

GIVE WHERE  
YOU LIVE FOUNDATION

# Conversations

MAGAZINE

JULY 2024



## *Creating a Fairer Community*

### ***Your Donations at Work***

- Community Choice: Tyler's story
- Helping feed people in our community
- GROW: Breaking barriers to employment
- Our latest Grant Funding

### ***Get Involved***

- What's On
- Work Place Giving
- Loaned Executive Program



**5**  
YOUR DONATIONS AT WORK

- 3** CELEBRATING 70 YEARS OF IMPACT
- 6** 2024 CONVERSATIONS THAT MATTER
- 8** INTRODUCING OUR NEW BOARD CHAIRPERSON
- 9** GROW: BREAKING BARRIERS TO EMPLOYMENT
- 10** COMMUNITY CHOICE: TYLER'S STORY

**Welcome to Conversations Magazine**

Since 1954 the Give Where You Live Foundation has worked to assist people facing homelessness, support those struggling to put food on the table and help improve employment opportunities across the region.

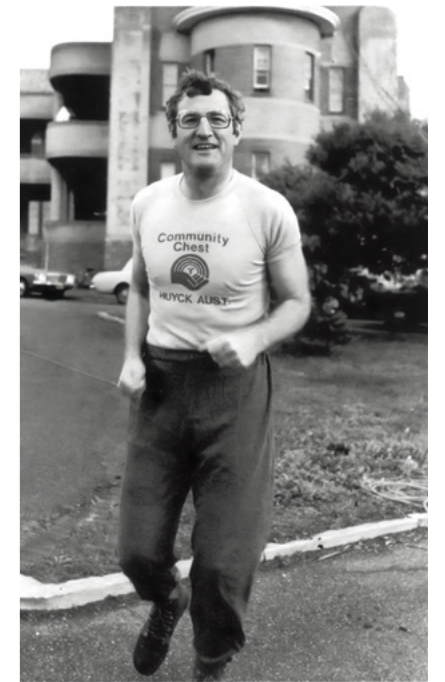
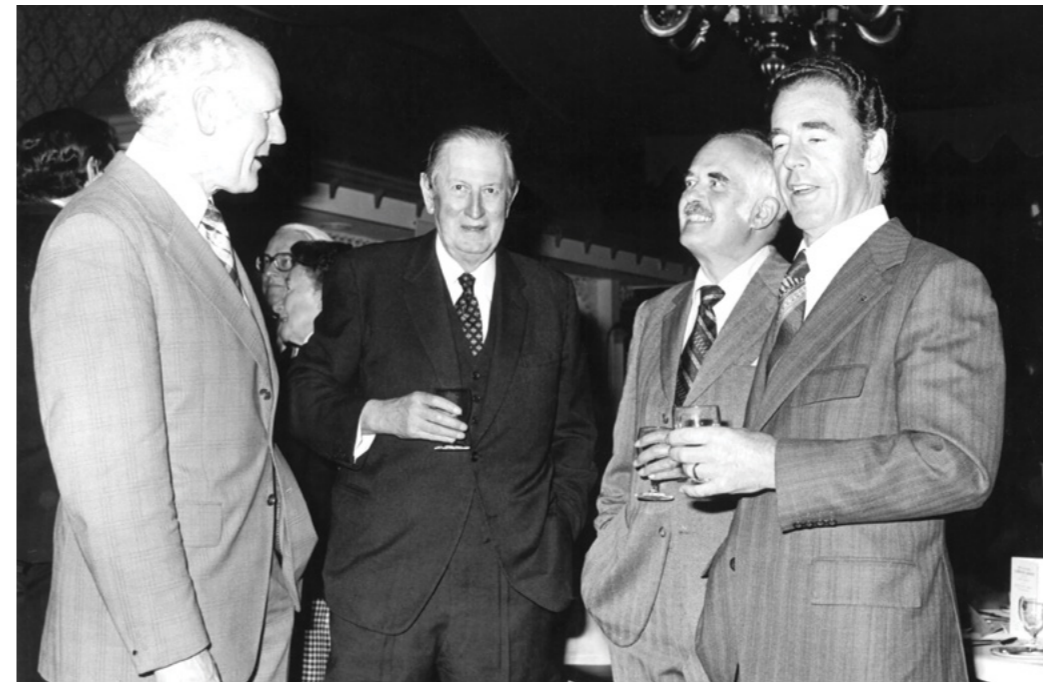
Please enjoy the latest issue of Conversations Magazine, sharing stories of how your donations are creating a fairer, more equitable Geelong community.



**12**  
YOUR DONATIONS AT WORK: HELPING FEED PEOPLE IN OUR COMMUNITY

ON OUR COVER: JAKE HOGENDOORN DRYSDALE FAMILY SUPPORT

**13**  
CELEBRATING 70 YEARS OF IMPACT FEATURE



MAGAZINE JULY 2024  
**Conversations**

**17**  
UNDERSTANDING THE NEED IN OUR COMMUNITY

- 18** LATEST GRANT FUNDING HELPING TO FEED GEELONG
- 20** PITCH UP GEELONG
- 22** WORK PLACE GIVING
- 24** MEET OUR PLATINUM PARTNERS
- 26** WHAT'S COMING UP?



**MESSAGE FROM THE CEO**

**I am very proud to welcome you to this special edition of Conversations Magazine as we celebrate 70 years of impact in the Geelong community.**

This year marks a significant milestone for the Foundation, and in our 70th year, we will be celebrating the impact we have been able to make, the generosity of the community who have supported our work, and how together we are creating a fairer Geelong into the future.

While the Foundation has evolved over time and undergone three name changes, what remains true is our commitment to the Geelong community.

In 2024, the community is still central to everything the Foundation does, and many of the main objectives of our earliest days continue to align with our work today.

Last year we **invested over \$2.6 million into the Geelong community** thanks to the incredible support and commitment of our community, donors, volunteers and partners.

As we continue to see the impact of the rising cost of living, in this issue of Conversations Magazine we share how we are helping to support those most vulnerable in our community - those who are facing long term unemployment, homelessness and food insecurity.

Thank you for the part you play in helping to make a fairer Geelong. I hope you enjoy reading Conversations Magazine and seeing how your donation is making a difference in our community.

*Bill Mithen*

**Bill Mithen**  
Chief Executive Officer  
Give Where You Live Foundation

**CELEBRATING 70 YEARS OF IMPACT**

THE FOUNDATION'S 70TH ANNIVERSARY PROVIDES AN OPPORTUNITY TO CELEBRATE OUR CONTRIBUTION TO THE GEELONG REGION AND ALSO HIGHLIGHT HOW WE ARE WORKING TO CREATE GREATER FAIRNESS AND EQUITY IN OUR COMMUNITY.



ABOVE: FOUNDING CHAIRMAN, GORDON MURRAY, SIR J.R. DARLING, BOB RENICK AND GORDON HALL



The organisation we now know as the Give Where You Live Foundation was initially formed in 1954 as the Geelong and District Community Chest. The organisation was inaugurated at a public meeting on 27 April 1954. In its first year, through contributions to the Community Chest, £26,150 was distributed to local community organisations.

From those modest beginnings, the Give Where You Live Foundation has grown to an organisation that now invests approximately \$2.6 million into the community annually.

In 2024, the Foundation exists to create a fairer, more equitable community across the G21 region.

To address the challenges our community is now facing, the Foundation undertakes a range of change initiatives, actions and support, as well as grant funding.

ABOVE: ANDREW LAWSON, CAMPAIGN DIRECTOR, 1978

**“The Foundation exists to create a fairer, more equitable community across the G21 region.”**

- Bill Mithen, CEO, Give Where You Live Foundation

# FEED GEELONG APPEAL



Help make sure nobody in our community goes hungry

GIVE WHERE YOU LIVE FOUNDATION | FEED GEELONG APPEAL

#FeedGeelong

HELP MAKE SURE NOBODY IN OUR COMMUNITY GOES HUNGRY



90% of Geelong Food Relief agencies have experienced service demand growth over the past year.

14-20 October

Visit: [feedgeelong.com.au](http://feedgeelong.com.au)

How you can help Feed Geelong

## Get involved in the Feed Geelong Appeal

Your school or business can help make sure nobody in our community goes hungry.

Make a donation or fundraise for us and help fight hunger in our region from 14 - 20 October.

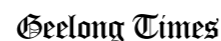
There's even the opportunity to join in on **Lunch Box Challenge Day on 17 - 18 October**. We're encouraging the community to donate what you'd normally spend on lunch to help provide meals, groceries and food vouchers to people experiencing food insecurity across Geelong.

Register at [events@givewhereyoulive.com.au](mailto:events@givewhereyoulive.com.au)

YOU CAN DONATE TO FEED GEELONG NOW

[feedgeelong.com.au](http://feedgeelong.com.au)

BE PART OF CREATING A FAIRER COMMUNITY WHERE NOBODY GOES HUNGRY.



GIVE WHERE YOU LIVE FOUNDATION'S MEG PRICE AND KERRY FARRANCE WITH SIMON REEVES FROM NORLANE COMMUNITY INITIATIVES

“Funding from the Foundation has enabled our organisation to place resources and funds where it is needed most and get on with the work.”

- Simon Reeves, Norlane Community Initiatives

## YOUR DONATIONS AT WORK

INVESTING TOGETHER IN THE POTENTIAL OF OUR LOCAL COMMUNITY

**AT THE HEART OF NORLANE COMMUNITY INITIATIVES** is a commitment to collaborating with their local neighbourhood. Their aim is to work alongside residents to develop local solutions to local challenges. Whether it's enhancing food security, fostering community bonds, advancing education or creating a strong sense of place, their efforts are focused on transforming their community.

Norlane is often described as among the most disadvantaged areas in Victoria. Within the suburb there is a diversity of income, education and work situations. Many people in the community are experiencing social issues and insecurity such as higher levels of unemployment, barriers to education, physical and mental health issues, family breakdown, drug and alcohol abuse and at-risk children and young people.

The Foundation has funded Norlane Community Initiatives (NCI) over the past three years through its Partnership Impact Fund to support NCI to achieve their vision to seed a

localised movement of residents working, living and sharing life together to co-create a thriving neighbourhood.

Together our partnership is bringing to light the potential of the neighbourhood of Norlane and showcasing its strengths and advantages such as a strong community spirit, skills and abilities and the Norlane way of helping each other out no matter the cost.

NCI Co-Director, Simon Reeves said that support from the Foundation is empowering the Norlane community to lead the change they want. “Funding from the Foundation has enabled our organisation to place resources and funds where it is needed most and get on with the work.”

“All neighbourhoods have the potential to become places where people thrive and live their best life. There are local people and leaders with skills, knowledge and abilities, along with community assets that already exist within a neighbourhood.”

“All neighbourhoods have the potential to become places where people thrive and live their best life.”

- Simon Reeves, NCI

## LAB SQUARE COMMONS

ONE OF NCI'S PRIORITIES HAS BEEN INVESTING IN SPACES THEY CALL “NEIGHBOURHOOD COMMONS” AND ACTIVATING THEM SO THAT THEY BENEFIT THE NEEDS OF THE PEOPLE WHO LIVE THERE.

Labuan Square has long been a site of historic and social significance for Norlane locals, and over recent years NCI have been working with the community to transform it to a bustling hub of activity once again.

NCI's Lab Square Commons is now a place that locals will often drop into for a coffee and a chat and it is regularly used by a range of community groups to host events and activities. In August 2023 NCI launched a new community lunch that seeks to engage locals who frequent the square and this is now attended by approximately 50 locals each week.

Early this year Lab Square Commons expanded to open up a new op shop run by a host of local volunteers, meeting the needs of their neighbours.

“Labuan Square holds meaning, countless memories and historical significance for so many people, right across Geelong. However, we believe that Labuan Square's best memories are yet to come. The work we are facilitating at Labuan Square is improving this much loved community asset, to once again become a thriving neighbourhood hub where people can not only come to connect with each other, build friendships and relationships but also meet their basic needs.

“The work at Labuan Square is giving people confidence again, restoring pride in their neighbourhood which has so much negative stigma, reducing social isolation, and improving people's health and wellbeing, and this is spreading across the neighbourhood.”

- Simon Reeves, Norlane Community Initiatives.

# 2024 CONVERSATIONS THAT MATTER

THE GIVE WHERE YOU LIVE FOUNDATION HELD ITS THIRD CONVERSATIONS THAT MATTER EVENT WITH **GUEST SPEAKER STAN GRANT** AND SPECIAL GUESTS **THE HON RICHARD MARLES MP** AND **THE HON CHRISTOPHER PYNE**

PRESENTED BY:



**THE EVENT PRESENTED BY COMMUNITY CARE CHEMIST** and sponsored by Worksafe Victoria, GMHBA and the TAC, saw Stan Grant share his passion, insight and wisdom on finding new ways for all of us to meet each other beyond our differences.

SPONSORED BY:



**“We can’t have conversations unless we first sprinkle the ground with enough love, kindness and generosity.”**

- Stan Grant

PHOTOGRAPHY BY FERNE MILLEN



STAN GRANT DURING HIS KEYNOTE ADDRESS CONVERSATIONS THAT MATTER



BILL MITHEN WITH STAN GRANT, THE HON CHRISTOPHER PYNE & THE HON RICHARD MARLES MP



COMMUNITY CARE CHEMIST PROUDLY PRESENTED CONVERSATIONS THAT MATTER

In front of 450 guests from over 50 Geelong businesses, Stan reflected on how humans need silence and warmth to nurture us, but instead the world provides an ‘icy pandemonium.’ He encouraged the audience to look beyond the coldness of life.

“Life can be brutal, cold, unkind, uncaring. We choose our sides and go into battle. We don’t extend generosity and forgiveness. We can respond with grace. That’s my view. That’s our gift. That’s a way of speaking back to the icy pandemonium.”

At the 2024 Conversations that Matter event, the Foundation wanted to focus on how communities and societies can have respectful, informed and meaningful conversations when we might not agree with each other.

Stan spoke of Yindjamarra, an ancient word and concept of his people, the Wiradjuri. Loosely translated it means to provide peace, grace and generosity to your friends and opponents.

“Sometimes speaking to the person who disagrees with you is the best thing you can do. Why not love first and talk later? Why not forgive first and judge later? Why not find ourselves in the other, even if the other doesn’t look like you?”

Give Where You Live Foundation CEO, Bill Mithen said the Foundation was proud to have provided a platform for the community to hear directly from Stan at the 2024 event to reflect on how we can all do better when engaging in discussion about uncomfortable matters.

“The Give Where You Live Foundation launched Conversations That Matter in 2022 to encourage conversations on issues that matter to our community, to raise issues that can be difficult to talk about.”

“At this year’s event, we wanted to highlight the importance of respectful, curious discourse and demonstrate how communities are better, and

solutions are uncovered, when we listen and start with curiosity rather than vehement conviction.”

“As a celebrated journalist, moral philosopher, and communicator, Stan Grant has consistently demonstrated how to navigate and engage in challenging conversations with respect and integrity. Our conversation centred on how to improve public discourse. Stan asked us to meet people, particularly our opponents with grace, generosity and kindness.”

To focus further on how communities can have respectful conversations, Stan Grant then facilitated a conversation with Deputy Prime Minister, The Hon. Richard Marles and The Hon. Christopher Pyne. The two politicians provided informative insights on how we can improve the quality of our community’s discourse and have respectful conversations.



CONVERSATIONS THAT MATTER WAS SPONSORED BY WORKSAFE



CONVERSATIONS THAT MATTER WAS SPONSORED BY GMHBA



CITY OF GREATER GEELONG MAYOR TRENT SULLIVAN WELCOMED GUESTS



CONVERSATIONS THAT MATTER WAS SPONSORED BY TAC

## Driving tired? Wake up to yourself.

Fatigue is a contributing factor in 16-20% of all road crashes in Victoria. If you're feeling tired, arrange an alternative mode of transport, postpone your trip, or get more sleep before driving. Because when you drive on less than 5 hours sleep, you're 4 times more likely to crash.

**Driving tired? Wake up to yourself.**

**Photographer. Artist. Storyteller.**

Ph: 0417 137 310  
 E: info@fernemillen.com  
 W: fernemillen.com

Image: Stan Grant  
 Conversations That Matter 2024

## INTRODUCING OUR NEW BOARD CHAIRPERSON

IN THE FOUNDATION'S 70TH YEAR, WE ARE DELIGHTED TO INTRODUCE DALEENE KROGER, AS THE NEW CHAIRPERSON OF THE GIVE WHERE YOU LIVE FOUNDATION.

**DALEENE, A DIRECTOR AND PARTNER AT PATRICK ROWAN & ASSOCIATES,** is the second female chair in the Foundation's history, with Barbara Abley the Chairperson of the organisation from 2006-2009.

Daleene joined the Give Where You Live Foundation's board over 10 years ago in 2014 and has previously served as the Treasurer. She replaces previous Chairperson, Col Duthie, who is now Deputy Chairperson.

"After serving on the Give Where You Live Foundation board for over 10 years, it is a privilege to now be leading the

organisation as Chairperson, especially in such a significant year as we celebrate our 70th anniversary."

"The Foundation exists to create a fairer community and over our long history we have always worked in partnership with our community to help all people and places thrive."

"The next chapter in the Foundation's story requires us to continue evolving to meet the challenges we are now facing as a community."

"The Foundation is committed to using all of our energy and resources

in partnership with our community to create this change and the Board are focused on supporting the organisation to continue undertaking a range of change initiatives, actions and support, in addition to our grant funding," Daleene said.

In recent months the Foundation has also welcomed several new board members, including Jess Dart, Hugo LeClerc and Claire Faulmann.

In its 70th year the Foundation is proud that women make up 50% of the Give Where You Live Foundation Board and 80% of the Executive Leadership Team.



GIVE WHERE YOU LIVE FOUNDATION  
CEO BILL MITHEN WITH CHAIRPERSON  
DALEENE KROGER

**"After serving on the Give Where You Live Foundation board for over 10 years, it is a privilege to now be leading the organisation as Chairperson, especially in such a significant year as we celebrate our 70th anniversary."**

- Daleene Kroger,  
Give Where You Live Foundation Chairperson



## GROW: BREAKING BARRIERS TO EMPLOYMENT

THE GIVE WHERE YOU LIVE FOUNDATION'S GROW INITIATIVE BRINGS TOGETHER COMMUNITY ORGANISATIONS, BUSINESS, TRAINING AND EMPLOYMENT ORGANISATIONS AND GOVERNMENT TO ADDRESS ENTRENCHED DISADVANTAGE. GROW AIMS TO CHANGE THE OUTLOOK FOR AREAS OF HIGH UNEMPLOYMENT ACROSS THE GREATER GEELONG REGION THROUGH SUPPORTING INCLUSIVE EMPLOYMENT PRACTICES AND BY CREATING EQUITABLE AND SUSTAINABLE JOBS.

### Nyaal Banyul building jobs for the community

**One of the Foundation's key priority areas is making sure that everybody who wants to work has the opportunity and support to work - here's how the Give Where You Live Foundation's GROW initiative is doing that.**

The Give Where You Live Foundation's GROW initiative is proud to be playing an important part in supporting the Nyaal Banyul Geelong Convention and Event Centre (GCEC) build.

The major project will transform a 1.6-hectare waterfront site into an events precinct for Geelong and create employment opportunities for skilled locals and those experiencing barriers to employment.

As part of the project, the GCEC Early Engagement Social Procurement (GEESP) program will provide dedicated pre-employment training and apprenticeship pathway opportunities for local priority jobseekers.



**"Nyaal Banyul will contribute to GROW's goal of a future where everyone who wants to work has the opportunity and support to work."**

- Bill Mithen, CEO, Give Where You Live Foundation



GEESP is a unique initiative co-designed by the Give Where You Live Foundation's GROW initiative, Development Victoria, social enterprise gforce and delivered by Built as head contractor for the Plenary Conventions consortium on Nyaal Banyul.

On completion in mid-2026, Nyaal Banyul aims to have supported up to 28 job seekers through a 12-week Certificate II in Construction Pathways at the Gordon TAFE and full-time on-the-job training placed with a trade on the project.

"The social procurement results delivered through Nyaal Banyul will contribute to GROW's goal of a future where everyone who wants to work has the opportunity and support to work, with a particular focus on addressing long term unemployment and supporting suburbs in our region with higher levels of disadvantage." Bill Mithen, Give Where You Live Foundation CEO said.

In a supportive and inclusive environment, all participants will gain industry exposure through a range of immersions and site tours before commencing work with Built's subcontractors on the Nyaal Banyul construction site.

The first 12 GEESP participants graduated in May 2024, with a ceremony held at the Gordon TAFE. Graduate Lily shared her excitement about what the GEESP program has meant for her future.

"It's a great opportunity for young people, because by the time we finish we will be fully qualified on a commercial site. I've made mates with everyone, it's been fun." said Lily.

We are looking forward to watching these candidates forge a rewarding career thanks to this great initiative, helping to create opportunities for a fairer, more equitable community.



LEFT: REPRESENTATIVES OF THE CO-DESIGN TEAM FROM REGIONAL DEVELOPMENT VICTORIA, GFORCE, BUILT & GROW

# COMMUNITY CHOICE:

## TYLER'S STORY

THE GIVE WHERE YOU LIVE FOUNDATION EXISTS TO CREATE A FAIRER, MORE EQUITABLE COMMUNITY. ONE OF THE KEY AREAS WE FOCUS ON IS TO SUPPORT PEOPLE IN OUR COMMUNITY TO ACCESS SUFFICIENT AND HEALTHY FOOD.

Twenty-six-year-old Tyler has been homeless on and off since he was 16. He has been struggling to put food on the table for himself and his much loved cat - here's how the Give Where You Live Foundation's Community Choice program has helped.

Tyler has lived in Geelong all his life. Private school educated, a falling out with his family has seen him couch surfing for over 10 years. Homelessness, coupled with long-term unemployment have meant that trying to survive on government benefits has been a struggle.

*"I've been struggling heaps to be honest. Yeah, it's been hard, just trying to live."*

Tyler now finds himself in temporary accommodation. There's a strong sense of pride in his new living arrangements. It's freshly cleaned and vacuumed. He lives here with his cat and mentioned that there's been many times where he has fed the cat before feeding himself.



TYLER, 26, HAS BEEN HOMELESS ON AND OFF SINCE HE WAS 16.



TYLER'S MUCH LOVED CAT



TYLER NOW LOOKS FORWARD TO SEEING HIS SON

Since 1990, the Give Where You Live Foundation has been delivering an emergency relief program across our region. Now known as Community Choice, the program enables people like Tyler to access emergency support including food, pharmacy and essential household items.

The Foundation provides Community Choice vouchers to 23 local community agencies to pass onto people who can then access meals, fresh produce and groceries. From July to December last year, 2,942 of the Foundation's Community Choice vouchers were redeemed supporting 6752 people in the region.

While he's been trying to secure a job, Tyler is struggling to keep up with paying for food and bills and openly acknowledged that he could not have survived without Community Choice vouchers.

*"The only little help I get is the vouchers and they have pretty much saved me," said Tyler.*

With a smile Tyler recounts his visits to the local foodbank and the support it gives to the community. "Foodbank's great, whenever I go there I see someone I know getting help too."

The Community Choice voucher program brings together food relief, local hospitality venues and retail

businesses to address food insecurity and bring the dignity of choice to people across Geelong.

*"With the support I've been getting from the Give Where You Live Foundation vouchers, I am now looking forward to the future. Hopefully I can get a job soon and then a two-bedroom house so I can see my son a bit more. I'm looking forward to that. Hopefully I can get a job close by too and just keep living."*



Since 1990, the Give Where You Live Foundation has been delivering an emergency relief program across our region.



### THE IMPACT IN OUR COMMUNITY

#### FROM JULY TO DECEMBER 2023

- **\$55,000** in food and pharmacy vouchers was redeemed
- **\$35,874** in **Community Choice** material aid vouchers was provided (for items such as furniture, fridges and household appliances)
- **A total of 2,942 Community Choice vouchers** were fully redeemed by community members, impacting 6,752 people (including 2,400 children and 834 young people)
- The majority of vouchers were redeemed at **Geelong Food Relief Centre (89%)**



#### WE WORKED IN PARTNERSHIP WITH

- **23 local community agencies** to distribute vouchers and
- **17 local businesses** exchanging vouchers for food and pharmacy items



#### WHO COMMUNITY CHOICE HAS SUPPORTED

- **Women** (64%)
- **Single parents** (25%)
- **People with disability** (22%)
- **Culturally diverse** members of the community (14%)
- Those living in **northern\*** (51%) and **southern\*\*** (32%) **suburbs of Geelong**



#### WHY ARE PEOPLE SEEKING SUPPORT

- **75%** sought agency assistance due to them being on **Government benefits which are not keeping up with increased cost of living**, including food and rent increases
- **49%** facing **cost of living** challenges
- **30%** were impacted by **health issues or a bereavement**
- **23%** were impacted by **unplanned or large bills**



\* suburbs including Corio, Norlane North Shore and Bell Park  
 \*\* suburbs including Belmont, Grovedale and Waurin Ponds

**The Community Choice voucher program brings together food relief, local hospitality venues and retail businesses to address food insecurity.**



# HELPING FEED PEOPLE IN OUR COMMUNITY

ONE OF THE FOUNDATION'S KEY PRIORITIES IS **FOOD SECURITY** AND ENSURING ALL PEOPLE AT ALL TIMES HAVE ACCESS TO SUFFICIENT AND HEALTHY FOOD. **DRYSDALE FAMILY SUPPORT** HAS OPERATED FOR 23 YEARS AND ASSISTS PEOPLE EXPERIENCING FOOD INSECURITY ON THE BELLARINE PENINSULA.

Thanks to donations from the community, the Give Where You Live Foundation has been a major partner for Drysdale Family Support providing them with grants totalling \$110,000 over the past four years.

Most recently in 2024, they received a \$20,000 grant from the Foundation.

These funds have contributed towards the employment of a part time Coordinator and Book-Keeper as well as purchasing some food items, to enable the foodbank to continue running and provide the level of service that will assist and make a difference to their clients.

Drysdale Family Support, like so many food relief agencies across

the Barwon region, rely on volunteer workers to sort, stack shelves, pick up donations, help in produce selection and support clients. The foodbank is staffed by volunteers with two part time employees who manage the whole project.

In the Foundation's latest Food For Thought Research Report it found that for every one paid employee, there are 22 volunteers and 6.7 volunteer hours for every hour of paid work.

Drysdale Family Support Coordinator, Jake Hogendoorn said volunteer recruitment and training is a critical part of his role.

"Our foodbank program is implemented by a group of amazing volunteers.



DRYSDALE FAMILY SUPPORT COORDINATOR JAKE HOGENDOORN



**While some agencies have paid staff for food relief activities, others are entirely volunteer run. For every one paid employee, there are 22 volunteers and 6.7 volunteer hours for every hour of paid work.**

- Give Where You Live Foundation 'Food For Thought' 2023 Report

These people come from Drysdale Community Church and from the community. All are people who want to help others and their efforts are making a huge difference in people's lives."

"Part of my role which is funded in part thanks to funding from the Give Where You Live Foundation, is providing training and support for our team of volunteers to ensure we have enough staff to meet the current levels of demand."

Like the majority of Geelong food relief agencies, Drysdale Family Support has seen a significant increase in demand over the past three years.

"At first it was COVID, but the numbers have continued to rise as the impact of the increasing cost of living is being felt by a wider range of households."

"A few years ago approximately 1300 food parcels were distributed. We're now providing over 2000 parcels which is up on 20% the same time last year."

"What started as a small shelf in a cupboard now provides support to up to 50 families each week."

Individuals and families accessing Drysdale Family Support's foodbank are able to access a range of food including fresh fruit and vegetables, tinned and packaged non-perishables and refrigerated and frozen products.

It also offers a selection of foods to cater for people with dietary intolerances such as gluten and dairy free products.



# THE BEGINNING: A LEGACY OF GIVING

FOUNDED IN 1954, THE FOUNDATION WAS SET UP IN PARTNERSHIP WITH THE PEOPLE IN THE COMMUNITY, 'AS AN OPEN AND TRANSPARENT WAY OF EXTENDING HELP AND SUPPORT TO THOSE IN NEED AND TRYING TO IMPROVE THE QUALITY OF LIFE OF THOSE IN A SMALL BUT VIBRANT CITY'.<sup>1</sup>

An organising committee of well-known community leaders volunteered their time to help establish the Community Chest and support the first fundraising campaign.

Approximately one half of the families in Geelong gave something to the first appeal in 1954.

In the founding year, more than 100 businesses supported the Community Chest, with 6,500 employees contributing over £6000 through payroll deduction.

With the support of the community, in its first year, Geelong and District Community Chest provided 18 community organisations with funds totalling £26,150.

The Geelong and District Community Chest continued to grow steadily throughout the 1960's with average annual campaign increases of 3.7%.

## From Community Chest to United Way

July 1979 saw the formation of United Way Australia. Between 1979 and 1983 the Geelong and District Community Chest and United Way Australia's relationship grew.

In 1983, The Geelong and District Community Chest officially changed its name to United Way Geelong Incorporated.

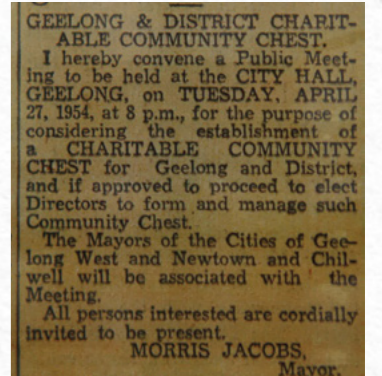
This change signified a major milestone in the history of the organisation.

**RIGHT:** 1954 ADVERTISEMENT FOR THE INAUGURAL MEETING

**BELOW LEFT:** UNITED WAY CAMPAIGN ADVERTISEMENT.

**BELOW RIGHT:** GEELONG & DISTRICT COMMUNITY CHEST FIRST ANNUAL REPORT

**Approximately one half of the families in Geelong gave something to the first appeal in 1954.**



# THE GIVE WHERE YOU LIVE FOUNDATION IS BORN

**IN 2010** THE DECISION TO AMICABLY DISAFFILIATE FROM UNITED WAY AUSTRALIA WAS MADE AND THE BOARD MADE THE BRAVE DECISION TO BECOME OUR OWN ENTITY. THE GIVE WHERE YOU LIVE FOUNDATION WAS BORN.

**SINCE THEN, THE GIVE WHERE YOU LIVE FOUNDATION** has gone from strength to strength. The Foundation has continued to evolve to meet the ever-changing needs of our community.

Many of the main objectives of our earliest days continue to align with our work today.

The Foundation's Strategy 2030 outlines the organisation's plan for the future of the Foundation and underpins all of the work we undertake.

In the early years of the Foundation it was acknowledged that "The ways in which the organisation runs are not static but constantly evolving and changing in response to the needs of the community."<sup>1</sup>

In 2024, to address the challenges our community is now facing, the Foundation undertake's a range of change initiatives, actions and support, in addition to grant funding.

This includes the GROW initiative, which was developed in 2012 in partnership with G21 Geelong Region

Alliance as an innovative way to address the conditions of entrenched, place-based disadvantage in certain areas of our community through a focus on long term unemployment.

The Foundation has also delivered its own emergency relief voucher program since the early 1990s to give people in our community experiencing crisis access to basic necessities such as food, material aid and support for prescriptions. This program, now known as Community Choice, has evolved over the years to give greater choice, diversity and access to emergency assistance and the Foundation now distributes around **\$130,000 annually** through this program.

Last financial year the Foundation invested \$2.6 million into the Geelong community through these diverse range of activities.

In our 70th year, the Foundation has released its latest iteration of the Theory of Change, explaining how and why change is expected to occur and the organisation's key priority areas of work to help create a fairer, more equitable community.

## Our community

Our community has always been central to everything the Foundation does.

Over the years, the Foundation has relied on funding to enable our impact activities, primarily from the generosity of the wider Geelong community.

Strong corporate support has always been the backbone of the organisation. The initial corporate support in 1954 came from the Ford Motor Company, Shell Refinery and International Harvester.

The Foundation brings people, resources and ideas together to support Geelong's most vulnerable and we do this with the generous assistance of individuals, businesses and other organisations such as government, trusts and foundations.

1 - A history of the first 50 years of united way, 2004



LOANED EXECUTIVES FROM THE 1970'S RECEIVING THEIR CAMPAIGN BRIEFING

## Establishment of the Loaned Executive Program (LEX)

**IN 1966 A MAJOR INNOVATION WAS INTRODUCED TO COMMUNITY CHEST, WITH THE CREATION OF THE LOANED EXECUTIVE PROGRAM.**

The Loaned Executive program is still a key initiative of the Foundation to this day.

Prior to the introduction of this program, fundraising particularly through Workplace Giving, had been experiencing steady growth but was restricted by a lack of resources to expand into new and large businesses.

The concept of loaned executives is a simple but very effective way of recruiting individuals from the Geelong



**Introduced in 1966, the Loaned Executive Program is based on Geelong organisations agreeing to 'loan' a valued employee who is trained up and then represents the organisation in Geelong workplaces promoting the Workplace Giving Program.**

workforce to become ambassadors to the Foundation, spreading word among their peers and encouraging regular workplace giving contributions.

For almost 60 years, businesses from across the region have 'loaned' their valued employees to support the Foundation's annual fundraising efforts through Workplace Giving. Workplace Giving has enormous impact, because it is collective giving.

Each payroll period, thousands of employees from approximately 200 businesses across the region give a regular donation, to help make a positive difference to our community.

## United Way is Geelong people helping Geelong



THE UNITED WAY 1982 LEX CAMPAIGN.





# 70 YEARS OF WORKING TO CREATE A FAIRER MORE EQUITABLE COMMUNITY

AT THE GIVE WHERE YOU LIVE FOUNDATION, WE BELIEVE THAT A FAIRER, MORE EQUITABLE COMMUNITY IS ONE WHERE EVERYONE, NO MATTER THEIR BACKGROUND, ADDRESS OR SET OF CIRCUMSTANCES, RECEIVES FAIR TREATMENT AND AMPLE OPPORTUNITIES.

While in recent history much of the Geelong region has experienced strong economic growth, there are some neighbourhoods that do not experience that growth and prosperity in the same way. Conditions of disadvantage are often concentrated in small areas and post codes.

We know many people don't have equal access to opportunities and resources. There are places where people face higher rates of long-term unemployment, find it harder to put food on the table for their families and struggle to find safe and secure housing.

As our current cost of living continues to increase, the inequalities across our community continue to deepen, with those who were already vulnerable, even more so.

The Foundation recognises that treating everyone the same is not enough. To address inequity, we first need to understand the underlying and often systemic challenges in our community to remove barriers to people and places thriving.

We are all diminished when only some can succeed and thrive.

Much of what Dr James Rossiter said in the 'History of the first 50 years of United Way' remains true to our vision today.

"The strength of our society depends on the strength of the individual communities, and we must all work in partnership to achieve a fair and just environment where all with special needs are looked after."<sup>1</sup>

1. A history of the first 50 years of United Way, 2004



**"Our ongoing and future work will be to build and support systems that address the urgent needs of people where inequity is consigning them to lives of poverty and disadvantage. We want to continue to support and undertake work in food insecurity, homelessness assistance and inclusive employment."**

- Kerry Farrance, Head of Design & Evaluation, GWYL Foundation

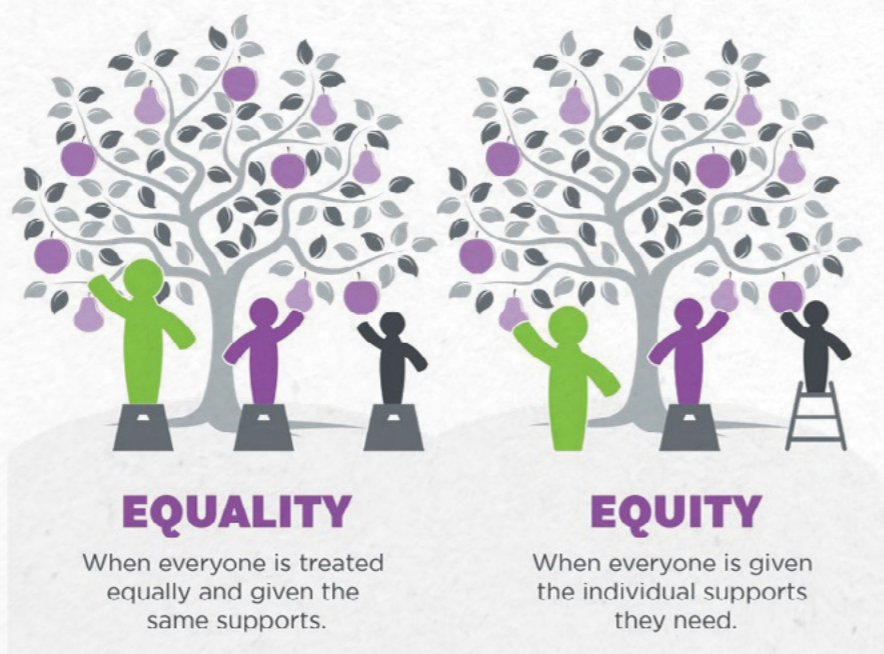
To address inequity and create a fairer, more equitable community in 2024, the Foundation has a focus on four key areas: food security, homelessness assistance, inclusive employment, and an inclusive economy.

As our CEO Bill Mithen says: "Our ongoing and future work will be to build and support systems that address the urgent needs of people where inequity is consigning them to lives of poverty and disadvantage. We want to continue to support and undertake work in food security, homelessness assistance, pathways to inclusive employment."

The Foundation believes that we must take a whole-of community approach to creating change.

For us, that means accepting and implementing whatever initiatives, actions, and support we are best placed to undertake, as well as supporting the community and community sector through our grant funding.

## Equality versus Equity



# UNDERSTANDING THE NEED IN OUR COMMUNITY

THE FOUNDATION IS COMMITTED TO USING **DATA, RESEARCH, AND EVALUATION** TO ENGAGE AND EDUCATE THE COMMUNITY AND ADVOCATE FOR CHANGE.

Research is an integral part of the Foundation's strategy to help understand the needs and challenges facing our community. Using evidence based practices to inform our decision making is key to driving meaningful change and creating a fairer Geelong community.

To support us in our goal to catalyse systems change, the insights gained from our data, research and evaluation efforts also support us to influence policy decisions and drive social change. It enables us to advocate for evidence based solutions that address the root causes of some of the big social issues impacting our community.

It is also used to educate the wider community about the issues we are addressing and the impact of our work. By doing so we are working to empower the community to become advocates for change alongside us.

## YOUR DONATIONS AT WORK

SCAN THE BELOW FOR MORE INFORMATION



Feed Geelong Resources



GWYL Theory of Change

## Food For Thought Research

**90%**

of Geelong food relief agencies have experienced service demand growth over the past year.

**63%**

of agencies report that clients needs have become more complex.



Over, **34,293** meals are provided each week by food relief agencies

**Corio, Lovely Banks, Norlane, Newcomb and Moolap**

face the highest levels of socio-economic disadvantage in Victoria.

### Reasons for accessing food relief in Geelong:



**6,453**

...number of applications (March 2024) for social housing in the Barwon region from those assessed as homeless and/or survivors of family violence<sup>iv</sup>

**59%**

...increase in employed people seeking housing assistance in Greater Geelong (2021-2023)<sup>v</sup>

**75%**

...increase in the number of women in Geelong seeking homelessness support (2021-2023)<sup>vi</sup>

The proportion of G21 residents considered to be **'struggling'** financially almost quadrupled between March 2020-March 2024.<sup>v</sup>

**March 2020**

5%

**March 2024**

18%



LEFT: 2023 "FOOD FOR THOUGHT" RESEARCH PAPER



**"Using research, data and evaluation to inform our decision making is key to driving meaningful change and creating a fairer Geelong community."**

- Kerry Farrance, Head of Design & Evaluation, Give Where You Live Foundation

iv. Australian Bureau of Statistics (March 2024), Consumer Price Index, Australia, ABS Website, accessed 29 May 2024. v. Roy Morgan. (2024) ANZ Roy Morgan Financial Wellbeing Indicator unpublished data for Geelong region (note: the estimated sample size provided by ANZ is between 500-700 residents). vi. Give Where You Live Foundation (2023) Food for Thought Research Report 2023



## LATEST GRANT FUNDING HELPING TO FEED GEELONG

THANKS TO YOUR DONATIONS, IN JUNE 2024, THE GIVE WHERE YOU LIVE FOUNDATION ANNOUNCED ITS LATEST GRANTS WILL PROVIDE **OVER \$215,000 IN FUNDING TO 13 LOCAL ORGANISATIONS**. THIS SUPPORT WILL FOCUS ON TWO OF THE FOUNDATION'S KEY AREAS: **FOOD SECURITY AND HOMELESSNESS ASSISTANCE**.

With this latest funding, the Foundation's grants issued during the 23/24 financial year, now exceeds \$1 million dollars.

Funding for grants directed towards supporting food security across the region, is partially made possible by public donations received in the Foundation's **2023 Feed Geelong Appeal**.

These grants will help provide much needed support to food relief and homelessness agencies across the Geelong region. As the cost of groceries and living expenses continue to rise, so does the number of people in our

community reaching out to food relief and homelessness agencies for support.

In October 2023 the Foundation released our 'Food for Thought' research report, revealing the increasing demand and challenges facing food relief agencies in the G21 region. Data in that report showed that 90% of Geelong food relief agencies were experiencing service demand growth over the past year, with 63% also reporting that clients needs have become more complex.

The 13 grant recipients in this latest round are: 3216 Connect, Bellarine Living & Learning Centre, Christ Church Community Meals, Drysdale Family

Support, Farm My School, Feed Me Inc, Hesse Rural Health, Lazarus Community Centre, Samaritan House, The Geelong Food Relief Centre, The Outpost, Uniting Vic.Tas and Wesley Church Geelong.

PICTURED BELOW: FOUNDATION PLATINUM PARTNER AWA ALLIANCE BANK'S GAVIN HEATHCOTE, JOINED THE FOUNDATION'S BILL MITHEN TO CONGRATULATE CHRIST CHURCH ON RECEIVING A \$7,200 GRANT.



## FRESH FRUIT ON THE MENU

ONE OF THE 13 GRANT RECIPIENTS IS **CHRIST CHURCH, WHO WILL RECEIVE A \$7,200 GRANT FOR THEIR COMMUNITY MEALS PROGRAM** TO PROMOTE HEALTHIER EATING HABITS BY ENSURING THEY CAN OFFER PEOPLE AT LEAST TWO PIECES OF FRESH FRUIT WITH THEIR MEAL.

For over 30 years Christ Church Community Meals Program has provided access to nutritious food for those most in need in our community. Like so many food relief agencies across our region, Christ Church Community Meals Program is run entirely by volunteers.

They provide free breakfast seven days a week and an evening meal every Monday and Wednesday night. Those who come to Christ Church for a meal are welcomed regardless of their circumstances and for some, the meal they receive may be their main meal of the day, while for others it is their only meal.

Christ Church Community Meals Coordinator Jan McGowan said the latest grant will help ensure they can continue providing healthy and nutritious food choices to the increasing number of people accessing their service.

"Fresh fruit is a fundamental requirement in any healthy diet. We are incredibly grateful for the funding from the Give Where You Live Foundation which is helping to ensure that everyone in our community has access to healthy food options."

"We can now have regular access to fruits like bananas, which are crucial for many of the people who visit us with poor dental health because they are softer and easier to eat compared to fruits like apples. And while we regularly receive donations of fruit, rarely are rescued bananas suitable to be served as fresh fruit."

"This grant comes at a critical time as the number of people seeking food relief through our Community Meals Program continues to increase. Breakfast is our most popular meal and we recently served a record 69 people."

"This grant is not just making a difference; it's making it possible," Jan said.



## Geelong Food Relief Centre helping to Feed Geelong

GEELONG FOOD RELIEF CENTRE HAS SERVED GEELONG SINCE 1990 AND ASSISTS PEOPLE EXPERIENCING FOOD INSECURITY ACROSS THE REGION. SOURCING AND COLLECTING NUTRITIOUS FOOD THAT IS SHARED WITH OVER 55 FRONTLINE CHARITIES AND TWO MINI-MARTS, THE GEELONG FOOD RELIEF CENTRE IS AN IMPORTANT PART OF THE EMERGENCY FOOD SYSTEM IN OUR REGION.

Grant funding from the Foundation has supported Geelong Food Relief Centre over many years enabling them to provide food relief services to support those in need.

Thanks to donations from the community, the Give Where You Live Foundation has been an important partner for Geelong Food Relief Centre providing them with grants totalling \$90,000 over the past 4 years. Most recently, they received a \$20,000 grant from the Foundation earlier this year.

These funds have contributed towards assistance with rising operational costs as well as improving communications to ensure the dignity of those who use their service, to continue to make it a welcoming place to attend.

"Our vision is to nourish the community and it's a privilege to do what we do," Lisa Wall,

Stakeholder Engagement Lead at Geelong Food Relief Centre said. "Our recent work creating a video to better support our clients and make sure this is a welcoming experience, has the dignity of our clients at its core. It is because of grant funding from the Give Where You Live Foundation that this has been made possible."

"We've heard stories from our clients of people driving past seven times before they had the courage to come in. This grant actually helped us create a positive experience for people and that is making a difference."

The Give Where You Live Foundation's Food for Thought Research found that each week in Geelong, food relief agencies are providing over 34,293 meals and distributing almost 22,930kg of food to the community. The Geelong Food Relief Centre says demand for their service has increased by 30% in the last financial year.



# PITCH UP GEELONG

PITCH UP CROWDFUNDS OVER \$95,000 TO ADDRESS HOMELESSNESS IN GEELONG

To mark 2023 Homelessness Week, the Give Where You Live Foundation held its live crowdfunding event, Pitch Up Geelong, with three community organisations sharing their stories and collectively raising more than \$95,000 to address homelessness in our community.

Bill Mithen, CEO of the Give Where You Live Foundation said homelessness assistance initiatives are one of the Foundation's key priorities, with startling data showing a marked increase in the number of people who are experiencing, or at risk of homelessness in the Geelong community.

"It's time to end homelessness,' the theme for Homelessness Week 2023, highlighted the importance of events like Pitch Up Geelong, where the combined efforts of our three pitching organisations, along with support from our community, can help to make a difference for people locally."

"Thanks to the generosity of our matched funding partners and everyone who joined us at this year's Pitch Up Geelong event, we successfully raised over \$95,000 for Wathaurong Aboriginal Cooperative, Neami National and Lazarus Community Centre to continue working towards a fairer community for those experiencing homelessness."

Pitch Up Geelong provided a platform for the three community organisations to share their stories of impact, build support, make new connections across the community and raise vital funds.

The event inspired laughter, tears, and generosity.

**Lazarus Community Centre raised over \$34,000** to help the organisation assist the growing number of people seeking support. Over the previous year Lazarus had experienced an increased demand, with 6199 people accessing their services, significantly higher than the 5004 people in 2022.

Jade Hamilton, General Manager, Lazarus Community Centre was speechless at the end of the event, saying the amount raised would

make a difference in the lives of the increasing number of people coming to Lazarus every day.

"We average about 45 people coming in each day, so this money will help so many people. The support will mean so much to our future certainty, it means we can continue to provide our service to our clients," said Jade.

**Neami National raised over \$26,000** to support the Geelong Zero initiative which aims to reduce homelessness in the Geelong region and end rough sleeping by 2025. The latest Geelong Zero data shared during the Pitch Up Geelong event, showed that the average time people are living on the streets or in emergency accommodation is 7.39 years.

**Wathaurong Aboriginal Cooperative raised over \$26,000** to help them establish a supported immediate crisis and short-term housing program in their new Youth Hub. With first nations people 15 times more likely than non-Indigenous people to be homeless or at risk of homelessness, Wathaurong wanted to create a hostel model that is designed to provide cultural support and empowerment for young first nations people in the community.

Lily Edwards, Youth Hub Project Officer, Wathaurong Aboriginal Cooperative was thrilled with the amount raised on the night.

"This support means we can start a process with our young people and consult with them on the complex needs of them experiencing homelessness. We can start to put a



RIGHT: ANDREW - "I'M HOMELESS, BUT I'M NOT HOPELESS BECAUSE I HAVE A PLACE LIKE LAZARUS,"

In a heartwarming and impromptu moment during the event, Andrew connected with the Department of Housing, who were able to offer him a permanent home.

We are so pleased to be able to share with you that Andrew has moved into his new house and came into the Give Where You Live Foundation office to share his gratitude.

Andrew thanked Lazarus for their ongoing support and the Give Where You Live Foundation for the opportunity to participate in Pitch Up Geelong.

"To the lifesavers of Lazarus, you have my eternal gratitude, admiration, love, and respect. Thank you all for caring, not just for myself but everyone that comes through the door. Your support is invaluable to those of us in need. The best decision I ever made was coming through the front door at Lazarus."

"Your constant support, empathy, and encouragement gave me the strength to get through this trial with dignity and purpose. Sharing my joy with all of you that were with me made it super special. You are a shining beacon of light in a dark world. You will always be my heroes."

"I would also like to say a massive thank you to the Give Where You Live Foundation, as without them putting on the Pitch Up event, I would never have had this opportunity."

"I will continue to be a voice for the homeless. I will continue to advocate for change, particularly regarding people's perceptions of a 'homeless person'. Something has to be done about this crisis, and it takes more than just a couple of people. This change needs to come from the top. From people who are in positions of power. From the people, who are supposed to be looking after their most vulnerable".

## Andrew's Story

GIVE WHERE YOU LIVE FOUNDATION'S PITCH UP GEELONG HELPS ANDREW FIND A NEW HOME

The Give Where You Live Foundation's Pitch Up Geelong event provided a platform for three community organisations to share their stories of impact, build support, make new connections and raise vital funds. This year's event inspired laughter, tears, and generosity that had the potential to change lives.

And it did just that for local man Andrew, who pitched on behalf of Lazarus Community Centre alongside General Manager, Jade Hamilton.

Andrew, who opened the Pitch by sharing "I'm homeless, but I'm not hopeless because I have a place like Lazarus," had been living out of his car for more than 10 months.

framework in place to address those needs and ensure cultural safety throughout the process," Lily said.

On the night donations were matched up to \$30,000 thanks to the Give Where You Live Foundation and other matched funding partners Anthony Costa Foundation, Built, and Findex Community Fund. The event was also supported by event partners, Evans and Partners, Kerr's Hire and Union Cellars.



**"We can start to put a framework in place to address those needs and ensure cultural safety throughout the process."**

- Lily Edwards, Wathaurong Aboriginal Cooperative

BELOW: BILL MITHEN, JADE HAMILTON (LAZARUS) ANDREW (LAZARUS PARTICIPANT)

BELOW RIGHT: AUDIENCE MEMBERS PLEDGING THEIR SUPPORT



ABOVE LEFT TO RIGHT: LILY EDWARDS AND MIKALI HARRISON (WATHAURONG ABORIGINAL COOPERATIVE), ANDREW (LAZARUS PARTICIPANT), BILL MITHEN (CEO, GIVE WHERE YOU LIVE FOUNDATION), JADE HAMILTON (LAZARUS), ALISTAIR VICK (NEAMI NATIONAL)



# WORKPLACE GIVING

THE GIVE WHERE YOU LIVE FOUNDATION HAS A LONG AND PROUD HISTORY OF WORKPLACE GIVING.

When the Foundation was established, it was with the vision of creating a more organised, collaborative and effective way to address social issues and support those in need in our community. Initial corporate support came from the Ford Motor Company, Shell Refinery and International Harvester. The first appeal saw 100 businesses and professional firms help raise over £6000 through payroll deduction.

Today, support for the Foundation continues through Workplace Giving. Over 200 local businesses and more than 4000 local employees continue to support the Foundation with a regular contribution from their pay.

Workplace Giving for the Give Where You Live Foundation has enormous impact because it is collective giving. Together when everyone gives a little from their pay, we can create greater impact and a fairer community.

Here's just some of the local businesses and their staff who continue to support their community through Workplace Giving in 2024.

## VIVA ENERGY

Through workplace giving, both our organisation and team members can contribute to our local community. This is particularly significant in Geelong with our Energy Hub being one of Viva Energy's major operating sites. This commitment is demonstrated by our 70 year workplace giving partnership with Give Where You Live and 80 of our current staff contributing via their pay. Viva Energy matches employee donations dollar for dollar. Last year our employees donated \$29,380, Viva Energy matched this bringing the total contribution to \$58,760. Workplace giving is an opportunity for employees to choose a charity that is important to them which as an organisation we can support too. Our partnership with Give Where You Live allows us to support the wider Geelong community.

### Dawn Conway Viva Energy

"I have been giving for over 15 years after our Give Where You Live Loaned Executive told us how to sign up. It was really easy and I have been giving ever since. I think its really important to support your

local community especially given the areas of disadvantage the Give Where You Live Foundation can assist."

### Ross Viva Energy

"I started donating to Give Where You Live 16 years ago when I joined the then Shell Refinery. It was offered as an opportunity when I was a new employee and I wanted to put back something into the local community I worked in. I hope that through Workplace Giving it might provide opportunities to others who find themselves in a less fortunate position. If everyone made a small donation it would make a big impact to the northern suburbs of Geelong.

## COULTER LEGAL

Sharing our resources and expertise is more than a social obligation, its who we are. As professionals, and as people, we are strongly connected to the Geelong community we've been serving for more than 85 years. For almost 50 years Coulter Legal has been involved with the Workplace Giving program. It's fantastic as it provides a simple and convenient way for our people to contribute to the Give Where You Live Foundation directly from their pay.

The Principals of Coulter Legal proudly match donations dollar for dollar each month. This matching



LEFT: THE TEAM OF WORKPLACE GIVERS AT COULTER LEGAL

demonstrates a strong commitment from Coulter Legal's leadership to support the causes that matter to their employees and the communities they serve. Twenty of our employees participate and collectively have contributed \$7000 to the Give Where You Live Foundation in the past year.

### Shelley Jones Coulter Legal

"I give to the Give Where You Live Foundation so that I can be a part of change in the Geelong community. I am very fortunate to be in a position where I can contribute, especially during the cost-of-living crisis which is causing so many challenges to others. I see the impact of my donation as providing choice, dignity, and control to those who need it most. A simple \$10 donation is the difference between me having 2 takeaway coffees for the week, versus someone having access to groceries to make a meal for their family."

### Alicia Carroll Coulter Legal

"I have been a workplace giver for 21 years. I started workplace giving after a presentation from a colleague who was doing the Loaned Executive program, however I first heard about the program when I was a child and my dad was part of the Loaned Executive program for United Way (which later became Give Where you Live). Workplace giving is such a great way to give back to the community and to know that many different organisations and the individuals they support benefit from my donations."

**"There's a lot of need in society, an increase in food insecurity and homelessness. I'd like to think that people want to support people that are more disadvantaged than them. To me, giving to Give Where You Live is the perfect platform for helping our community so that's why I signed up for Workplace Giving."**

- Sheridan Daniels, TAC



ABOVE: DAWN CONWAY, ENVIRONMENT MANAGER, VIVA ENERGY.

BELOW: THE TEAM AT AWA WHO SUPPORT WORK PLACE GIVING.

BELOW RIGHT: STEVE LYONS FROM LYONS CONSTRUCTION

www.givewhereyoulive.com.au

GIVE THROUGH PAYROLL TODAY!

Sheridan from the TAC is one of the many thousands of Geelong workers who support the Give Where You Live Foundation's Workplace Giving Program.



# PARTNERING FOR A FAIRER COMMUNITY

OVER THE FOUNDATION'S 70-YEAR HISTORY, STRONG CORPORATE SUPPORT HAS BEEN THE BACKBONE OF THE ORGANISATION.

Initial support in 1954 came from the Ford Motor Company, Shell Refinery and International Harvester. In 2024 over 300 Geelong organisations support the Foundation.

Thanks to this support, particularly our four Platinum Partners, we can continue working to create a fairer Geelong community where all people and places thrive.



BARRY FAGG, FAGGS MITRE 10; TRACEY SLATTER, TAC; BILL MITHEN, GWYL, GAVIN HEATHCOTE, AWA



CITY OF GREATER GEELONG TEAM AT CONVERSATIONS THAT MATTER

## Meet Our Platinum Partners

### AWA/Beyond Bank

Formed in Geelong in 1969, as the Point Henry Credit Co-operative based at Alcoa, AWA Alliance Bank have been making a difference in the Geelong region for over 50 years.

The legacy of Alcoa and its workers, who were strong supporters of the Foundation during their 51 years in Geelong was something AWA have been determined to continue. AWA have been a long-term supporter of the Foundation and since 2015 have increased their support to become one of the largest supporters.

In March this year, AWA merged with Beyond Bank, who share their commitment to giving back to their local communities. They are proud to continue their partnership with the Foundation into the future.

### TAC

The TAC has a long and proud history of social investment and working collaboratively with others to promote road safety and help those injured get their lives back on track.

Following their relocation to Geelong in 2009, they soon formed a partnership with the Give Where You Live Foundation to support the Geelong community and have proudly

been a Platinum Partner of the Foundation for over a decade.

### Fagg's Mitre 10

Fagg's Mitre 10 have been serving the people of Geelong for 170 years and have a strong commitment to support the community in which they operate. As a family business, they are one of the Foundation's longest corporate supporters.

Both Barry and Keith Fagg have also dedicated much of their personal time, knowledge and finances to the Foundation over many years to support the greater Geelong community and are Life Members of the Foundation.

### City of Greater Geelong

The City of Greater Geelong have a long history of supporting the Foundation and recently announced the renewal and elevation of its partnership, increasing its support as a Platinum Partner.

This renewed commitment supports the City's vision of making Greater Geelong a clever and creative city-region that is forward looking and cares for its people and environment.

## MEET OUR NEW GOLD DONORS

THE GIVE WHERE YOU LIVE FOUNDATION IS INCREDIBLY EXCITED TO ANNOUNCE TWO NEW GOLD DONORS WHO HAVE PARTNERED WITH THE FOUNDATION TO SUPPORT OUR WORK TO CREATE A FAIRER GEELONG COMMUNITY.

### Windows by Geoff Case

Windows by Geoff Case is proudly a Geelong-owned and operated replacement window business, having begun in the window repair industry over 40 years ago. To give back to the community, Geoff has pledged to donate \$20 to the Foundation for every window or door installed.



### Times News Group

We are grateful for the support of the local media organisation to help us continue to create a fairer community. With news and stories going into the Geelong Times, Bellarine Times and Surfcoast Times newspapers, Times News Group is committed to ensuring all people and places thrive by sharing Foundation news and events to a wide audience.



As a Foundation that celebrates our community thriving, nothing beats seeing our community band together to raise funds for our region.

## Fundraising for our community

FROM INDIVIDUALS AND SPORTING CLUBS, TO SCHOOLS AND LOCAL BUSINESSES, WE ARE VERY GRATEFUL TO BE ON THE RECEIVING END OF MONEY RAISED THROUGH FUNDRAISING EVENTS. THIS SUPPORT MEANS WE CAN CREATE A FAIRER, MORE EQUITABLE COMMUNITY AND SHOWS THE DIFFERENCE YOU CAN MAKE BY SUPPORTING OUR WORK.

We were proud recipients of proceeds from the unique Auction @ the Old Ford Factory event. Held in the CLOS section of the former Ford Factory building, the auction was attended by over 300 people who generously opened their wallets to support the Foundation. Taking home wonderful prizes including golf packages, framed & signed Geelong Cats 2022 Premiership jumper and flights and accommodation to Port Douglas, over \$35,000 was raised in a night of bidding fun. Thank you to the team, lead by Graeme Duff and Graeme Reid, for again showing us their support.

Special thanks is extended to the Geelong Cross Country Club who organised the annual

Dawnbusters Fun Run. Seeing the new year in early, over 400 runners caught the final sunrise of the year to complete the 5km course along the Geelong waterfront on 31 December. Together they raised close to \$7000 which will help make change in our community.

Holding their first event since the Covid lockdowns, the TAC Social Club gathered over 400 of their staff for the TAC Trivia Night. With proceeds supporting the Give Where You Live Foundation, great enthusiasm filled the room at GMHBA Stadium to determine the trivia Kings and Queens of the TAC. In an amazing show of support, over \$11,000 was raised from this event.



ACTION FROM THE AUCTION @ THE OLD FORD FACTORY

## A merger of shared community values.

AWA Alliance Bank and Beyond Bank have merged with a shared commitment to giving back to our local communities.

We're proud to continue our partnership with Give Where You Live.

Beyond Bank Australia Limited ABN 15 087 651 143  
AFSL/Australian Credit Licence 237856 © 2024



## GREAT PEOPLE GREATER PERFORMANCE GREATEST IMPACT

Delivering a sustainable future side by side with our partners.



# EVENT SOCIAL PAGES

HAVING FUNDRAISING



## WHAT'S COMING UP?

THERE ARE MANY WAYS TO GET INVOLVED AND SUPPORT YOUR COMMUNITY

FOR THE LATEST EVENT INFORMATION, SCAN THE QR CODE OR VISIT [GIVEWHEREYOUHAVE.COM.AU/EVENTS](https://givewhereyoulive.com.au/events)



# Help create a fairer community

There are many ways you can get involved and make a difference to your community through the Give Where You Live Foundation.

### GIVE GEELONG BREAKFAST THURSDAY 21 MARCH 2024

This year's event raised over \$50,000

1. MEG PRICE, JADE HAMILTON, KRISTI CLAPINSKI, AMY FLINT, LISA WALL, NATALIE O'DONNELL
2. BBC'S NATHAN CANNON & LES RICHARDSON WITH GIVE WHERE YOU LIVE FOUNDATION'S JACKIE PRICE

### 32ND E&S GOLF CLASSIC FRIDAY 9 FEBRUARY 2024

This year's event raised over \$100,000

3. E&S'S ROB SINCLAIR WITH THE WINNING TEAM FROM E&S AND MAXWELL COLLINS REAL ESTATE
4. THE TEAM FROM AWA



**SURF COAST TREK**  
SATURDAY 13 APRIL 2024

Over 1200 trekkers signed up to support Kids+ & the Give Where You Live Foundation at the **Surf Coast Trek on Saturday 13 April**. This is the highest number of participants in the event's nine year history. The event broke all records this year **raising \$290,000** for the two organisations.

PHOTO 5-7. ACTION FROM THE SURF COAST TREK



**LOANED EXECUTIVE TRAINING**  
23 JULY & 1 AUGUST 2024



**PITCH UP GEELONG**  
5 SEPTEMBER 2024



**FEED GEELONG APPEAL**  
14-20 OCTOBER 2024



**DAWBUSTERS FUN RUN**  
31 DECEMBER 2024



### Participate in an Event

The Foundation hosts a number of events including the Surf Coast Trek, Give Geelong Breakfast and Pitch Up Geelong. Find out more online.



### Regular Giving

An alternative to Workplace Giving is making a regular monthly donation to the Foundation. Make a donation at [givewhereyoulive.com.au](https://givewhereyoulive.com.au)



### Fundraise for the Foundation

Do you like hosting events? Then why not host an event or campaign with your family and friends to support the Foundation!



### Community Grant Review Panels

Volunteers are invited to read and review grant applications to provide feedback on allocating funding.

“Our vision is to create a fairer G21 community where all people and places thrive.”

# THANK YOU

For helping us create a fairer community!

## Platinum Partners



## Gold Donors



## Education Partner



## Silver Donors



## Bronze Donors



## Trusts and Foundations

- Anthony Costa Foundation
- Percy Baxter Charitable Trust
- The Muffin Foundation
- The Oswald Hearne Trust
- Howard Glover Perpetual Trust
- The Roy O & Constance M Young Trust
- The Shine On Foundation



SCAN TO DONATE

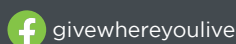


**GIVE WHERE YOU LIVE FOUNDATION**

21-23 Fenwick Street, Geelong Vic 3220

[givewhereyoulive.com.au](http://givewhereyoulive.com.au)

Keep up to date with the Give Where You Live Foundation



givewhereyoulive



givegeelong



givegeelong



Give Where You Live Foundation