

# YOUTH PLUS FOUNDATION LTD

*Annual General Meeting Report - 2015*



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### FROM THE FOUNDATION CHAIR

The past twelve months have been both productive and exciting.

We have focussed on clarifying who we are, what we intend to do and how we intend to do it, through the ongoing development of our Strategic Plan. This ***plan***, when completed, will provide us with a focus for action, as well as strategies for forming strategic partnerships which will assist us to make manifest our Mission Statement.

Becoming a ***presence*** in the wider community has been another focus for our activities. The introductory letter to Principals has been an important initiative. The ongoing development of the Youth+ Foundation website, as well as the Film Project augur well for our capacity, as a Foundation, to be known and understood.

I am grateful for the energy and wisdom Board Members bring to our discussions and considerations. Equally, we are blessed with the calibre of the Executive support we received from Jen Owens, Dale Murray, and now Megan Hall.

Having the ***plan***, and a growing ***presence*** platforms us well the Youth+ Foundation, to move into strategic ***action*** in the immediate future.

I look forward to the challenge!

Daryl Hanly

### YOUTH+ FOUNDATION BACKGROUND

The Youth+ Foundation promotes and supports Youth+ to provide a quality and innovative education for young people from, diverse and complex backgrounds.

The Foundation was established as a charitable trust to assist in the generation of funds to support Youth+ operations to increase our ability to respond to the needs of young people who are disengaged from education, in the best possible way. This includes supporting research, continuing current programs and increasing resources in our Flexible Learning Centres and associated services.

The Foundation has been endorsed under the Australian Taxation Office Deductible Gift Recipient and registered as a charity with a purpose that is the advancement of

education and other purposes beneficial to the community with the Australian Charities and Not - for - profits Commission (ABN 29 161 485 178).

## MEMBERSHIP

The Board of the Youth+ Foundation has enjoyed a full year cycle of membership in 2015. The Youth+ Foundation has been honoured by the expertise and passion of our Board Directors this year and is continuing to enjoy this journey in 2016.

2015 was focused on establishing the Brand of Youth+ Foundation and working towards a strategic direction that upheld the integrity of the Youth+ values and beliefs.

We thank the Board Directors for giving so graciously of their time each quarter; it is due to the commitment, knowledge and connection of the Directors that the Foundation has been able to continue to assist the generation funding to support young people in the Flexible Learning Centre's across the country.

## AUSTRALIAN CHARITIES & NON-FOR-PROFIT COMMISSION

The compliance mechanisms of the Youth+ Foundation sits within our membership with the Australian Charities and Non-for-Profits Commission (ACNC). Part of this accountability requires annual reporting. In 2015, the Youth+ Foundation amended the reporting period for the ACNC from a Financial to Calendar year cycle.

Accordingly, the Youth+ Foundation has successfully submitted its Annual Information Statement (AIS) for 2015 and been endorsed to maintain its charity tax concession status. This administrative function is an ongoing requirement of the ACNC and a key responsibility of the Foundation to maintain.

## GRANTS AND FUNDING

The Youth+ Foundation has been successful in obtaining a number of grants for the 2015 reporting period which has provided Flexible Learning Centre's across Australia with the ability to seek funds to provide support to run projects/programs that assist in the re - engagement of young people. Some of the key grants that have been applied for successfully include:

- Lord Mayor's Charitable Foundation - St Joseph's North Melbourne FLC
- Sidney Myer Foundation - Skilled Young Mum's Healthy Children, Albert Park FLC
- Community Benefit Fund - Classroom Refurbishment, Albert Park FLC
- Multicultural Affairs QLD - Welcoming Reception, Albert Park FLC

Grant writing, support and advice is a key function of the Foundation for Flexible Learning Centre's to access. These localised support mechanisms and responses from the Foundation to the Flexible Learning Centres will ensure that the direct needs of young people are being addressed. The Foundation also aims to provide support to build the skill sets and capacity of staff at the Flexible Learning Centre's to bring their creative and innovative programs and projects to life.

#### **HILDEBRAND BENEFICIARY - GREG HILDEBRAND YOUTH+ AWARD 2015**

In 2014 the Foundations' first benefactor was established to honour the life of Greg Hildebrand (1970 - 2010). Accordingly, the Foundation quarantined part of this beneficiary - namely the Greg Hildebrand Award to acknowledge an innovative project/program of the Youth+ Flexible Learning Centres that also honours the life and passion of Greg Hildebrand. In 2015, the Geraldton Flexible Learning Centre was the successful winner of the Award. Geraldton produced a hiphop rap DVD to raise awareness of youth suicide and promote positive mental health for young people in their community. This product will be used as a further promotional tool for the Foundation.

The Hildebrand Award for 2016 has yet to be announced, however again some incredible projects/programs have been nominated by Flexible Learning Centres across the Youth+ network.

The relationship between the Hildebrand Family and the Foundation is growing in strength and is one that the Foundation highly values.

#### **YOUTH+ FOUNDATION FILM**

The Foundation was privileged enough to have built a relationship with a film/video company in 2015, Rowland Media - who facilitated a film with our Youth+ Flexible Learning Centre's across Australia. This film was scoped as an opportunity to promote the work of Youth+, allow young people to tell their stories and act as a broader marketing tool for the Foundation.

After a tremendous amount of work, in coordination across Flexible Learning Centre's, with staff and young people, producing, filming and editing Rowland Media have produced a series of films that highlight the important work of Youth+ and the Foundation.

This extraordinary opportunity has equipped the Foundation with unique and honest marketing material that aims to connect potential stakeholders, donors and partners to the Youth+ product and demonstrate the important work that occurs in the schools and their communities.

The Foundation aim use this film as the pinnacle for the official launch of the Foundation in 2016 and continue to harness the power of the message throughout the Foundation's future marketing strategy.

The Foundation acknowledges and thanks Rowland Media for their commitment to the project, the amount of work that went into it and the quality of final product. This type of exposure for the Foundation and Youth+ would not have been possible without this opportunity.

#### **FUTURE DIRECTIONS**

This past year has paved the way for the Foundation to be in a very good position to conduct a series of official launches nationally. The Foundation launch series will aim to increase the awareness of work of Youth+ and the response from the Foundation to localised, grassroots issues for young people who have been disenfranchised and are disengaged from the education system.

The 3 year strategic direction of the Foundation provides scope for increasing brand awareness of the Foundation and establishing some points of difference that will ensure that the Foundation stands out amongst its competitors.

A national campaign is planned for the Foundation as is the implementation of a marketing strategy that will target and develop business and corporate strategic partnerships across Australia.

The Foundation also envisions bringing a National Ambassador on our journey with us, including a number of Youth Champions who will ensure that the voice of young people is at the forefront of our advocacy and broader systemic work.

Ultimately, promoting equal access to education that meets the needs of young people and sustainability is the vision of the Foundation. Long-term the Foundation will increase its targeted marketing and continue to find and develop ways to improve the lives of young people.