

## MISSION AUSTRALIA CHARITY PROFILE

**Date:** October 2015

**Name:** Mission Australia

**ABN:** ABN 15 000 002 522

**Deductible Gift Recipient:** Yes

**Geography:** National - in every state and territory - metropolitan, regional and rural areas.

### Breakdown of services provided by cause area – indicate all that apply:

♦	% Aged care		% Hospitals
	% Animal Welfare/Preservation		% Human Rights
	% Arts and culture	♦	% Indigenous People
	% Cancer		% International Aid and Development
♦	% Children and Families at Risk		% Major Diseases/Medical Research
	% Children's Illnesses and Disabilities	♦	% Mental Illness
	% Conservation/Environment	♦	% People with Disabilities
♦	% Drug/Alcohol/Gambling Addictions	♦	% Poverty/Homelessness/Unemployment
♦	% Education	♦	% Refugees/New immigrants
	% Emergency/Disaster Services	♦	% Youth at Risk
	% General		

### SUMMARY PROFILE

#### Together we stand

Mission Australia is a non - denominational Christian community service organisation that has been helping people to regain their independence for over 155 years.

We've learnt the paths to getting back independence are different for everyone.

This informs how we reduce homelessness and strengthen communities across Australia, through homelessness initiatives and affordable housing, early learning and youth services, family support, and employment and skills development. Our team delivers different approaches, alongside our partners and everyday Australians who provide generous support.

Together, we stand with Australians in need until they can stand for themselves.

### DETAIL

#### Why does the charity exist? Describe its vision:

Mission Australia exists to meet human need and to spread the knowledge of the love of God.

Our goal is to reduce homelessness and to strengthen communities across Australia.

**What does the charity do? Describe its mission, including key programs/services:**

Our integrated services work together to reduce homelessness and strengthen communities across Australia, by helping people secure jobs, receive an education, find housing and develop important life skills.

- Research & evaluation
- Policy development and advocacy
- Homelessness & social housing support
- Alcohol, drugs and dependencies support
- Mental well-being and disability support
- Employment, skills & training
- Youth services
- Families & children services

Learn more at <https://www.missionaustralia.com.au/what-we-do>

**List up to three key statistics relevant to the charity's cause:**

- On any given night, 1 in 200 people in Australia are homeless. A further 78,342 Australians are living in marginal housing and are at possible risk of homelessness - Australian Bureau of Statistics 2012, 2049.0 - Census of Population and Housing: Estimating homelessness, 2011
- 1 in 10 Australian children live in poverty - NATSEM, University of Canberra 2013
- Teenagers are drinking at a younger age and at risky levels. The average Australian starts drinking alcohol at 15.5 years old. DrinkWise Australia

**Describe the potential impact of workplace giving donations (if the charity directs workplace giving donations to a particular area of work, describe the work). Consider explaining this as \$ handle impact statements:**

The collective, potential ongoing impact of a workplace giving program with Mission Australia is significant. Every little bit counts. For example, if just 96 employees from a workplace contributed \$5 per week, and that was matched by their employer, Mission Australia would receive \$50,000 each year. This is equivalent to contributing towards:

- **Accommodation for 62 families in crisis**  
**plus**
- **Training and education of 10 disadvantaged young people**  
**plus**
- **An early education program for 25 Australian children at risk.**

**Describe the benefits of partnering with the charity (eg dedicated contact, bi-annual meeting, promotion on charity website, use of charity logo, invitation to site tours, recognition in charity publications, etc.)**

A strategic partnership with Mission Australia:

- delivers your corporate social responsibility (CSR) goals;
- builds employee engagement and assists with employee retention;
- engages your customers and the community in making a lasting difference
- helps us transform the lives of more Australians in need.

The funds from your partnership with us can be directed to a pathway or cause that aligns to your CSR goals and broader business strategy.

Depending on the nature of the partnership, other benefits may include a dedicated contact at Mission Australia, collaborative marketing and promotion, access to corporate volunteering and much more.

**Describe how the charity will measure employer and employee workplace giving donation impact:**

By learning from others and sharing what works for us, Mission Australia delivers positive outcomes for individuals, families and communities.

We use an evidence-based approach to assess outcomes from our services, and are committed to best-practice. Our ability to plan, develop and report on services is enhanced by the work of our Research and Social Policy Unit and MACSIMS data management system.

Mission Australia provides regular updates on the impact our workplace givers have on individuals, families and communities. These include case studies about people who have been assisted by our supporters to transform their lives, and relevant data.

**Describe how the charity will communicate workplace giving donation impact to employer partners:**

We provide bi-annual newsletters with the total amount the employer has contributed, and how that has helped the pathway or cause the employer chooses to support.

These communications can be timed to coincide with key dates on the employer's calendar – such as Workplace Giving Month, end of financial year, Christmas and so on – in order to maximise employee awareness, engagement and take-up.

In addition to the above, participating staff can choose to receive the Mission Australia bi-annual donor newsletter, Transformations.

**Are there other ways the charity can provide engagement opportunities for staff?**

Mission Australia has developed best-practice processes to facilitate corporate volunteering. Volunteers provide significant assistance through in-kind support, pro-bono, skill sharing and helping out at our community services. Volunteering also plays an important role in helping our partners experience first-hand how their contribution is helping our clients.

We offer a variety of team activities, depending on a partner's level of support, including:

- volunteering at a service where appropriate,

- providing pro-bono, in-kind goods and services,
- participating in events that you choose to sponsor
- fundraising through morning teas, in-house conferences etc
- secondments and skills transfers

**(Optional) List current corporate partnerships (highlighting any workplace giving supporters)**

Some of our current corporate partners who are also workplace giving supporters are:

Some of our current corporate partners who are also workplace giving supporters are:

- [Alphawest \(Optus\)](#)
- [Anzpac Services](#)
- [Arup Pty Ltd](#)
- [ASX Operations](#)
- [Avant](#)
- [Bain & Company](#)
- [Coca Cola Amatil](#)
- [Citi Australia](#)
- [K&L Gates](#)
- [Macquarie](#)
- [King & Wood Mallesons](#)
- [Minter Ellison](#)
- [PricewaterhouseCoopers \(PwC\)](#)
- [Verve Residential](#)
- [Woodside](#)

**Key financial information:**

	FY2013	FY2014
Total revenue (from all sources)	\$324.698m	\$358.002m
Revenue from Government	\$237.372m	\$256.189m
Revenue from Fundraising	\$25.475m	\$21.742m
Revenue from Workplace giving	\$327,236	\$322,549
Cost of fundraising (as a%) of total funds raised	19.20%	21.50%
Net surplus / (deficit)	(\$8.105m)	\$17.316m

**Contact details:**

Claire Reid  
Partnerships Manager  
[reidc@missionaustralia.com.au](mailto:reidc@missionaustralia.com.au)  
02 9219 2049

Catherine Yeomans  
CEO  
[allwayh@missionaustralia.com.au](mailto:allwayh@missionaustralia.com.au)  
02 9219 2047

Level 7, 580 George Street, Sydney NSW 2000  
[missionaustralia.com.au](http://missionaustralia.com.au)