



# FROM THE CHAIR

## AUSTRALIAN PHILANTHROPY BOOM

Moving towards a society where economy and philanthropy go hand in hand.

In more than 30 years as a volunteer and professional fundraiser, I have witnessed individual philanthropists and not-for-profit organisations evolve to take a more business-like approach to charitable giving and fundraising.

In the last decade the Australian economy has continued to go from strength to strength and in my opinion this growth, coupled with the professionalism in fundraising, has put Australia on the cusp of a philanthropic boom.

Australians have been fundraising for many years in the traditional sense of networking with friends and family and organising corporate events to obtain funds needed to achieve important goals. However, nowadays donors and recipients are recognising the incredible power and benefits of harnessing philanthropy to realise significant goals.

I'm excited to see that as the Australian economy continues to grow, so too does the Governments' capacity to give and encourage further philanthropy.

One recent example that I found particularly inspiring was when in December 2007, the Art Gallery of Western Australia secured \$10million of public funds to buy art, a 40-fold increase in its acquisition budget, under a Carpenter government plan to enliven the state's cultural scene.

Carpenter said the State Government would donate a further \$5million to the art gallery if corporate donors matched the original \$10million sum.

### What a thrilling time to be involved in philanthropy!

Philanthropists would be actively encouraged to donate to other areas, with \$500,000 allocated to run an incentive scheme, the Premier's Partnership Fund.

It is great to see Australian governments taking advantage of the new economic state and encouraging philanthropy among one of the most promising sources of fundraising income: corporate giving.

The strength of the Australian economy is not the only thing affecting the steady rise in philanthropy. Just as financial analysts predict when people peak in their estate and tax planning, they also predict when people peak in their charitable giving. Working in the fundraising industry for many years, I have noticed that older Australians are more likely to give more back to the community because with age they have fewer wants and needs and are financially more capable to give.

Research conducted by Harry S Dent Jr, financial forecaster and President of the H.S. Dent Foundation, backs these observations citing the average age an average person peaks in their charitable giving is 65.

Based on this research the recent rise in philanthropy experienced across Australia beginning in 2002 (1937 + 65) should continue right through to 2026 (1961 + 65) as the massive Baby Boomer Generation ages. What a thrilling time to be involved in philanthropy!



Jack Bendat, The Hon Tony Abbott MP and Archbishop Barry James Hickey OAM at the opening of The Bendat Family Comprehensive Cancer Centre, St John of God Hospital, Subiaco.



## Australia's First Comprehensive Cancer Centre Opens in Western Australia

In July 2007, Former Federal Minister for Health and Ageing, The Hon Tony Abbott MP, opened the Bendat Family Comprehensive Cancer Centre at St John of God Health Care's Subiaco hospital, declaring it a centre of excellence – the first of its kind in Australia.

With \$110million needed for the visionary expansion of St John of God (SJOG) Hospital in Subiaco and the SJOG Healthcare contributing \$80million of their own funds, \$30million needed to be raised for the cost and fit out of the flagship Comprehensive Cancer Centre.

A feasibility study conducted by Fundraising Management Consultants (FMC) found that \$20million could be expected to fund these costs. FMC were employed to plan and implement the campaign, tailoring a unique campaign around a proven model of traditional hierarchical gift seeking.

Implementing a campaign of this size was dependent on enlisting prominent members of the medical profession and influential community and business leaders with the necessary vision, commitment and energy. High profile and influential national and local business and community leaders were secured with Jack Bendat accepting the role of an active Campaign President, Dan Smetana as Campaign Chairman and Vic Jakovich as Key Gifts Chairman.

International patrons Sir Peter Morris and Professor Murray Brennan brought prestige and credibility to the campaign, reinforcing the message that this was a ground breaking project in line with world best practice.

Jack Bendat donated \$5million towards the construction of the world-class cancer centre in one of the biggest acts of individual philanthropy seen in Western Australia.

"WA's been good to us and we want to put something back – tackling cancer is probably the biggest thing we can do," Mr Bendat said.

SJOG Hospital Subiaco CEO, Dr Shane Kelly, said the new centre made Western Australia the national leader in providing comprehensive cancer programs and ensured Western Australians had access to the very best cancer treatment.

"The centre will be committed to ongoing research of cancer treatment and outcomes – ensuring patients receive the most advanced, contemporary treatment as well as contributing to the wider body of knowledge about the disease," Dr Kelly said. "[It] would not have been possible without the support of many companies and individuals. We have been overwhelmed by the generosity of Western Australians," he said.

Since opening to the public the oncology ward has had average 80% occupancy.



The Bendat Family Comprehensive Cancer Centre, Subiaco

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## Fundraising Management Consultants announces Madison Down Under Scholarship Winner

FMC is pleased to announce and congratulate the independently chosen winner of Madison Down Under 2007 scholarship: Mr James Garland, Business Development Manager, Able Australia.

A four day residential course, Madison Down Under (MDU) is one of the Fundraising Institute Australia's (FIA) flagship programs designed to sit in line with the FIA's objectives of "advancing professional fundraising through the advocacy of standards, professional development pathways and measurable credentials so that members can achieve best practice." It offers an educational focus modelled on similar programs in the United States, but unparalleled in any similar live-in course in Australia.

The winner, James Garland, has a Bachelor of Commerce degree from the University of Melbourne and a background in sales and marketing. He has successfully transferred the skills learnt in these areas to give him an edge in the not-for-profit sector. In 2005 James was appointed Business Development Manager, Able Australia. Since joining the organisation he has played a major role in the management, re-branding and repositioning of the Deaf-Blind Association to become Able Australia.

This year's independent judge Carol Ireland, CEO Epilepsy Action summed up her decision by saying, "James seems to have a good background, aspiration and ethics to get a lot of benefit from Madison Down Under. I am aware of the challenges in the deaf-blindness field and I am impressed with the direction he is taking".

Troy Yerkovich, FMC's Chief Executive fully supported the choice of winning applicant, saying "Madison Down Under equips fundraisers with skills that support professionalism in a highly evolved and competitive environment. I am delighted the winner will be able to apply these skills for the disability sector, one that is in urgent need of new funding channels."

James commented "I am thrilled to have been given this scholarship opportunity by FMC. MDU has a fantastic reputation and provides a fantastic forum for learning. I thank FMC for their continued support of the fundraising sector and for the chance to attend the 2007 MDU."

The runners up: Stephanie Herchenberger, Business Relationship Manager at The Leukaemia Foundation and Aimie Ellis, Development Officer at the University of Adelaide: both submitted very strong applications.



James Garland, Madison Down Under Scholarship Winner



## From The Chief Executive: Mastering The Art Of A Capital Fundraising Feasibility Study

Read any good textbook or article about capital fundraising campaigns and it should tell you that before embarking on such a major initiative there are a number of prerequisites that should be met to increase the likelihood of success.

A feasibility study, if properly conducted, will include an internal and external audit of an organisation from a capital fundraising perspective. It's generally qualitative research, sometimes backed up by quantitative measures that produces an impartial snapshot in time and is an example of the 'science' of fundraising.

There must be an urgent need and you have to be able to build a strong case. There is no point in going to market to raise capital if what you are asking for is not considered credible, urgent and most importantly worthwhile.

The organisation should be able to attract strong leadership, motivated staff and volunteers, and an effective board, who should all be fully committed to supporting the various phases of the capital campaign.

Externally there must be a sufficient number of potential donors willing to support the campaign, not just financially but to assist with implementation. Tax deductibility for donations is paramount when looking to secure larger donations.

So the question arises, "If you can tick of all of the 'textbook' criteria, should you dispense with the feasibility study?" The answer is, "No." People respect well conducted research, particularly in relation to important initiatives to improve people's quality of life. A good feasibility study will attract and qualify major supporters even before a campaign officially begins.

Should a capital fundraising campaign be discarded if a feasibility study shows there are serious deficiencies? Maybe – but not necessarily. Conducting a capital fundraising campaign can be a deliberate effort to address recognised weaknesses in an organisation.

For example, I know of Boards and CEOs who have thought it was time for major changes to their organisations and deliberately used capital fundraising campaigns to achieve them.

A capital fundraising campaign with its focus on: core competencies; clear communication of benefits to defined target audiences; financial outcomes and planned networking can be a very powerful change management tool.

The interpretation of the feasibility study, the weighing up of strengths and weaknesses, opportunities and threats before making a 'go' or 'no go' decision to conduct a capital campaign is really more of an art than a science. You can use complex scoring devices but when it comes to the crunch, only the ability to see the larger picture is going to work.

Ideally, after a successful capital campaign an organisation should not only have its financial future secured, it should be reenergised, have its vision confirmed, be realigned with stakeholders and have its culture enhanced or strengthened. A capital campaign feasibility study demonstrates elements of both the art and science of fundraising and is often a critically important step towards an organisation's ability to achieve its vision.

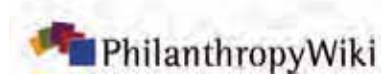
To find out more about capital fundraising or to discuss the feasibility of conducting a campaign for your organisation, please contact FMC's Chief Executive, Troy Yerkovich on 1300 660 793.

For all you need to know about successful capital campaigns, visit us at [www.fundraise.com.au](http://www.fundraise.com.au)



FMC Chief Executive, Troy Yerkovich MFA

## New Internet Resource Helps To Strengthen NFP Sector



A PhilanthropyWiki was launched early December 2007 to build a greater understanding of the not-for-profit sector and help community organisations operate more effectively.

Established by Philanthropy Australia, with funding from the Macquarie Group Foundation's KnowledgeBank project, the PhilanthropyWiki is an online encyclopaedia of philanthropy in Australia.

It provides a first port of call for not-for-profit organisations, foundations and others involved in the sector to source information on philanthropy, donors and grant making.

Philanthropy Australia CEO Gina Anderson said the aim of the PhilanthropyWiki was to improve understanding of philanthropy in Australia and enhance the professionalism of the sector.

"Over time, by building the profile of philanthropy in Australia, we hope to encourage higher levels of giving," she said.

"By providing access to a wide range of information sources, we aim to increase the skills and competence of not-for-profit organisations seeking funding, building on professionalism and effectiveness across the sector."

Chairman of the Macquarie Group Foundation David Clarke AO said that funding the PhilanthropyWiki was part of Macquarie Group Foundation's commitment to assist in building the capacity of the not-for-profit sector.

"The PhilanthropyWiki will encourage community organisations to learn and adopt best practice when seeking grants and build a better understanding between community organisations and donors," he said.

The PhilanthropyWiki is publicly available at [www.philanthropywiki.org.au](http://www.philanthropywiki.org.au)

