



GROWING THE GIVING

“We aim to embrace the passion of our donors - to guide their investment to the most effective outcome for their community”

**Acknowledgements
2003 and special
thanks:**

- Philanthropy Australia
- The Myer Foundation, Melbourne
- Foundation for Rural and Regional Renewal, Bendigo
- The Sidney Myer Fund, Melbourne
- Freehills, Melbourne
- Tasmanian Perpetual Trustees Ltd.
- Tasmanian Community Fund
- Camerons Accountants, Launceston
- Temple-Smith Barclay - Solicitors, Devonport
- Tasmanian Chamber of Commerce and Industry, Hobart
- Hotel Grand Chancellor, Hobart
- The Members of the Queen Mary Club, Hobart
- Moorilla Estate, Hobart and many individuals and supporters throughout Tasmania and beyond.

www.tasmaniancommunityfoundation.org

1st Edition
Summer/Autumn 2004

NEWSLETTER OF THE TASMANIAN COMMUNITY FOUNDATION

*Promoting
informed
giving and
strategic grant-
making*

HIGHLIGHTS

The Myer Foundation's \$20,000 Grant to help us 'Grow the Giving'.

The Foundation for Rural and Regional Renewal - \$20,000.00 incentive grant program.

September 2003 Focus on Philanthropy Week and inaugural conference in Hobart. The success of the week was celebrated with our interstate guests at the Queen Mary Club cocktail party and the conference Dinner at the Hotel Grand Chancellor, Hobart.

The Sidney Myer Fund grants \$75,000 to needy families in Tasmania for Christmas 2003 through our Community Foundation



Young carers enjoying an adventure based program funded through the TCF's Caring Kids Australia sub-fund.

HIGHLIGHTS OF THE YEAR AT A GLANCE

TCF profiled in the annual Freehills well respected pro bono National publication.

Sub-Fund news - the establishment of the Matt Whayman Memorial Fund in collaboration with NGT Ltd.

TCF short-listed in the People's Choice Awards which is part of the Nationals 2003 Volunteer Awards. TCF has been judged as one of the top 20 volunteer organisations in the community development category in Australia.

WELCOME WENDY BROWN

It is with great pleasure that we introduce Wendy Brown, our new Marketing and Admin Manager. Wendy brings to the Foundation a wealth of experience and excellent skills to help move the organisation forward in 2004.

Your new newsletter

Welcome to this, the first edition of 'Growing The Giving', the TCF's new quarterly newsletter.

Having recently taken up the role of Marketing and Administration Manager

and Editor with the Foundation, I am still coming to grips with the variety of tasks that the position covers.

The very first of those tasks has been to produce this inaugural newsletter in which we aim to keep you informed about the Foundation and its activities.

I hope you enjoy our first edition and welcome any feedback you might have

I can be contacted on:

Phone: 6214 5177, Mobile: 0419 356 589 or

e-mail: wendy.brown@work-training.com



Wendy Brown
Editor
Marketing and Admin

Tasmania's first philanthropy conference

The Executive Officer, Scott Marshall and myself worked together on Tasmania's first ever philanthropy conference which was held in September, 2003.

The following is a brief overview of the events, accompanied by a pictorial record of the various functions.

Cheers and best wishes for 2004.

Wendy Brown Editor
Marketing and Admin

PHILANTHROPY – GROWING THE GIVING SECTOR CONFERENCE

Myer Foundation – the major sponsor for the inaugural conference.

The recent conference on philanthropy held at the Hotel Grand Chancellor in Hobart was Tasmania's first.

The conference theme: "Growing the Giving Sector – Change or Charity", focused on developing a platform for a more strategic approach to grant making and grant seeking in ways which would enhance community development in Tasmania.

According to Scott Marshall, TCF Executive Officer, there is an urgent need for a more structured approach to philanthropy in Tasmania: "Tasmanians are renowned for their generosity, but there is an urgent need for us to be more strategic in developing that generosity at both the corporate and private level."



Hon. Kerry Finch (MLC), Jannie Marshall and Hostess Mrs Jill Edwards

EVENT: Cocktail Party at the Queen Mary Club, preceding the Philanthropy Conference Dinner (September 2003)

Our highly regarded Patron, Sir Guy Green, opened the conference in one of his last duties as Governor of Tasmania.

Conference keynote speaker, the National Director of Philanthropy Australia, Elizabeth Cham,

spoke on the current trends of philanthropy both nationally and internationally.

During this 'focus on philanthropy week' around the State, Elizabeth provided her numerous audiences with an

awareness of the significance of the trans-generational transfer of wealth to the 'babyboomers' and the urgency for the philanthropic sector to prepare for this estimated \$70 billion wealth transfer in Australia.

Liz's Tasmanian itinerary also included being the keynote speaker for the Tasmanian Chamber of Commerce and Industry's Annual Luncheon in Hobart.

Other interstate guest speakers at the conference included the Vice President of Philanthropy Australia, Dur-e Dara, Mary Wooldridge (CEO Foundation for Young Australians) Michael Traill (Social Ventures Aust),

conference continued...

Sylvia Admans (CEO Foundation for Rural and Regional Renewal) Joanna Baeovski, Patrick Myer and Sandy Shaw (Myer Foundation).

The conference offered a planned education program for those potentially interested in corporate and family philanthropy, Scott said. "It also gave charitable and not-for-profit organisations (grant seekers) an awareness of the excellent work that is being undertaken by others in the field."

The simplicity and strong advantages of establishing perpetual philanthropic funds through a community foundation was another key message at the conference.

"Adopting a longer-term approach to fund development is already necessary if we are to ensure the sustainability of the many, very worthwhile and hard working volunteer organizations which rely so heavily on the goodwill of the Tasmanian community," Scott said.

SIDNEY MYER FUND GIFTS \$75,000 THROUGH TASMANIAN COMMUNITY FOUNDATION

Gifts with Dignity Program

'To enable a parent to purchase their choice of Christmas gift for their child (10-16) who may otherwise miss out due to family financial hardship'.

Melbourne-based Sidney Myer Fund has chosen the Tasmanian Community Foundation to distribute \$75,000 in gift vouchers to needy Tasmanian families for Christmas 2003.

Tasmania has been chosen as one of only two regions in Australia to receive such a gift in 2003, (the other being the Western region of Melbourne) and follows the highly successful distribution of a \$10,000 gift in 2002.

The Community Foundation acts on behalf of donors and this opportunity is another example of how the organisation ensures, as far as possible, the effective



Stuart Foster of the Salvation Army and the TCF's Wendy Brown

distribution of grants to eligible beneficiaries.

The vouchers are specifically for children in the 10-16 year age group and have been distributed to parents who may otherwise be hard pressed to afford a gift for their child. The vouchers are redeemable in Coles Myer stores throughout Tasmania.

A second granting round of gift vouchers will be made available to needy families during the 2004 school year.



Young Hobart participants in the Sidney Myer Fund Christmas Giving Program

OUR MOST RECENT EXAMPLE OF A NAMED SUB-FUND

Named Sub Funds Offer Excellent Community Investment Opportunities

The TCF offers potential donors many options to ensure their philanthropy is directed to on-going community development. A named sub-fund, or management account, is just one of them.

For substantial donors there is an option of establishing a named sub-fund or management

account within the TCF's Public Fund or Open Fund.

Donors can create sub-funds for a variety of reasons, for example to support an area of need in their own community or to commemorate a deceased family member, friend or outstanding citizen.

NGT Participants



named sub-funds continued...

NGT Ltd, a national group employment and training company headquartered in Launceston, lost one of its young employees in a tragic car accident several years ago. Aiming to perpetuate his name, the company has established a named fund with the TCF, to be called the Matt Whayman Memorial Fund.

NGT's Chairman, Max Seymour, said the fund concept had provided the perfect solution to what had been a difficult issue to resolve.

"We were keen to set up some kind of perpetual memorial, but the legal issues and difficulties involved, not to mention where to direct any funds in the first place, made it very difficult to follow through," Mr Seymour said.

"The TCF provided an elegant solution for us – we simply had to set aside the funds and the Foundation did the rest. It's been a great result and we're looking forward to the Fund playing a meaningful part in projects of lasting benefit."

THE TASMANIAN COMMUNITY FOUNDATION - THE STORY SO FAR...

A precis of an article as printed in the Freehills pro bono journal 2003, as told by Community Foundation Chairman, Mick Clark.



Mick Clark, Chairman

While the Tasmanian Community Foundation was established 12 years ago, it has had a checkered history. Our original interest was in community projects with an emphasis on kids in disadvantaged situations.

In 1991 a fundraiser for homeless youth was instigated by Craig Woodfall, his family and friends in the form of a 50-hour tennis marathon.

It was a successful event but the resources, structure or understanding to provide support for young people long-term was not in place. As a small group of volunteers we realised we needed to follow a proper philanthropic business

model to allow us to help donors invest in the Tasmanian community.

In 2002 legal firm, Freehills, advised us on changes to our company structure, revised our Constitution and amended the trust deeds of our public and open funds. They steered the process through the Australian Taxation Office to ensure we complied with current charity law. As a result of this advice, we now have an effective legal structure and know that we are legally compliant.

Freehills also educated our directors and ambassadors about these legal changes, taxation requirements and the principles underpinning community foundations. They made the legal issues easy to understand and explained difficult concepts in a practical way. The outcome is that we have clarity about what is needed to move the Foundation beyond being a fantastic idea, to becoming

a major philanthropic force in Tasmania. We can now concentrate on getting out into the community and understanding people's needs.

This gives us a unique capacity to match the aspirations of donors with those of community groups and be actively involved in practical, meaningful grant-making.

Often community groups don't need large sums of money to finance their projects and we are realising that fostering these relationships gives people confidence and reignites their energy and enthusiasm. Thanks to much better knowledge, a solid company structure, good documentation and reporting systems, we can talk to donors, the community and other philanthropic organisations with the confidence of knowing we can deliver what we are passionate about.

Mick Clark, Chairman



COLLABORATIVE INITIATIVES

The Tasmanian Community Foundation was proactive in helping to establish the partnership between Patrick Rafter Cherish the Children Foundation and the Dooloomai Youth Project. Result: A \$100,000 grant to Dooloomai

INTRODUCING THE TASMANIAN COMMUNITY FOUNDATION

An overview of the TCF, it's aims and aspirations and the people involved...

Some Examples of our Grant-Making

The TCF is an independent, non-profit public foundation that provides a sustainable and permanent mechanism for resourcing a range of community initiatives.

The following examples highlight the diversity of the Foundations work.

The Living Boat Trust, Franklin-community building.

“Your incentive grant not only initiated the erection of the trust’s permanent home, it was also the deciding factor in whether we should go forward or give up. As a result of your confidence we now have an enthusiastic membership and the community support we need to implement our programs.”

(John Young, Chairman LBT, Franklin, Tasmania).

Break O’ Day Community FM Radio, St. Helens—local participation.

“...as an incentive, your involvement has been exceedingly valuable. It has inspired our group and reignited the somewhat subdued flame of enthusiasm”.

(Don Ives, BOD FM Community Radio – Chairman).

Dooloomai Youth Project, State wide – making a difference.

“...this is without doubt the greatest weekend of my

life” (15-year-old male participant – Life Skills Program March 29-30, 2003).

Christmas Gift Program 2002– adolescents living in isolation

“...it is only through the generosity of volunteers such as yours that we can provide that ‘little extra’ to making the families and their children feel they are welcome”.

(Sheila Banks, Social Worker, Migrant Resource Centre, Hobart).

Contributions over the last 12 months

The Foundation’s volunteer Board and members have focused this year on consolidating the organisation and developing systems that deliver excellent services to donors and the communities they represent.

This year both donors and community groups have continued to be supported in the activities highlighted elsewhere in this newsletter and these relationships have strengthened considerably.

The ‘Growing the Giving’ Conference in September was considered a major initiative in the State’s not-for-profit sector with positive relationships developed by the Foundation.

Partnerships and Alliances have included:

- The Tasmanian Chamber of Commerce and Industry, Hobart
- Philanthropy Australia
- The Myer Foundation;
- The Foundation for Rural and Regional Renewal
- The Tasmanian Community Fund
- The University Foundation
- The Beacon Foundation
- The peak body for Disability Services in the State – ACROD - to name but a few.



Gillian Groom, Chairman TCF Grants Committee and John Young

The Community Foundation exists to promote the growth of organized philanthropy that enriches the quality of life principally in TASMANIA.

HOW?

- Serving as a leader, catalyst and resource for philanthropy;
- Providing flexible and cost-effective ways for donors to benefit non-profit organizations;
- Making strategic grants in art, education, environment, health and social services;

- Building endowments to help meet future community needs.

WHAT?

A community foundation is “an independent philanthropy organisation working in a specific geographic area which, over time, builds up a collection of endowed funds from many donors, provides services to those donors, and makes grants and undertakes community leadership and partnership activities to address a wide variety of needs in its service area.”

International Community Foundation Meeting, Oct 1998, Florida USA

WHY?

Why give through a foundation structure – rather than give directly?

- There is more control over how the money is spent by the recipient organisation.
- If giving through a foundation, it is easier to call for submissions, and/or develop a project in conjunction with a charitable organization for a specific project.
- Foundation staff and Boards have community expertise in the area of community need.
- There is an opportunity for value adding to a project idea.

For your diary

Regional gatherings in January/early February with members and others to develop a marketing strategy – Mr. Martin Buggy facilitating.

Board Meeting February 20, 2004. Special guest Catherine Brown, consultant to Philanthropy Australia and the FRRR’s Community Foundation Program.

AGM

Date: Friday 21 May

Venue: Cameron’s
46 Cameron Street,
Launceston

BOARD MEMBERS 2004

| | | |
|-------------------------------|--|---------------|
| Mick Clark | Chairman of the TCF Board Human Resource Management | Devonport |
| Michael Daly | Barrister at Law | Hobart |
| Helen Dunford | Librarian | Smithton |
| Clyde Eastaugh | Property Valuer – Company Director | Devonport |
| Ald. Sandra French | Alderman City of Burnie | Burnie |
| Gillian Groom | Chair – TCF Grants Committee Occupational Therapist | Hobart |
| Robert Hickson | Accountant. | Burnie |
| Judith Lyne | Family Business - Director | Campbell Town |
| Dr. Chris Moorhouse | Director and Consultant. | Western Creek |
| Roderic O’Connor | Pastoralist - Company Director | Cressy |
| Kevin Preece | Consultant to the Public Trustee | Launceston |
| Justice Pierre Slicer | Supreme Court Judge | Hobart |
| Mark Temple- Smith | Company Secretary TCF Solicitor | Devonport |
| Hon. Jim Wilkinson MLC | Solicitor | Hobart |



Sandy Shaw (Program Manager, The Myer Foundation), Dur-e Dara (Vice President, Philanthropy Australia), Patrick Myer (Co-convenor G4 Myer Foundation), pictured here enjoying The Growing the Giving Conference September 2003 at the Hotel Grand Chancellor, Hobart.

COMMENTS FROM THE EXECUTIVE OFFICER

The commitment of our Board and Consultative groups to forming a state-wide community foundation and “learning through the experience” has been outstanding.

The honorary role can at times be demanding on already very busy lives. However, through this high level of support our donors



and the wider community are provided with a clear message of strength, unity and integrity that goes with the position.

The Foundation acknowledges the most generous contributions of the Foundation for Rural and Regional Renewal, The Myer Foundation, Philanthropy Australia,

Freehills in Melbourne, and the Tasmanian Community Fund.

To other donors, sponsors and contributors who have helped position the Foundation in the sector – thank you for entrusting us with the responsibilities to further develop organised philanthropy in Tasmania.

Scott Marshall