

2010 United Way Australia Chairman's Report

Welcome to the United Way Australia Annual General Meeting,

2010 has been a significant year for United Way in Australia. We have achieved an important milestone in creating a truly national organisation which can provide the support and leadership our team and partners require to more effectively address the very complex social issues Australian communities face. I thank the United Way Australia Members and Directors for their support throughout this process. I also thank the United Way executives around Australia who all worked hard and contributed positively during the organizational change process.

As part of these changes Doug Taylor has agreed to take on a new role as our National CEO and is currently building a reinvigorated team nationally and locally. Doug has led the team in Sydney through a significant process of transformation and we look forward to his leadership nationally.

Our primary area of growth in the last year has been the introduction of Community Impact. The launch of this new strategy sharpens the focus of our fundraising, granting and volunteering programs with each United Way working together to address local community disadvantage. We are building local communities by ensuring children start school ready to learn and young people have good Mental Health and pathways to learning or earning after school.

In 2010 a number of our United Ways commenced new Community Impact strategies which heralds a new era for our movement. Details of some of these initiatives are as follows:

Sydney

United Way Sydney has formed a Health Coalition with community partners Weave (formerly known as South Sydney Youth Services) and the Inspire Foundation to tackle the issue of youth mental health. The Health Coalition is focused on using Art and a digital story-telling program which develops stories that positively inform and support young people with managing mental illness and sexual health awareness. The program uses innovative communication channels to reach young people at risk and align with the increasing ways that young people connect.

Perth

United Way West Australia is working with The Beacon Foundation to deliver key Income and Education programs for young people. The Polish Program helps youth transition into further studies, skilled training or work. This is achieved by targeting young people who are at risk of disengaging from school. Lunch with the Girls Program also supports young women at risk of disengaging from school because of a lack of motivation or significant female role model in their lives.

Goulburn Valley

United Way Goulburn Valley in partnership with Local and State government, hospitals, a volunteer pediatrician, community health services, the ethnic council, indigenous children's centres and several local businesses, worked together to improve literacy rates and infant readiness to achieve in school.

The overall aim of 'Best Start' is to improve the health, development, learning and well-being of all young children, from pregnancy through transition to school by acknowledging that children's literacy and learning is a community-wide responsibility. Using the "Early Learning is Fun" (ELF) program, "Book Bags" are provided to parents through their local Maternal and Child Health nurse over a three and a half year period, and contain a book, plus sheets with hints and tips encouraging parents to read, sing, talk and play with their child. Indigenous books are available as well as bi-lingual books in 4 languages – Dari, Farsi, Hindi, and Arabic. Book swap baskets are placed in

UWA AGM 230511

locations such as milk bars, inside Medicare, Centrelink, and doctors offices where children can pick up a book and read. In addition to this, approximately 30 local businesses have become reading venues where children from childcare, playgroups, kindergarten are read to by staff.

We continue to play an active role in our network globally and regionally. In fact recently Doug Taylor has been appointed as the Chairperson of the United Way Worldwide (UWW) Professional Council. This body is charged with working in partnership with the UWW Executives to develop future strategies and engage our professional staff from across 46 countries. Doug's appointment to this role is testament to the great work of our team here in Australia.

You may not realise that Forbes recently listed United Way Worldwide as one of 2010's most valuable brands. United Way was the only non-profit to make the Top 50, ranking 26th between Verizon and Nintendo. This reflects the depth of expertise and knowledge we can tap into, which will become increasingly important as our partners seek to continually improve their Community Impact initiatives with a greater focus on outcomes and business alignment. Our goal in Australia is to grow our presence, to elevate the United Way brand recognition and to take advantage of the opportunity to use the Community Impact best practices developed by our global colleagues for the benefit of communities in Australia.

Our recent years of fundraising growth stabilised in 2010 (see summary below and note United Way Central Coast Community Chest and the former United Way Geelong are not included) after the success of previous years fundraising campaigns for natural disasters. This combined with the transition of the *Cause program* back into The Good Guys business has lead to a reduction in our overall fundraising income. This softening in income is in contrast to the continued high demand for United Way's Corporate Volunteering program which provided significant support to local communities through our valued Community Partners. For example the ExxonMobil Day of Caring in Melbourne attracted 270 volunteers and was one of the largest one-day corporate volunteering events in Australia. United Way selected 23 charities to be involved in projects on 23 sites in communities where ExxonMobil operates. These organisations represent a range of community issues. Tasks at various sites included gardening, maintenance, painting, cooking, making Christmas cards and decorations for a fundraising drive, packing emergency hampers and preparing mail-outs.

	Donations and other revenues	Cash donations made to community partners	Number of Volunteers	Volunteers Hours	Num of Comm Orgs supported - grants & volunteering	Num of businesses who have donated or volunteered
Sydney	\$2,546,498	\$1,231,618	1735	9756	51	33
SA	\$263,000	\$ 102,000	20	3200	56	28
WA	\$1,545,720	\$991,312	771	3588	63	25
Glenelg	\$120,064	\$50,173	5	40	14	52
Goulburn Valley	\$340,808	\$289,510	12	120	34	30
Ballarat	\$448,123	\$111,995	106	2932	26	105
QLD	\$381,093	\$289,831	125	733.5	16	12
Melbourne	\$760,130	\$520,660	612	2899	33	14
UWA TOTAL	\$6,405,436	\$3,485,099	3386	23268.5	293	299

The United Way Australia board will, in 2011, work closely with Doug and the regional United Ways in enhancing our strategy, encouraging its implementation and supporting the engagement with new Corporate and Community partners. We look forward to continued growth in our fundraising and volunteering activities but will seek to focus this work on addressing the root causes of some of our community's most pressing social issues. The work of creating social change requires long term commitment, the best thinking and open hearts, I am confident that with your continued support we can do what's required to see measurable improvement in the lives of needy Australians.

We are again very grateful to the very many organizations who have provided pro bono support to us throughout the year. For charitable organizations like United Way the generous contribution of goods, facilities and services enables us to redirect more of our time and funds away from administrative activities and to the benefit of our community partners.

Finally I extend a warm thank you to all of our volunteer board members, both national and regional, our committed executives and our generous donors and volunteers. Without the dedication and enthusiasm of all of these people the good work that our community partners carry out would not be as effective.

Brian Long
Chairman, United Way Australia
23 May 2011.