



2014 ANNUAL REPORT

of the

WHITEHORSE COMMUNITY CHEST INC.

Inc. Reg. No. A0019853X

ABN: 21 177 337 787

Chairperson's Report

It is my pleasure to deliver the Chairperson's report for the period ending 31st December 2014, the 53rd year of Whitehorse Community Chest, a year heralded by significant changes.

The appeal was a great success with over 800 volunteers raising \$178,000. These funds were in-turn distributed to over 50 local charities to support their community programs. This achievement is an outstanding reflection of the hard work and dedication of The Chest and the volunteers and charities which support it. It has been pleasing to see the continued growth of the Kids in Need program which was allocated over \$23,000 for the year and saw 83 local Whitehorse based primary school children receiving assistance.

The Chest has endured many challenges and setbacks this year with some significant departures from our ranks. It was with sadness that we saw two of our key personal of the Chest, Robyn Bell and Louisa Bungay, leave us. My predecessor Robyn Bell served as Chairperson for 3 years with great energy and enthusiasm and began some important reforms within The Chest. While Louisa Bungey's administration helped carry and provide some continuity through the daily running of The Chest for 3 years. On behalf of The Chest, I sincerely thank both Robyn and Louisa for their service.

With the departures of Robyn and Louisa, The Chest identified a gap between our capabilities and our purpose. To overcome this gulf, Anna Gordon was employed beyond the scope of administrator and into a newly created role of Community Relations Manager. This role was deemed necessary to target the four key areas of;

- Reforming and modernising our strategy and operations
- Diversifying our fundraising efforts
- Engaging with our community
- Continue the establishment of the Kids in Need program

These areas of focus are aligned with The Chest's core objectives of;

- Promoting local giving within the city of Whitehorse
- Raising and distributing funds to improve the capacity of service providers, groups and organisations to provide health, wellbeing, education, recreation and support services to the community particularly those who are most disadvantaged.

I would like to thank the committee and dedicated volunteers who have helped keep The Chest an active and effective group within our community during the last 12 months. I would especially like to thank Denis Street for his meticulous work as Treasurer, his meticulous efforts regarding our governance procedures as well as reluctantly Chairing by proxy during the latter half of the year.

On a personal level I would like to thank the Committee and Anna for their amazing contribution to the Chest and the rapid path of learning they have taken me on since I commenced with The Chest.

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David Thompson
Chairperson
21 April 2015

TREASURER'S REPORT

I have great pleasure in presenting the Treasurer's financial report for the financial year ended 31st December 2014.

The attached audited financial statements of Income and Expenditure and Balance Sheet set out the state of the Chest's finances for the year just ended. The full audit report is available for those seeking more detailed information.

Following is a summary of the key points:

- The community has again responded extremely well to the Chest and total Annual Fundraising in 2014 increased to \$178,380.
- The Chest was able to distribute about \$132,000 to beneficiaries. This is lower than last year's distribution and is largely due to the Chest needing to retain extra funds to cover expected costs between the end of the 2014 reporting period and the receipt of funds from the 2015 appeal.
- The increased costs are largely due to higher salary costs arising from the decision of the Committee to open the office five days per week rather than three days as in the past, with an increased effort on community engagement and fundraising. This change took effect in the fourth quarter of 2014.
- The net operating surplus for the year was \$22,276, which is a significant improvement over the loss of \$19,707 in 2013. This surplus contributes to the carryover of funds to the following year (previous point refers).
- Whitehorse Council has continued to support the Chest through it's grant program.
- Our 'Friends' support group continues to make by far the biggest contribution to our fund raising efforts with over 50% of funds raised through responses to the Friends letter.
- Doorknock donations have remained steady and continue to make a valuable contribution to our fund raising efforts.
- Business donations have not been as successful as we would like and this area of fundraising remains a focus for attention.
- Administrative expenditure over the period decreased significantly (by about \$30,000) and will continue to be monitored closely.
- Overall the Chest is, and continues to be, in a financially healthy position,

Denis Street
Honorary Treasurer
21 April 2015

