



**95 YEARS**  
INSPIRING  
PHILANTHROPY  
SINCE 1923

**Newsletter | June 2018**

Inspiring Philanthropy  
Since 1923

# connect



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**CHANGING  
MELBOURNE  
FOR GOOD**

*"It's so encouraging to see the work the  
Foundation is doing to help the community  
understand the climate challenge."*

— Campaign ambassador, Rob Gell AM

# Changing Melbourne for Good



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**Cover:**  
Rob Gell AM  
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**Supporting our natural environment and planning for a more sustainable future has been a key priority of Lord Mayor's Charitable Foundation as part of our Environment & Sustainability Impact Area for the past five years.**

With the wonderful support of Rob Gell AM, one of Australia's most highly regarded geographers, meteorologists and environmental advocates, this year's annual campaign *Changing Melbourne for Good* will support the Foundation's work in helping Melbourne transition towards a low carbon economy, create and build more sustainable food systems and protect our city's aquatic eco-systems.

"I'm thrilled to work with Lord Mayor's Charitable Foundation and their *Changing Melbourne for Good* campaign," said Rob.

"It's encouraging to see the work the Foundation is doing to help the community understand the climate challenge. This includes transitioning to a low carbon economy, adapting to a changing climate and adjusting our lives to live more sustainability."

The Foundation's Chief Executive Officer Catherine Brown said, "We are absolutely delighted to have the support of Rob Gell AM for this year's *Changing Melbourne for Good* campaign. Rob has been a leading advocate for environmental sustainability and conservation for many years."

"Our Environment & Sustainability Impact Area is supporting the development of solutions to address the environmental challenges Melbourne is facing and climate change is certainly at the forefront of these challenges."

## CHANGING MELBOURNE FOR GOOD

Recently the Foundation made grants to Monash University's Climate Change Communication Research Hub, Farmers for Climate Action and Alternative Technology Association.

"We have been supporting the health and wellbeing of Melbourne for 95 years, and have always responded to the critical health and wellbeing issues of the day. Understanding climate change and working towards a more sustainable future is important for us all.

"I encourage everyone to make a donation to our *Changing Melbourne for Good* campaign to help us find solutions to the challenges we face today," added Catherine.

To help us fund more projects in our Environment & Sustainability Impact Area, please use the donation slip attached to this newsletter, or go to [lmcf.org.au/donate](http://lmcf.org.au/donate) or phone **03 9633 0033**.

### Charitable Fund Account Top Up

**With the end of the financial year fast approaching, now is a good time to consider topping up your charitable fund account with an annual tax-deductible donation.**

**Please contact Bianca Moore, Donor Engagement Manager, to discuss your giving options on (03) 9633 0033 or [bianca.moore@lmcf.org.au](mailto:bianca.moore@lmcf.org.au)**

## Our sustainable city



Rob Gell AM and Chief Executive Officer, Catherine Brown.



Alison Marchant, Farmers for Climate Action

### This edition of **Connect** highlights the work **Lord Mayor's Charitable Foundation** is supporting within our **Environment & Sustainability Impact Area**.

The Foundation has been working on the big challenges of the day since we were formed in 1923 to tackle the need for medical and rehabilitation services for service men and women who had returned home to Melbourne after World War 1.

Melbourne faces some big challenges today including homelessness, youth unemployment and climate change. Melbourne is fortunate to have outstanding universities and not-for-profit organisations bringing fresh thinking to finding solutions to these challenges.

This year we are delighted to welcome Rob Gell AM as the ambassador for our *Changing Melbourne for Good* campaign who is also on Monash University's weather presenters Project Advisory Board. Rob has been a prominent voice in advocating for environment and sustainability issues and is a champion for positive change.

As we transition to a low carbon city, philanthropy has a role to play in supporting research and innovative solutions and in ensuring that we "leave no one behind." This quote is from the United Nation's Sustainable Development Goals, a set of shared goals for the community, not-for-profits, business, cities and other levels of government.

For this year's campaign, we are featuring recent grants made in our Environment & Sustainability Impact Area. These projects sit alongside other important sustainability projects including the FoodPrint program by The University of Melbourne which mapped Melbourne's foodbowl.

The Foundation has had a partnership with Alternative Technology Association (ATA) for some years now, beginning with funding the Sunulator, an online tool which enables people to assess their site's suitability for solar panels. Last year ATA piloted a project with not-for-profit organisations that enabled nine sites to undergo energy efficiency assessment – leading to reduced costs for charities and reduced carbon emissions. This project has been scaled up to 50 sites this year. We are also concerned about the wellbeing of our more disadvantaged communities and are supporting a small number of projects that support energy efficiency in low income rental households. We anticipate doing more in this area.

Farmers are trusted members of our community and we were pleased to provide a grant to Farmers for Climate Action. It is important that we listen to their experiences and advice as we find solutions to reduce climate change and at the same time adapt to a changing climate.

Melbourne can be part of leading the way to a sustainable future. There are many important initiatives underway. We believe that philanthropy has an important role to play in this transition.



*Catherine Brown*

Catherine Brown  
Chief Executive Officer

## Environment & Sustainability



Stephanie Hall and Rob Gell AM at Monash University's Climate Change Communication Research Hub

### Understanding climate change

#### *Monash University's Climate Change Communication Research Hub*

#### **Monash University's Climate Change Communication Research Hub has developed an innovative new approach for climate change education.**

Inspired by Climate Central's program in the US, the Research Hub will partner with weather presenters to deliver easy-to-visualise infographics and stories about climate science to television audiences.

"Australians are keen to learn about climate change, what it is, what it means and how it affects daily life," says Dr David Holmes, Director of the Monash Climate Change Communication Research Hub.

"This information will help us understand the effects and risks that climate change brings to us personally and collectively as a community. With accurate information it will enable us to make effective and informed decisions about how to best manage climate change and its impact."

In the US, the weather presenter program started in 2008 with just one presenter and has grown to 400 weather presenters providing news on climate change in daily weather segments.

Lord Mayor's Charitable Foundation has provided a grant of \$49,524 to support this pilot project.

As part of the pilot project, accurate and fact-based local climate change information will be provided to weather presenters, to be included in weather segments and editorials to increase the public's general knowledge about climate change.

"We will all benefit from being better informed," says the Foundation's Chief Executive Officer Catherine Brown. "Understanding why we are experiencing more extreme and unseasonal weather, rising sea levels and global warming will have long term benefits on how we plan for and mitigate the effects of climate change. There are opportunities for Melbourne's communities if we can transition well to a low carbon city."

It is hoped that in the long-term the project will result in a more informed community which will lead to better decisions about clean energy generation, using renewable energy sources and increased protective health programs.

*Our Changing Melbourne for Good campaign ambassador, Rob Gell AM is a member of Monash University's Climate Change Communication Research Hub's Weather Presenters Project Advisory Board. In this role, Rob speaks to his depth of experience as a weather presenter for Channel's 7, 9 and 10 in Melbourne to assist with the development of a television climate communication program.*



Rob Gell AM  
Campaign ambassador



## Changing energy management *Alternative Technology Association*

Nicholas Carrazzo and Kieran Price, Alternative Technology Association

**Lord Mayor's Charitable Foundation supports a variety of energy efficiency and small-scale renewable projects that provide benefits including reduced costs of living, protection from temperature extremes, and employment generation opportunities.**

In 2016 Lord Mayor's Charitable Foundation funded an innovative approach to reducing energy costs. Alternative Technology Association (ATA) worked with eight not-for-profit organisations to reduce their energy costs and helped them transition to becoming a low-carbon emission organisation.

After the successful implementation of the pilot project, the Foundation has provided extra funding of \$99,800 to enable ATA to support a further 50 not-for-profit organisations to reduce their costs and redirect savings back into core programs.

ATA's Chief Executive Officer Donna Luckman said that the project supports the not-for-profit sector's transition to a low-carbon economy.

"We are providing support for organisations to better manage their energy consumption, with the aim of

reducing costs and freeing up funds for core projects which are more beneficial for the community, as well as reducing environmental impacts."

After completing an assessment on the energy consumption of an organisation, the program recommends energy efficiency strategies to reduce energy costs. This may include installing solar panels and other energy efficiency measures.

To address the capital cost barriers, tailored and low rate loans have been made available through finance partners, Bank Australia and Sustainable Melbourne Fund.

"We are now at an exciting stage of the project starting work with 50 not-for-profits including traditional charities, health care agencies, aged care organisations, environmental groups and camps for young people," added Donna.

The Foundation's Chief Executive Officer Catherine Brown said, "Through a holistic approach of working with each organisation, ATA is able to build the internal capacity of each organisation to continue on their pathway to smarter energy management and increased service delivery."

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### WHAT WE NEED TO IMPROVE:

 **Victoria's per capita greenhouse gas emissions are around four times the global average**

 **By 2050, the foodbowl's capacity to meet the city's total food needs could halve**

 **40 per cent of waterways are under stress**

### WHAT YOU CAN DO

Simple energy efficiency measures such as insulating the walls and ceilings reduce emissions cheaply, while also better protecting you from both heat extremes and the cold of winter.

Choosing efficient appliances, using hot water, heating and cooling wisely are also easy ways to keep your energy emissions down. You can also have a solar system installed to make a significant impact.

More helpful information can be found at:  
[sustainability.vic.gov.au/You-and-Your-Home/Save-energy](https://sustainability.vic.gov.au/You-and-Your-Home/Save-energy)



Top: Murray Johns  
Farmer

Right: Alison Marchant  
and Corey Watts,  
Farmers for  
Climate Action



**Climate change champions**  
*Farmers for Climate Action*



**Farmers experience first-hand the impact that unpredictable weather patterns caused by climate change can have on agriculture outputs as well as the long-term issue of managing a business vulnerable to weather.**

A project by Farmers for Climate Action will develop a network of farmers across Victoria to provide information and support to farmers to become climate change champions in their local communities.

Already established successfully in other Australian states, the project will encourage farmers to share skills and knowledge around climate change, such as working to adapt to a hotter, drier climate. In other states, the farmers' networks have proved successful in helping farmers to implement climate smart farming practices including how to reduce greenhouse emissions.

Farmers for Climate Action Chief Executive Officer, Verity Morgan-Schmidt, said the good news is that Victorian farmers are amongst the most innovative in Australia as they have become used to operating in a variable climate.

“Serious problems lie ahead if Victorian agriculture doesn’t learn to both mitigate and adapt to climate change. This obviously includes effecting the sustainability of our water and food systems.”

The Foundation has provided a grant of \$113,000 to establish the Victorian network through the support of a state co-ordinator.

The Foundation's Environment & Sustainability Program Manager Daniel Padiaditis said, “It’s critical that we support the health and wellbeing of our farmers and support projects that help them to adapt to the changing climate conditions.

“We hope that this Victorian network will also provide a collective voice for farmers to participate in important government policy decisions around the future of agribusiness including Victoria’s new Climate Change Adaption Plan.”

**Recent Environment  
& Sustainability Grants**

<b>Sustain: The Australian Food Network</b>	\$300,000.00
<b>Australian Marine Mammal Conservation Foundation</b>	\$150,000.00
<b>Climate Council of Australia</b>	\$150,000.00
<b>South Gippsland Conservation Society Inc</b>	\$50,000.00
<b>Alternative Technology Association Inc.</b>	\$68,000.00
<b>Beyond Zero Emissions Inc</b>	\$70,000.00
<b>Environmental Justice Australia Ltd</b>	\$100,000.00
<b>Friends of the Earth Melbourne Inc</b>	\$30,000.00
<b>Sustainable Gardening Australia</b>	\$40,000.00



**To read more stories like these, visit:**  
[lmcf.org.au/our-impact/impact-stories/environment-sustainability/](http://lmcf.org.au/our-impact/impact-stories/environment-sustainability/)

# Homelessness & Affordable Housing



## The Geelong Project Barwon Child, Youth & Family



**A project which started out aiming to reduce youth homelessness and increase school retention in Geelong has now become a success story attracting interest from around Australia and overseas.**

The Geelong Project, also known as the Community of Schools and Youth Services (COSS) early intervention model is a cross-collaboration between not-for-profit, secondary and tertiary education, government and philanthropy.

Barwon Child, Youth & Family (BCYF) first developed the COSS model as a partnership between schools and youth services agencies across Geelong, aimed at intervening early with young people at-risk of disengaging from or leaving school, becoming homeless and entering the youth justice system.

Led by BCYF, the project partners include Swinburne University, Headspace Geelong, the Geelong Region Local Learning and Employment Network (LLEN), and three pilot schools—Northern Bay Secondary School, Newcomb Secondary School and Geelong High School. Funding for the project was provided by Lord Mayor's Charitable Foundation.

"We know we have a much better chance of reducing adverse outcomes for our clients when we intervene early and this has been a focus for our organisation," said Sandy Morrison from Barwon Child, Youth & Family.

"The Geelong Project is an innovative community of schools and youth services model that supports vulnerable young people to reduce early school leaving and homelessness by providing help early, and before family issues reach a crisis point."

The COSS model screens students for their risk of homelessness as well as disengagement from school and mental health issues. This enables the schools, parents or guardians, and trained social workers to work together to support students in addressing their situation.

Associate Professor David MacKenzie at Swinburne Institute for Social Research, and author of The Geelong Project interim report, said that young people presenting at homelessness services in Geelong had declined by 40 per cent over the past three years.

"Of the 185 at-risk students, nine out of ten of these students were still living at home with their families and early school leaving has been reduced by about 20 per cent for the three pilot schools.

"In 2013, more students left school early from the three pilot schools than the other nine state secondary schools in Geelong. By 2016, this had been reversed, with the majority of early school leavers coming from the other schools."

The Foundation's Chief Executive Officer Catherine Brown said that the results from the interim report were outstanding.

"We know that a stable home provides increased opportunities for better life outcomes including participating in education and employment. We are delighted to be involved with The Geelong Project through our grant and congratulate BCYF for their outstanding outcomes. We look forward to seeing the project replicated across communities throughout Australia."

### Recent Homelessness & Affordable Housing Grants

Southern Peninsula Community Support & Information Centre	\$100,000.00
YWCA Housing	\$90,000.00

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#### WHAT WE NEED TO IMPROVE:

 **82,724 homes and potential rental properties are vacant**

 **Less than 0.1 per cent of private rental properties are suitable for a household living on income support payments**

# Healthy & Resilient Communities



## Ready2Go Extreme Weather and Disaster Resilience Program *Echo Youth and Family Services*



**After the 2009 Black Saturday bushfires whereby 173 lives were lost and communities devastated, not-for-profit organisations across Victoria reassessed ways in which they could help their communities become more prepared and resilient in the face of extreme weather and other disasters.**

Echo Youth and Family Services has been providing care and support to communities throughout the Eastern Dandenong Ranges since 1988 and won both the Access and Inclusion and RACV Excellence Award at the 2016 Fire Awareness Awards for its Ready2Go program.

Recently retired Founding Director Wayne Collins said Echo's main aim is to help people cope with the challenges of life and for the past eight years has been running the Ready2Go program.

"Ready2Go matches well-trained volunteers with vulnerable people in our community who can provide information, support, visitation checks and early relocation during events of extreme weather.

"We support many older and elderly residents, people living with disability or who are socially isolated and feel vulnerable during extreme disaster events.

"There is peace of mind for our vulnerable residents when they know that someone is looking out for them, and will provide care," said Wayne.

In a joint funding partnership with Gandel Philanthropy, Lord Mayor's Charitable Foundation has provided funding of \$106,000 for Echo to extend the program across Victoria to 10 other communities over a two-year period.

"We were very excited to receive this funding from the Foundation for the expansion of Ready2Go. It has the potential to be implemented right across Victoria and help increase the resilience and preparedness of communities during natural disasters."

It is now known that 374 people died from preventable heat-related illness in the two weeks prior to the 2009 Black Saturday Victorian bushfires.

"We found that supporting vulnerable people to remain living within their communities, and providing strong social connections through our volunteers, was an important part of improving health outcomes and becoming more resilient," added Wayne.

To learn more about participating in Ready2Go, please contact Echo Youth and Family Services on **03 5968 4460** or **ready2go@echo.org.au**

### Recent Healthy & Resilient Communities Grants

<b>Sharing Stories Foundation Limited</b>	\$15,000.00
<b>Naomi Milgrom Foundation</b>	\$50,000.00
<b>Women's Health in the North Inc</b>	\$8,800.00
<b>Climate and Health Alliance Inc</b>	\$200,000.00
<b>Blind Sports &amp; Recreation Victoria</b>	\$65,950.00
<b>Student Youth Network Inc</b>	\$72,306.00
<b>Western Edge Youth Arts Inc</b>	\$40,000.00
<b>Women's Circus Limited</b>	\$55,000.00

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### PREPARING FOR EXTREME WEATHER



People most at risk of heat-related illness or death include: infants, elderly, those with existing health problems or disabilities, those who are isolated, homeless or work outdoors.

Some people also overestimate their personal tolerance to extreme weather.

# Education & Employment



## Sticking Together Project SYC



### Victoria's unemployment rate for young people aged 15 to 24 is at 12.6 per cent.

In 2016 Lord Mayor's Charitable Foundation funded an innovative pilot program by SYC that matches young job seekers with a coach to help guide them through the difficult journey of finding and maintaining sustainable work.

Aptly named the Sticking Together Project, a dedicated work coach intensively supports a group of young people over a 60-week period (significantly longer than standard employment services) and helps bridge the gap between the young person and the employer, while also coaching them on employability skills, goal setting and expectations in the workplace.

Fifty young people from Melbourne's western suburbs have been participating in the project.

SYC's Head of Development, Andrew Reilly, said the Sticking Together Project is an innovative approach to youth employment, with a new design to better help young people to 'stick' in work.

"Lack of supports for new, young employees to adapt to the workplace and sustain work, plus insufficient supports for employers to manage them, are primary reasons for poor job retention.

"At its core the Sticking Together Project is a coaching service designed to build high levels of rapport between young people, their coach, and their employer – a formula to increase the likelihood of any young person maintaining employment," he said.

The program has researched the factors that limit work success, both on the employee and employer sides, to deliver a stronger support service.

"We discovered that over half of participants who lost jobs did so due to a 'personal' or 'skills' deficit. This proves we need to coach young people over time to develop the resilience, soft skills and work capabilities required to maintain employment.

"As a result, our coaches work with participants to develop motivation for work, build their personal work readiness strengths, and support skills training."

The Foundation's Education and Employment Program Manager Alick Weber said, "The results are very encouraging with 82 per cent of participants employed and many young people achieving their goal to no longer rely on government payments."

The Foundation has provided further funding to continue the project for a further 60 weeks.

### Recent Education & Employment Grants

<b>Tomorrow Today Education Foundation Ltd</b>	\$150,000.00
<b>SYC Ltd</b>	\$125,000.00
<b>Cool Australia Limited</b>	\$120,000.00
<b>Learning And Life Centre (The Huddle) Ltd</b>	\$28,000.00
<b>Paynesville Neighbourhood Centre</b>	\$58,000.00
<b>Per Capita Australia Limited</b>	\$105,000.00

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#### WHAT WE NEED TO IMPROVE:



**12.6 per cent of young Victorians aged 15-24 are unemployed**

#### YOUTH UNEMPLOYMENT IS HIGH

**16 per cent** of early school leavers in Victoria did not find work within six months of leaving school. **For Indigenous Victorians, this number is much higher, with 25 per cent** of early school leavers unemployed after six months.

## Innovation leads to new solutions



### **Our community of donors contribute enormously to the positive impact that Lord Mayor's Charitable Foundation makes in Melbourne.**

Over the past five years, almost \$46 million has been granted to charitable organisations both small and large working to support and improve the lives of people across Melbourne's communities.

As the community foundation for greater Melbourne, the Foundation has been at the forefront of identifying emerging issues and leading the way in tackling these issues.

Catherine Brown, the Foundation's Chief Executive Officer, said "We've been able to approach donors to seek support on emerging issues and begin the process of tackling it head-on through our research and grants program. We have used a combination of research, consultation, collaborations and grants to learn and fund strategically.

"Having undertaken due diligence, we are prepared to go in early and fund pilot and demonstration projects where there is potential for major change. This is an important leadership role that a philanthropic foundation can play.

"Preventing homelessness has been a long-term priority for the Foundation, and issues such as climate change, older women ageing in poverty, and jobs for the future, are more recent issues that the Foundation has been working on."

Funding of innovative projects that showcase new solution ideas often attracts government attention through extra long-term funding or recognition through awards. The initial support for the Monash University's Weather Presenters project has recently leveraged a \$300,000 grant from the Victorian government; and a \$600,000 grant to VincentCare for the redevelopment of Ozanam House attracted a further investment of \$10 million from the Victorian government.

Another example is Barwon Child, Youth and Family's The Geelong Project, "We were the first and only funder to The Geelong Project which has now attracted \$2.8 million in funding from the Victorian Government.

"This is an amazing achievement not only for Barwon Child, Youth and Family but for the Foundation's community of supporters and Kerry Jones, our Program Manager for Homelessness & Affordable Housing," added Catherine.

# What is a community foundation?

## Community foundations are all about people

**As Australia's oldest and largest community foundation, Lord Mayor's Charitable Foundation has been supporting the health and wellbeing of Melbourne's communities for 95 years.**

**We are often asked, what is a community foundation?**

The Foundation's Donor Engagement Manager Bianca Moore says that community foundations are uniquely placed to bring people, ideas and resources together to help build and strengthen communities, "They are created by and for a community of people.

"Community foundations provide everyone with an opportunity to participate in philanthropy and work in partnership with donors, local organisations, other funders and community organisations to pool and grow charitable funds, ensuring a sustainable source of funding to meet the immediate and long-term needs of the community."

There are about 38 community foundations across Australia who are part of a growing network of more than 1860 around the world.

Local communities know and understand their needs better than anyone else. Community foundations help to support positive change by bringing donors together, making grants and conducting research that improves wellbeing and tackles issues affecting a local community.

"Community foundations build partnerships around important initiatives and leverage other support. They offer opportunities for donors to work together with expert staff to make a real difference," added Bianca.

## How to get involved

### Establish a Charitable Fund Account

**Charitable Fund Accounts provide a simple, effective and rewarding way to support your community today, whilst creating a legacy in perpetuity for future generations. By structuring your giving, the issues you support will benefit from an ongoing source of income year-after-year.**

There are many reasons why people may choose to establish a charitable fund account, including honoring the memory of a loved one, planning to give through your Will, or creating an enduring way to engage family members in giving.

You can establish a named Charitable Fund Account with as little as \$2,000 and grow this over time.

Once the balance reaches \$10,000, distributions to eligible charities can be made. Donations made to Charitable Fund Accounts are tax-deductible and family and friends can also contribute.

### Join a Giving Circle

**Giving circles provide an opportunity for like-minded, socially aware donors to pool their resources and donations to make more of an impact in their grantmaking.**

Lord Mayor's Charitable Foundation supports two of Melbourne's leading giving circles: Melbourne Women's Fund and Impact100 Melbourne.

### Leave a Gift in your Will

**Lord Mayor's Charitable Foundation has a long and proud history of supporting the community through changing times. By leaving a gift in your Will to the Foundation, you will leave a lasting legacy which will create positive social change in our communities today and in the future.**

As a perpetual foundation, your gift to the Foundation will continue to respond to the pressing issues of the day.

**The Swanson Society**, named in honour of Melbourne's Lord Mayor Sir John Swanson, recognises and thanks our valued supporters who have chosen to leave a gift in their Will to Lord Mayor's Charitable Foundation.

### Attend our Events

**Lord Mayor's Charitable Foundation invites you to attend our annual Inspiring Philanthropy celebration events. Each year we invite prominent speakers to discuss ways in which community foundations and philanthropy can help to tackle society's challenging issues.**

At the end of last year, we were delighted to welcome Victoria's Governor, the Honourable Linda Dessau AM, as guest of honour and to deliver the annual Inspiring Philanthropy oration.

Visit our website at [lmcf.org.au](http://lmcf.org.au) to view the Governor's inspiring speech.

**To discuss your philanthropy journey, please contact Donor Engagement Manager Bianca Moore on (03) 9633 0033 or [bianca.moore@lmcf.org.au](mailto:bianca.moore@lmcf.org.au)**



# Inspiring philanthropy for 95 years



Historic opening photographed by The Sun Pictorial 15 June 1923.

Lord Mayor's Fund for Metropolitan Hospitals and Charities was officially launched at the Melbourne Town Hall by Acting Premier Sir William McPherson and Lord Mayor Sir John Swanson.

**The 95th anniversary of Lord Mayor's Charitable Foundation celebrates and recognises the contribution it has made to the health and wellbeing of Melbourne. Through our community's philanthropy the Foundation has generated tens of millions of dollars in grants to thousands of charities, public hospitals and not-for-profit organisations.**

Founded in 1923 by Lord Mayor Sir John Swanson, the Lord Mayor's Fund for Metropolitan Hospitals and Charities as it was first known, became the central point for community giving in Melbourne at the time.

Sir John was a visionary thinker and identified a more formal need for fundraising that would provide a regular source of income for public hospitals and charities. With service men and women returning from World War 1, Melbourne's public hospital system was under pressure to meet the needs of a growing population.

The first meeting of Lord Mayor's Fund for Metropolitan Hospitals and Charities was held in February 1923 and its offices opened at the Melbourne Town Hall in June by Acting Premier Sir William McPherson. Daily newspapers reported that the opening of the Fund's offices was welcomed with great fanfare and public celebration.

The newly formed Fund would also manage the Saturday and Sunday Hospital appeals which had been introduced by Mayor Thomas O'Grady in 1872.

The Fund received support from across Melbourne's community and business sectors. It introduced a workplace giving scheme which saw workers from all industries contributing to the Fund through their wages. Annual fundraising appeals such as Flower Day, which ran from 1925 to 1975, also engaged the community in fundraising for the Fund. Special fundraising events were organised by the Lady Mayoress of the day and a committee of volunteers.



**A special gift received**

Invergowrie Foundation board member Lisa Ronald, Sir William McPherson's great grand-daughter, presented Chief Executive Officer Catherine Brown with the original gold key that was presented to Sir William when he opened the Lord Mayor's Fund for Metropolitan Hospitals and Charities offices in 1923.

In 1930 the Lord Mayor's Fund for Metropolitan Hospitals and Charities Act was passed in the Victorian parliament ensuring the longevity of the Fund. It was also the recipient of bequests which helped grow the corpus.

Today Lord Mayor's Charitable Foundation is one of Australia's leading philanthropic organisations and continues the visionary thinking of Sir John by always identifying emerging issues and responding to the needs of Melbourne.

To learn more about the history of Lord Mayor's Charitable Foundation and how we're *Changing Melbourne for Good*, visit [lmcf.org.au](http://lmcf.org.au).

