health and wellbeing. She also paid tribute to the vision of Sir John Swanson, who established the Foundation in 1923 as a perpetual source of funding for Melbourne's public hospitals and charitable organisations.

A special presentation by Rob Gell AM, one of Australia's leading environmental mitigation advocates, highlighted the important action required to minimise the effects of climate change. He also highlighted some of the innovative projects being undertaken by universities and not-for-profit organisations across Melbourne and Victoria.



- I. Honoured guests at The Swanson Society Dinner 2018.
- II. Former board members Robert Masters, Darvell Hutchison AM and Geoffrey Green OAM with Pauline Green, The Swanson Society Dinner 2018.
- III. Dr Sandra Hacker AO, Guest speaker Rob Gell AM, Catherine Brown and Lord Mayor Sally Capp, The Swanson Society Dinner 2018.

To learn more about The Swanson Society please contact Bianca Moore, Donor Engagement Manager on (03) 9633 0033 or bianca.moore@lmcf.org.au



Inspiring Philanthropy



Jenny and Philip Curtis
Red Bowl Fund



Lord Mayor's Charitable Foundation's donors Jenny and Philip Curtis established a charitable fund account with Lord Mayor's Charitable Foundation in 2013 as a way to give back to their community after enjoying successful careers in law and business.

"Both Jenny and I come from families who have always given back to their communities in some way. We have a shared history of supporting our community by finding ways in which to help those in need; whether as volunteers in a variety of community based organisations and as donors.

"Over time we have come to appreciate the value of giving in perpetuity to support the causes that align with our interests. We established our charitable fund account as a way to keep our family tradition of philanthropy going and to involve and inspire our three adult children.

We wanted to help them become involved and leave a legacy."

Philip says that one of the benefits of having a charitable fund is that the administration is managed by the Foundation on behalf of the donor.

"We are able to concentrate on how we distribute the funds available to the cause we want to support. We are enjoying having our children involved and exploring their areas of interest."

As a practicing lawyer and Chief Executive Officer of Habitat for Humanity, Philip believes that philanthropy shouldn't just happen at the end of someone's life.

"There are opportunities to make a positive contribution and have real impact across causes you support during your lifetime.

"Our charitable fund has allowed us to make a positive impact to the lives of people in need, by providing them hope for today and in the future."



Watch Philip and Jenny tell their philanthropy story by visiting lmc.org.au/RedBowl

To learn more about charitable fund accounts and how they can help you achieve your philanthropy goals contact Bianca Moore, Donor Engagement Manager, on (03) 9633 0033 or bianca.moore@lmc.org.au.

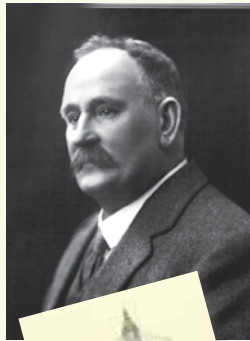
Celebrating 95 Years of Community Philanthropy

Throughout the year we celebrated the important contribution and impact of community philanthropy, and the wonderful contribution Lord Mayor's Charitable Foundation has made to Melbourne for 95 years.

Our history shows that we have been a major contributor to Melbourne's health and wellbeing through our grantmaking to public hospitals and charitable organisations.

We have always been prepared to identify emerging issues and provide grants to 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 and social enterprise.



Sir John Swanson, founder

Lord Mayor of Melbourne
Sir John Swanson is acknowledged as the founder and first president of Lord Mayor's Fund for Metropolitan Hospitals and Charities.

Sir John was a councillor at the City of Melbourne for almost 10 years from 1914 to 1923 and Lord Mayor from 1920 to 1923. It was during his time as a councillor he realised that Melbourne needed a central and

organised fundraising scheme to support the city's hospitals and charitable organisations to enhance their ability to respond to the healthcare needs of a growing population and the rehabilitation needs of returned servicemen and servicewomen from World War I. He envisioned an endowment fund that would grow an income in perpetuity so that hospitals and charities would have access to additional source of funding.



Workplace Giving

A new giving program was introduced to workplaces that would see employees from all industries and sectors contributing a weekly donation to the Fund from their wages. This was a very early concept of workplace giving and became the Fund's Industrial Contribution Scheme.

By 1925, 80,000 people from 1,500 organisations were signed up to the Fund's workplace giving scheme. The scheme was extended in 1927 to include employees from the banking, insurance, media, commercial and business sectors. Workplace giving became an important revenue stream for the Fund.

Flower Day

Flower Day was a very important and successful fundraising appeal for Lord Mayor's Fund for Metropolitan Hospitals and Charities. Launched in 1925, it ran for almost 50 years raising millions of pounds and dollars for public hospitals. It also activated Melbourne's sense of unity as a caring community.

The main Flower Day appeals comprised of Flower Day, Rose Day and Wattle Day, with each day representing a social issue.

By the 1970s the Flower Day appeals were phased out, however in 2013 Lord Mayor's Charitable Foundation re-introduced Flower Day for three years as part of the Foundation's 90th anniversary celebrations.

95
YEARS
INSPIRING
PHILANTHROPY
SINCE 1923

THE FIRST FLOWER DAY, 6th MAY, 1925

"John Philanthrop"



1925



1937



1949



1956



1973



2013



Heart of Melbourne Appeal

In 2006 the Heart of Melbourne Appeal was launched as a new high-profile fundraising campaign to support charitable organisations providing services for people experiencing homelessness. It was widely publicised by

Melbourne's media, and many well-known Melburnians lent their support to help promote the appeal. The Heart of Melbourne Ball became an important fundraising event for the appeal for a number of years.

Feed Melbourne Appeal

From 2010 to 2016 the Foundation worked in partnership with Leader Community News and FareShare to fundraise and provide grants to organisations providing food and emergency care to vulnerable people as part of

Feed Melbourne. The appeal also helped to raise the issue of homelessness and food security in Melbourne. This year Leader Community News supported our *Changing Melbourne for Good* campaign.

Innovation in Grantmaking

Grants Program

In 2013 the Foundation began the process of creating four defined impact areas in which to provide grants and that reflected Melbourne's social issues. Today these include Education & Employment, Environment & Sustainability, Homelessness & Affordable Housing, and Healthy & Resilient Communities. The Foundation added proactive and initiative grants to provide opportunities to work with others on tough challenges.

Grants Challenges

In 2014 the Foundation launched a new grants program 'Challenge' to seek out innovative new solutions to address ongoing issues and provide funding opportunity to test ideas. The Seed Challenge focussed on creating employment for people with disability while the Innovation Pitch focussed on providing major funding for new solution ideas. The Foundation is now undertaking an Affordable Housing Challenge.



Feed Melbourne Appeal: FareShare's CEO Marcus Godinho, Catherine Brown and Leader's former Chief of Staff John Trevorrow



Global philanthropy trends

Social Impact Investment

Following global philanthropy trends, the Foundation launched its first social impact investment program with social investments made to Yume, Hire Up and Habitat for Humanity in 2016/17.

Collective Giving

With the launch of collective giving, the Foundation welcomed two of Melbourne's most prominent giving circles Impact100 Melbourne and Melbourne Women's Fund, our eleven Community Funds and the pilot of our new Hives.

Sustainable Development Goals (SDG)

In 2015 the United Nations launched its new sustainable development agenda with 17 goals to be achieved within 15 years. The Foundation adopted this program in 2016 aligning its Impact Areas to the goals. We are now working to connect our impact evaluation reporting to the SDG indicators and will connect Vital Signs 2019 with this framework.

Collaborative Giving

Today, we are working collaboratively with other funders and experts from other sectors to build our capacity to tackle some tough projects, such as response to the lack of supply of affordable housing.



Make a donation

- ☐ I would like to make a donation to the **Changing Melbourne for Good** campaign to help fund projects in the Foundation's Healthy & Resilient Communities Impact Area.

Please accept my donation of:

☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000 ☐ \$5,000

☐ Other: _____

- ☐ I would like to make a donation to **my Charitable Fund Account:**

Name of Fund: _____

Please accept my donation of:

☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000 ☐ \$5,000

☐ Other: _____

Title: _____

Name: _____

Address: _____

Suburb: _____

State: _____ Postcode: _____

Email: _____

Please charge my:

☐ Visa ☐ MasterCard ☐ American Express

Name on card: _____

Card number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiry:

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 /

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Cardholder's signature: _____

- ☐ In making this donation, I confirm I am over 18 and that I have read the collection notice on the back. If you are not over 18, you must provide your parent's or guardian's permission.

- ☐ Please tick if you do not wish to receive further fundraising or marketing communications from us.

All contributions of \$2 or more to Lord Mayor's Charitable Foundation (ABN 63 635 798 473) are tax deductible.

I would like to make an additional donation to the Foundation's other Impact Areas:

- ☐ **Education & Employment** \$ _____
- ☐ **Environment & Sustainability** \$ _____
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Cheque: Please make payable to:
Lord Mayor's Charitable
Foundation

Phone: To make a donation over
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(03) 9633 0033

Online: To make a secure online donation
visit **lmcf.org.au/donate**

Lord Mayor's Charitable Foundation
GPO Box 1851, Melbourne, VIC 3001
ABN: 63 635 798 473





LORD
MAYOR'S
CHARITABLE
FOUNDATION

95 YEARS
INSPIRING
PHILANTHROPY
SINCE 1923

CHANGING MELBOURNE FOR GOOD



**We need your support to help
Melbourne build community resilience
in the face of climate change.**

To learn more about our work please visit lmcf.org.au

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.

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95 Years of Annual Reporting



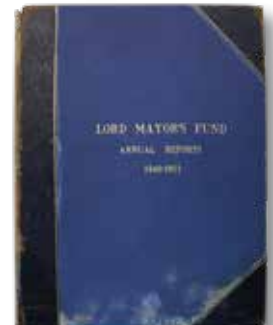
1920s



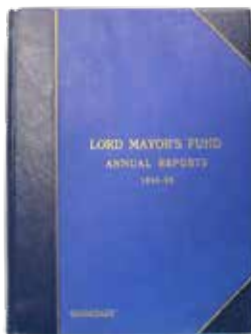
1930s



1940s



1950s



1960s



1970s

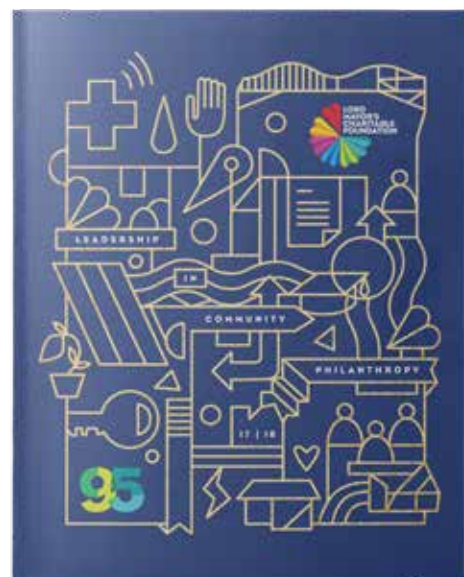


1980s



1990s

Every year since 1924, Lord Mayor's Charitable Foundation has published an annual report showcasing grants, donor support, special projects and events. This year's annual report cover was inspired by early annual reports which featured a leather-bound cover either in black or navy blue.



Today

2018, 95th Anniversary Edition

Our Annual Report 2018 is now available. For a copy of this very special anniversary edition, please phone the Foundation on **(03) 9633 0033** or visit our website **lmcf.org.au** to download the report.



2000s

2008, 85th Anniversary Edition



2010s

2013, 90th Anniversary Edition

