

# **The LBW Trust**

## **Annual Report 2022**

The start of this financial year, being July 2021, was essentially the month when most of the Australian eastern seaboard entered its most severe period of COVID restrictions. Particularly in major cities, it was a time of takeaway only meals, tight constraints on physical movements and no live events. Fortunately, we were able to quickly pivot and introduce an online fundraising event in November. However, our Annual Dinner was postponed from March 2022 to October. So as for many other charities, it was a challenging year.

Nonetheless, we were able to support all our students who were able to attend class, often virtually. Indeed, at just under \$700,000, FY22 saw The LBW Trust distribute the highest annual amount to our various beneficiaries in our charity's history. However, we did need to significantly dip into our "rainy day" reserve – which now needs replenishment. This is a major goal for FY2023.

### **Education Partners and Students**

In the 2022 financial year, The LBW Trust supported students at the following institutions:

- SoTheyCan, Tanzania
- Kakenya's Centre for Excellence, Kenya
- VECT/AIDTC, India
- CandleAid, Sri Lanka
- Prerana College, India
- CLCR, Nepal
- Sports Skills for Live Skills, South Africa
- Mahboba's Promise, Afghanistan
- KSWA, Yuva Parivartan, India
- UTS – LBW Trust Refugee Teacher Training Program, Cisarua, Indonesia

This cohort was unchanged from the previous year. In addition, we contributed funds that were distributed in Australia to libraries in regional locations. This was a co-contribution element of a number of our National Backyard Cricket activities, the balance of which supported students at the institutions listed above.

A new initiative during the year was The LBW Trust hosting online events on the theme of "Setting up Students for Success". We are keen that all the organisations we support can learn from one another. The chance to interact and learn was warmly welcomed and deemed highly valuable by those who were able to participate. Based on this feedback, we aim to make it a regular part of our annual cycle of activities.

As we all know, COVID-19 had a devastating impact on live events over the previous couple of years and The LBW Trust was not immune. Our finances were negatively impacted and in the second half of the financial year, the Board took the very difficult but prudent decision to reduce all of our distribution commitments by 10%. We hope that situation can be reversed as soon as possible as we know it will have caused some difficult decisions to have been contemplated in some of the institutions we support.

The LBW Trust is proud of its long track record of supporting students, especially women, particularly in Afghanistan. In recent years, we have supported Mahboba's Promise which was founded by an incredible Afghan refugee based in Australia called Mahboba Rawi. She is a

remarkable woman who we are proud to be associated with. Nonetheless, since the Taliban has once gain assumed political power in Afghanistan, the situation has become progressively worse both logistically and educationally for women (and this has deteriorated far more since the end of FY22). The Trust is keeping an extremely close watch on events in Afghanistan in conjunction with Mahboba. It is a deeply concerning situation.

## Major Fundraising Events

On 24th November, we held a real-time online event focused on three of our projects; Cisarua, Heartland College and Kakenya's Dream. More than 200 people registered. We raised more than \$100,000 which was outstanding.



As noted above, our Annual Dinner was scheduled for Saturday 12<sup>th</sup> March 2022 at Randwick Racecourse but, due to COVID-19, was postponed until October 2022 to coincide with the Men's T20 World Cup where ABC Bullion and Encompass will be our major Dinner sponsors.

Despite this necessity, our students still needed our ongoing support, so we decided to proceed with an online raffle and silent auction during March anyway. We are deeply indebted to all our supporters who recognised the importance of this element of the show going on and contributed enthusiastically.

On 5<sup>th</sup> May, we had an absolute treat for around 100 cricket lovers. Our Director Mike Coward hosted an engrossing, intimate chat with Jim (The voice of summer) Maxwell and their former ABC colleague Peter Longman in a Marsh-Warne tribute evening. It was held at The Stables within Randwick Racecourse which is a perfect venue for such an event. The Trust is most grateful to FinClear for their generous sponsorship of the evening.



Another fundraising event during the year that we must draw attention to was Jane Evans undertaking a sponsored shave (of her own hair that is). Having set out with modest ambitions, the word spread far and wide and Jane ended up raising more than \$40,000 for The LBW Trust. This was an incredible achievement for which we're deeply indebted to Jane. We also held two other events, one on 1<sup>st</sup> April at PwC which was the Crestone / PwC Future Leaders Program at which motivational speaker, psychologist and ex-SAS soldier Harry Moffitt spoke, and the other one was a joint webcast interview with Michelle Goszko and Ed Cowan, on 5<sup>th</sup> May also at PwC.

### **National Backyard Cricket (NBYC)**

Early in the year, we achieved the notable landmark of being officially recognised by both Cricket Australia and Cricket NSW as an official charity partner.

Our Corporate Cricket Challenge was contested between six teams at St. Joseph's College in Hunters Hill on 3rd December 2021. It was another terrific day and we thank the College, the many volunteers who helped to make this day a success and of course, the players and their employers for their time, enthusiasm and sponsorship, particularly because this year, it occurred very much "against the odds".



Early December also saw the launch of our broader NBYC campaign with a broad range of social media promotions including the Triple M network. We are particularly grateful to our loyal, ongoing NBYC supporters Harvey Norman and Nexba soft drinks.

National Backyard Cricket Day itself was Sunday 6<sup>th</sup> February 2022. It is intended as a light-hearted way of anyone having a game of hit and giggle cricket in their backyard, in a field or on a beach to have fun, hopefully raise a little money, and raise awareness of the work that The LBW Trust does.



## Women for Change

Despite the challenging environment, many events were held during the year including:

- Virtual trivia on 9<sup>th</sup> October
- A raffle in late October, during Macquarie Foundation week where all donations to Women for Change were matched by the foundation.
- Virtual giving event on 24<sup>th</sup> November
- Mobile phone recycling
- We established a permanent online store through which anyone can purchase Kenyan items and inspirational books at <https://shop.womenforchange.org.au>

On 21<sup>st</sup> May, we were absolutely delighted that our twice-postponed major WFC event finally went ahead. The Sofitel Wentworth hosted our Graduation Celebration and Fundraising Gala in honour of our first cohort of Australian-graduating students from The Kakenya Centre for Excellence in Kenya. It was a marvellous opportunity to celebrate and reflect on the achievements of Peyian, Linet and Sharon, made all the more special by the attendance of Kakenya Ntaiya herself who was able to join us in Sydney. An added bonus was the incredible generosity of our 200+ guests who contributed in excess of \$120,000 to help complete our future commitment to Kakenya's Dream.



Whilst in Sydney, Kakenya was the star attraction at a number of other events at various universities in Sydney as well as with some corporate sponsors.

We must acknowledge the incredible value-in-kind donations to WFC for our four Kenyan scholars in FY22 of approximately \$180,000 (\$130,000 in FY21) comprising \$40,000 for accommodation and \$140,000 in university scholarships. Our deepest thanks go out to Sydney University, UTS and Western Sydney University for the scholarships and Iglu, Scape and Campus Living for student accommodation.

2022 marks something of a watershed for Women for Change. Since WFC was first established, its overwhelming focus has been supporting Kakenya's Dream and selected high school women graduates embarking on university degrees. As our relationship with Kakenya has grown and matured, The WFC Committee committed to establishing a long-term, self-sustaining financial model in the form of an Endowment Fund with base funding of A\$500,000. During the first half of FY2022, the significant work of establishing the Fund including all appropriate governance arrangements, was completed and the first half of the base funding was remitted to Kenya (where interest rates are substantially more attractive than in Australia). This is a wonderful achievement of which everyone associated with WFC should be rightfully proud. Whilst our relationship with Kakenya and Kakenya's Dream will certainly not end, it will move to a different basis and we will not be undertaking any further, major fundraising on its behalf.

Consequently, moving into the new financial year, the WFC Committee were already hard at work evaluating a number of exciting new potential projects to enable and advance the lives of further generations and cohorts of women in the developing world through the power of education.

## **People – Board & team**

Rob Lloyd stepped down in May 2022 after serving on the Board since November 2015. Rob's service over those 6 years leaves us with an outstanding legacy, particularly in attracting new corporate supporters to our cause and in propagating our message to a range of new audiences. Notably, this included the initiative to arrange cricket matches at schools including Barker College, Shore, King's and Riverview. Not only did some household name cricketers, such as Ed Cowan and Waqar Younis play for our team, but also a wide range of stars from other sports. Rob was also an extremely passionate advocate and fundraiser for our Sri Lankan based students.

The Board would like to express its heartfelt thanks to Rob for his outstanding service.

A very welcome addition to our NBYC team during the year was Harry Moffitt. Harry is a serious cricket lover. He also had a very long, distinguished career in the ADF, notably with the SAS. Harry now works as a human performance psychologist working across diverse fields. His book *11 Bats*, skilfully weaves his love of cricket with his experience in the war zones, notably Afghanistan. Harry is making an invaluable contribution to extending our profile and engagement in Melbourne and Perth in particular.

Stefani Jelic, Bridie Pamment and Leah O'Gorman all became actively engaged with supporting our various activities on a part-time basis under the guidance of our General Manager, Kylie Maddern.

On 4<sup>th</sup> April, the Board held its annual strategy session to reflect objectively on our current situation, where we want to take the organisation next and strategies for how to get there.

## **Finance**

Income for the year ended 30 June 2022 was \$959,822 which was an increase of 9.6% on 2021. There was an overall deficit in the year of \$36,439. We distributed \$697,486 directly and indirectly to

our student beneficiaries during the year. That was a 22% increase on the previous year and the highest level of annual distributions The LBW Trust has made in its existence. As at 30 June 2022, we were holding \$ 395,356 in our various bank accounts and The LBW Trust's total net assets at that date, were \$420,346.

## Operations

Given the significant restrictions placed on our activities during the year, The LBW Trust took the opportunity to upgrade some of its back office enablers as well as our ongoing capabilities as we looked to the future. In this regard, we:

- Refreshed and **relaunched The LBW Trust website** in August, essentially to increase the focus and level of information we're sharing on our charitable projects and use of funds raised;
- An MBA team from Ducerre Business School engaged broadly with our Board and undertook an **independent, strategic review** that was presented to us in September;
- Researched, identified and applied for applicable **grants**;
- Enhanced our **customer management systems and processes** so they operate more cohesively and efficiently; and
- Appointed a new manager to **enhance our social media presence and impact** including; a plan for regularly posting through our various brand channels, developing our brand personalities and leveraging a broader range of contributors with enhanced skills to extend our reach and impact.

## Future Outlook

The LBW Trust has always taken a conservative approach to our project commitments, which are always subject to fundraising. We aim to have sufficient funds on hand for our students such that, at any given point in time, if our fundraising activities stopped totally for any reason, we would not leave our students immediately unfunded. Nonetheless, the forward outlook remains somewhat uncertain and the Board is continually reviewing the situation and preparing various contingencies under different future scenarios.

Looking ahead to FY23, planning was already well underway for our Annual Dinner in October. WFC was close to submitting its final contribution to the Kakenya's Dream endowment fund and then identifying and focusing on new projects and NBYC has good momentum with a full summer of events planned.