

OUR PLACE-BASED PROJECTS & IMPACTS 2014-15

PROJECTWOW!

Sydney Community Foundation's Place-Based Philanthropy program ProjectWOW! directly supports people facing hurdles in their daily life.

Our work begins by inviting communities to identify what is most needed to bring about change in the places where they live.

In every community there are people who are seeking access to education and training and pathways to employment.

Many gain education for the first time, others re-engage with learning or gain access to skills training for work.

A key factor in preparing to get a job is having opportunities that are safe and accessible, mentoring, and simply... the support of having someone on their side.

WARWICK FARM

EDUCATION & WORK

- 26 women completed TAFE
- 71 women on pathways to employment
- 175 K-2 kids accessing tablet technology and online learning

YOUTH

- 25 girls completed Strive Girls Group
- 20 boys started Thrive Boys Group
- 30 girls at risk of disengaging in school, learning important vocational, life and safety skills

EMPLOYMENT

- 7 women in the micro-business incubator with business plans
- 5 women in jobs
- 5 jobs for people with disabilities
- 10 sole parent women completed beauty training as part of The Violet Room project
- 40 community members involved in measuring the impact of our work

BELONGING

- 250 people attended events
- 40 people participated in sharing their stories
- Key stakeholders attended quarterly Steering Committee meetings to assess outcomes and project direction

FAIRFIELD

HOPEPLUS YOUTH PROJECT - COMMUNITY ENGAGEMENT

- 50 year 12 students interviewed
- Local council engagement in project
- Local high school engagement in project
- Local services to run program for refugees in local high school
- 35,000 young people to access online youth portal under development

YOUTH EMPLOYMENT & EDUCATION

- 150 applications received in the first 8 weeks for skills training
- 12 people completed Barista training and gained work
- 12 young people taken on a Sydney cultural excursion for the first time
- 20 women provided with commercial sewing training and skills for work
- 60 young people per year to be mentored by local business people with a range of skills

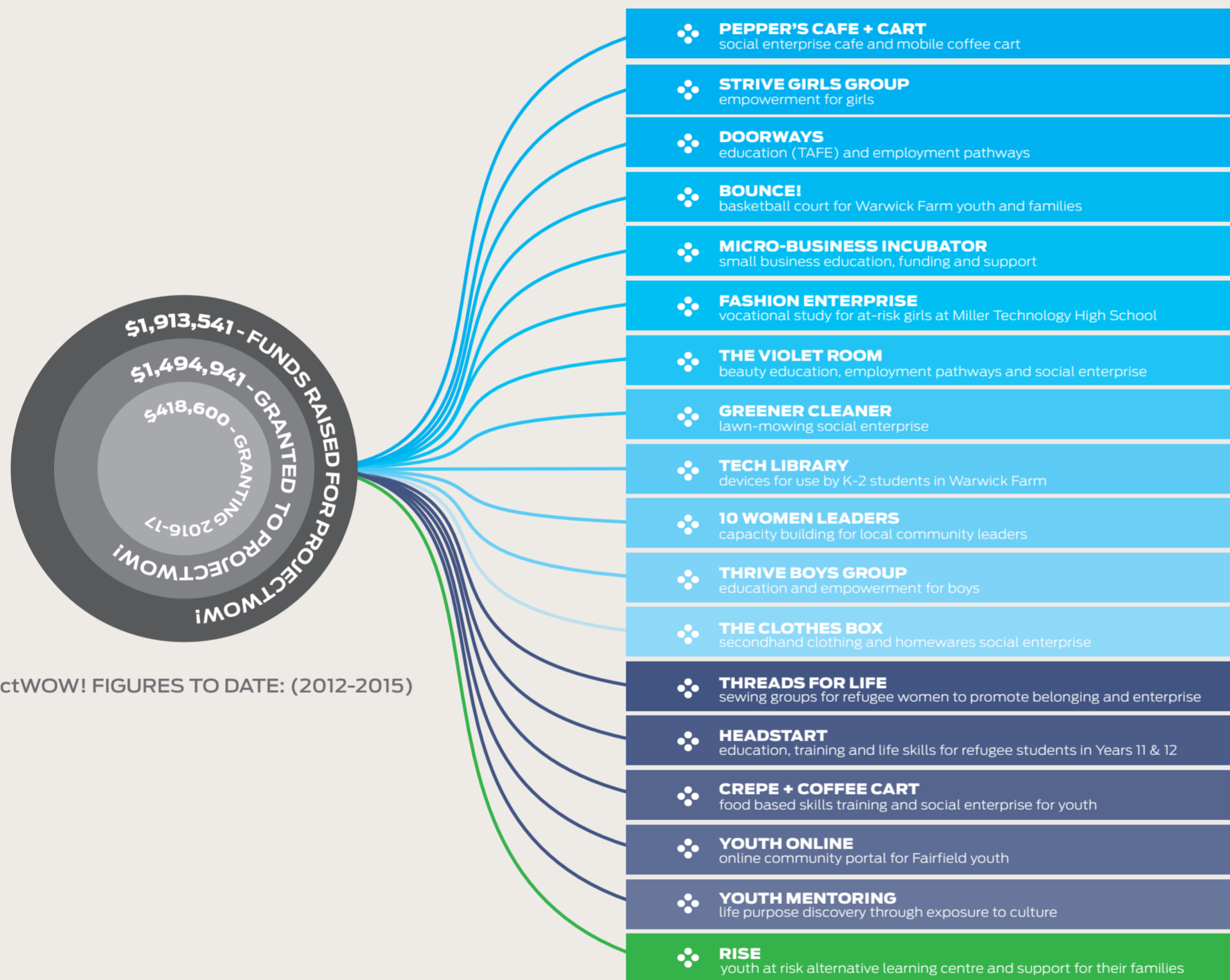
CLAYMORE

RISE ALTERNATIVE LEARNING CENTRE

- 20 young people a month suspended from school supported for 23 days in the RISE alternative learning centre
- Families of the young person at risk supported by local services at the centre
- 600 young people at the local high school given access during holidays and after school hours to services at the centre
- 3,300 people in the Claymore Community with a sense of improved community safety

EDUCATION

- 20 young people per month assisted and encouraged to re-engage with education



25 GIRLS

STRIVE YOUNG GIRLS GROUP

The Strive program reduces isolation, bullying and seeks to prevent risk-taking behaviour. This very successful project is currently in its third year. This year the weekly workshops provided, education, living and social skills for girls (Years 6-10).

12 KIDS

ART GALLERY & MCA VISIT

HopePlus Fairfield has formed a youth group for refugees. As part of mentoring young people to be proactive about their future education, employment and wellbeing, two groups of six students were taken to the Art Gallery of NSW and the MCA. For each of the participants it was their first trip to the city and their first experience of Sydney's cultural life.

150 YOUTH

BARISTA TRAINING

This year there were 150 applicants for the 12 available spaces in HopePlus' first Barista course. Young people who are unemployed from Fairfield and Parramatta who are refugees completed the employment pathway training. The educator, a local barista has provided work introductions to all graduates. We see this popular program flourishing with your support.

16 WOMEN

DOORWAYS TO THE FUTURE

Education & employment pathways through TAFE Outreach courses and dedicated local teachers in a safe and supportive environment.

10 WOMEN

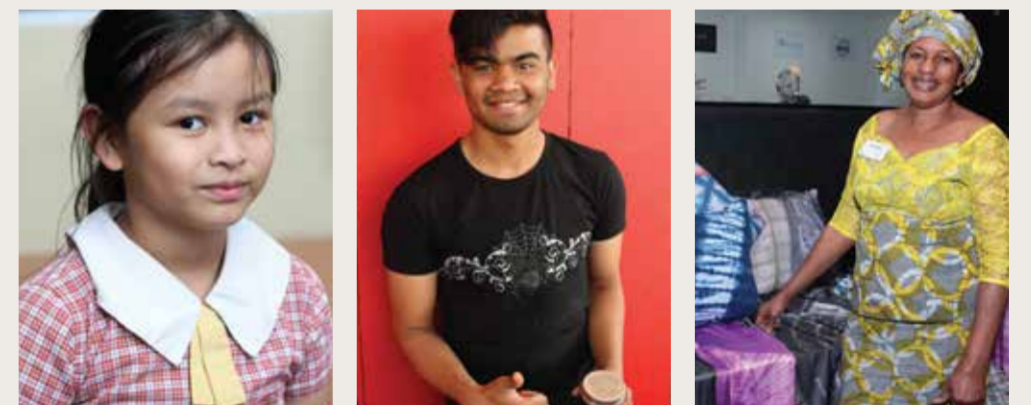
THE VIOLET ROOM

Supported by Dermalogica in the model of their inspirational founder, Jane Wurwand, this beauty and health careers incubator & social enterprise offers education and employment pathways. The therapists offer affordable beauty services, usually out of reach for the local community and gain flexible, life changing employment opportunities.

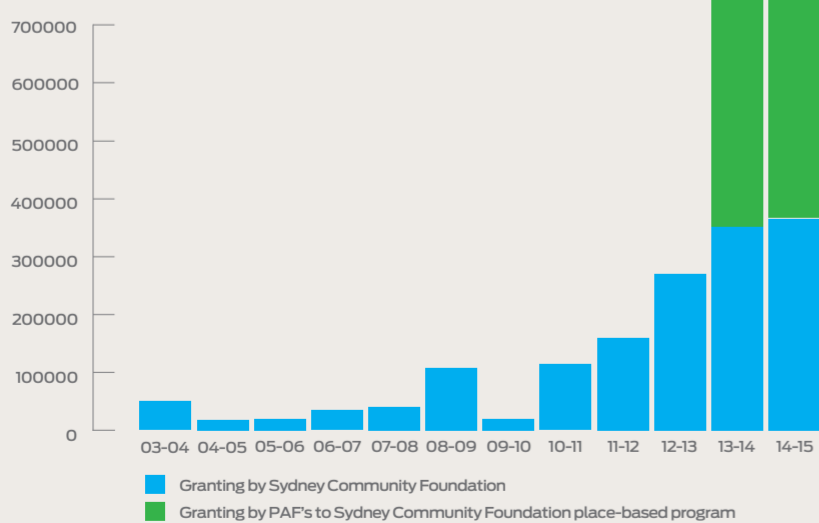
38 WOMEN

PEPPER'S CAFE + COFFEE CART

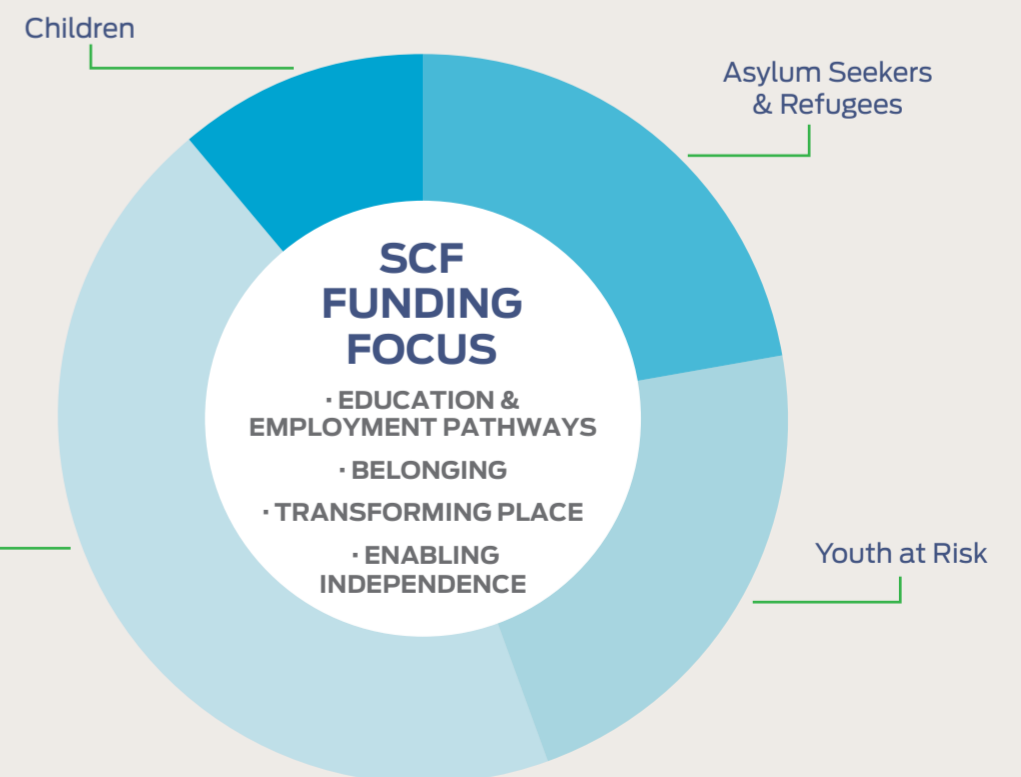
Successful social enterprises offering education, skills and creating employment opportunities in and out of Liverpool Neighbourhood Connections community centre.



THE GROWTH IN OUR IMPACT 03-15



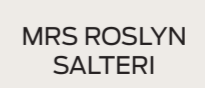
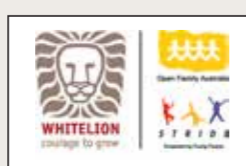
Sydney Community Foundation has inspired and connected philanthropists and donors to join us in place-based giving to people in need in our city. By connecting like minded donors, our active sub-funds and their giving circles we have increased our giving. We teach donors how best to make a positive social impact. Below are some of the projects we have helped design and fund through ProjectWOW!



PROJECTWOW! GRANTING 2015

Chart showing beneficiaries of grants based on SCF's four funding pillars. Includes funds granted by PAFs directly to ProjectWOW! partners.

PROJECTWOW! MAJOR PARTNERS



A WORD FROM OUR CHAIR & CEO



NSW Minister for Women Pru Goward. The NSW Government has since announced increased funding for prevention programs for boys in primary schools in line with one of the 5 key recommendations of our report.

GROWING PLACE-BASED GIVING

We continue to inspire giving to *ProjectWOW!* our place-based philanthropy program in Western Sydney. At Warwick Farm, funding comes from donors who understand that when women and girls are supported, communities become stronger. In 2015, HopePlus Fairfield commenced as a multi-year Collective Impact program. Its aim is to improve year 12 completion rates and job readiness. The changing nature of work in Fairfield means that youth unemployment is nearing 30%. Our program partner Woodville Alliance is working with Fairfield High School, STARTTS (Service for the Rehabilitation and Treatment of Torture and Trauma Survivors) and young people from refugee families in our youth education program 'HopePlus'. In Claymore, a new partnership with Whitelion has seen the creation of a community desired pilot project. 'RISE' supports youth at risk and their families to assist young people to engage with school and their education.

MEASURING WELLBEING

Measuring impact is important to the foundation and our donors. *Finding My Place: 31 Stories of Change in Warwick Farm* is a collection of stories from women participants of projects at Warwick Farm. *The Most Significant Change Technique* used to collect the stories is an innovation in measuring the impact of giving. The stories tell of positive change in individual wellbeing and of a stronger community due to our program.

WHAT'S NEXT

Through place-based giving we are addressing community challenges in new ways. Support from major foundations to SCF projects has enabled \$1.4m in donations in the past two years to communities in Western Sydney. We are excited to announce our first corporate sponsor funding the work of Sydney Women's Fund. Dermalogica has confirmed a multi-year sponsorship. We seek more corporate engagement to grow our work. We have established an ambitious target of \$10M in endowment in 2016 for SCF to secure and the grow the work of the foundation and our impact.

We would like to thank our donors for their generosity and our board of trustees for their dedication to creating a thriving community foundation. There's lots to be done. Join us and help build your community foundation and Sydney Women's Fund. Make this a fairer and stronger community.

Rosalind Strong AM, Chair Sydney Community Foundation
Jane Jose, CEO Sydney Community Foundation

Sydneysiders often forget that many people in our vibrant, prosperous city are struggling.

Our role is to inspire giving so that Sydney can meet its promise as a place where all can be safe, grow and succeed. 2015 has been a year of strong growth in fundraising for the foundation. \$973,700 was received in donations and 5 new sub-funds were established. Small charities and services have received grants of \$1.8M during the life of the fund.

We are delighted to be building a community of Sydney Community Foundation (SCF) donors, advocating for the growth of community foundations and giving back to local communities.

With our national colleagues, Lord Mayor's Charitable Foundation and Australian Communities Foundation and the peak body for community foundations, Australian Community Philanthropy, we have led discussions with the Australian Government to simplify and grow giving to community foundations. There are 38 foundations across Australia. Community foundations can manage administration that can be onerous to small charities and individuals wanting to give and we are able to provide strategic advice on giving for impact.

Amongst our five new sub-funds is the John Skipper Kelly (JSK) fund. JSK was transferred from another fundholder to SCF to enable more active and flexible fundraising. JSK ran a City to Surf team this year with all runners fundraising online through Everyday Hero.

SYDNEY WOMEN'S FUND EVIDENCE BASED GIVING

2015 will be remembered as the year the nation faced the issue of violence against women as a national shame. Late last year, Sydney Women's Fund (SWF) commissioned a report into how philanthropy could play a role in addressing this issue.

The Miller Group worked with the input of an expert reference group bringing decades of experience and wisdom to the report. *Portrait II, Women and Girls in Greater Sydney - Building Safety and Independence* was launched in February 2015. *Portrait II* has focused SWF's granting on violence prevention and support for victims leaving violent situations. As part of our advocacy for a sustainable network of Women's Shelters in NSW the report was taken to

OUR NEXT 3 YEARS FOR SYDNEY COMMUNITY FOUNDATION

1 BELONGING

Belonging is important to everyone. The newly arrived to our city, the older population and people who are encountering disadvantage in some part of their lives. Barriers may be financial, due to unemployment, retirement, educational disadvantage, family breakdown, violence, health problems, disability or unstable schooling due to homelessness. People often sense a lack of belonging and a feeling of discrimination.

Building a sense of belonging is a pillar of the work of Sydney Community Foundation through our granting.

2 TRANSFORMING COMMUNITIES & PLACE

By giving consistently and strategically to a community we change lives one by one. Communities become stronger and places change for the better. We call this place based philanthropy. We will continue our program in Western Sydney *ProjectWOW!*. We work with local communities to identify problems and invite donors to join us in giving to support the community to overcome their challenges and achieve the changes they seek.

3 EDUCATION & EMPLOYMENT PATHWAYS

We will continue to fund education programs for people in need, with the aim of helping people find work, belonging and independence. We build people's confidence and lifeskills, as well as skills for work. People facing barriers are given access to education and provided with supportive learning environments.

Work experience and part-time work is provided in successful local social enterprises funded by our donors.

4 BUILDING SAFETY & INDEPENDENCE

In 2015, our Sydney Women's Fund commissioned research into violence against women and girls to direct philanthropy to this problem. It is one of the most significant barriers to success, happiness and independence for families and communities in Sydney. We advocate and fund programs to support women and their children to be safe.

Portrait II, Women and Girls in Greater Sydney - Building Safety and Independence is an evidence base for granting from Sydney Women's Fund to assist women and girls to thrive.

5 GROWING THE CORPUS & SUB-FUNDS

Growing the Sydney Community Foundation endowment to \$10M and that of our Sydney Women's Fund is a priority. It will enable us to give back to Sydney now and forever. \$10M invested in each fund will provide an ongoing source of support for people in Sydney's diverse community when life gets tough.

We actively seek to increase the number of sub-funds we hold and the breadth of causes they fund, increasing our overall impact on the city.

SYDNEY WOMEN'S FUND

GIVING TOGETHER AT THE TILBURY

Generously donated by the owners of the Tilbury Hotel in Woolloomooloo, Sydney Women's Fund's annual *Giving Together* lunch is an opportunity each February to present the fund's priorities for the coming year.

This year, the Sydney Women's Fund's Advisory Council was proud to launch *Portrait II Women and Girls in Greater Sydney - Building Safety and Independence* aimed to promote philanthropic giving to this pressing cause.

At the lunch, a selection of priority projects were presented to donors and \$50,000 fundraised for projects to support victims of violence.

INTERNATIONAL WOMEN'S DAY WITH WOMEN IN FOCUS

Sydney Women's Fund again celebrated International Women's Day with CommBank's Women in Focus. The lunch was attended by 150 women from business and the community.

Catriona Wallace interviewed guest speakers Manal Zraiq, Partner, General Director, Massar International and Zika Abzuk, Senior Manager, Cisco Palestine about working effectively across war-torn Israel and Palestine.

Participants in our *Women's Business Incubator* supported by Ebay, showcased and sold product at the event marketplace.

SALUTING THE HON ELIZABETH EVATT AC

While assisting and advocating for others in need, the Sydney Women's Fund also celebrates the successes of

women who have made a difference to the lives of others. This year the *Saluting Sydney Women* lunch paid tribute to Justice Elizabeth Evatt AC, the first Chief Justice of the Family Court in Australia and a woman who has advocated for equality for women throughout her illustrious career.

Everyone in the room was humbled to listen to this great woman leader speaking and calling for us all to continue to strive for equality for all women. Emeritus Professor Gillian Triggs, President of the Australian Human Rights Commission, gave a tribute speech and Judge Robyn Sexton generously reminisced about her mentor and proposed a toast.

BRAVA! TO THE 100 WOMEN OF INFLUENCE 2015

The board and team were thrilled to see a number of our most generous donors and supporters to the Sydney Women's Fund and Sydney Community Foundation named in this year's *100 Women of Influence* list announced by *The Australian Financial Review* and Westpac Group. Overall winner was business woman Ann Sherry who donates to Sydney Community Foundation's place-based program - supporting women and girls facing barriers. Patron of the Sydney Women's Fund Lucy Brogden was listed for her contribution to public policy and former Executive Director of the fund Kristi Mansfield, was listed for her innovative thinking.

WELCOME TO NEW SWF ADVISORY COUNCIL MEMBERS

In 2015 Helen Wiseman became Chair of the Sydney Women's Fund Advisory Council, having also been listed in the *100 Women of Influence* list in 2014. A former long serving Director of Sydney Community Foundation and Chair of SHINE for Kids - a charity that helps the children and families of women who are in prison, Helen is a passionate believer that everyone should have the opportunity to

make positive change in their life. Alice LeMessurier, Clare Ainsworth and Niki Kesoglou have been welcomed to the Advisory Council this year.

FINDING MY PLACE

The support of Deanne Weir (Weir Anderson Foundation) enabled us to collect stories of change in the lives of women who have been a part of our programs in Warwick Farm. The stories we uncovered were so moving and positive that we wanted to celebrate the women and their achievements. The donors who have given to *ProjectWOW!* have enabled participants to find their place, feel a sense of belonging and accomplishment. Generously, Bobbi Mahlab lent us the design talent from her studio Mahlab Media so that we could publish the stories and share them with the local community and our donors.

ADVOCACY FOR WOMEN IN PRISON

Sydney Women's Fund partners with Zonta Club of Sydney, SHINE for Kids and WIPAN to advocate and raise funds for greater access to education for women in the justice system. Our 2015 breakfast in October raised almost \$20,000 and created excitement when funding for WIPAN for 17 months was confirmed from the NSW Minister of Family and Community Services, Brad Hazzard.

PARTNERING WITH DERMALOGICA

Dermalogica has become Sydney Women's Fund's first corporate sponsor. This year, they revamped *The Violet Room Beauty and Health Careers Incubator and Social Enterprise* in Warwick Farm. As well as supplying Dermalogica product, they have also supported two women with TAFE scholarships to round out their qualifications. We look forward to working with them over the next three years.

A LIFE CHANGED ALISON'S STORY



One of the women whose life has been changed through the work of Sydney Community Foundation gave us this heartwarming feedback...

"My kids are really proud of me, and my husband. They're really, really proud of me and the things that I've done.

Who would have ever thought I would be where I am today?

I'm not earning a whole packet-load of money - to me that doesn't matter. If I hadn't got the job, I'd still be volunteering there or down here because it's just who I am. I just like to help the community... to actually give back and help the community, it makes me feel good."

Your support means we can change more lives, like Alison's.

Alison once shopped for her family at the Food for Life Market in Warwick Farm. Since graduating from the 'Doorways to the Future' program supported by Sydney Community Foundation, she now runs the Food for Life Market.

Alison's Story is about how her studies, funded by our Sydney Women's Fund, changed her life.

It's just one of 31 remarkable stories about positive change collected in Warwick Farm as part of social impact measurement of Sydney Community Foundation's Place-Based Philanthropy Program.

Finding My Place: 31 Stories of Change in Warwick Farm is a book created from the stories collected. With assistance from Clear Horizon Consulting and funding from Weir Anderson Foundation we sought to measure changes in wellbeing using a technique known as the Most Significant Change Technique.

WORDS USED MOST OFTEN TO DESCRIBE WHAT PEOPLE HAVE GAINED THROUGH PROJECTWOW! IN WARWICK FARM:

- Confidence
- Belonging
- Empowerment
- Connection
- Safety & Acceptance



SCF BOARD & TEAM

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His Excellency General The Honourable David Hurley AC DSC (Retd), Governor of New South Wales.
Sydney Community Foundation
Wendy McCarthy AO & Lucy Brogden
Sydney Womens Fund

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Paula Llavallol

DONATIONS & GRANTING 2014-2015

SCF ACCUMULATED FUNDS

\$1,946,523 (2014: \$1,715, 832)

SCF DONATIONS

\$973,700 donations received (2014: 569,220)

SCF GRANTS

\$372,432 grants made (2014: \$361,000)

SYDNEY WOMEN'S FUND

\$278,735.20 donations received (2014: \$85,892)

Source - Independent Auditors Report to the Directors of Sydney Community Foundation 2014-2015. (Deloitte Touche Tohmatsu ABN 74 490 121 060)

+ INSPIRED PHILANTHROPY

In addition to grants from Sydney Community Foundation, \$401,000 was donated directly by philanthropists to our place-based program *ProjectWOW!*

SUB-FUNDS

WE WELCOME OUR 5 NEW SUB-FUNDS*

Sydney Community Foundation
Ali's Vision
Cahill Family
Clan Duncan*
Diana Margaret Christie
Disability Discrimination
Hope4Cure*
Jack Dunlop
Jiminy Animal Welfare*
John Skipper Kelly*
Keith & Judy Kay
KidsOFOZ
KIP - Kids in Philanthropy
Lyndal Hutton Diabetes Awareness
Marrickville Community Fund
Maybanke Selfe Wolstenholme Anderson

Neil Cocks & Kellan Kent
Pocket Arts Fund*
Sydney Harbour Foreshore Authority
The Miller-Cohen Family
The Ward Family

Sydney Women's Fund
Strutt 'Go Child'
First Seeds
Imalia
Indigo Express
Single Mothers' Fund



INSPIRING PHILANTHROPY

YEAR IN REVIEW 2014-2015