

**STRATEGIC PRIORITY 3**  
**TO CONNECT THE AUSTRALIAN COMMUNITY**  
**WITH THE PLIGHT OF DISADVANTAGED**  
**YOUNG AUSTRALIANS AND ENGAGE THEM**  
**TO SUPPORT OUR MISSION**

**OUR SHARED VISION**  
**OF A BETTER FUTURE**  
**FOR DISADVANTAGED**  
**AUSTRALIANS**

## ENGAGING SUPPORTERS

THANK YOU TO

**155,453**

total individual supporters

**108,179**

donors

**22,640**

sponsors

**16,311**

VIEW Club members

**8,323**

volunteers

Connecting Australians to our goal of improving the educational outcomes of disadvantaged students is crucial to achieving our vision of a better future for children and young people in need.

It is through the ongoing support of our donors, sponsors and volunteers, and of our corporate, philanthropy and university partners that we can continue to reach disadvantaged children and families with our learning and support programs. Their support enables our long-term sustainability.

These supporters want to know that our help is making a tangible difference to students in need. Through our data and research we can demonstrate the effectiveness of our work. Equally important are the efficient use of funds and that the majority of donations go towards supporting disadvantaged students to participate fully in their education. We have achieved these targets too.

This year we worked hard to communicate the purpose and outcomes of our work, helping people to understand the need for and the results of, our efforts.

Increased use of video content to share stories of our *Learning for Life* students has been popular and is an effective and vivid way to show the outcomes of our work.

It was pleasing to see that the Australian public's unprompted understanding of our organisation's focus on supporting a disadvantaged child's education also grew, rising from 12% in 2014–15 to 20% this year.

Continued investment in fundraising delivered substantial returns, with over 20,000 new individual cash donors, regular givers and sponsors joining The Smith Family to support our cause.

Visits to our website reached 732,000, a 46% increase on last year. Donations made through our website totaled \$4.2 million, up 24% on 2014–15. As would be expected, there were also significant increases in the number of visitors and donations coming via mobile phone.

This year we launched our new shared sponsorship model.

**231**

corporate partners, universities, and trusts and foundations partners



## SPONSORS

Sponsors contributed much-needed financial support to help disadvantaged families afford education-related costs for their children such as school uniforms and excursions. Their support also helped children to access learning programs so they could keep up with their peers at school.

This year the 'My Smith Family' online portal for sponsors achieved 10,000 registrations, up from 2,600 in the previous year. The portal facilitates easy connections for sponsors to their sponsored students and allows them to download student profiles, correspondence and receipts.

Sponsors underpin our ability to give students the long-term support of Family Partnership Coordinators and access to educational support programs. We launched our new shared sponsorship model, which will enable each *Learning for Life* student to be supported by two sponsors – previously it was just one. Shared sponsorship offers significant benefits to students. It means we can fully fund vital wrap-around support to our sponsored students and over time help more children in need. Our Back to School Appeal, which also received the comprehensive backing of our much-valued corporate partner Officeworks, helped grow sponsor numbers by 11% to 22,640 in 2016.

A further 300 tertiary-level students were able to be brought onto the program this year, also thanks to new sponsors.

## DONORS

Thanks to our donor base of 108,179 supporters, the Christmas Appeal raised close to \$3.5 million and the Winter Appeal over \$3.9 million with both appeals supported generously by our corporate partners ANZ, BOQ, Quantum and oOh media, as well as generating strong media support.

Donations from individuals (including those participating in events) rose 14% compared to the previous year. We welcomed 8,881 new cash donors and a further 9,057 regular givers, known as our Children's Champions.

It was encouraging to receive an increase in support from our much-valued major donors, who contributed \$4.9 million to our work, a 12% increase on 2014–15. This year we developed the Children's Future Education Fund and a perpetual scholarship as investment options for those who wish to provide long-term support for the education of disadvantaged young Australians.

We were also the beneficiaries of a significant and pleasing increase in the size and number of generous gifts in wills, with the majority of bequestors having had a connection to us in the past.



“Increased use of video content to share stories of our *Learning for Life* students has been popular and is an effective and vivid way to show the outcomes of our work.”

## CORPORATE PARTNERS, TRUSTS AND FOUNDATIONS, AND UNIVERSITIES

We value highly the meaningful partnerships we have formed with Australia's corporate sector, universities and philanthropic community. These partners share our mission to improve the educational outcomes of young Australians in order to enable a more effective future workforce and a stronger nation.

Partners engage with us in a range of ways, contributing time and expertise to assist with program delivery, program improvement, organisational sustainability and innovation.

We are grateful for all the continued support we receive from our partners. This year we were delighted to establish new partnerships with the Aria Property Group, Bridges Financial Services, the Commonwealth Bank, David Jones, Financial Literacy Australia, HSBC, Janssen, Pfizer, Plan Australia, Quantum and Yoobi.

A deep understanding of why organisations choose to partner with us is important for long-lasting and mutually beneficial partnerships. Increasingly, organisations interested in supporting our work are seeking partnerships that create measurable business value. Many are identifying the social problems that intersect with their business and how a partnership can help to address them.

In 2015 we developed a partnership segmentation framework that helped us to understand the drivers motivating corporates to partner with us, which then enabled an improved response to their needs.

This strategic approach boosted our many partnerships. An example is the continued support from Optus, our major corporate partner for the successful *student2student* mobile reading program. The program is delivered via the Optus network along with Optus-provided mobile phones, SIM cards and call credit supplied to the students and reading buddies participating in the program. This year, we were also the grateful recipients of funds raised through Optus's Annual Charity Golf Day.

Another long-term supporter, PwC provided strategic advice and capacity building across our organisation, including helping us explore new social enterprise models for our *Let's Count* program. Originally this program was developed for disadvantaged families; however, there was demand for it from other groups of parents. This year we ran the *Let's Count* workshops for

### CASE STUDY – CORPORATE PARTNER PARTNERS WITH IMPACT

"Chevron Australia is committed to supporting organisations like The Smith Family that strive to achieve equitable access to quality education. We're proud to support programs that contribute to enhancing numeracy and literacy for young people in our communities.

It is important we encourage equal access and participation in meaningful education because that ultimately leads to better employment opportunities.

Chevron Australia's partnership with The Smith Family is supporting the delivery of the *Learning for Life* program in Western Australia, and the implementation of the Kwinana Schools and Community Network.

The Schools and Community Network brings together services, resources and extra support to boost student educational outcomes. The network works closely with schools, parents and the community to ensure that what it delivers is targeted to meet student needs."

**Luke Blackburn**, Chevron Australia's Social Performance Manager



L-R: Dr Lisa O'Brien pictured with Luke Blackburn, Chevron Australia Social Performance Manager and David Heath, Smith Family Corporate Partnership Manager.

employees of a number of corporate partners. This provided our partners with an opportunity to demonstrate their company's commitment to social responsibility, while generating a financial return to enable us to run *Let's Count* in disadvantaged communities. Partners valued this activity, noting improvements in employee motivation, productivity and job satisfaction.

Other long-term corporate partners included AGL, our largest corporate sponsor, providing financial assistance to 340 *Learning for Life* students; Microsoft, who continued to support our investment in critical IT infrastructure; and Officeworks, our major partner in the Back to School and Christmas Appeals. We were also grateful to our *Work Inspiration* partners including Aon Australia, Arup, Hilton Group, Microsoft and SAP, who opened their workplaces to share insights into the world of work with our students.

Our work was further supported by 76 trusts and foundations in 2015–16. These philanthropic partners contributed to various programs and projects, including capacity building. Many choose to sponsor large numbers of *Learning for Life* students for the duration of their education. One such partner, the Northcote Trust Fund, has been sponsoring *Learning for Life* students since 2001. Over this period, 154 disadvantaged students have benefited from their long-term support.

Our 25 university partners were also important supporters, providing tertiary scholarship funding and connecting *Learning for Life* students with opportunities and programs to support their engagement in school and study. These partners offered opportunities for disadvantaged students to build their skills and confidence through experiences such as campus visits, mentoring opportunities and extracurricular programs. Our engagement with universities also extended to providing opportunities for university students to build their leadership and discipline capabilities through volunteering opportunities with our programs.

## EVENT PARTICIPANTS

Community fundraising events raise funds for our learning and mentoring programs that give students extra help and support for their education. We are grateful to all those people who participated in events to support The Smith Family and disadvantaged Australian children. The annual Smith Family Challenge was a highlight this year with a record sum raised. Our heartfelt thanks go to every individual who raised funds to support our work.



The Pirates team cross the finish line after riding and rowing 210km *Around the Bay* raising over \$115,000 for The Smith Family.

### AROUND THE BAY

Over 10,000 cyclists hit the roads of Melbourne for the *Around the Bay* bike ride in October. The Smith Family has been the official charity partner for this event for 22 years with nearly \$10 million raised in that time. In 2015, close to \$1 million was raised. An enormous thanks to all the riders, volunteers, event staff and those who donated to support The Smith Family. A special mention goes to The Pirates, who became the first team in the history of the event to complete an entirely human-powered lap of Port Phillip Bay by rowing surf boats from Queenscliff to Sorrento, instead of taking the ferry. The Pirates also became the highest fundraising team in *Around the Bay* history, raising more than \$115,000, and the highest individual fundraiser was also a Pirate, Dmitri Colebatch, who raised more than \$11,000.

### THE SMITH FAMILY CHALLENGE

Our ninth Smith Family Challenge saw 60 challengers take on the Blue Mountains over two days in March. Led by Tony Davis, the committed and energetic committee raised an incredible \$680,000 for The Smith Family, the highest fundraising amount ever for the event. The contribution takes the total funds raised through this event to \$3.2 million. Congratulations on a fantastic effort from all involved and thank you to those who supported the challengers this year.

### NSW CHARITY GOLF DAY

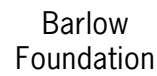
Christine McLoughlin, Deputy Chairman of our Board, led an event at the NSW Golf Club in April. Twenty-five teams of four enjoyed 18 holes of golf, followed by a lunch with sporting stars Adam Gilchrist and Laurie Daly, who kindly donated their time to play and speak at the event. We are grateful for the generous support from Suncorp to make this possible. Thank you to everyone who participated and donated. The event raised an amazing \$110,000.

### TOY AND BOOK APPEAL

Our annual Toy and Book gift-giving campaign engaged thousands of supporters and volunteers whose generosity ensured Australian children living in financial hardship could experience the joy of Christmas. This year, 1,454 generous Australians packed 12,063 toy and book packs and delivered them to 5,463 families across Australia. To enable this initiative, supporters made either a financial donation towards the Toy and Book Appeal, purchased new toys and books online or collected new books and toys in workplaces or their community. This special activity draws on The Smith Family's past and our founders' tradition of delivering gifts to orphans on Christmas Eve.

# THANK YOU

to all our partners for helping to improve the educational outcomes of disadvantaged young Australians.





# 8,323

individual volunteers supporting  
The Smith Family in every state  
and territory in 2015–16

## 92%

of surveyed volunteers said they would  
talk positively to friends, family and  
colleagues about their volunteering  
experience at The Smith Family

## 4,601

volunteers supporting programs

## 874

supporting administration activities

## 88

volunteers providing skilled support

### STRATEGIC PRIORITY 3

## VOLUNTEERS

Our 8,323 volunteers make  
a vital contribution to our  
community and the students  
and families we support.

Their donation of nearly 400,000 hours  
of service – valued at the equivalent of  
\$11.9 million – is essential in helping us to  
continue to deliver programs and support  
to thousands of disadvantaged children and  
their families. Without this generous donation  
of time and skills, we could not continue to  
make a positive difference to young Australians  
in need.

Recent data from the Australia Bureau  
of Statistics indicates that volunteering  
numbers in Australia are in decline for the  
first time in 20 years, and this year The  
Smith Family was affected by that trend.

With the majority of our volunteers engaged  
in program activity, a reduction in support  
could have long term implications for  
the delivery of our work. More than ever  
before, ensuring that volunteers have a  
rewarding experience and feel valued for  
their contributions is crucial to continuing to  
attract and retain individuals who share our  
goal of improving educational outcomes for  
disadvantaged students.

This year, we focused our volunteer strategy  
on four priority areas: volunteer attraction,  
volunteer readiness, volunteer satisfaction,  
and standards of excellence. Guided by best  
practice as outlined by Volunteering Australia,  
we worked hard to diversify the avenues  
through which we promote our opportunities,  
drawing on our corporate partnerships and  
other strategic relationships. To encourage

### CASE STUDY – VOLUNTEERING

## MAKING A DIFFERENCE

*Amanda*

Amanda has been volunteering with The Smith Family  
for more than three years.



“I know how important it is for young people  
to grow up in an encouraging, enriching  
and stimulating environment. I've been  
volunteering with The Smith Family for  
over three years, using my professional  
experience in the education sector to  
help make a difference to the lives of  
disadvantaged children and their families.

I am retired after enjoying a long career  
as a primary teacher, educational  
psychologist and special education teacher.  
I have three adult children and a growing  
collection of grandchildren. Working in an  
education-focused charity that supports  
children is the perfect fit for me.

A friend introduced me to The Smith Family  
when I was working part time. My first  
volunteering activity was helping deliver  
the *student2student* reading program.  
From here my role has snowballed. Now  
I'm volunteering as a Learning Club tutor,  
assisting with administration work and  
advocating for The Smith Family through its  
Community Relations Group. I also sponsor  
a student, make ad hoc donations and have  
been buying supplies for my Learning Club.

I will always remember how struck I was one  
day when the children had been involved in a  
numeracy activity that involved colouring-in.  
They hadn't quite finished and we told a little  
girl she could take hers home and finish it.  
When she said, 'I don't have any coloured  
pencils at home', that really hit me.

To my fellow volunteers I say: thank you.  
You're wonderful and I hope you have the  
opportunity to see what The Smith Family  
is doing, the way I have.”

**Amanda**, Smith Family volunteer



increased numbers of volunteers for our work, we promoted the wellbeing benefits of volunteering through the media. To help improve volunteer experiences and satisfaction, we continued to enhance support resources that prepare and support volunteers for their roles.

As a result of our commitment to excellence and meaningful engagement with volunteers, we continued to hear positive feedback from people volunteering across the organisation. In our annual survey, 92% of surveyed volunteers reported they would talk positively to family, friends and colleagues about their experience volunteering at The Smith Family.

### LEARNING AND SKILLS DEVELOPMENT

This year we developed new skills to improve the way we work and engage with the volunteer community. Key areas of learning included legal issues, risks for volunteer-based organisations, and the new National Standards of Volunteer Involvement released by Volunteering Australia.

We also developed a range of new internal resources, handbooks and information to support all Smith Family team members in aspects of volunteer management.

### PRO BONO SUPPORT

The Smith Family also relies on the generous support of pro bono services from our partner organisations. During 2015–16 we drew on a range of expertise for projects as diverse as assisting with developing a new system for tracking our funding needs, helping us minimise our rental costs, and training our team members in building key skills. We are grateful to our partners for providing this form of valued support.

### NEW FUNDING

We were delighted to receive \$21,000 in volunteer grant funding from the Australian Government Department of Social Services. The grant enabled us to provide extra support for our administration volunteers who assist with program delivery and resources for tutors volunteering in our Learning Clubs to use with students.

### CELEBRATING OUR VOLUNTEERS

Public recognition of the contributions and achievements of our volunteers remains vital. During National Volunteer Week and at other times throughout the year we celebrated and acknowledged the significant contribution of our volunteers. We do this because we are hugely grateful for their support.

For more information on volunteer opportunities, go to [thesmithfamily.com.au](http://thesmithfamily.com.au)

## CASE STUDY – VOLUNTEERING GIVING BACK

“It is important for me to help disadvantaged students because I used to be one, and I know exactly how it feels to be different.

I am currently in my first year of university, studying for a Bachelor of Education. I became a volunteer Learning Club tutor to give back to the community for helping me get where I am today.

I enjoy helping students learn and watching them have fun while learning. I love to see progress and success in each individual. I help them to stay focused and motivated, and show them how education can open up many doors.

I joined the *Learning for Life* program at a very difficult time in my family’s life. My father passed away when I was in Year 4. It came as an enormous shock and it was very

difficult for me to go to school, but I kept going. My father was the one who worked to support my family. Without him, we were living below the poverty line and could no longer afford basics like food, let alone pay for my educational needs.

Fortunately, my school principal helped me get involved with The Smith Family. I feel that they have really filled the missing gap in my heart. My sponsor not only provides financial support for school supplies but also helps me feel emotionally and mentally ready to study as I no longer worry about how to afford all my education materials.

I believe in The Smith Family’s values and that is why I choose to volunteer with this organisation. I aim to do so until I find a full time job and am able to sponsor a child myself. Education is a privilege that every student deserves to have.”

**Cecilia**, *Learning for Life* recipient and Smith Family volunteer



*Learning for Life* student Cecilia now volunteers as a Learning Club tutor to help give back to the community.

Cecilia

# 16,311

members in 2015–16

# 1,177

Learning for Life students sponsored by VIEW Club members

STRATEGIC PRIORITY 3

## VIEW CLUBS OF AUSTRALIA

VIEW Clubs of Australia (Voice, Interests and Education of Women) has supported The Smith Family for 56 years, sharing our vision of a better future for disadvantaged young Australians.

This group of more than 16,000 dedicated women from across Australia is a highly valued part of our organisation.

Through their fundraising efforts, VIEW Clubs sponsor *Learning for Life* students and contribute substantial donations which help us continue to deliver programs and support in disadvantaged communities. Members also directly support hundreds of disadvantaged children participating in our learning and mentoring programs, as volunteer tutors and mentors, and assist Smith Family team members by volunteering in local offices.

With a reach extending to 325 communities across Australia, the impact of the collective voice of VIEW Clubs is one of the most powerful ways members contribute to our cause. VIEW Club members are uniquely placed to spread The Smith Family's message about disadvantage and the importance of education far beyond the communities in which we work, thereby increasing support for our work.

### CASE STUDY – VIEW CLUB MEMBER

## A VIEW TO A BETTER FUTURE

*Fran*

VIEW Club Member and Smith Family volunteer, Fran.



“The collaboration between The Smith Family and VIEW Clubs of Australia means that individuals like me can in some small way help improve the lives of disadvantaged children.

Joining VIEW some 13 years ago gave me an avenue to develop new friendships and to take an evening out once a month, away from being a busy working mother.

Our meetings are always fun and we hear from great speakers. Although we are a small club, we currently sponsor five students.

I began volunteering with The Smith Family in 2015 after retiring from my career as a primary school teacher. I'm a Smith Family Learning Club volunteer tutor. This involves supporting students with their homework for one hour a week after school.

I also volunteer one day a week at The Smith Family's Parramatta office, reading student profiles and reports, compiling letters and handling general office tasks. I love the student profiles, especially the comments from students where they say what their goals are and when they express their thanks to sponsors.

Both of my volunteering roles have reinforced my long-held belief that the only way to break the cycle of poverty is through education. I find it rewarding to use my skills and knowledge towards that end.

My wish is that VIEW continues well into the future as it provides a great place for women to get together in a social environment while supporting a charitable organisation, thus continuing the great volunteering tradition.”

**Fran**, Nepean Evening VIEW Club member

## SPONSORSHIPS

The Smith Family is extremely grateful for the generous support from VIEW Clubs for the *Learning for Life* program. VIEW is the single largest community sponsor of *Learning for Life* students. As at June 2016, 1,177 *Learning for Life* students nationally were sponsored by VIEW Clubs. This is a fantastic demonstration of support for our mission.

## NATIONAL CONVENTION

In September 2015, more than 650 VIEW members attended the three-day National Convention in Wollongong, NSW. This event featured guest speakers including Emeritus Professor Gillian Triggs, President of the Australian Human Rights Commission, who delivered the George Forbes Oration. To raise awareness of the plight of disadvantaged children, 200 members carrying red and blue balloons, representing the students they support, participated in a special *Walk with VIEW* along the Wollongong foreshore. *Walk with VIEW* events have become a successful promotional initiative for members.

One of the most important activities at the Convention is the resolutions debate and voting session. Resolutions guide the focus of VIEW's advocacy and lobbying work over the upcoming two years. The resolutions "finding more effective ways to combat the incidence of domestic and family violence" and "narrowing the gap in educational outcomes for Aboriginal girls in relation to other young Australian girls" gained priority.

The National Convention also provided the opportunity to recognise and thank the outgoing 2014–15 National Executive, Sue Field, Lyn Gerstenberg, June Greentree and National President Robin Perros.

## NATIONAL EXECUTIVE

The 2016–17 National Executive commenced their term in January 2016. National President Gwen Wilton is supported by National Vice Presidents, Toni Thomas and Gloria Walter. The National President's theme: "Many voices, one VIEW, making a difference" encapsulates how VIEW Clubs make an impact.



VIEW National Convention guests with the VIEW National Executive. Back (L-R): Lyn Gerstenberg, June Greentree, Smith Family Board Director Christine Cawsey, Robin Perros, Sue Field. Front (L-R): Smith Family Deputy Chairman Christine McLoughlin, and Emeritus Professor Gillian Triggs, President of the Australian Human Rights Commission.

## NEW VIEW WEBSITE

In April 2016, VIEW Clubs launched a new website ([view.org.au](http://view.org.au)) to better showcase its work in communities around Australia. The fresh and smart-looking site reflects the contemporary women's volunteering organisation that is VIEW today. Special thanks to Isobar, The Smith Family's digital partner, who provided much appreciated pro bono services for this project.

## SUPPORTING THE SMITH FAMILY'S RECYCLING OPERATION

VIEW Clubs continued to build their connection with The Smith Family's Recycling Operation to help attract clothing donations and promote Smith Family retail stores. VIEW Club members supported National Recycling week and also volunteered in Smith Family retail stores.

Attendees at the National Convention were encouraged to donate new or good-quality clothing. This resulted in the collection of 240 kilograms of clothes, with 94% of donations reusable for on-selling.

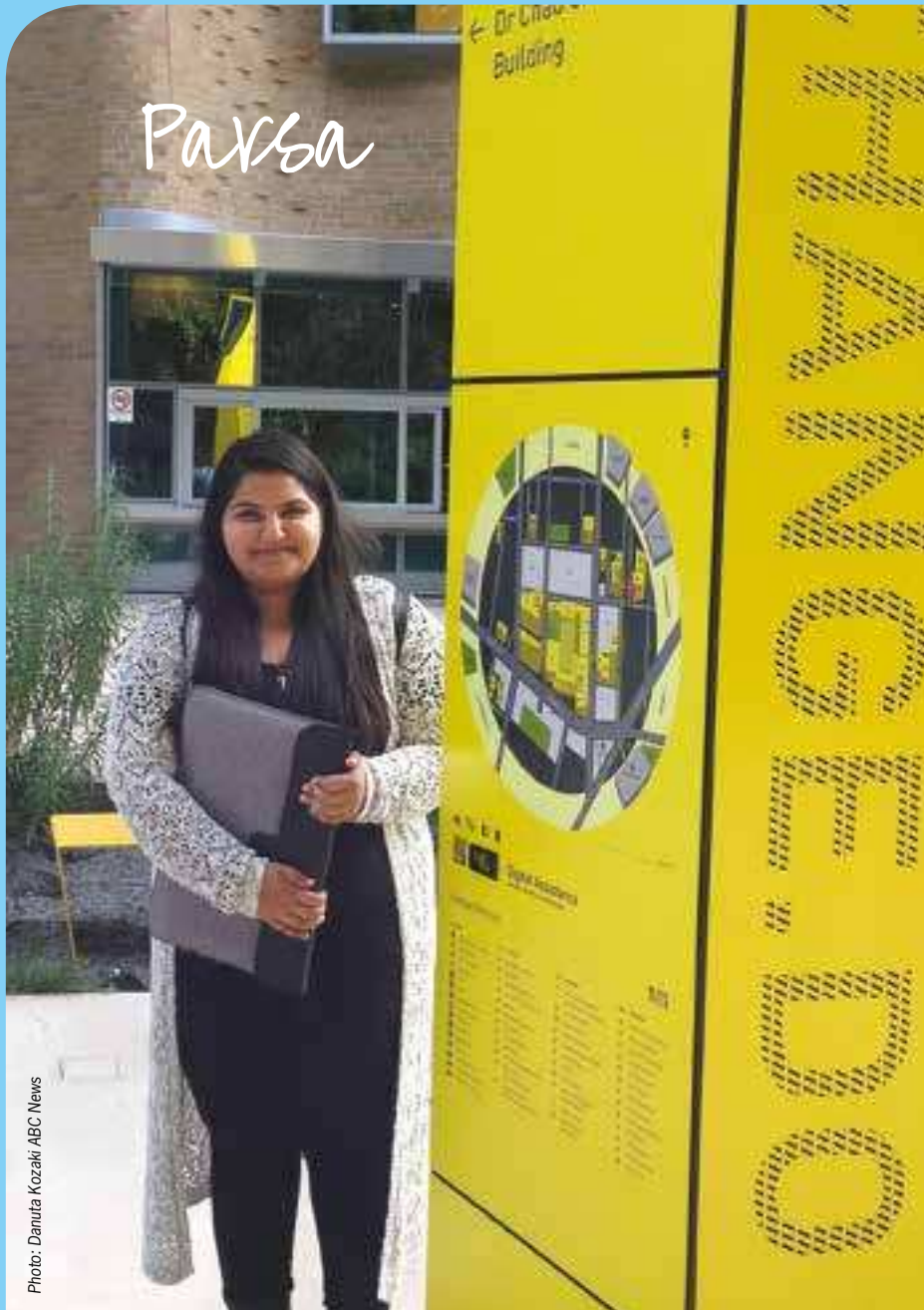
VIEW Club members also became involved in the *One, two, band your shoes for VIEW* campaign, hosting collection drives in clubs and neighbourhoods, calling for donations of clothing, shoes and handbags.

## PATHWAY SCHOLARSHIP

For the second year running, VIEW Clubs formed a partnership with the University of Wollongong College (UOWC). The partnership provides a scholarship for a local disadvantaged school leaver to attend the UOWC, a pathway college giving school leavers who are unable to go directly to university, the skills they need to study there.

The partnership came about after the Group Chief Executive Officer of UOWC, Marisa Mastroianni, attended a VIEW event in Wollongong and was inspired by its work and support of the *Learning for Life* program. It is a great example of the effectiveness of VIEW Clubs in connecting with and inspiring members of the wider community to help support the education of disadvantaged students.

Parsa



## BUILDING CONFIDENCE AND EDUCATIONAL SUCCESS

“The Smith Family has given me so many opportunities and I will cherish these for life.

My parents moved from Pakistan to give us a better life. By the age of 12 I had lived in three countries and attended four primary schools. Starting over in another country was difficult – financially and socially.

At primary school I was extremely shy and kept to myself. By high school I wanted to change, so I started participating in the programs on offer from The Smith Family.

The *iTrack* online mentoring program had a big impact on my life. Chatting anonymously with my mentor helped me step out of my comfort zone. It gave me the confidence to keep going at school and helped me explore avenues to demonstrate leadership.

I became a buddy in The Smith Family’s *student2student* program, which boosts the reading skills of disadvantaged children. I also strive to be a role model for my younger sisters. I want to guide them so they too can succeed at school.”

**Parsa**, *Learning for Life* tertiary scholarship recipient, currently studying a double degree in Business and Information Technology.