

# UNITED WAY West Australia UPDATE

Focus for this issue: Our new strategy

April 2010

## Philanthropist of the Year 2009



Each year, United Way WA recognises a Western Australian who has made an outstanding philanthropic contribution to the local community. In 2009 the Philanthropist of the Year award was given to Ros Worthington. A full-time philanthropist, Ros founded the Breast Cancer Foundation of WA and became International Director of the Make-A-Wish Foundation. Also a recipient of the prestigious Order of Australia Medal, Ros's tireless efforts to help people in need in the Western Australian community made her the clear winner of UWWA's Philanthropist of the Year award. Ros was honoured at a tribute dinner at the Royal Perth Yacht Club, and was presented with her award by the Governor of Western Australia, His Excellency Dr Ken Michael AC.

## CEO's contribution



2010 has started with a bang for United Way WA, with the announcement of a new business strategy, many new volunteering projects undertaken and a number of significant corporate donations made to United Way WA.

Many of our Corporate Partners have enthusiastically taken on a number of new volunteering ventures for United Way WA. Volunteering provides corporate employees with a rewarding and unforgettable day as they get their hands dirty and work to complete much-needed projects in the community. A large number of United Way WA's Community Partners rely on volunteer assistance to operate, making our Corporate Connect volunteering program an invaluable tool in helping the community.

United Way Australia CEO Doug Taylor visited United Way WA for a presentation to Community Partners on our Community Impact strategy, which takes a more collaborative approach to community support. United Way WA has commenced the journey of adopting this strategy in order to develop and sustain lasting changes in the local community. Doug also met with a number of organisations and community groups to share what the Community Impact strategy will mean to them and to explain how United Way WA is moving forward.

We look forward to continuing to work with our Corporate and Community Partners to bring about change in the lives of disadvantaged Western Australians as we progress through 2010.

Sue Dixon  
CEO  
United Way West Australia

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## About United Way West Australia

United Way West Australia is committed to strengthening the West Australian community and improving the lives of West Australians in need by investing donations and volunteer time into local community projects. We are part of a national network of 10 United Ways.



**United Way  
West Australia**

# Our community impact

## Community Connections

### United Way WA 2009 Christmas Appeal

Christmas time can be a struggle for some families in the WA community, with many disadvantaged children missing out on the gifts and food that make the holiday so enjoyable. However, Christmas in 2009 was made easier for some, thanks to the generous donations from some of United Way WA's Corporate Partners.

HBF coordinated a massive Christmas appeal through its branches, collecting and distributing gifts and food worth over \$4800 to seven different WA charities.

KPMG, Fluor, Stockland, the Water Corporation and Fuji Xerox all kindly collected over \$1800 worth of food to be distributed through Foodbank to families in need. Foodbank received everything from Christmas puddings and mince pies to tinned fruit and tinned ham from these Corporate Partners.

Rio Tinto, Fujitsu, Australian Central Credit Union, Zurich, Fuji Xerox and Frucor collected many toys and games for the Christmas Appeal. These were donated to several WA charities, making Christmas a special time for disadvantaged children.

Volunteers from Fujitsu also kindly donated their time, helping out at a Christmas party for children living in foster care from Wanslea Family Services. The children were delighted to receive presents from Santa that had been donated by Fujitsu staff. Over 100 gifts with a value of approximately \$3070 were donated by Fujitsu, which was a fantastic contribution to the Christmas Appeal.

Thank you to all of our Corporate Partners involved in United Way's 2009 Christmas Appeal for your generous donations and for making a difference at Christmas time for Western Australian children.



## Corporate Donations

Four of United Way WA's Corporate Partners made generous donations to United Way during the beginning of the year, all of which were gratefully received by our Community Partners.

Fluor donated a massive \$22 000 to United Way Australia, with United Way WA receiving \$10 000 of the total amount. This was distributed to recipients Edmund Rice Camp for Kids, Marnja Jarndu and the Patricia Giles Centre.

Vermilion Oil and Gas Australia made a huge \$18 000 donation to St Bartholomew's House, an organisation that provides accommodation and support to homeless people. The donation will be used to fund a therapy and activities area for clients at the Arnott villas in Kelmscott.

\$12 000 was kindly donated by Pfizer, and was distributed to the Alzheimer's Association, the Royal Flying Doctors Service and Silver Chain.

As part of their annual donations, EBM Insurance Brokers donated money to the Alzheimer's Association, Assistance Dogs Australia, Cancer Council Western Australia, Children's Leukemia and Cancer Research Foundation, Kira Incorporated and Princess Margaret Hospital Foundation.

A big thank you to these Corporate Partners for their kind donations, which will be used to support members of the Western Australian community in need.

## Community Impact progress

United Way WA is not just focussed on raising money, but also on the impact that our investments make on the Western Australian community. This has led to the United Way Community Impact strategy, which we define as **"mobilising communities to create lasting changes in community conditions that improve lives"**. The strategy aims to garner support from individuals and organisations across the government and private sectors to provide a more integrated community support network. It is about working with communities and for them. In order to achieve this, United Way Australia is operating on 3 priority impact areas: education, income and health.

In adopting these priority impact areas, UWWA has identified the following target for our grants:

- Disadvantaged Children and Young People – Supporting Transition Times in Education, Training and Employment

# Corporate Connect<sup>®</sup> Volunteering Programs

**Corporate volunteering during the summer months resulted in a significant impact on the WA community, bringing together some of UWWA's major Corporate Partners together with Community Partners in need.**



Chevron Australia's contribution this quarter was magnificent, with volunteers being involved in five different programs over the summer. During December, Westcare in Shenton Park received a fantastic backyard makeover, with Chevron volunteers getting involved in painting, tree lopping, excavating and planting to brighten up Westcare's outdoor environment. Intework clients also received Christmas help and cheer

from Chevron volunteers, who cooked and served the clients a Christmas lunch. January saw Chevron volunteers assisting Westcare

again, this time by painting the dining room area, which has created a nicer atmosphere for Westcare clients at meal times. Chevron volunteers also assisted with a new UWWA program in February, which involved taking children from the Catholic Migrant Centre for a trip to Perth Zoo. Twenty happy kids and their parents were shown around by the volunteers, which made for a successful and fun day. Also in February, Chevron volunteers spent a half day packing 1.6 tonnes of chips for food distribution centre Foodbank. This was apparently a packing record at Foodbank! Thank you and well done to Chevron.

In another exciting new children's program at UWWA, volunteers from Freehills joined children from Kidney Health for a Christmas party on the river. The kids were able to go for a sail on some catamarans, and the Freehills volunteers cooked up a BBQ lunch. To top the day off, Santa visited to hand out gifts and play games. It was a fun and exciting day for the children - thank you Freehills.



In February, Ernst & Young volunteers participated in UWWA's Seeing is Believing program. Volunteers toured the Cancer Council's Crawford Lodge, and had morning tea with the clients. The Crawford Lodge is a home away from home for people suffering from cancer who live in rural WA and need temporary accommodation in Perth whilst undergoing treatment.

On February 26, volunteers from KPMG took part in a lunchtime barbeque for charity organisation HOPE (Helping Out People Everywhere). The barbeque produced meals for 130 disadvantaged and homeless people, who often rely on HOPE to provide them with food and other assistance. HOPE greatly appreciated the enthusiastic help from KPMG volunteers, who cooked and served the delicious food, which included chicken satays, steak, sausages and salads.



In March, Commonwealth Bank volunteers also held a barbeque for HOPE. The volunteers prepared, cooked and served an array of meats and salads for 130 homeless and disadvantaged people. HOPE was grateful for the volunteers' help, as it relies on volunteer assistance and donations in order to support Perth people in need.

## Workplace Donor Profile – Who are you?

**Debbie Pirie – Specialist Services, EBM Insurance Brokers**



**1. How long have you been donating through Workplace Giving?**

I started donating through Workplace Giving in August 2000, and have been doing so ever since.

**2. How did you find out about EBM's WPG program?**

EBM's Managing Director, Alan Bishop, sent out an email (in 2000) about EBM's involvement with United Way and how staff could contribute further on a personal basis.

**3. Why did you sign up to WPG?**

I believe WPG is an excellent way of donating to a diverse range of important causes.

**4. What do you like most about donating through the WPG?**

The simplicity of the system is great. I select the charities I wish to donate to, and our payroll department automatically deducts my donation from my pay each month. This way I don't have to "lift a finger", yet I know my money is being distributed to several worthwhile causes.

**5. How does EBM promote and encourage workplace giving to its employees?**

Annually, EBM send a broadcast email to staff explaining the program and requesting their input as to which charities EBM, as a company, should donate to. We also advise staff of the option to participate in the WPG program in our company Newsletter.

# Thanks to our supporters

## Premier partners

Freehills

FUJI XEROX

ERNST & YOUNG  
Quality In Everything We Do

ZURICH

hbf

Chevron

THE GOOD GUYS  
DISCOUNT WAREHOUSES

bankwest

## Our people



### Welcome to our new Corporate Partner Manager, Tim

Tim Allan, former high school chaplain and active member of the Western Australian school community, has been appointed Corporate Partner Manager at United Way WA. Tim's dedication to the youth of WA is evident through his nominations for a variety of awards for outstanding contributions to regional schools. His hard work and effort made Tim a deserving winner of the 2004 Norm Hyde Award for Excellence in Pastoral Care. As Corporate Partner Manager at United Way WA, Tim will build upon the corporate volunteering portfolio, develop Workplace Giving Programs, and strengthen and develop United Way WA's relationships with Perth's corporate sector.

## Major partners

The Honda Foundation

WATER CORPORATION

PERTH AIRPORT

BATES SADDLES

BURSWOOD ENTERTAINMENT COMPLEX

DELTA PRINT  
Excellence in Service

Stockland

Commonwealth Bank

MOORE STEPHENS  
ACCOUNTANTS & ADVISORS

KPMG

LINC

## United Way farewells and welcomes



United Way WA has farewelled Craig Serjeant, who retired from the United Way WA board after 8 years in March. We thank Craig for his hard work and contributions to the board.

We would like to welcome our two new United Way WA board members: Tom Adams and Jon Haines.

Tom Adams is the Executive Director, Finance & Business Services at Alcoa of Australia and Jon Haines is the Manager of Employee and Organisational Wellbeing at HBF Health Limited. These appointments add greatly to the diversity of people on the board. We look forward to working with Tom and Jon to help build a stronger Western Australian community.



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