



CHARITY PROFILE

Name: The Fred Hollows Foundation
ABN: 46 070 556 642
Deductible Gift Recipient: YES
Geography: International

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

	% Aged care	X	% Hospitals
	% Animal Welfare/Preservation		% Human Rights
	% Arts and culture	X	% Indigenous People
	% Cancer	X	% International Aid and Development
X	% Children and Families at Risk		% Major Diseases/Medical Research
X	% 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

The Fred Hollows Foundation is an international development organisation, focusing on blindness prevention and Australian Indigenous health. The Foundation is inspired by the life and work of the late Professor Fred Hollows. Fred was a world-renowned eye surgeon and an activist for social justice who championed the right of all people to have access to high quality and affordable eye care.

DETAIL

Why does the charity exist? Describe its vision:

We see a world in which no person is needlessly blind and Indigenous Australians exercise their right to good health.

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

The Fred Hollows Foundation now works in 24 countries across Asia, Africa, Australia and the Pacific. Established in 1992, The Foundation has restored sight to well over two million people worldwide.

Our core activities include:

- Cataract
- Trachoma

- Diabetic retinopathy

We make a difference by:

- Training eye surgeons & health workers
- Building eye health facilities
- Equipping eye health facilities
- Screening & surgeries to restore sight
- Advocacy

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

- It can cost as little as \$25 to restore sight
- 4 out of 5 people who are blind don't need to be
- 90% of the world's blind population live in developing countries
- 94% of vision loss in Indigenous Australians is preventable or treatable
- 3 out of 5 people who are blind are women

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:

Fred was a fierce defender of human rights. He fought for what he believed in, especially when it came to the health of Aboriginal and Torres Strait Islander Australians. Following in Fred's footsteps, we focus on providing high quality, accessible and culturally appropriate eye services to remote and under-serviced communities in Australia.

An independently assessed report by PwC states that for every \$1 spent on restoring sight, the economic benefit is four fold.

The gift of sight returns children to school, families to work and empowers communities.

Workplace giving donations can be used to support our international programs in places such as Kenya where every dollar invested will have a \$3.56 economic benefit.

Organisations can make an even bigger impact with the more staff they sign up to workplace giving. If 13 staff members donate \$25 a month for a year, they will be able to support the training of a basic eye doctor in Laos. That doctor will then go on to restore sight to thousands of people throughout their lifetime.

Donors also have the choice to support our Indigenous Australia Program (IAP) through Workplace giving. Currently Aboriginal and Torres Strait Islander adults are 6 times more likely than other Australians to go blind.

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.)

- Dedicated team member to manage the Workplace Giving Program
- Regular updates on The Foundation's program activities provided to donors through the Employer.
- Invitations to select events to meet CEO Brian Doolan, Founding Director Gabi Hollows, other Foundation ambassadors and country managers from various regional offices offshore
- Staff engagement opportunities such as our annual Coastrek events in Sydney and Melbourne

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

- Donations can be acknowledged with reference to the significance of the contribution, as required and as appropriate

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

- In collaboration with employer's communication tools e.g. intranet and newsletters
- Annual meetings in corporate environments
- The Foundation's newsletters and E-newsletters
- Annual visits to employer partners

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

- Events – Sydney and Melbourne Coastrek, Key supporter events
- Possible volunteer opportunities
- Administrative support during busy appeal periods
- Some pro bono and capacity building opportunities available
- Based on the significance of contributions there may be options to visit program work within Australia

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

- | | |
|-------------------------|-----------------------------|
| • PwC (with WPG) | • Travel Insurance Direct |
| • Blackwoods (with WPG) | • The School for Excellence |
| • Specsavers (with WPG) | • APA Group |
| • Agility Logistics | • Ernst & Young (with WPG) |
| • HSBC | • Gilbert & Tobin |
| • Veda (WPG only) | • JCDecaux |
| • Qantas | • Jetmaster |
| • JB Hi-Fi (WPG only) | |

Key financial information:

	FY 2013	FY2014	FY2015
Total revenue (from all sources)	\$58,159,430	\$64,848,511	\$69,557,000
Revenue from Government	\$11,177,247	\$10,744,522	\$10,873,000
Revenue from fundraising	\$42,607,332	\$49,895,285	\$52,046,000
Revenue from workplace giving	\$331,202.70	\$356,103.16	\$358,280.73
Cost of fundraising (as a %) of total funds raised	17.9%	18%	20%
Net surplus / deficit	(\$577,333)	\$1,552,468	\$2,121,000

** 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:

Role:	Name	Direct Phone	Email
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