



BUDERIM FOUNDATION

Our Foundation... Our Future

SPRING NEWSLETTER APRIL 2016

Paul's Message

Welcome once again to the Buderim Foundation newsletter, packed with items as testimony to the active role the Foundation plays in our community. I hope you enjoy reading it.



The most amazing team of specialists and enthusiasts has been working for the past few months to bring new life to the Foundation's website. Increasingly the website is the first port of call for people wanting to find out about the Foundation. If the website is difficult to navigate or isn't up to date, people can become disenchanted. So our fully revised and updated website avoids all these issues, which you can see just by going to www.buderimfoundation.org.au

It takes an enormous amount of work to transform a website. Most pages have to be re-written, new links made, data checked and graphics added. Many people have contributed, including all of our Marketing committee members. But special mention should go to Marg Thursby, who knows not just how to structure the site so that it is logical and user-friendly, but also how to apply the subtle pressure needed to ensure everyone else keeps to their deadlines and maintains the corporate style.

And imagine what a boring site it would be if there were no graphics, so Alex Sweet has stamped her expertise all over the site to make it visually appealing. Although a full-time professional in her own right, virtually everything Alex does for the Foundation, (and it is lots!) is happily volunteered and I want here to thank her for all she has contributed over the years. Behind the scenes, the chair of the Marketing committee John Devers also puts in many hours of his talent in bringing to completion a wide range of material aimed at the wider Buderim community.

Speaking of which, those 17,000 copies of Spirit of Buderim did get fully distributed. The last remaining copies were handed out as part of our Australia Day march up Main Street. We were able to find an open space in the march, so that our banners to recognise our sponsors and advertise the Foundation got plenty of visibility.

The Spirit of Buderim has also had recent exposure in the Queensland parliament, thanks to local member Steve Dickson tabling it and speaking about how it demonstrates the vitality in the Buderim community. He went on to say that it validates the comments of social researcher Hugh Mackay that it is not where you live but how you live that matters. I'm sure that our Foundation Ambassadors would wholeheartedly agree.

Many readers will recall that every year the Foundation manages to secure a significant number of \$50 vouchers that are aimed at assisting those children whose families struggle to meet the costs of going to school. This year the vouchers arrived from the donors too late for the start of our school year. So we have decided to allocate them to schools and community groups and allow them to allocate the vouchers as need arises through the year. Life is unpredictable and having even a small resource to be able to assist in adversity can make a real difference.

Finally we are pleased to note that the Foundation has formally established a Youth Sub-Fund to support youth in the community. Donors who want to contribute in a way that ensures the earnings on their contribution will continue to assist youth will now have a dedicated way to achieve it. The Foundation has also agreed that it will match dollar for dollar all contributions until the Sub-Fund reaches \$50,000, the level at which the earnings of the Sub-Fund can support a grants program.

Paul Clark
Chair, Buderim Foundation

It's always nice when friends drop in

If you haven't stopped by already, now is the time to check out the Buderim Foundation's brand-new website. It has been up and running since February and already the feedback has been overwhelmingly positive due to its bright, community-focused aesthetic and easy to use navigation.

While the old website served its purpose, the new design and platform allows the Foundation to flourish as it continues to grow. The Foundation is exceedingly grateful to Katrina and David at web developers KMO for the time and expertise they have given towards the project, as well as our own volunteer graphic designer Alex Sweet for her design work and Marg Thursby for the site map and content.

The fresh new look is complemented by an accessible design, which Alex Sweet said was the rationale behind the revamp.

"I have always said the hardest part is to keep websites simple and easy to use and read... this takes a lot of time and fine-tuning but makes for a stable and workable foundation of a website that can be easily updated and with



new add-ons as we need them allowing us to grow within this platform which by the way is Wordpress - the most used and powerful open source platform available," she said.

"For me personally this is my gift to my community."

The plan is to add a small shop to sell local fundraising merchandise, an online grant application process, online event bookings and more as the site grows. Whether you're new to the foundation and want to learn about what it has to offer the Buderim community, or are a long-term supporter wanting to find out what is happening around town, check out www.buderimfoundation.org.au



Ambassador program

The next phase of the Buderim Foundation's Ambassador Program is underway. After more than 10 years of successfully spreading the word, the program had grown to a point where a dedicated committee was needed.



This was established in 2015 with Foundation director Cheryl Ryan as the chair.

The task includes finding practical ways for Ambassadors to get involved in ways that best suit their circumstances.

We recognised that some Ambassadors would like to be donors and contribute to the Foundation's trust funds to see their capital grow in perpetuity with only the interest used to resource our community grants program. Others like to offer their skills to help us run major events, or assist with our website, marketing and media needs.



All contributions are highly valued, as we certainly could not have reached our present position without them.

We hope our donors and volunteer Ambassadors will continue to support us as they have done to date, freely giving their time, talent or treasure as and when they are able to do so. Beyond this, our Ambassadors are a great source of wise advice to our board, ensuring that the wide range of views they bring can be heard and appreciated.

If you want to know more about our Ambassador program, contact **Cheryl Ryan on 0438 003 759**.



Youth are tomorrow's community

Youth sub-fund

Another sign of the Foundation's success and growth in the local community is the development of a specific fund focused on supporting the youth of Buderim. This will be the second sub-fund agreed upon by the Board, after the well-established BWMCA sub-fund, which supports the BWMCA's community activities.

In recent years the Foundation has provided around \$70,000 for its Youth in Philanthropy projects and community grants for other youth projects. This is on top of the \$100,000 injected into the school community through the school vouchers.

The formation of a youth sub-fund allows donors to specifically request that the earnings from their donations or bequest be used to support young people. At a recent Sunshine Coast youth summit and a Generation Innovation Future Visioning forum, younger members of the community outlined some challenges.

These included employment opportunities, drug and alcohol-free recreational opportunities, development of practical life skills, and the limited number of activities for young people in the area.

If this is a concept that interests you, or you would like more information, please contact the Buderim Foundation youth committee chair **Heinz Seeberg** by email: heinz.seeberg@bigpond.com or phone 0458 588 433.



What happens now?

The first target is to raise the \$50,000 threshold needed to establish the Youth Sub-Fund.

Until this \$50,000 initial requirement is reached the Foundation has agreed to match public donations dollar for dollar.

Then on-going, donations, bequests and fund raising specifically for the Sub-Fund will continue to build the Sub-Fund's capital.

The earnings from this growing amount will then be returned to the community as on-going grants for projects specifically aimed at improving the quality of life for Buderim youth.

money in
+
money managed
=
money out

The Buderim Foundation's Investment Committee manages the Foundation Corpus and invests the funds to generate income. This income is used to make grants to the Buderim Community.

The Corpus is held within two separate trusts. One trust is able to benefit from receiving franking credits, whereas the other trust is ineligible but instead can give tax-deductibility to donors. This means that the investment strategy for each trust is different.

The committee invests the funds across the various asset classes and we use diversification as a risk reduction technique. A well-diversified investment portfolio limits risks by offsetting the impact of a single or a few poorly performing investments.

For example we have kept the portfolio exposure to the banking sector lower than that of the ASX200 and we have increased exposure to infrastructure, telecommunications and healthcare. As a result of the diversification of the investments and adherence to the investment strategy for each trust, the value of the corpus has not been as affected by recent market fluctuations as has the ASX200.

The investments continue to produce a healthy income stream and we look forward to making another round of generous grants to the community in September this year.



Avril Staniland
Investment Committee chair

Upcoming events

May/June – Celebrity breakfast at the Buderim Tavern (Date and speaker to be advised soon - please keep your eye on our website events page)

June 10 – Happy Hour at Bloomhill, 5.30-7pm

STOP PRESS - Editor Update

... a breaking story of a very personal kind!

Newsletter editor Kay Kerr and partner Arthur welcomed the arrival of Agnes Rose Kerr on April 5, weighing in at 7 pounds.

The Foundation family congratulate the parents and extend best wishes for a rich and fulfilling future with their bundle of joy.



Members meet with directors

Foundation directors met recently with a number of the Foundation's Members to exchange views and offer perspectives on a number of issues. The Members' role is to ensure the on-going integrity of the Buderim Foundation.

This meeting occurs generally twice per year and is most useful because it updates the Members on recent developments. It also provides the Board with feedback along with valuable discussion about some of the big picture issues like how best to align the work of the Foundation with the needs of the community and how best to prioritise resources.

Contact us

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'I'm feelin' good now!