

UNITED WAY West Australia UPDATE

Focus for this issue: Investing in Community

Sept 2009

PERPETUAL CHARITY TROPHY



The West Coast Eagles and Geelong Football Club have a long-standing play off for the United Way Perpetual Charity Trophy. The Trophy is given in recognition of each clubs' contribution to the community, either through the provision of merchandise or access to players and, in Geelong, through fundraising for United Way's Community Chest on the day of the game between the clubs. At the WCE vs. Geelong Match held on 7 June at Subiaco Oval, Rob Bransby, Chairman of United Way WA presented the Cat's present Captain Cameron Ling with the Trophy.

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CEO's contribution



United Way WA has recently achieved a milestone of 22 years of distributing funds and managing volunteering in the Western Australian community. The United Way model

of working with our corporate partners to generate funds through our programs and collective action for the benefit of our community partners continues to be a strong proposition that benefits all those involved.

Thankfully, despite the uncertain economic conditions at the end of last year, our supporters have remained steadfast to our shared mission of strengthening our local community. As a result, we can look forward to not only continuing our broad community support, but also to building our capacity for making strategic investments.

In this time of widespread economic hardship, the strength of our community has become even more critical. More than ever, there is a need to invest in community initiatives which lead to positive long-term social change.

One of the simplest and most effective ways for corporate employees to invest in the community today is through Workplace Giving, the United Way payroll deduction program. The number of participants has been growing steadily in the last few years, yet average participation rates and contributions continue to lag behind other

countries such as the UK and Canada. Through United Way Sydney, we recently collaborated with The Australian Charities Fund, the Charities Aid Foundation, PricewaterhouseCoopers and the Centre for Social Impact to better understand and address the obstacles to broader participation in Australia. The result was the Giving Business Report, the first in-depth research conducted on Australian payroll giving.

The feedback we've received from our corporate partners over the last couple of years has enabled us to provide a timely and practical solution to some of the obstacles identified in the research. At this time, we're excited to be launching our new Workplace Giving tool, United eWay, a simple and efficient online solution.

We're working to improve our efficiencies, not just on an operational level but also strategically, as it's our goal to ensure that your contributions deliver the greatest possible impact in the community. We look forward to keeping you informed and involved throughout this journey.

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 Community Chest Allocations 2008/2009

The focus for our 2008/2009 Grants was Crisis Support, Basic Needs, Community Support and Mental Health. With the support of our corporate partners, United Way WA made the following allocation of grants out to community organisations.

Balga Detached Youth

The Workskills Program is an intensive life skills and work readiness program which focuses on engaging 'at risk' young people into productive day activities to improve their pathways towards further education and/or workplace training to improve their employability.

Alzheimer's Australia WA

Using GPS Technology to Support the Independence of People with Dementia - the project targets people living with dementia at home who are at risk of getting lost.

The development of GPS location technology has improved significantly in the last two years. Alzheimer's Australia WA has been at the forefront of the development and use of this type of technology for people with dementia.

Lifeline WA

Building a Suicide Safe South West - build the capacity of the community to recognise and respond to people at risk of suicide through the delivery of suicide prevention education strategies to key community stakeholders in South West townships.

Lupus Group of WA

Providing education and support to sufferers of Lupus and their families. Lupus is an incurable disease affecting mainly women, presenting often during pregnancy. Increasingly men and young people are being diagnosed as GPs are becoming more familiar with the disease which causes acute pain in the joints, extreme tiredness and can affect major organs.

Richmond Fellowship WA

The Richmond Fellowship WA is a non-government organisation whose purpose is to enable recovery for people with a mental illness through innovative services, education and advocacy-Working Voice hearers targets young people 15-25 years of age who hear voices.

HBF Projects Grants 2008/2009

July saw the end of HBF's 2008/2009 Grant period with a cheque presentation to SolarisCare Foundation and Assistance Dogs Australia. The employees at HBF raised in excess of \$45,000 through their workplace giving program and activities including in-house fundraising morning teas. Each year, HBF choose specific charities to direct their donations to with the 2009/2010 grants going to Grass Roots and Mercy Care.



Corporate Donations

Stockland had a set of playground equipment from its Settlers Hills land sales centre which was looking for a home, resulting in it being sent to Grass Roots in Jarrahdale. Grass Roots run a Holiday Haven facility for youth programs, school camps and primarily for people with disabilities and their families.

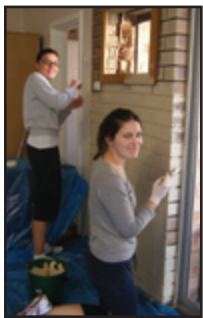
Food has also been collected for our Winter Appeal and distributed to HOPE (Helping Out People Everywhere), a community partner that works out of the Metro Church in the city to relieve poverty and distress through charitable donations, social welfare, job skills training and accommodation.

Freehills and Fujitsu also organised collections boxes of non-perishable food items for our annual Winter Appeal in August and September. These items go to Foodbank who operate a food distribution centre for those in the community suffering destitution or crisis.

Corporate Connect[®] Volunteering Programs

This quarter delivered another fantastic outcome for the local WA community, with many projects being undertaken by various corporate groups providing a real and lasting impact.

Firstly, Freehills again undertook numerous projects this quarter, taking the Sportslink program from strength-to-strength by assisting children with disabilities to learn sporting and coordination skills. Clontarf Aboriginal College also received some fantastic support from Freehills volunteers. This program was a breakfast program which provides the students with a wholesome breakfast before school starts to assist with their learning and development. Thank you to Freehills for all their hard work and for braving the cold early mornings!



The other two projects that were undertaken by Freehills were by the Litigation and Banking and Projects groups at Westcare and Riding for the Disabled. Westcare provide accommodation to people with disabilities, and it was time to give their units a fresh coat of paint to invigorate the premises. This task was undertaken by many volunteers, and resulted in a lovely new setting for the residents.

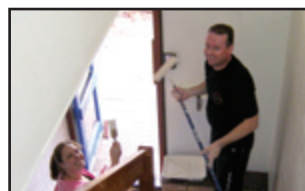
Riding for the Disabled also received a wonderful amount of help at their facility. The volunteer group built a new fence, cleared all of the foliage around the paddocks, mulched the new exercise area and much more. Thank you once again and well done to Freehills.

Chevron Australia provided some great support this quarter, assisting projects at Foodbank and Clontarf. The project at Foodbank was to unpack and package food stocks for their clients at the factory in Welshpool. All tasks were completed in amazing time and Foodbank were thrilled.



Chevron Australia also embarked on the Clontarf dinner program for term 3. This was a wonderful program for the students from remote communities, and lots of fun for all involved. Well done Chevron Australia.

Momentum Wealth, a new Corporate Partner, assisted with a much needed project this quarter. The project was to give the facilities of YWCA and United Way a full paint makeover. This was an amazing effort by the volunteers and was finished in record time. Thank you to Momentum Wealth.



Water Corporation also embarked on their first volunteer project which was a big success. The task was to put together packs and build an outdoor area for Dyslexia Speld in South Perth. All jobs were completed and the staff and clients were absolutely over the moon with the jobs that were done. Well done Water Corporation.

Fuji Xerox rounded out the activities this quarter with a much-needed lunch for the homeless community of Perth. This was cooked and served at HOPE, one of our community partners that provide services to people in crisis in the Perth CBD. Fuji Xerox cooked a number of different dishes and then served the large numbers of people that came through to enjoy the nice hot meal. Well done to Fuji Xerox, this is a much needed service for people that are in desperate need at this time of year in our local community.



Workplace Donor Profile – Who are you?

Barbara Nicolls - Account Manager
Document Supplies
Division Fuji Xerox
Australia

- 1. How long have you been donating through Workplace Giving?**
Since first starting with Fuji Xerox in 1995.
- 2. How did you find out about FXA's WPG program?**
Xerox management in every state were forever being requested to donate to different charities, our then CEO looked at different organisation similar to United Way to best see how we could help the community an stop the stream of phone calls asking for donations. Of course United Way became the successful organisation!
- 3. Why did you sign up to WPG?**
Donating to United way makes me feel that I am helping in some small way to people who are needier than me.
- 4. What do you like most about donating through the Workplace Giving program?**

I am very pleased that the company matches the staff contribution; it shows that they also care for the needy.

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

In each state we have a representative that co-ordinates events with United Way, this person also attends our monthly sales meetings and then updates us all on what is happening with United Way.

Thanks to our supporters

Premier partners

Freehills

hbf



FUJI XEROX

ERNST & YOUNG
Quality In Everything We Do

ZURICH

Major partners

The Honda Foundation

BATES
SADDLES

Commonwealth Bank

WATER
CORPORATION

BURSWOOD
ENTERTAINMENT COMPLEX

MOORE STEPHENS
ACCOUNTANTS & ADVISORS

PERTH
AIRPORT

DELTA
PRINT
Excellence in Service

Stockland

KPMG

LINC

Local United Ways go global

- Almost \$500,000 donated to bushfire and flood victims through workplace giving.
- United Way collaborates with the Salvation Army to address long-term needs.

In response to the devastating impact of the bushfires in Victoria and the floods in Queensland earlier this year, the national United Way network resolved to direct all workplace giving donations received in February to the affected communities.

Thanks to the compassion and generosity of our corporate partners, almost \$500,000 was collected on behalf of the communities. The donations have been distributed to the Salvation Army and Red Cross Australia to fund projects that address the long-term needs of the communities.

Corporate donations directed to the Salvation Army will fund a collaborative community initiative with United Way Australia. Keep an eye out for more information on this joint initiative in future newsletters. Our many thanks to our corporate partners and employee donors for their vital contributions.



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Our people



Sue Dixon – CEO

Sue's role is to develop and maintain the sustainability and effectiveness of business. Sue has over 25 years experience in direct response, general marketing and management roles working for diverse industries that include the media, publishing, card marketing and energy sectors. After 4 years in London working for a worldwide direct response advertising agency, Sue returned to Sydney where she worked in senior marketing positions and in WA with The West Australian and Alinta.

Hamish Miller – Corporate Partner Manager

Hamish has extensive marketing and management experience, and has worked for other not for profit organisations in management and advisory roles. Hamish is responsible for building the corporate volunteering portfolio, developing and extending workplace giving programs, as well as developing and strengthening United Way's relationships within the Corporate and Business sector.

Justine Roberts – Community Partner Manager

As Community Partner Manager at United Way Justine explores each Community Partner's individual funding, resource and volunteering needs taking a holistic approach to supporting charities. Justine manages the grant rounds and writes proposals to Corporates on behalf of Community Partners. Having previously worked as an Anti-bias trainer and at Parkerville Children's Home as an Education and Case Manager Justine brings to her role at United Way an understanding of the not for profit sector including applying for and managing a number of large grants.

Nancy Reid – Office Manager

Nancy has extensive experience in account management, and a strong customer service background. Before working in the not for profit sector Nancy has had over 25 years in the hospitality and accounts industry. Responsible for the day to day running of the United Way WA office, accounts, media, marketing and general office duties, Nancy also manages to escape the office from time to time assisting Hamish with various corporate volunteering days.