



## CHARITY PROFILE

**Name:** The Song Room

**ABN:** 68 790 325 760

**Deductible Gift Recipient:** Yes

**Geography:** National

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

0	% Aged care	5	% Hospitals
0	% Animal Welfare/Preservation	0	% Human Rights
100	% Arts and culture	25	% Indigenous People
0	% Cancer	0	% International Aid and Development
70	% Children and Families at Risk	0	% Major Diseases/Medical Research
5	% Children's Illnesses and Disabilities	0	% Mental Illness
0	% Conservation/Environment	0	% People with Disabilities
0	% Drug/Alcohol/Gambling Addictions	0	% Poverty/Homelessness/Unemployment
100	% Education	50	% Refugees/New immigrants
0	% Emergency/Disaster Services	10	% Youth at Risk
0	% General		

### SUMMARY PROFILE

The Song Room is a national not for profit organisation brightening the futures of Australia's most disadvantaged children through music and the arts.

The Song Room's vision is that all Australian children have the opportunity to participate in music and the arts to enhance their education, personal development and community involvement.

### DETAIL

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

3 in 4 Australian children are missing out on the benefits of specialist music education at school, despite the fact that The Song Room's programs provide increased education standards across the board, improve attendance levels and increase self-esteem and confidence in our children.

The Song Room exists to provide children from disadvantaged backgrounds with high quality, evidence based music and arts programs. We do this in partnership with schools, communities and online to create sustainable outcomes.

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

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

- Participation in The Song Room's schools programs for six months is proven to:
  - Increase academic results in maths and literacy by the equivalent of one full year
  - Reduce absenteeism by 65%
  - Improve social emotional well being – increased school engagement, improved self-esteem and reduced depression and anxiety
- The Song Room reaches over 15,000 children every week in schools.
- Its arts education portal ARTS:LIVE, developed to provide sustainable teaching resources for the arts, is free and is used by 70% of Australian teachers

**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:**

\$3 a week – Helps students from different cultures write a class song to tell their story and make them feel proud of their diverse backgrounds

\$7 a week or \$1 a day – enables one child to participate in a six month music program in their school, building self-esteem, confidence and teamwork.

If 10 employees make donations of \$5 each they can provide training for a teacher in a remote of rural school to deliver arts programs in their classroom

If 100 employees make a donation of \$6 they can support a Teaching Artist to deliver a six month program to 200 students in need.

**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.)**

- Recognition in charity publications and on the website
- Invitations to attend performances
- Internal communications materials
- Volunteering and skill sharing opportunities for your company
- Performances at your workplace or functions
- Creative team building workshops – eg. drumming workshops with Teaching Artists
- Presentations and key note speeches from Song Room Executives
- Fundraising events

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

- It costs a modest \$80 to put one child through a six month in-schools workshop with life changing effects
- PWC measure the SROI for programs just like The Song Rooms' at \$15 return for every \$1 spent.

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

- Through twice yearly communications containing images, case studies and stats which illustrate the achievements for that given period

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

- See above

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

- JB HiFi
- Macquarie Group Foundation
- Westpac Foundation
- Publicis
- ProBuild
- Monaco Hickey
- Lotterywest
- Vicinity Centres

**Key financial information:**

	<b>FY 2015</b>	<b>FY 2014</b>
Total revenue (from all sources)	2,714,252	3,135,592
Revenue from Government	542,892	792,019
Revenue from fundraising	385,389	229,919
Revenue from workplace giving	157,533	156,054
Cost of fundraising (as a %) of total funds raised	32.86%	37.84%
Net surplus / deficit	(67,041)	(98,612)

*\* 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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