



Sundale Community Foundation Ltd.

CHAIRMANS REPORT 2020

What a year. 2020 brought extraordinary challenges, but Sundale Community Foundation has emerged unscathed. In fact, despite the Covid 19 generated economic downturn, both Sundale Community Foundation Charitable Trust and Sundale Community Foundation Public Ancillary Fund remain in a good financial position.

In October 2019 Sundale Community Foundation (SCF) presented its third year of community grants totalling \$50, 592.91 to thirteen charitable organisations from Nambour and environs.

Grants were awarded to: Coast2Bay, Palmwoods Community Kindergarten, Lily House, Nambour Community Preschool and Kindergarten, Compass, Nambour Meals on Wheels, Daniel Morcombe Foundation, Spiral Inc, St Vincent de Paul Society Queensland, PCYC Sunshine Coast, Wildcats Soccer Club – Nambour, Nambour Community Centre Inc and the Mapleton State School P&C Association.

In March 2020 we held a very successful presentation ceremony at Nambour RSL, officiated by Mayor Mark Jamieson and attended by local media.

In July 2020 we launched the fourth round of grants, again, we have grown our donations by more than \$15000, with applications from 40 local organisations in need.

Along with the extra funds of \$5000 from Ken Mills Toyota we have secured a \$15,000 sponsored grant from Sundale Limited.

The success and growth of the 'The Sundale Community Foundation' is extremely pleasing but not surprising. Our board, including seconded committee member Graeme Campbell is focused and efficient. Our grants program is simple for people to access, and therefore well supported.

Corporate Governance

I would like to again acknowledge the special contribution of Alan Clark as Public officer, Company Secretary and Treasurer in ensuring that the Foundation has met all compliance obligations concerned with ACNC, ASIC, the Australian Taxation Office and our Auditors.

I would also like to acknowledge and thank our auditor Simon Green for agreeing to complete the audit of the two trusts at a discounted rate. Once the audit is completed and the report received, Alan Clark will lodge the relevant returns with ACNC and the Office of Fair Trading (QLD). We have all appropriate insurances in place to cover the company and its Officers.

The Board also acknowledges the generosity of 92.7 Mix FM for making available to the Foundation a very pleasant and comfortable meeting venue at their premises in Maroochydoore.

Strategic Plan

The Board this year delivered the 2021-24, three year Sundale Community Foundation Strategic Plan.



Strategic Plan 2021-2024

Our Strategic Plan articulates how we provide support by way of grants to advance our community.

Our Vision: To deliver sustainable grants support program – for those in need.

Our Mission: To extend the charitable influence of Sundale through a financial grants support program for those in need in Nambour and environs.

Our Values:

- We will act with integrity and respect.
- We will be open minded and fair.
- We will approach all matters with innovation and an unequivocal resolve.

Our Purpose:

To assist through a financial grants support program for those in need.

Our Success to date:

- Strong community relationships with RSL, Ken Mills Toyota, Sundale Limited.
- Three successful grants rounds totalling \$94,261.10.
- Grant funded projects that deliver specific outcomes for the Sunshine Coast Community.
- Having a well functioning governance model.
- Having a sustainable financial model.

Our Challenges:

- Our capacity to meet growing demand for requests for grants from within our community.
- Our ability to provide grants under challenging economic constraints.

Our prepared actions to manage the above risks:

- Being inclusive, fair and valuing diversity.
- Identifying and building community partnerships that provide financial support to the grants program.
- Building and having a reputation for delivering and supporting value add grants in accordance to available funds.

our strategic goals



	01	02	03	04
OUR GOAL	Enhance Community Partners	Maintain Financial Security and Sustainability	Embrace a Culture of Success	Augment SCF Marketing and Communication
OUR OBJECTIVES	Promoting SCF through working with our community and community partners	Ensuring Financial Security and Sustainability	Building a culture of success where our grant recipients are acknowledged and inspired to improve outcomes for our community	Developing a comprehensive marketing and communication plan, developed and implemented collaboratively
OUR ACTIONS	Network and build relationships with our community partners	Use an accredited financial planner adopting a mix of investment strategies in order to provide maximum financial return, whilst maintaining fiscal resilience	Host a grant writing event Recognise and celebrate grant recipient success	Invest in engagement strategies (boosting social media), and events to strengthen community partnerships, or attend existing events
WHAT SUCCESS LOOKS LIKE	Strengthened community and community partnerships	Achievement of planned financial position and ability to provide more grant opportunities	Increased number of applications	Strong sustainable partnerships

The three goals of the Foundation are:

1. To establish effective management and administration for Sundale Community Foundation
2. To administer grants to meet identified community needs
3. To establish community links to further the goals of Sundale Community Foundation.

I believe that the Foundation has continued to make great progress in achievement of both the goals and objectives in 2020.

Investment Policy – Trust Funds Investment

As reported in the 2019 Annual Report, the Board has determined that all funds gifted or raised for the Foundation will be invested with the majority of earnings allocated to the community grants program each year. Administration expenses are sourced from benefactors or sponsors who are willing to support the ongoing work of the Foundation. Money donated to the Foundation for this purpose at commencement of the Foundation has been utilised carefully and through generous donations from a regular donor has enabled the Administration Fund to pay for our administrative needs in the past. However, with the downturn in the economy resulting from Covid 19, we now need to source further donations from supporting businesses to assist with our operational costs.

Morgans CIMB were engaged in 2016 to administer our investment funds and in consultation with the Investment Committee of the Board all funds have been invested with the view to maximizing returns. This agreement with Morgans was renewed for a further two years in 2019.

(Please refer to the Treasurer's Report for details of investment returns for both trusts for the 2019/20 Financial Year).

Community Grants

Every year we learn a little more about effective communication with community organisations as well as our grant guidelines, application and selection process.

Carol Trevor, Christine Jones and Angela Baldwin worked tirelessly to review the large number (40) grant applications – using a ranking tool to shortlist, then bringing this list to the October board meeting, where the Board selected 10 recipients.

These organisations were contacted during October, and invited to the grants ceremony in February 2021 at Nambour RSL. (Subject to current Covid 19 protocols).

Grants events in 2018, 2019 and 2020 were attended by Sunshine Coast Mayor Mark Jamieson who presented the grants to representatives of successful community groups. The Mayor has also agreed to officiate at our 2021 grants round.

In 2020 Sundale Community Foundation will significantly grow its investment in the local community, distributing just over \$57,000 thousand dollars in grants.

On top of the money generated by the Sundale nest egg, this year we again worked in partnership with Ken Mills Toyota and Sundale Limited.

The donation of \$15,000 from Sundale Limited was utilised in two grants; one of \$5000 to St Vincent de Paul (Qld), Nambour Conference and one of \$10,000 to Nambour Special School. Nambour Rugby Union Football Club Inc. was the recipient of \$5000 donated by Ken Mills Toyota's. We thank both organisations for their generosity.

We also acknowledge with gratitude the contribution by the Nambour RSL Services Club in sponsoring our awards ceremony in 2018, 2019 and 2020. The global pandemic has not been kind to the hospitality industry, and I believe this RSL is one of the best on the coast.

Communicating with the Community

We have had a very successful year in the media. Sundale Community Foundation had been featured across all local media, radio, TV (WIN News Sunshine Coast) and until the discontinuation of their print editions, The Sunshine Coast Daily, Nambour Chronicle and Sunshine Valley Gazette.

I'd like to acknowledge the enthusiasm and efficiency of Graeme Campbell in tweaking and maintaining our website, www.sdcf.com.au – this year during the grants round we added a web banner to the website, next year we would like to optimise an online form to make applying for grants a smoother digital experience.

Our communications expert Angela Baldwin reports:

This year we worked to enhance our online presence (Sundale Community Foundation) via the Facebook, the site was reskinned with new banners, images and targeted fortnightly content profiling grant recipient profiles posted throughout the year.

This increased SCF Facebook engagement with 'likes' growing 55 per cent this year, with total reach of content branching out to 9801 people across our community.

It has been a challenging year during Covid for local media, with the Sunshine Coast Daily, and Chronicles discontinuing printed papers, and many media organisations focusing on digital media only.

2020 summary:

- 6 February 2020 – Media Alert: Sunshine Coast Mayor Mark Jamieson to award Sundale Community Grants at Nambour RSL – emailed to 34 media outlets – 817 reach on SCF Facebook.
- 21 February 2020 – Media Release: Mayor to award charitable funds – 387 SCF Facebook.
- 25 February 2020 - 2019 Sundale Community Awards Event at Nambour RSL – 61 attendees – 3 community organisations hosted stands 4500 reach on SCF Facebook.
- 28 February 2020 – Sunshine Coast Daily Media Story 'Groups score much needed cash' – Readership 200,000 – 639 reach on SCF Facebook.
- 8 March 2020 – Like us – share this post – 36 reach on SCF Facebook.
- 10 March 2020 – Nambour Weekly 'Grant helps farm workers get much needed dose of fun' Compass story – Readership 11,000. Reach on SCF Facebook 48.
- 26 April 2020 – Are you a local community group seeking a cash grant? – Reach SCF Facebook – 90.
- 14 May 2020 – Nambour Wildcats Soccer packs for kids – Reach on SCF Facebook 62.
- 2 June 2020 – Compass clients have some fun – 101 Facebook reach.
- 7 June 2020 – Nambour Community Centre SCF grants helps locals get around town – 96 Facebook reach.
- 17 June – Mapleton State School netball grant – SCF Facebook reach 71.
- 22 June - Grants 2020 Round announcement – 14 July-31 August – SCF Facebook reach – 1502 (4 shares including Marty Hunt, Sunshine Valley Gazette, Nambour RSL).
- 26 June – Daniel Morcombe Foundation – 2019 grants recipient – SCF Facebook reach 62.
- 6 July – Spiral Foundation – funds to assist clients with technology – SCF Facebook reach 74.
- 11 July – Nambour Wildcats soccer packs help local kids – 53 reach SCF Facebook.
- 14 July – Grants open – 445 SCF reach – 4 shares including Nambour Events and Nambour Museum.
- 17 July – Sunshine Coast Daily: Board Chair 'Is it just me; Plenty to gain from community spirit'. Readership: 200,000. 33 Facebook SCF Board.
- 3 August – Talk early project launch - Daniel Morcombe Foundation – 40 SCF Facebook reach.
- 18 August – Sunshine Valley Gazette Grants Round opening story – 10,000 readership – 83 SCF reach.
- 30 August – Grants close tomorrow post – SCF Facebook reach 127.
- 2 September – Thank you from our Board for your applications – 80 people reached SCF Facebook.
- 14 September – Launch 2020-24 SCF Strategic Plan – Reach 170.
- 7 October – Nambour Community Preschool and Kindergarten – Art launch event – 400 Reach.
- 7 October – Sunshine Valley Gazette: Nambour Community Preschool and Kindergarten – Art launch success – 10,000 readership – 67 reach.

Board Directors

We have enjoyed board stability in 2020.

In accordance with the Constitution item number 8.5 (b) the following directors, having served on the Board for 3 years retired at the 2019 Annual General Meeting: Christine Jones, Alan Clark, and John Pearce and were immediately re-appointed to the board for another 3 year term.

The following directors, Wayne Greenham, Caroline Hutchinson and Carol Trevor retire at this AGM and all have nominated for re-election to the board.

We also welcomed Communications expert Angela Baldwin to the board.

IT expert Graeme Campbell has generously agreed to continue as an active observer to the Board of the Sundale Community Foundation.

Conclusion

In conclusion I would like to acknowledge the unwavering support I have received in the past year from the Members and all Foundation Board Directors and our seconded observer. In particular I thank Sundale Limited CEO Danielle McKenzie for her professional support of the board and significant grant support.

As a board we are very pleased with our success in 2020. In a year that wrought havoc on charities across the globe, we stayed the course. Something we could not have done without the support of the Nambour business community.

My very sincere thanks goes particularly to secretary John Pearce whose commitment to the cause and attention to detail is invaluable. I am so excited by our growth to date, our solid financial position and growing visibility in the Nambour community.

Caroline Hutchinson
Chairman - Sundale Community Foundation
30 October 2020.