

philanthropy 25

WINTER 1995

The Journal of the Australian Association of Philanthropy Inc.

Registered by Australia Post as a Print Post Publication - 3375860017



SPECIAL FEATURE: THE SOUNHOUSE STORY

Contents

<u>EDITORIAL</u>	1
<u>PROFILES</u>	
WHAT ARE OUR KIDS BRINGING HOME FROM SCHOOL - EDUCATION FOUNDATION	2
A VOICE FOR YOUNG WOMEN - VICTORIAN WOMEN'S TRUST	4
QUALITY FOR ABORIGINAL BUILDING APPRENTICES - CAROL COHN	5
THE QUEENS TRUST	8
A STRONGER LORD SOMERS CAMP AND POWERHOUSE EXTENDS PROGRAMS FOR YOUTH	9
<u>SPECIAL FEATURE</u>	
THE SOUNDBOARD STORY	12
<u>REPORT</u>	
YOUNG OFFENDERS - A NEW APPROACH PROVIDES 'A CHANCE TO CHANGE'	15
DAVID ROCKEFELLER RESPONSE TO THE PROCEEDING OF CITIZENS	18
<u>PERSPECTIVE</u>	
COMMUNITY FOUNDATION - A WORLDWIDE MOVEMENT	21
<u>PROCESSES</u>	
IMPORTANT STEPS TO SUCCESSFUL GRANT-SEEKING FOR THE SMALLER CHARITY - ALLIED DUNBAR	24
<u>PRINCIPLES</u>	
PHILANTHROPIC PRACTICE / LEND LEASE FOUNDATION	27
<u>NOTICEBOARD</u>	
INTERNATIONAL YEAR FOR TOLERANCE	28

Cover Note



Cover Note -

Primary school children at Footscray PowerHouse. This edition of Philanthropy is kindly sponsored by the Brash Foundation.

Disclaimer

Opinions expressed in this magazine do not necessarily reflect those of the Australian Association of Philanthropy Inc.

Australian Association of Philanthropy Inc

4th Floor, 20 Queen St
Melbourne 3000
Tel: (03) 9614 1491
Fax: (03) 9621 1492

Editorial

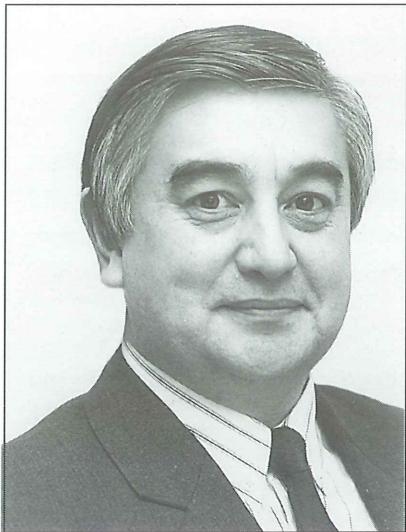
The 25th edition is a good time to reflect on this journal, *Philanthropy*, and on where it has come from and where it is likely to go. Over the years, we have built on the splendid format developed by Jane Sandilands and focused on items which profile significant examples of positive giving in Australia, both by individuals and by companies.

The formula has remained simple. We invite our contributors to focus on their vision, to share with others the lessons they may have learned, as well as the results they have achieved. So far, we have managed to meet those requirements and more often than not, accompanied each piece with a picture or two which bespoke a thousand words - or more.

Philanthropy's objective has been to highlight local and overseas activities, which help shape the emerging notions we might have about what may be effective in both giving and receiving grants, or in the case of companies, funding their partnerships with the community. It is a fine line to meet the differing needs of our different audiences. Nearly 600 organisations who seek grants subscribe to *Philanthropy* and over 300 trustees who make grants receive a copy as part of their membership.

During 1994, a number of funds investment companies took up the opportunity to reach our trustees with financial information on the specific investment climate for not-for-profit agencies. Over the years, *Philanthropy* has also received direct support from those interested in promoting more effective giving, including the Gandel Foundation and in the case of this special 25th issue, the Brash Foundation. We would like more of our members to consider how best to use the opportunity that *Philanthropy* provides to keep the smouldering wick of altruism alive and well in today's pressing environment.

For an organisation with less than 80 members, *Philanthropy* cannot only hope to serve its members internal needs alone. It does, however, provide an opportunity to amplify the external need of the Association to promote



Max Dumais, Executive Officer

more effective private and corporate giving within Australian society, generally.

Within our membership we enjoy the support of 40 charitable trusts, 13 companies, 8 Trustee companies, 3 Community Foundations, 6 Government established Foundations, 2 individuals and 7 Associate members which include 5 universities. It is not always easy for an Association to focus on issues which are broad enough to be of interest to such a wide range of groups and organisations. One organising principle which has been successful in putting *Philanthropy* together over the years has been the irresistible force of good ideas. A key ingredient in turning people on to make a difference is the capital and currency of good ideas. Fortunately, in this relatively small country there is no dearth of such ideas and the Association is privileged to have *Philanthropy* with which to share them around.

John D Rockefeller III saw 'Philanthropy as a unique social force and its task to be creative, to be venturesome and to find effective methods of partnership with government and private enterprise.' If we can paraphrase his sentiment, we would hope that *Philanthropy* would be all of that, as well as a major vehicle for dialogue between the grant-makers and the grant-seekers, companies and individual givers and amongst the members of the Association, itself.

What are our kids bringing home from school ?

Tracy, Gina and Rebecca are 15 years old. They are dealing with the classic puberty blues and spend much of their days in a Year 10 classroom at a large government school in Broadmeadows.

However, today they are in very high spirits and in fact are slightly embarrassed about all the attention they are receiving. Together with twelve other classmates, they had just constructed four intricate, electronically wired dolls houses. Surrounded by a television news crew, they were about to present the houses to the kids at The Royal Children's Hospital in Melbourne.

Standing one metre high, these colonial replicas were executed with remarkable skill and quality. The girls had spent the past ten weeks absorbed in a unique learning experience involving female guest speakers working in the area of electronics. During this time, they had visited some of the most advanced technology industries in the state.

Add to this an extremely dedicated teacher and the result was that the girls gained the experience and drive to tackle the rather ambitious task of building the kit houses via a set of complicated visual clues.

Justifiably each of the girls was proud and exuded a new found confidence. According to her teacher one girl in particular showed an enthusiasm for school not previously evidenced. This girl told me she now planned to study electronics in the future, and ten of the fifteen girls participating now intend to take Technology as a subject in Year 11.



This and 175 other projects across the state would not have taken place had it not been for the innovation of a young trust called the Education Foundation.

The Education Foundation has developed a model which is about to have national significance. It was born from a very small seeking grant of \$15,000 from a group of concerned, low profile individuals, committed to seeing that every young person attending a government school be given a first class education. In five years it has disbursed almost \$250,000 in \$1,000 and \$2,000 grants. These have gone to 174 teacher initiated projects, resulting in significant outcomes for the thousands of children who have participated.

The success of this foundation is due to the formula on which it operates. First of all teachers are asked how they can best improve the performance in the classroom for themselves and their students. Then, the foundation asks the funding bodies, be they individuals or companies, to articulate what they see as important in education. The result is that small but targeted grants are injected at the coal face (the classroom) for use by teachers with vision and great ideas. They present a diversity of programs ranging from the launch of a rocket in the science room or breeding emu chicks for alternative farming income, to writing, recording and marketing an environmental CD.

Mr Ron McGimpsey, Managing Director of BP Australia says, "The Education Foundation is about finding practical solutions to education problems at the grass roots level and in the process, facilitating some excellent partnerships."



Students at Box Forest Secondary College show one of their Dolls' Houses. Photo Courtesy Leader Newspapers

Joining BP Australia in its support of the foundation are some of Australia's biggest companies such as BHP, CRA, Ericsson, trusts like The William Buckland Foundation and the Dusseldorf Skills Forum. Prominent individuals such as the former Governor of Victoria, Dr. Davis McCaughey, have also offered support. As a result, the federal government is now also taking notice of the work of the Foundation.

In many schools, the projects have become a permanent part of the curriculum without asking for repeat funding. In 1994, 46% of the foundation's projects resulted in mainstream subject alterations - testimony to the force that can be generated by a programme which is strategically focussed. Students have contributed research on local waterways to an international data base. In remote areas students have had their eyes opened by celebrated Australian artist Deborah Halpern who has exposed them to the possibilities of sculpture and commercial ceramics.

Ouyen Secondary College students have created computer controlled irrigation systems. This project not only enabled the application of academic methods to real life situations, but also addressed a need in the community.

The Education Foundation is understandably proud of its achievements to date. A close eye on their progress in finding solutions to educational problems could be worthwhile as it seems this is only 'the beginning of something big.'

For more information contact:

Lisa Kingman
Community Relations Director
(03) 9 650 4277

A Voice for Young Women

The Victorian Women's Trust is proud to announce that the winner of the "Women of the Future" award is Ms Misha Schubert. Misha, aged 22, was selected from a group of over 40 young women who applied for the award.

Misha will represent the Trust at Forum 95 in Beijing in September this year. Forum 95 is the non-government organisation conference being held in conjunction with the United Nations Fourth World Conference on Women.

The Trust developed the "Women of the Future" award because it believes that it is vital for the future of feminism to provide young women with the opportunity to voice their concerns and develop their priorities for the next generation.

In particular, as the Trust celebrates its tenth anniversary, it is committed to fostering its relationship with young women who will play an integral role in leading the organisation into the future.

Misha sees the forum as an ideal opportunity to highlight the needs of young Australian women. "I think it is an important opportunity to use an international event to lobby for a national rethink of young women's initiatives, and to identify consultative mechanisms that can be put in place to improve the perspective of young women themselves as to what is meaningful to them," she said.

Misha has had extensive involvement in the student women's movement, most notably as the National Women's Officer for the National Union of Students in 1993, and is an active member of Women's Electoral Lobby (Victoria).

The Trust was extremely pleased with the calibre of applications that were received for the award. So much so that it is offering several other applicants encouragement awards.



*Misha Schubert, winner of the Trust's "Women of the Future" award.
(photo courtesy of the Victorian Women's Trust)*

The award was the first step in the Trust's strategy to increase its dialogue with young women. The strategy is already proving successful with young women now represented on three of the Trust's four sub-committees.

One of the key themes that came out of the award applications was the need to develop improved mentoring systems for young women. Mentoring in the workplace has largely been the domain of men who actively seek out young like-minded men they can mould for future success. It is apparent that young women are acutely aware of the need to receive similar advice and training in order to progress in the workplace at a similar pace to their male colleagues.

The Trust's Convenor, Ms Dur-e Dara, believes that one solution to this problem is the promotion of informal mentoring amongst women.

"I urge you all, as members of the Trust, to foster your relationships with young women, provide career advice and be supportive. Working together, with a clear and common vision of equality in the workplace, we can look forward to a better future for everyone," she said.

*By Kate Charles
Publicity Officer, Victorian Women's Trust*

Quality training project for aboriginal building apprentices

Quality - in planning, in leadership and in results - is the key word to describe a new aboriginal housing skills project currently under way in Maclean. The town, which is on the north coast of New South Wales, about an hour's drive from Lismore, has an aboriginal population of about 250. As I write, 20 of them - all bricklaying and carpentry apprentices - are engaged in building 16 government funded houses under the supervision of Project Manager Owen Shipp.

The apprentices range in age from 18 to 32, and include single people and some who are already married with children. Two of the 20 are female and all were recruited earlier this year from the aboriginal community. The houses they're building will later be occupied by local aboriginal families.

The first four houses, built in only 35 days, have just been given top marks by the local building inspector. Designed by an architect in consultation with the community, the houses have wide shady verandas and large living areas where families and friends can congregate.

Modelled on the Liverpool project, the Aboriginal Housing Skills Development Partnership was initiated by Kevin Power, Executive Director of the ACTU-Lend Lease Foundation, and is jointly sponsored by the Foundation, the Nungera Co-operative Society Ltd, the Commonwealth and NSW State Governments, NSW TAFE and the NSW Labour Council. Apprentices are indentured to co-sponsor, the Central Coast Group Training Company, which is located in Wyong and is responsible for the project's financial management.

Due to be completed early next year, the project is being funded for the Nungera Co-Op, under the Community Housing Project. While the Central Coast Group Training Company is responsible for seeing the 20 through their apprenticeships, Nungera hopes to absorb at least some of these later into a building company set up to maintain the completed housing and other aboriginal dwellings in the area.



Foundation Chairman Stuart Horner joins NSW Labour Council Aboriginal Employment Officer Joyce Clague to announce the Aboriginal Housing Project at Maclean, NSW - (photo courtesy of ACTU Lend Lease Foundation)

The stated aim of the Maclean project is "to demonstrate that aboriginal people can achieve 'real skills' and 'real jobs' through a work based learning program centred on the construction of houses." But its implications and potential go well beyond these objectives.

"In this demonstration project, what we're trying to do is to show that young aboriginal apprentices can perform as well as any other group," says Kevin Power. "But in Maclean we're creating special factors to make the model work for this community. We're building special houses for their community, and the houses are being built by members of that same community."

Power says the people on the project are getting strong messages that this adapted model is creating a sense of pride and ownership. Already families who will later occupy the houses are visiting the building site to see the work in progress. Owen Shipp describes a recent occasion when two families "came into town, sat on 'their verandas' and watched the sun come up."

Power agrees that the Maclean project has brought the whole work/training activity onto a different plane. "And the quality of the houses already up is extremely high. It's the best brickwork you will ever see - the pride in workmanship is extraordinary. Liverpool was good, but this is better."

Part of the Housing Industry Youth Employment and Skills Training Program (HIYESTP), the 1992 Liverpool project pioneered the idea of competency based TAFE training of building apprentices in which all the training, theoretical and practical, is delivered on-site. (The Liverpool project was profiled in *Philanthropy 14*, Spring 1992)

Since then, over 600 houses have been built by more than 1000 apprentices in 32 projects based on the Liverpool model, all under the auspices of HIYESTP. Both the ACTU-Lend Lease Foundation and the Central Coast Group Training Company have been involved with the work of HIYESTP.

The Maclean project has taken the successful Liverpool model and adapted it to a different cultural setting. Prior to Maclean, the ACTU-Lend Lease Foundation was involved in a similar aboriginal housing project in the vicinity of Cairns. There, the apprentices were required to leave the building site and go into Cairns for the formal TAFE component of their course.

"And many of them, as we would put it, went walkabout," Power says. "What that really meant was that they went home - back to their families. So we thought, the way to do it was to take the whole work environment to them."

The idea of on-site apprenticeship training was the brain child of Sydney ex-builder and TAFE trade teacher Owen Shipp, who supervised the Liverpool project and has been seconded from NSW TAFE for up to 18 months to live in Maclean and manage this project.

Resident in Maclean from the beginning of this year, Shipp's first task was to select the 20 apprentices in collaboration with local DEET and TAFE representatives.



*An apprentice of the Aboriginal Housing Project
(photos courtesy of ACTU Lend Lease Foundation)*

For the first six weeks he worked with the group on theory, then for a further six weeks on practical skills. Work on the first four houses began in April.

Variously described as "a great man", "a great Australian", and "a thoroughly good bloke", Shipp is a superb motivator who in a space of months has knitted himself into the local aboriginal community and won the liking and respect of all.

Shipp trained the first four aboriginal TAFE teachers at Randwick in 1984 and has had a number of aboriginal building apprentices through his TAFE courses. But this is his first experience of living and working with an indigenous community. At Maclean, he is living on the mission in a house he shares with Manager of the Nungera Co-op., Graham Purcell, and returning to Sydney to be with his family each weekend.

At least 17 of the apprentices have visited him at Purcell's house after work hours for extra tuition. "Once I gave one of them 17 pages of calcs to do, and he kept coming back for more." Shipp already has many stories to tell of the culture, beliefs and lifestyle of the people and says it's a toss up which of the two sides is learning the most.

In the past some aboriginal housing projects in rural areas, managed by whites, have fallen down through the poor quality of the work. The appointment of Owen Shipp - a proven performer with many years experience as a builder, trade teacher and pioneer of on-site competency based training - has been a big plus for Maclean.

While showing strong leadership, at the same time Shipp has given the apprentices ownership of the job. "And he's given them skills - real skills," says Purcell, who has been closely involved with the project since its inception. "He's a great man, he's really got something. He's a tireless worker and I don't think anyone else could have managed the project the way he has."

Purcell says that although the project still has some months to run the rewards are already visible. "Smiling faces, full time employment, meaningful work, high quality results - it's a real feather in our cap, the whole local community is behind it, and most of it is due to the way Owen has trained the apprentices."

On his side, Shipp is full of praise for their motivation, application and sheer aptitude. With an attendance rate of about 95% and a drop out rate of one, he has reason to be pleased. His team catch on to the use of tools quickly and are already, he says, highly skilled workers. "Watching them using saws, for example, you'd think they'd been doing it for 20 years."

And their pride in what they're achieving is enormous. Shipp tells a story of one apprentice - a 30 year old man with nine children - who prior to this project had been on the dole all his life.

"And after receiving his first fortnight's pay, he came up to me and said, 'I've been on the dole for years. And now I'm working here, those fellas down in Canberra are charging me \$50 a week tax! And shit, it feels good!'"

Morale is high and there is give and take on both sides. The apprentices have adjusted quickly to the high standards and disciplined work habits demanded by Shipp. And, an inventive and enthusiastic teacher, he's adapted his methods of tuition to their ways of thinking and learning.

In the first weeks he took the entire crew to the beach for a day and illustrated aspects of building, maths and measurement graphically, by drawing out plans and diagrams of six houses in wet sand. On a blackboard it would have been boring. In this setting the class was a runaway success.

Each Friday the crew has a feedback session where problems are talked through and hours of work and other arrangements negotiated. Shipp readily accepts variations of working hours provided the necessary tally of hours is reached.

The ACTU-Lend Lease Foundation and its co-sponsors are watching the progress of the Maclean project with keen interest. Kevin Power says they may take it to one or two more sites to test and refine it further, with a view to extending it to a national program over a number of years.

On its side the Nungera Co-op. is also pleased. With hindsight, though, Graham Purcell says he believes financial economies could have been achieved if a 'design and construct' model had been used, with Shipp and his apprentices designing and building the houses from the ground up.

Meanwhile Owen Shipp talks enthusiastically about the next phase, the building of five more houses across the road from the present site. "They're big houses, some of them two-storey, and we're going to bring them in on time, under budget. There will be an aboriginal coordinator on that and I'm training him at the moment."

And after that? Well, dynamos will be dynamos.

"You remember how I built that house at Darling Harbour two years ago in 38 hours? Well in August we're going down to the Home Show at Rosehill Racecourse, and we're gonna break that record by four hours.

"And they'll do it. I can tell you, they will!"

I believe it, Owen, and I'm only sorry I can't be there.

Carol Cohn

Freelance Journalist

The Queen's Trust



*John Ralph, AO - National
Chairperson Queen's Trust*

The Association is pleased to welcome the Queen's Trust as a new member. The Queen Elizabeth II Silver Jubilee Trust for Young Australians, known as The Queen's Trust, was established in 1977, with donations from the Federal and State Governments, corporations, organisations and the public, to commemorate the Silver Jubilee of Her Majesty, Queen Elizabeth II, by rendering support and guidance to young Australians, through the promotion of excellence, initiative, leadership and an awareness of those less fortunate.

Over the past 18 years, The Queen's Trust, a national independent philanthropic Trust, has disbursed more than \$12 million in meeting its objectives.

The Trust structured as a Company, limited by guarantee, is chaired by John Ralph, AO and a Board of Directors. Regional Committees operate in each state and territory, and the work of all these volunteers is supported by a small team of staff at the National Office in Melbourne, with Leah Mann the Executive Director.

The Trust funds six main programs;

GRANTS

Each year grants of up to \$15,000 each are awarded to organisations which support projects to assist disadvantaged young people realise their full personal and leadership potential. In 1994, 64 individual and 46 organisation grants were awarded totalling more than \$700,000.

SIR EDWARD DUNLOP MEMORIAL AWARD

instituted in 1994 to honour "Weary" Dunlop, a former Queen's Trust Director, offers a grant of up to \$25,000 to an outstanding Achiever who demonstrates the qualities of "courage, integrity and compassion" for which Sir Edward was renowned.

NATIONAL CAPITAL SEMINAR

an annual week long residential program is held in Canberra for 100 outstanding year 11 students selected for their leadership qualities and understanding of the Australian system of government, its governing institutions and the constitution. Fourteen hundred students have now attended this outstanding program.

FUTURE PERSPECTIVE FORUM

This complements the Seminar, with its focus on one hundred 22-28 year olds selected as potential leaders in their professions, trades and occupations. The objective of the Forum is to encourage these emerging leaders to broaden their understanding of the issues, work together and contribute to the development of our nation.

YOUTH BUSINESS INITIATIVE (YBI) AUSTRALIA

was established by The Queen's Trust, to assist young unemployed Australians to set up their own viable businesses. Over 800 small businesses have been created in the past 5 years, 80% of which have succeeded. The Trust contributed \$275,000 to YBI in 1994.

NEW DIRECTIONS RESEARCH PROGRAM

funds projects designed to improve the long term health, education and welfare of young people at risk. Projects funded to date have addressed the coping strategies of students at risk, the prevention of youth homelessness, parenting skills, youth resilience and the prevention of youth suicide. Funding granted in 1994 was \$380,000.

For Information- Tel: (03) 9670 5436

A Stronger Lord Somers Camp and Power House Extends Programs for Youth

The youth organisation, Lord Somers Camp and Power House (LSC & PH), which has been conducting camps for youth annually at Somers since 1931 finds itself in a new position of strength. This is the outcome of an extensive rebuilding program which has resulted in Lord Somers Camp with its new facilities and beach location becoming one of the premier campsites in Australia.

"Support for the major camps held each January for 16 to 19 year olds and for the specialist camps conducted during the year continues to grow, so we have good reason to be very pleased with our current position", says Executive Director, Ian Gibson.

The organisation has gained recognition for its work for youth from various sources. The recognition has come in the form of grants to assist with the rebuilding of the facilities at the camp which has seen thousands of young people pass through for a period of over sixty years.

The LSC & PH response is to extend its programs assisting young people with a serious illness or disability and to assist those organisations with similar objectives by offering them the use of the campsite.

The Rebuilding Project

With the facilities being over sixty years old and becoming dilapidated and the standard of hygiene declining, a major Rebuilding Project was launched in 1993. During the latter half of that year, three of the main dormitory huts and an amenities block were totally rebuilt.

The "Special Assistance Program", a government sponsored scheme to assist unemployed third and fourth year apprentices to become fully qualified was used to great advantage. Electrical, plumbing and especially carpentry apprentices gained valuable work experience and training under the scheme with their work being recognised by the State Training Board.

Between May and August 1994 another of the dormitory huts and a second amenities block were rebuilt by a group of trainees.

The employment of the trainees and the unemployed apprentices was a feature of the project that was most attractive to LSC & PH as it complements the ideals of the organisation in that it assists disadvantaged youth.

A second group of carpentry apprentices was not available in the second half of the year as had been expected, so the fifth dormitory hut was rebuilt by volunteer tradesmen, members of LSC & PH. These members together with some volunteer labourers did the bulk of the construction work over a series of five weekends during November and December.



Annual Lord Somers Camp and the campers take their turn on the kitchen roster.



BIGS Trainees outside Red Hut, which they built, May-July 1994

Rebuilding the Hospital Hut

The "New Work Opportunities" Scheme, another of the Government's employment initiatives, is currently being used. The result is that a group of 16 long term unemployed started on 15 May to rebuild the Hospital Hut which houses a sick bay and a surgery, both with access to adjoining shower and toilet facilities and accommodation mainly for medical and nursing staff.

The provision of first aid facilities to cope with any emergency is vitally important at a camp at which programs for young people with a great variety of illnesses, some life-threatening, are conducted.

Grants from Many Sources

The cost of the building materials has been very substantial for a relatively small not-for-profit organisation, even though discounts and donations of materials have been acquired. Financial help has come from LSC & PH members and grants from various sources.

On Sunday 30 April, the largest of the grants received to date was presented to Mr Leigh Devine, who serves LSC & PH as Camp Chief in a voluntary capacity. The donation of \$50,000 came from the Rotary Club of Balwyn, whose President, Mr Dick Mitchell, made the presentation during lunch at Lord Somers Camp.

The visiting Rotarians were able to view some of the activities being conducted at one of the community service camps organised and run by volunteer members of LSC & PH. This particular camp called "Camp Diversity" involves young people with a chronic illness (diabetes, asthma, etc.) or a physical disability.

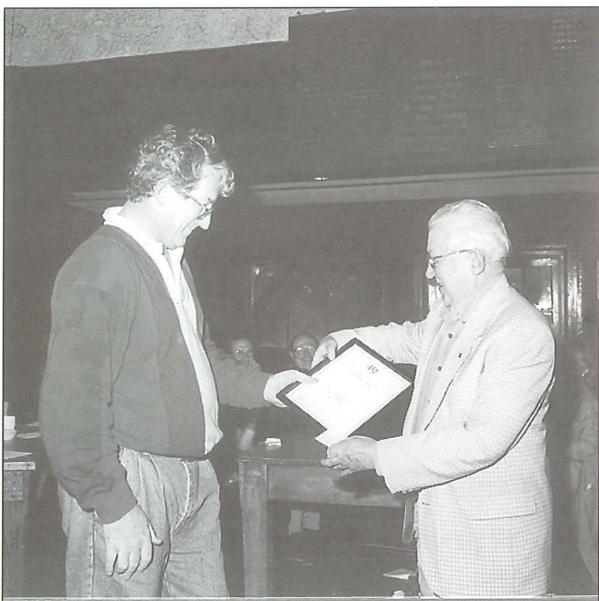
In 1993 the Queen's Trust made an award to LSC & PH for its outstanding service to young Australians and in recognition of this gave a grant of \$10,000. The Andrews Foundation has followed up an initial grant of \$25,000 with a grant of a further \$20,000. Similarly, the Jack Brockhoff Foundation, having contributed \$15,000 previously, has recently announced a grant of \$20,000.

Others to have made significant contributions are the R. E. Ross Trust (\$10,000) and regular supporters of LSC & PH, the Melbourne Newsboys Club Foundation (\$10,000).

"The fantastic support from these and several other sources clearly indicates the strong acceptance of our work for youth within the community", concludes Ian Gibson.



'A Deafening Explosion!' Ray Charles (Alias Chris Secretan) provides entertainment at the annual Lord Somers Camp



Dick Mitchell, President - Rotary Club Balwyn presents a grant of \$50,000 to 'Lord Somers Camp' during lunch at the camp on April 30th 1994.

Programs are Extended

LSC & PH has been running camps which draw together young people from a wide range of backgrounds, many of them disadvantaged, since 1929 when Lord Somers as Governor of Victoria held the first camp and founded the organisation. These camps and those run for the Very Special Kids organisation (children with a life threatening illness), Camp Diversity, etc. are all completely organised and run by the LSC & PH volunteers.

The lines of friendship are being extended to other organisations, CanTeen (teenagers with cancer) being a good example. CanTeen has the use of the camp, and if required, staff (LSC & PH volunteers) to assist with their program.

"There is a lot more to achieve yet, but the progress is most satisfying. I'd be happy to hear from both sponsors and potential recipients alike. Let's keep the momentum going", added Ian Gibson.

Ian who can be contacted on 9510 7066, is located in the Power House building by Albert Park Lake. "Assistance to other charitable organisations could come in the form of the use of a meeting room here at Power House".

Ian Gibson

Executive Director

Victorian
WOMAN'S TRUST
making a difference

HAPPY BIRTHDAY

to the Victorian Women's Trust which celebrated ten years of making a difference on May 10th.

We congratulate the Trust for its efforts in lobbying for increased funding for women's projects amongst the philanthropic community and for giving over \$1 million in grants. Well done and keep up the good work.



The SoundHouse Story

'Wee have also Sound-houses, wher wee practise and demonstrate all Sounds, and their Generation. Wee have Harmonies which you have not, of Quarter-Sounds, and lesser Slides of Sounds. Diverse instruments of Musick likewise to you unknowne, some sweeter then any you have. Together with Bells and Rings that are dainty and sweet. Wee represent Small Sounds as Great and Deepe; Likewise Great Sounds, Extenuate and Sharpe; Wee make diverse Tremblings and Warblings of Sounds, which in their Originall are Entire. Wee represent and imitate all Articulate Sounds and Letters and the voices and Notes of Beasts and Birds. Wee have certaine Helps, which sett to the Eare doe further the Hearing greatly. Wee have also diverse Strange and Artificiall Eccho's, Reflecting the Voice many times, and as it were Tossing it. And some that give back the Voice Lowder then it comes, some Shriller, and some Deeper; Yea some rendering the Voice, Differing in the Letters or Articulate Sound from that they receyve. Wee have also means to convey Sounds in Trunks and Pipes, in strange Lines and Distances.'

Extract from THE NEW ATLANTIS, Francis Bacon 1624

THE BEGINNINGS

When achievements overtake ideas, it is easy to forget the motivation which has made the SoundHouses such an important part of Australian music technology life. **Brash Foundation Trustee, Martin Carlson**, talks of the ideas which motivated the Foundation.

'The Foundation had its origins when Brash Holdings supported the establishment of what became known as the Alfred Brash SoundHouse. A showcase for music technology in Australia and supported by the music industry, it highlighted what was happening - and linked the Brash name to that activity.'

Subsequently, Geoff Brash, then Executive Chairman of Brash Holdings, convinced the Board of Brash Holdings that there was a great deal of sense in linking the activities of the company with innovative and related programs

which would extend Brash Holdings name beyond a purely business exercise. Brash Holdings would be supporting exciting projects, but always with an eye on the core business. If music was the main business, then music would be the main project.

When Brash Holdings became involved in Angus and Robertson, Booksellers, the Foundation channelled effort into a reading Program, called 'Parents as Tutors'. Aimed at combating illiteracy, the 'Parents as Tutors' scheme started in a small way, putting funds into a teachers' manual and then a recommended reading guide, and then funding costs associated with employing specialist staff. When Brash Holdings decided to sell Angus and Robertson, the Victorian Government had already taken up the 'Parents as



'Around' - a composition from Essendon Keilor SoundHouse - composer Anna Lynch

Tutors' scheme, injecting \$5 million, which saw it firmly established. It was a perfect example of enlightened business and philanthropic activity seeding a great idea, having it picked up and moving on.

What the Brash Foundation moved on to was the SoundHouses. Alfred Brash was firmly in place, quietly building support and there was a lot of interest from teachers. Some who knew the possibilities of the Alfred Brash SoundHouse approached the Foundation for funding for equipment in schools in the western region of Melbourne. We felt the time was right to move and in 1991, five years after the Alfred Brash SoundHouse opened, the Lincolnville SoundHouse came into being. This was an important joint venture for the Foundation, involving the Directorate of School Education, a number of foundations and trusts - and the support of a band of extremely dedicated teachers who are at the core of the success of the whole SoundHouse operation.

The growth and remarkable achievements of the SoundHouses stand as a tribute to many: to the drive of teacher-musicians, who saw their unlimited potential, to the music industry, whose wholehearted support helped carry the project through, to enlightened government administrations who believe in encouraging communities to help themselves and to the trusts and foundations, all of whose generosity lives on in the 12 SoundHouses around Australia.



'Perform, enjoy, compose, create'
- photo courtesy of Brash Foundation

What Brash Holdings gained from the involvement probably cannot be measured accurately. Certainly we learned more about music and technology than we thought possible. We formed often unlikely partnerships in the name of music and technology and we constantly linked the Brash name with all that is at the forefront of the music industry.

The SoundHouses are launched. They have their own association, their own headquarters and certainly a strong future at the forefront of music education in Australia. We look forward to being part of that future.'



Kerrie Marino playing the 'banana keyboard' - photo courtesy of Brash Foundation

At a Glance: The Brash SoundHouse

1986 **Alfred Brash SoundHouse** opened - a joint venture of the Brash Foundation, Victorian Arts Centre Trust, Roland Corporation, Kawai, Yamaha, TDK, TEAC and IBM.

1991 **Lincolnville SoundHouse** opened - a joint venture of the Brash Foundation and the Directorate of Schools Education. Equipment funded by the R.E. Ross Trust and the Brash Foundation.

1992 **Geelong SoundHouse** opened - a joint venture of the Brash Foundation and the Directorate of School Education. Equipment funded by the Brash Foundation, Myer Foundation, Percy Baxter Trust, R.E. Ross Trust and Mr Gordon Jackson.

1992 **Royal Children's Hospital** - a small facility linked to the hospital's music therapy program with equipment provided by the Brash Foundation.

1993 **Essendon Secondary College** - a project of Essendon Secondary College in association with the Brash Foundation. Equipment funded by the College.

1993 **Warrnambool SoundHouse** - a co-operative venture involving a number of parties and now managed by Warrnambool SoundHouse Inc. representing Warrnambool City Council, Warrnambool Performing Arts Centre, Deakin University, South-west College of TAFE, Uebergang Foundation, the 'Warrnambool Standard' and regional Directorate of School Education. Equipment was funded by the Brash Foundation, Roland Corporation, Kawai, Yamaha and TDK.

1993 **Scienceworks Museum Exhibition** - and performance.

1993 **SoundHouses Association of Australia** officially incorporated.

1994 **Scienceworks Museum** - four separate

SoundHouse residencies during the year.

1994 **Mill Park Secondary College** - a project of the Mill Park Secondary College in association with the Brash Foundation, with equipment funded by the College.

1994 **Normanhurst Boys' High School, NSW** - a project involving the Brash Foundation, NSW Department of Education and the School Council. Support for equipment from the Brash Foundation, Roland Corporation, Yamaha, Kawai and TDK.

1994 **Music Schools** - in planning for Warrnambool, Geelong and Mill Park SoundHouses.

1994 **Chatswood High School, NSW** - opened July 14, 1994. A joint project between Chatswood High School, Chatswood Evening College and the Brash Foundation.

1994 **Powerhouse Museum** - SoundHouse opened July 19. A joint project of the Brash Foundation, Powerhouse Museum, with some support from Roland, Kawai, Yamaha, TDK.

1994 **Lincolnville SoundHouse Workshop** - with co-operation from the Directorate of School Education, establishment of a research/workshop centre for SoundHouses Association of Australia. A principal task to pilot Special Access Kits in association with a number of agreed institutions.

SoundHouses Association of Australia (SHAA)
National Seminar on the anticipated use of Special Access Kits. Assistance from Victorian Health Promotion Foundation (October).

Young Offenders - New Approach Provides 'A Chance to Change'

Victoria is now offering a new option to teenagers in trouble with the law, thanks to the William Buckland Foundation and the Mission of St James and St John.

A new conferencing technique is bringing together family members and other key people to help young offenders change the way they live. The hope is that through the conferencing process these kids, who might otherwise end up in a youth training centre, will find much-needed support within their families, a stable lifestyle... and even a job.

One young person who came face-to-face at the conference with the victim she had stolen from, was invited back to the victim's home for a cookery session. The aim was to help her develop skills which might one day lead to a job in the catering industry. Another young man has been given the opportunity to develop automotive-industry skills in his uncle's business premises, as a result of the conferencing process.

Says Mark Griffiths, who is co-ordinating the project, "This work has the clear potential to make a significant contribution to the lives of young offenders. It's time-consuming and difficult - but very worthwhile."

The Juvenile Justice Group Conference Project is being piloted by the Mission of St James and St John in close co-operation with the Children's Court of Victoria, the Victoria Police, the Department of Health and Community Services and the Legal Aid Commission of Victoria. It is being funded by the William Buckland Foundation, and builds on earlier Trust-funded work by the Mission to develop Family Decision Making, a highly-successful group conferencing technique.

Getting off the 'slippery path'

Victoria already has a very good juvenile justice system, with rates of detention for young people being among the lowest in the western world. But once caught up in the criminal justice system, many young people graduate to a life of crime. So anything that can stop them travelling down that slippery path is very worthwhile.



The conference brings together family members and other key people, to help young offenders change the way they live.

Photo - Rennie Ellis



Family group conferencing - a new option for teenagers in trouble with the law. Photo - Rennie Ellis

Mark Griffiths, and his co-worker Sharon Williams, began organising conferences in May this year, following some months of liaison with the Police, Children's Court Magistrates and others involved with juvenile justice.

Conferencing is an option for young offenders aged between 10 and 17, who have been before the Children's Court at least once before, and who have pleaded guilty to an offence which could attract a supervised order such as Probation or a Youth Supervision Order. During the pilot program, conferencing is available for cases being heard at the Preston Children's Court, the Moe Children's Court and the Melbourne Children's Court.

If the offender wishes to take part in a Group Conference, and the Magistrate agrees, the Magistrate adjourns the case for 28 days so that the conference can be held.

Mark and Sharon's role is to bring together at the conference as many key people as possible: the young person, family members, teachers and other professionals, 'significant others' who may be influential; and the victim, if he or she wishes to attend. Finding these people - and searching out relatives or others who play a particularly influential role in the young person's life - takes a great deal of time and detective work, but is essential for a successful outcome.

At the start of the conference, social workers and others with a professional involvement discuss the offence and the factors which may have contributed to the young person's offending behaviour; and answer any questions. Then the young person and his or her family have a private time together to discuss the information and decide on a course of action. This plan is then discussed with the professional workers, to ensure that everyone agrees it is in the young person's best interest.

"Every conference is very different", says Mark, "and has to be tailor-made to the needs of the young person." One of the real benefits is that it offers an opportunity to discuss the young person's situation with family members, in a way that would not otherwise be possible."

Another benefit is that doors can be opened that have previously been closed. One young man, for instance, with a real but undeveloped talent for drawing, is now receiving art lessons paid for by a relative, as a start for a career in commercial art.

The Conference Plan of Action can include many elements, but the key areas are:

*** dealing with factors contributing to the offending behaviour**, by reconnecting the young person with his or her family and by improving access to education, skill development, employment and counselling

David Rockefeller Response to the Proceeding of CITIZENS



David Rockefeller addressed the First World Assembly of CIVICUS in Mexico City in January 1995.

It is a great honour to appear at this first World Assembly of CIVICUS with President Zedillo of the Republic of Mexico and Rigoberta Menchu, the great Nobel Laureate. I am happy to share this panel with Miguel Darcy de Oliviera, Michael Boni of Poland and Horacio Morales of the Philippines. It is also a great pleasure to be here with all of you as this most promising new organisation is inaugurated.

Miguel Darcy de Oliviera, Rajesh Tandon and their collaborators have written eloquently about the emergence of civil society across the world.

The presence here in Mexico City this week of so many individuals who have committed themselves to strengthening the institutions of the third sector lends eloquent testimony to the importance of this phenomena.

The authors of the report clearly document the presence of vital and effective not-for-profit organisations in every region of the world — although not yet every nation. They have written persuasively of these organisations which are contending with an enormous variety of complicated and pressing issues everywhere in the world. The authors have admirably captured the essential nature of today's complex global society - the crisis of government - global economic and financial interdependence - and the heartening response of citizens around the world to the changed circumstances of their lives.

While endorsing wholeheartedly the general thrust and findings of the Report, I must sound two notes of caution.

First, it may be premature to create a global alliance of institutions in the voluntary sector at this time, even the loose confederation outlined in the report. Given the enormous diversity of civil society institutions in terms of their age, cultural context, geographical location and mission, it may be impractical and counter-productive to devote too much energy towards structuring a global alliance. A regional approach that focuses on societies facing a similar set of circumstances and challenges might be a wiser course of action, at least over the short term.

Otherwise, there is a great risk that the values and greater financial resources of the more advanced nations might overwhelm and intimidate representatives of indigenous organisations from less developed nations. They may need less ambitious structures more suited to their own societies. We need to be helpful, in the process of assisting the growth of civil society wherever possible, but careful not to appear to be dictating a uniform pattern for all. It would appear from Senhor de Oliviera's eloquent opening comments that he is aware of this issue and problems and that CIVICUS is proceeding in a cautious and deliberate manner in this regard.

My second observation is that the Report gives insufficient attention to the private sector and the critical role that business is playing and always has played in generating the wealth needed for the voluntary sector to operate effectively.

Part of the problem is conceptual. It has become customary to divide society into three distinct and almost autonomous sectors — government, business, and the voluntary sector. The Report follows in this tradition, which, while accurate, may also be misleading. Such sharp segregation understates the essential linkages among the sectors, and the degree to which they depend upon one another.

Most of the great foundations of the United States and Western Europe were created with funds generated by industry and continue to draw their operating income from investments that depend upon steadily growing markets and appreciating values. Without the initial generosity of their founders and continued growth in the economy, neither the capital nor the present income would exist to make possible their continuing operation.

This static three sector model can also fail to recognise the dynamic and evolutionary qualities of the interactions between sectors, especially in a time of change such as we are now experiencing. Perhaps the emergence of a stronger private sector driven by rapid and pervasive technological innovations may find the solution to problems that have been the focus of concern for both government and the voluntary sector for decades. The potential of the computer for interactive learning and learning at a distance will revolutionise the manner in which we educate future generations. The powerful impact on the daily lives of millions of people of scientific research - supported by both government and the private sectors - on food production and medicine is another case in point.

Historically the private sector has been a primary source of funding for the voluntary sector and many of the institutions of civil society. In addition, it has been its great ally in the quest for individual freedom and human dignity. But, over the past 30 or 40 years, this traditional pattern of cooperation and collaboration has been disrupted, especially in the United States. This is particularly true in the field of health and welfare where many of the most prominent organisations, which have a long history of service have become heavily dependent upon state funding. This has resulted in their being required to deliver services as prescribed by the state and, to a large extent, they have lost their independence. The viability of many of these organisations is now in question due to the threat of substantial budget reductions at all levels of government. They first lost support from the private sector and now are faced with the strong possibility of losing government financing as well.



David Rockefeller speaking in Mexico City at the First World Assembly of CIVICUS 1995 - Photo courtesy of CIVICUS

Fortunately, this is not the case in other areas of the voluntary sector, which have maintained a better relationship with the business community and individuals in the communities they serve.

There is another problem with the Report, in the way in which the term citizen is defined. I get the feeling that individuals who work in the private sector are somehow disqualified from full membership in the political community or full participation in the voluntary sector. I think this is both unfortunate and historically inaccurate. It also flies in the face of common sense. My grandfather, John D. Rockefeller, was both a great businessman and a great philanthropist. He built Standard Oil into one of history's first multi-national corporations and created a number of philanthropies - the Rockefeller Institute and the Rockefeller Foundation to name only two - that came to have a beneficial global involvement. Grandfather was born in 1839 into the very world that Alexis de Tocqueville described in his masterwork, 'Democracy in America.'

19th Century America's traditions of individual responsibility and self-reliance formed him, but so did its belief in community and joining with neighbours to accomplish common goals.

Grandfather was not first a businessman and then, in later life, a philanthropist. He was both at the same time. His business life and experience influenced his philanthropy and his concern for his community and nation influenced the way he managed his business. Fortunately, the same continues to be true for many businessmen today who feel a strong sense of social responsibility with which they

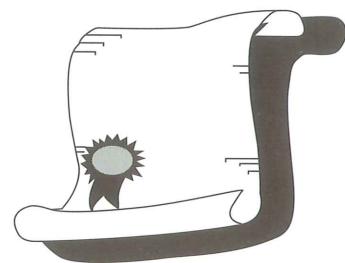
imbue their companies. Current day executives would include the Haas Family, the owners of Levi-Straus in San Francisco, the Dayton Family, operators of the Dayton Hudson retail chain in Minneapolis, and the Irwin Miller family of Cummins Engine in Columbus, Ohio. Manuel Arango and a number of other businessmen are pursuing much the same course here in Mexico and in many other parts of Latin America and Asia. Stephen Schidheiny played a critical role in the creation of the Business Committee for Sustainable Development and at the Rio Conference on the Environment a few years ago. He continues to be active in a range of development activities.

Today there is a tendency for the business community and the voluntary sector to diverge ideologically - to view each other as adversaries rather than allies. Each has much to learn from the other and the current estrangement is not good for either.

There are dangers from a totally unregulated and uncontrolled market - dangers to the environment and to individual freedom, in particular - and the Report is quite properly sensitive to these. But there are also dangers from excessive regulation which can produce social strangulation by limiting the positive benefits to be gained from technological change and economic growth. The voluntary sector needs to be equally vigilant about these dangers.

We have learned some hard lessons in this long and difficult century. One of the most important is that private initiative operating in an open marketplace can produce the kind of economic growth over time that makes possible the transformation of society and the raising of standards of living for all. The institutions of civil society depend on a healthy and successful private sector, a fact which sometimes seems to be neglected in our ruminations on the subject. The voluntary sector needs to become the ally, not the antagonist, of the private sector in creating the circumstances - both political and economic - where this hope can become a reality.

The most important lesson to learn is that each of us has an individual responsibility to society, no matter where we happen to earn our daily bread - in government, in business or in a non-government organisation. This is the primary message of the CIVICUS report and resonates powerfully in our contemporary world. I hope that CIVICUS will succeed in carrying that message to the far corners of the earth.



***TO ACKNOWLEDGE INDIVIDUALS,
ORGANISATIONS AND CORPORATIONS
WHOSE WORK HAS HAD A
SIGNIFICANT IMPACT ON THE
QUALITY OF LIFE IN VICTORIA***

The Victorian Community Foundation invites nominations for

**Awards for Service
in the Victorian Community**

The awards will be presented at a ceremony in October 1995 and applications close
11 August, 1995

Further details, categories, guidelines and application forms can be obtained from

Pamela McLure
Executive Officer
Victorian Community Foundation

21/530 Collins St., Melbourne, Vic 3000
Tel: (03) 9273 2758
Fax: (03) 9273 2399

Community Foundation - A Worldwide Movement

In January this year 25 people were invited to Washington DC to a conference on community foundations organised by the Council on Foundations and funded by the Charles Stewart Mott Foundation together with the MacArthur, Lawson and Ford Foundations. Delegates were from countries as diverse as Japan, the Philippines, New Zealand, USA, Canada, Mexico, UK, Portugal, Slovakia, Bulgaria, Hungary, Ecuador, Puerto Rico, Costa Rica, South Africa, Mozambique and Australia*.

The Mott Foundation has been at the forefront of supporting the development of community foundations worldwide and the four day conference was just one of a number of initiatives it has funded in the past decade. These have included technical assistance and challenge grants to new and emerging foundations and financial support of membership associations in the UK and Canada whose role is to promote the growth and development of the community foundation movement in those countries.

What are community foundations?

Community foundations are publicly-supported, philanthropic organisations which operate as a permanent collection of endowed funds. They usually cover a defined geographic area such as a city or a region and have a Board of Management made up of local citizens with a broad knowledge and sensitivity to community issues.

In the United States community foundations are one of the fastest growing sectors of philanthropy. There are now more than 400 community foundations located in every major metropolitan area and state. Community foundations hold nearly US\$10 billion in assets and in 1993 gave US\$730 million to a wide variety of nonprofit activities: urban affairs, the arts, education, environmental projects, health and social services.

They range in size from the New York Community Trust, with assets in excess of US\$1 billion, to some with assets of US\$100,000 or less.



Alan O'Callahan takes his son Daniel to kindergarten. This trailer was the winner of the inaugural Nelleke Clark Encouragement Award
(photo courtesy of TADVIC)

The Australian experience

Australia now has three community foundations. The Victorian Community Foundation(VCF) was set up in 1983 by ANZ Trustees and is Australia's first and largest community foundation with nearly \$3 million in endowed funds. ANZ also established the Queensland Community Foundation(QCF) in 1986 and the Tasmanian Community Foundation was founded by a group of local citizens earlier this year with Tasmanian Trustees as the sole trustees.

Hayden Raysmith, a founding member of the VCF and its current chairman, says community foundations can play an important role in communities by identifying emerging needs, acting as a forum for debate, and becoming a catalyst for new initiatives.

The VCF is now planning its second major long-term project following its involvement in establishing Ross House, a resource centre for self-help and community groups in Flinders Lane, Melbourne. The new project will look at the very current issue of de-institutionalisation and how intellectually disabled and mentally ill people can become better integrated with the rest of society.

"Using the existing network of Neighbourhood Houses we want to look at how volunteers can be recruited and trained to support people adjusting to life outside institutions", Hayden Raysmith said. "It's a longterm project, probably 10 years, but its outcomes are also intended to be long-term."

Donor Involvement

According to Marion Webster, Manager Community Relations Charitable for ANZ, a very important distinction of a community foundation, as compared to other forms of charitable giving, is the role it offers donors and the opportunity it gives them to participate.

"A Fund can be established during a donor's lifetime and if they wish they can be directly involved in decisions about the distribution of grants", she explained. "Not only does this give them the satisfaction of benefiting their community but they can support a lifelong passion or become involved in totally new areas of interest."

Ian and Nelleke Clark are a Melbourne couple who have set up a donor-advised fund with the VCF and who take a close interest in some of the organisations they support. Their Fund benefits small charitable organisations which do not enjoy widespread recognition but which make a significant difference to the lives of needy individuals. Last year, for example, the Clarks initiated an annual award for design which assists the everyday independence of people with disabilities. The inaugural award was won by a TADVIC(Technical Aid to the Disabled) team of a volunteer mechanical engineer and occupational therapist. The pair designed a lightweight metal trailer which could be fitted to the back of an electric wheelchair, enabling a father with cerebral palsy to take his four year old to kindergarten while looking after his baby daughter at the same time.

Giving options

Establishing a donor-advised fund is just one option for donating through a community foundation. Other options for giving during a lifetime or in a bequest are:- a designated fund where grants go to specified charities; a field of interest fund where the donor identifies an area such as the arts or the environment; and an unrestricted fund which allows the Board of the foundation to respond to the new and emerging needs of the community.

One of a community foundation's special functions is to evaluate and help coordinate the services in its community so that charitable gifts are used effectively to meet the most critical needs of the community at the time. Queensland's Deputy Premier Tom Burns recently launched the Queensland Disaster Fund which has been established with the Queensland Community Foundation. The Fund will enable immediate cash payments to be made for emergency relief in times of disaster on the advice of the QCF's Advisory Board. The permanent Disaster Fund will cut out the time normally taken for appeals to be established, funds collected and distribution systems set up.

Community Foundations are also an effective vehicle for non-profit organisations wishing to establish a permanent endowment to fund ongoing activities. Arts Access was one of the first Victorian organisations which recognised the need to build up a capital base to cushion it against the vagaries of external funding. The Arts Access Trust Fund was established in 1992 with the Victorian Community Foundation and the income from the Fund will be used to assist people with disabilities have access to the arts.



Queensland Disaster Fund was launched at the 'high water mark' of the 1974 Brisbane floods by Deputy Premier Tom Burns in March.

Left to right: former Queensland Premier and QCF Chairman Mike Ahern, Deputy Premier Burns, and QCF Board members Archbishop Peter Hollingworth and Dr Margaret Steinberg.

Until recently, establishing a charitable foundation in Australia was seen as something only the very wealthy could consider - administrative and legal costs are high and tax deductibility cannot be guaranteed. The development of community foundations however is now making it possible for individuals or families of more modest wealth to set up a charitable fund which will benefit present and future generations.

Following the Washington conference, the Charles Stewart Mott Foundation has invited the three Australian foundations together with the Wellington Community Foundation to apply for a grant which would fund two consultants, one from the US and one from the UK, to work with the foundations on development issues. At a time when there is a growing awareness in our society of the widening gap between those with much and those with little, community foundations are a simple, effective and creative way for individuals, organisations or corporations to make a lasting contribution to their community.

*Marion Webster, Manager Community Relations - Charitable at ANZ, Max Dumais, Executive Officer AAP and Pamela McLure, Executive Officer, Victorian Community Foundation attended the Washington Conference on "Building Effective Support Systems for Community Foundations" in January 1995.

Further information

Queensland Community Foundation

Brian Grehan, Executive Officer,
GPO Box 1336, Brisbane 4001
Tel: (07) 228 5055 Fax: (07) 221 7034

Tasmanian Community Foundation

Lori Rubenstein, GPO Box 252C, Hobart 7001
Tel: (002) 20 2549 Fax: (002) 20 2569

Victorian Community Foundation

Pamela McLure, Executive Officer,
GPO Box 389D, Melbourne 3001
Tel: (03) 9273 2758 Fax: (03) 9273 2399

Important Steps to Successful Grant-Seeking for the Smaller Charity



Des Palmer - Community Affairs Dept, Allied Dunbar

This article was prepared by Allied Dunbar for grantseekers in the U.K.

Fundraising is not a Friday afternoon activity. It is more important than that. There is a direct relationship between the amount of effort you put into fundraising and the likelihood of success. The greater your planning, research and preparation, the more likely it is that you will be rewarded with money and other resources for your charity. The casual approach to fundraising may produce the odd grant but it will not produce consistent income. Successful fundraising can be grouped under the broad headings of - *preparatory work, preparing your case, making your application and monitoring and modifying*.

Preparatory Work

1. Set up a Working Group to explore how best to fundraise.

A working group needs to comprise staff, committee members and other volunteers. Fundraising is everyone's responsibility. Sometimes it might be appropriate to involve recipients of your service, if they are not already active as volunteers. It could also be useful to co-opt potential supporters to help you develop 'fundability'. It is individuals that create, innovate and achieve. Too much reliance on the democracy of a Committee can prolong and stifle action.

2. Write your Fundraising Strategy

Devise a plan for discussion and approval by your management Committee. The plan needs to include your fundraising target figure, how you propose to attain that, who is responsible for what, and timescales for individual parts and for the strategy as a whole. This needs to be brief and simple. A plan will include a variety of ways of raising money - for example, street collections, events and appeals to members.

3. Set your Fundraising Target

Work out how much you need to raise. Break this down into new money, (for example, to develop a new service), and maintenance money (for the continuation of existing work). The consequence of this is likely to require a different type of approach. Some Trusts, for example, will only support innovation which automatically rules out existing work.

4. Where Does Your Income Come From ?

Draw a pie chart breaking down your sources of income into percentages. This might show that you need to diversify your funding sources in order to lessen your vulnerability. Carry out an analysis over the previous three/five years to find out which have been most successful sources.

5. Do Your Research

Search out as many potential sources of funding as possible, and find out as much as you can about them. Directories are available either for purchase, or for loan at your local Council for Voluntary Service or reference library. These cover companies, grant-giving Trusts, central and local Government. (*In Australia The Australian Directory of Philanthropy Inc, available only from the Association, lists around 300 trusts and foundations*)

Carry out your own research - cultivate community contacts and regularly scan your local newspapers to discover which organisations are giving money to charity.

6. Cost your Fundraising Plan

All fundraising costs money. It is therefore important to cost your fundraising, and if need be, set aside a budget, even if that is expressed through the time or the salary costs of the key person involved. You may also need to purchase new materials and fundraising publications, produce an appeal leaflet or headed paper, and there will be postage and phone calls. There may also be travel costs if you are invited to put your case to a funder, in person.

Relate your costs to the sum you aim to raise (cost to income ratio) to see whether the exercise is worthwhile. It is not unknown amongst charities for a \$1 outlay to produce \$1 income !

Preparing your Case

7. Make your Work attractive to Funders

Try not to refer to core costs. Break down all your costs, new and existent, not individual projects. A project is what you do and has an output. That may be, for example, providing meals, running a transport scheme, or offering a printing service. The majority of core costs in some way or another can relate to your organisation's various projects. It is these projects and what they produce which are the selling points for you. It is also advisable to work on a three year budget. This enables you to even out costs, anticipate increases and allow for inflation and salary increments. Some costs may go down - you may plan to spend less on a service, control your costs or benefit from discounts. So be realistic in your projections - do not do a blanket increase across all of your costs.

8. Define your Priorities

You are unlikely to be able to do all the things you want to do at the same time. So put your projects in priority order.

9. Establish your Timescales

Your timescale should be a minimum of 6 months in advance, and in most cases, 9-18 months. Do not underestimate how long it takes to set up, operate and benefit from a fundraising strategy.

10. Make a Good Case for Support

Assume that whoever receives your application knows nothing or very little about your charity. You should be able to state briefly: what your organisation is, what it does, what you want, and why the potential funder should support your work.

11. Gather the materials you need in support of your application

Consider what materials and information you require to support your case. Most funders require an audited or a statemented set of accounts. Some like to receive the latest Annual Report or project write-ups. Two line quotes from your users will speak volumes, and a good photograph can say more than a hundred words. Think about whether you need new publicity material. Your most important fundraising document is your Annual Report. Build such costs into your fundraising budget.

Making your application and relating to your funder

12. Plan your applications

Plan when applications need to be made. This can vary amongst grantgiving trusts and companies from a weekly basis, to once a year.

13. Submitting your application

Allow enough time to meet closing dates. It is worth telephoning to ensure that your application has reached its destination.

14. Deal with all donations, whatever their size, promptly.

All donations matter and should receive a thank you, regardless of size. It is quite amazing how many organisations do not even formally acknowledge receipt of a donation. Cheques should be banked promptly.

15. For larger donations, a telephone call may be appropriate

Treat donors as individuals and not institutions and express your thanks freely. For particularly important donations a telephone call from a senior person from your organisation to the funder is appropriate.

16. Keep in Touch with your Donors

Give priority to high value, regular and recent donors by sending them your next Annual or Project Report. Donors like to see that their donation has been well spent.

17. Don't Take No Personally

There are many reasons why funders say no, the most common being that they simply receive too many applications. However, whatever the reason, do not ever send a rude response. This will gain you no friends and may mean that your organisation becomes known amongst the funding network as one not worthy of support.

Monitoring and Modification

18. Consider Other Methods of Fund Raising

If your applications are not as successful as you hoped, consider new ways to generate income. This may include emergency appeals to supporters or business support. Is there potential to further increase current sources of income? Consider whether there is scope for reducing expenditure. Organising of large events is to be avoided as the risks are high, but perhaps consider a series of small events.

19. Be of Good Cheer - Fundraising is Hard but Rewarding Work

Always be an optimist, never give up. Ask yourself whether you have explored every avenue? Are the methods you are using cost effective? Always go back to those who have given.

Footnote: This article is based upon notes produced by consultant Maggie Taylor for her seminars. It has been modified with her agreement by Des Palmer and his colleagues in the Community Affairs Department. Invaluable comments on an early draft have been made by Pat Wallace of Crossroads, Gary Mantle of the Wiltshire Wildlife Trust, Michael Woodhall of National Schizophrenia Fellowship Northern Ireland, Chris Underhill of Action on Disability and Development, Myre Fulford of the Manic Depression Fellowship, Jo Osario of Age Concern Thamesdown, Rocci Hill of the Shaw Trust and Mike Took of the NSF Southern Region. However, the responsibility for the final document lies with Allied Dunbar,

For further Information

Des Palmer, Community Affairs Department
Allied Dunbar Assurance plc
Allied Dunbar Centre, Swindon SN1 1E. U.K.
Tel: (0793) 514 514 Ext 2007

GRANTSEEKERS WORKSHOPS

1995

Basic and Advanced

Workshops provide participants with effective techniques on: 'How to Approach corporates, trusts and foundations'

Basic: Melbourne
September 21st

Rural Vic
August 25th

Warrnambool
October 9th

Brisbane
October 19th

Advanced: Melbourne
November 2nd

For further information please phone:
The Australian Association of Philanthropy on
(03) 9614 1491

Principles Underlying Sound Philanthropic Practice

Give priority to the interests of poor and disadvantaged people, and support them in their struggle to meet their needs, uphold their rights and build on their strengths.

Assist people to gain access to the information, education, skills and resources that will empower and enable them to achieve self-sufficiency.

Support justice and equity in the management of resources and initiatives that promote peace and stability.

Maximise the participation of local and indigenous peoples in planning and decision making

Respect the culture and heritage of other peoples and foster co-operative partnerships based on trust.

End all vestiges of racial, sexual and sectarian discrimination and ensure fair and equal practices in employment and in decision making bodies.

Ensure that the products and methods of industry and agriculture are geared to serve people and their environment and not vice-versa.

Recognise global interdependence and respect, sustain and replenish the delicate ecological systems that support life on earth.

Support sustainable development and find solutions to people's basic needs for food, energy and shelter which are compatible with and enhance the environment.

Be accessible and accountable to the public.

**Prepared at the World Congress on Philanthropy,
Toronto Canada 1988**

The Ingredients of Successful Corporate Community Involvement

Ideas Constantly searching out/developing innovative, best practice approaches to solving real problems. The collective wisdom of top business and union people supports this process.

Consultation Ideas are carefully developed in consultation with relevant people and consolidated in discussion papers to facilitate support and understanding.

Partnerships Ideas lead to demonstration projects to show the way. These projects are developed with and through relevant people in co-operative partnerships.

Seed funding The Foundation provides some initial funding to assist projects over the threshold.

Government Projects gain strong government support, based on Foundation's track record **support** and business-like/outcomes oriented approaches which are adopted.

Streamlined Foundation has pioneered streamlined project management arrangements in which **management** reduce bureaucracy, are built on trust/co-operation and adopt a 'shirt sleeves' approach to making things happen.

Business approach A thoroughly business-like/commercial approach is adopted - targets, budgets, time frames, outcomes etc.,.

Group training The vital underpinning to most projects is the well established network of group training companies. This group training infrastructure is flexible, adaptable, cost-effective and represented across Australia.

Evaluation All projects are thoroughly evaluated and documented with a view to widespread application.

Information sharing A completely open approach to sharing information has been adopted.

Substance not gloss The emphasis is on getting things done, not bragging about it.

**Prepared By Kevin Power
ACTU - Lend Lease Foundation**

International Year for Tolerance Australia 1995

NAIDOC Week (National Aboriginal Islander Day Commemoration)	2 - 8 July
Hiroshima Day - 50th anniversary	6 Aug
International Day for the World's Indigenous People	9 Aug
Anniversary of Australia's first gay rights conference, Melbourne 1976	16-17 Aug
International Day for the Elderly	1 Oct
International Day for Tolerance	16 Nov
World Peace Day	19 Sep
World AIDS Day	1 Dec
International Day for the Disabled	3 Dec
International Human Rights Day	10 Dec

1995 is also the start fo the decade for the World's Indigenous People.

The Federal Government's activities during International Year for Tolerance are being coordinated by the International Year for Tolerance Secretariat. Further information can be obtained by contacting:

IYT Secretariat
POBOX 25
Belconnen, ACT 2616
Fax: (06) 264 1399
Tel: (06) 264 1291

NOTICEBOARD

THANK YOU...

To the Brash Foundation for sponsoring this, the 25th and winter issue of *Philanthropy*.

To Bishop Michael Challen - Brotherhood of St Laurence, Elizabeth Cham - William Buckland Foundation and Peter Chew - The Queen's Trust for speaking at the members lunch on the issue of Collaborative Funding. Thanks go to ANZ Funds Management for the venue for this luncheon. 'The Prevention of Youth Homelessness Program' was the collaboratively funded case in point.

To Freehill, Hollingdale & Page for generously providing the facilities for the Computer Users Group Workshop which was held in May.

INVITATION

Members wishing to post any notices on this notice board in the future, please contact the AAP office on Tel: (03) 9614 1491 or Fax: (03) 9621 1492

PLEASE NOTE...

There has been a grantseekers workshop scheduled for October 9 in Warrnambool. For all other important dates for the remainder of 1995 please refer to our calendar which is on page 17.

COUNCIL FOR 1995...

Officers:

Jill Reichstein	President
Ben Bodna	Vice-President
Adolph Hanich	Treasurer
Fleur Spitzer	Secretary
Martin Carlson	(ex-officio)

Members:

Don Aitken
Rob Hunt
John Sullivan

Executive officer:

Max Dumais

The Australian Association of Philanthropy Inc

The Mission

The Australian Association of Philanthropy Inc aims to promote more effective private and corporate giving in Australia. It was established to provide a strong, professional organisation to represent the interests of philanthropy. In particular, to represent large and small trusts and foundations from both the private and corporate sectors, as well as individual philanthropists.

The Membership

Andrews Foundation
Ansell Ophthalmology Foundation
ANZ Executors & Trustee Co. Ltd.
Australian Bicentennial Multicultural Foundation
Australian Youth Foundation
Body Shop
Brash Foundation
C.R.A. Limited
Clean Up Australia Foundation
Coca - Cola Amatil
Coles Myer Pty Ltd
Danks Trust
Deakin University Foundation
Education Foundation
Equity Trustees
Ern Hartly Foundation
Esprit Cares Trust
Estate of the late George Adams
Everald Compton Charitable Trust
Felton Bequest
Flora & Frank Leith Charitable Trust
Foundation for Development
Freehill, Hollingdale & Page
G.M & E.J Jones Foundation
Garnett Passe & Rodney Williams Memorial Foundation
George Alexander Foundation
Gordon Darling Foundation
Goulburn Valley Base Hospital Foundation
Gualtiero Vaccari Foundation
H.V McKay Charitable Trust
Helen M Schutt Trust
Hugh Williamson Foundation
Invergowrie Foundation
Ian Potter Foundation
Jack Brockhoff Foundation
Robert Kerr
L.E.W Carty Charitable Fund
Lance Reichstein Charitable Foundation
Law Foundation of New South Wales
Law Foundation of S.A. Inc
Lord Mayor's Fund
Lotteries Commission of WA
Mayne Nickless Ltd
McDonalds Australia Ltd
Miller Foundation
Monash University
Morialta Trust
Myer Foundation
National Australia Trustees Limited
National Mutual Trustees Limited
Perpetual Trustees Victoria Limited
Pethard Tarax Charitable Trust
Permanent Trustee Company Limited
Queensland Community Foundation
Queens Trust
R.E Ross Trust
R & J Uebergang Foundation
Rothschild Australia Ltd.
Royal Melbourne Institute of Technology
Rusden Foundation
Sir Albert Sakzewski Foundation
Sidney Myer Fund
Fleur Spitzer
State Trustees
Stegley Foundation
Sunshine Foundation
Telematics Trust
Trescowthick Foundation Limited
Trust Company of Australia Limited
University of Melbourne
Victoria University of Technology Foundation
Victorian Community Foundation
Victorian Health Promotion Foundation
Victorian Womens Trust Ltd.
W.L Allen Foundry Co Pty Ltd
Were & Son, JB
Western Mining Corporation Ltd.
Westpac Banking Corporation
William Buckland Foundation

CREDITS

Printing: Cycle Press
Layout - with Pagemaker 5.0 for Windows kindly supplied by Aldus Software and Tech Pacific.

