

Example Submission

Contribution to Community Award

This award is designed to recognise companies and individuals supporting not-for-profit organisations or initiatives in their local community – either through charitable donations or commitment to local community groups and Initiatives.

Please describe one initiative or program you or your company has spearheaded over the past 12 months and how you have delivered against this. Please clearly describe the objective, the outcome and its value to the community.

1. What was the objective of your community contribution? (1200 character limit)

Corporate Social Responsibility (CSR) is vitally important to Company ABC and forms an integral part of our corporate values. We are committed to giving back to the communities in which we operate and as such, saw an opportunity to help tackle the issue of homelessness in our area.

Homes for Homeless is a leading charity in the property industry that strives to provide temporary housing for disadvantaged and homeless youths. In FY2016 –FY17, we partnered with Homes for Homeless as their principal sponsor with the aim to purchase two family homes in our area that could provide accommodation for 15 – 20 youths per night. In addition to the financial contribution, we wanted to create an ongoing mentorship program that would provide our people with a rewarding opportunity to 'give back' to a worthy cause whilst making a big difference to the lives of disadvantaged and homeless youths in our community.

2. Please outline the community initiative/program that your company drove. (3000 character limit)

Our sponsorship of Homes for Homeless was a three-pronged approach:

Financial Contribution

- Every agent made a voluntary donation of 3% of their commissions over a 6 month period which was matched dollar for dollar by Company ABC. This was donated to fund the purchase of two houses in our area on behalf of Homes for Homeless.
- Company ABC hosted a charity screening of the movie 'Lion' at the local movie theatre. Tickets were \$20 per person with all proceeds going towards the purchase of the two houses.
- Company ABC waived all agent fees and other conveyancing costs whilst purchasing two homes on behalf of Homes for Homeless.

Volunteering

- A working group of passionate ambassadors from Company ABC was established and the following activities implemented:
 - Two days paid volunteering leave was supplied to each Company ABC employee as part of a working bee to redecorate the houses.
 - A mentor program was established giving Company ABC employees an opportunity to be a 'buddy' for youths housed by the program. The aim was to help teach the youths practical life skills but also provide emotional support and guidance.

Sponsorship Acquisition

- Company ABC leveraged their business connections and other industry contacts to donate goods and services to the initiative, including the following:
 - New Releases Cineplex donated the use of their movie theatre free of charge for the charity screening of 'Lion'.
 - Big Bob's Tiles donated hardware goods and services to the value of \$50,000 for the housing renovations.

3. What was the outcome of the contribution and how did it meet the objectives? (2400 character limit)

Thanks to the combined efforts of Company ABC, Homes for Homeless and our industry friends, we met our objectives in the following areas:

Financial Contribution

- Through donations and fundraising initiatives, Company ABC raised \$600 000 which was able to fund the purchase of two 4-bedroom homes.

Volunteering

- The two houses were renovated to a high-standard by the Company ABC working group and the homes have now been valued at \$330,000 each (a combined 20% increase in value).
- There are 20 active Company ABC mentors who work with Homes for Homeless to provide ongoing mentoring support for disadvantaged and homeless youths.

Sponsorship Acquisition

- Company ABC help secure \$65,000 worth of in-kind support to aid Homes for Homeless.

4. Please describe the value of this contribution to the community. (1200 character limit)

Every night across Australia 105,000 people are homeless and nearly half of them are under 25 years old. By providing temporary housing for up to 20 youths every night, Company ABC is making a difference by reducing the impact of homelessness in our community.

Over the last 6 months, Homes for Homeless has been able to provide temporary housing for 150 youths, 70% of which have since been moved to longer-term accommodation and are no longer homeless. Sixteen year old Michael feared for his life living on the streets and said that the temporary shelter, the Homes for Homeless counsellors and his Company ABC 'buddy' have made him feel 'hopeful' for his future.

From a Company ABC perspective, the initiative has been highly rewarding. By undertaking the community initiative, Company ABC has seen a spike in their staff engagement survey results with 75% of respondents saying that they feel that Company ABC cares about them and the greater community (up from 50%).

An unexpected but valuable development has resulted from PR generated from the initiative (5 articles across digital and print mediums). Company ABC has received \$200,000 worth of unpaid brand exposure and a new business uplift of 10%. Verbal feedback has confirmed consumers are actively choosing to list their houses with Company ABC due to their community-consciousness.

In addition, due to the positive reaction from consumers and industry alike, Big Bob's Tiles have agreed to sponsor Homes for Homeless \$20,000 per annum for a period of 5 years. This will help Homes for Homeless provide ongoing resourcing and counselling support to those that need it most.