



everyone's family

## CHARITY PROFILE

**Name:** The Smith Family  
**ABN:** 28 000 030 179  
**Deductible Gift Recipient:** Yes  
**Geography:** National

### 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

In Australia today more than 662,100 children are living in jobless families. This means going without the very basics they need to participate in their education such as books, school shoes, excursions and a school bag. It also means lack of access to role models who are able to guide them. The Smith Family believes that every child deserves a chance, and through our *Learning for Life* program we work with young people in need across Australia, helping them to create better futures for themselves and break the cycle of disadvantage through education.

### DETAIL

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

In Australia today, more than 662,100 children\* are living in jobless families. For these children, the effects of their family's financial disadvantage go beyond the pressures of not having enough money for the basics; it can prevent them from accessing the same educational and life opportunities as their peers.

The Smith Family believes that every child deserves a chance and that circumstances should never limit the achievement of potential. With research showing that education has the power to transform lives, not just minds, our *Learning for Life* program enables disadvantaged children and young people to get the opportunities they need to fully participate in their education and create better futures for themselves.

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

At the centre of The Smith Family's work, and the heart of our organisation, is a belief in the power and possibilities of relationships. Through our *Learning for Life* program, we connect students to sponsors whose financial support helps families afford the cost of their children's essential school items such as uniforms, text books and school excursions. We have *Learning for Life* Workers in 94 communities across Australia who also link disadvantaged young people to local learning opportunities and encourage them to make the most of their education through participating in a range of learning support and mentoring programs.

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

- In 2016, more than 662,100 children\* are living in jobless families in Australia. (Source: ABS Labour Force Australia: Labour Force Status and Other Characteristics of Families, June 2015 Data, Released August 2016)
- Disadvantaged children are already well behind their peers by age 4, and by age 6 are around seven times more likely than other children to be doing badly at school ("Growing up in Australia" – Longitudinal Study of Australian Children)
- Every year of schooling increases individual wage for both men and women by a worldwide average of about 10%.

**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:**

Your workplace giving donations make a very tangible difference to disadvantaged Aussie kids in so many ways. We are operating programs all across Australia under our Learning for Life umbrella, including connecting students with mentors in the workforce who can share their knowledge and experiences, engaging kids in local learning clubs and matching students with poor literacy levels to reading buddies to help improve their reading skills. Staff of workplace giving partners have the opportunity to sponsor one of our students directly, which for a donor is a very tangible way to make a difference. Staff who sponsor a student directly also have the opportunity to communicate and build a relationship with their sponsored student if they wish.

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

The Smith Family was established in 1922 and is one of Australia's most well-established and trusted charities, with 84% prompted brand recognition in Australia. Australian's believe what we do is important, and our evidence-based programs show that through our educational support programs we are transforming the lives of disadvantaged Aussie kids. Staff of our corporate partners may also have the opportunity to volunteer in our programs, making a tangible difference of their own. Corporate partners will have a dedicated partnership manager, as well as invitations to Smith Family events etc.

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

The Smith Family is always happy to provide our workplace giving partners with information and statistics that will strengthen their program and we can discuss your needs around this when you join us as a Workplace Giving Partner. We will communicate electronically with our contact at your organisation to communicate the impact that your employees are having so that you are able to pass this information on to staff participating in the program and also prospective donors.

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

Workplace Giving Partners receive regular electronic updates outlining stories from students and families about how The Smith Family's support has affected their lives. This includes success stories including facts and figures. Quarterly communications can be arranged if needed.

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

When signing up to support The Smith Family staff have the opportunity to sponsor a child on our Learning for Life Program. Staff who are directly sponsoring a student are able to build a relationship with their sponsored child, by writing letters of encouragement if they wish. Staff can also get involved in campaign based engagement opportunities including running the City2Surf or cycling Around the Bay in Melbourne to fundraise for The Smith Family, or even organising an event (such as a school recess, bake off or morning tea) to celebrate our annual Back 2 School Day in April. We also have volunteering opportunities from time to time that staff may wish to participate in.

**Key financial information:**

<b>(Figures in \$'000's)</b>	<b>FY 2014</b>	<b>FY2015</b>
Total revenue (from all sources)	100,847	106,274
Revenue from Government	26,138	22,589
Revenue from fundraising	48,083	52,533
Revenue from workplace giving	661	776
Cost of fundraising (as a %) of total funds raised	18%	22%
Net surplus / deficit	2,162	4,910

*\* ACF recognises that industry standards do not exist for measuring the costs of fundraising. If there are aspects of your fundraising that require explanation (e.g. a start-up community organisation will generally incur higher COF), please provide a commentary below.*

**Contact details:**

<b>Role:</b>	<b>Name</b>	<b>Direct Phone</b>	<b>Email</b>
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