Issue One | Autumn 2011



G-MAG

Improving our community

Formerly known as 'Way to Go'

Inside this issue:









And much more!



The edition proudly sponsored by Ford Australia

Welcome to the first edition of G-Mag, formerly 'Way to Go'



Welcome to the first ever edition of G-Mag, a transformation from what many of you have known as Way to Go. This is something closer to a magazine format which we envision you might enjoy flicking through with a cup of coffee, tea, hot chocolate or something equally spectacular.

Speaking of spectacular, let's muse – for a moment – on the phrase to `change the world. '

Do you think of trailblazers and revolutionaries and people surrounded by security guards?

What we often don't think of are the people who aren't people, they're simply one person.

Yet it's incredible to think that, even as individuals, we all have an opportunity to change the world, our individual actions culminating in something powerful.

Take, for instance, Craig Taberner who knocked on our door right before Christmas with a car-load bursting full of dazzling new toy donations. Each person from the Antique Aeroplane Association of Australia, which he is president of, brought in one toy, resulting in a cheerful car load's worth.

Read about Bronwyn and her 'little sister' Annaliece, a great example of the benefits of Barwon Youth's Big Brother Big Sister program, where friendship, support and the invaluable guidance of a role model is demonstrated. This program is based on research supporting that over 52% of people who participated in a program told that having a Big kept them from dropping out of high school.

Plus, there's a piece on the Sanctuary, founded and run by just two individuals, which provides support (in the form of strength, compassion and hope to those affected by life-threatening or terminal illnesses.

Feel free to send us your story leads, news or tid bits to general@givewhereyoulive.com.au citing "Magazine" in the subject line.

Grab a coffee and read...

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Damian's A Winner With E & S Trading



Giving to support the community can be quite rewarding – a sense of making a difference – the understanding that you are helping people in need – and the knowledge that you are helping make Geelong an even better community.

And for Damian Waight from the Golden Plains Shire, there was an added reward. Damian was the 2010 winner of the Win With E & STrading promotion. His decision to commence Workplace Giving to Give Where You Live resulted in his name being drawn out at the conclusion of the 2010 campaign. Damian has received a \$1500 store voucher at local electrical goods retailer, E & S Trading.

"After a United Way presentation at work, I saw Workplace Giving as a good way I could donate regularly to help local people in need. Give Where You Live does a great job and after learning more about the support they give, I was keen to get involved."

E & S Trading Store Manager, Scott Reynolds was delighted to present the voucher to Damian. "E & S Trading is a family owned business and recognises the importance of a strong community. We know our support of Give Where You Live's Workplace Giving program generates many vital contributions for the Geelong Region."

Campaign Launch 2011

United Way becomes Give Where You Live in a sensational 1950s themed evening

The Ford Discovery Museum, with its backdrop of colourful and shiny cars from a bygone era, was the perfect location for the unveiling of United Way Geelong Region's new name. In honour of the original 1954 date which this organisation was first founded, the theme was 1950s. Poodle swing skirts, waiters resembling the movie 'Grease' and

even a juke box playing the hits from a bygone era on this evening, all added to the walk down 'Memory Lane' on this special evening.

It was a spectacular night of excitement which heralded the transition from the United Way brand to the new and exclusively Geelong-focused brand *Give Where You Live*. The night kicked off with entertainment from one of *Give Where You Live*'s community partners, the critically acclaimed Back to Back Theatre which provided a thought-provocative and avant-garde performance. As well as Back to Back Theatre,

other *Give Where You Live* community partners were involved, including specialised toys on display by Noah's Ark, artwork on display by Barwon Valley School and even a Delta Dog (Scooby Doo) came along too.

The new name was revealed in a exciting moment of lights dimming, the roombecoming silent and black sheets being lifted. Last year's Campaign Leader and Target's Managing Director, Laura Inman, shared a closing message before welcoming her successor, 2011 Campaign Leader, GHMBA's Managing Director, Mark Valena to improve on last year's result of raising \$3.2 million

The launch concluded with a stirring dvd, showing some of *Give Where You Live*'s community partners like the Outpost, Riding for the Disabled and Glastonbury Family Services. This short film is available to see at www.givewhereyoulive.com.au





Something little with **BIG** Impact

Geelong's Big Brothers Big Sisters program



Enter New York City, Winter 1904. Only a few months ago the first subway station, competing with the horsedrawn carriages trudging through the snow, opened; its porcelain tiles still shiny white. Away from the cold December air and inside the Central Presbyterian Church of New York, a 33 year old court clerk called Ernest Kent Coulter was preparing to give a speech. He was working at New York's Children's Court, which he had helped found only two years earlier. Appalled at the suffering and misery he saw in disadvantaged youths in his city, he had a vision that, for each child, there would be "at least one human being in this great city who takes a personal interest in him, who cares whether he lives or dies."

This stirring request changed the lives of children everywhere and 107 years later, even in our city of Geelong, it still resonates.

Ernest's dream turned into Big Brothers Big Sisters, now a worldwide program which is run in Geelong by Barwon Youth with financial support from *Give Where You Live* and state government funding.

It has a simple yet compelling vision, that "every young person who needs a mentor, has a mentor."

Research conducted in 2009 by Harris Interactive supports the benefit of such a concept in the lives of young people. The study, comprised of adults who participated in the program as children, reported significant positive changes, with 90% of all candidates stating that their mentor made them feel better about themselves and 81% reporting that their 'Big' changed their perspective on life. The Big Brothers Big Sisters program is making an impact in our local community, as senior project manager Glen Barton testifies, "I see good news stories all the time."

So who, then, can be involved in the program? "Anyone who wants to make a difference in the life of a young person, and is able to take on the position of a supportive friend," Glen tells. In the program, the mentors are simply called 'Bigs' and the protégées or young person 'Little.' They catch up a few times a month, an average of an hour a week.

"We've got Bigs who range in age from early 20s to late 40s."

Some are single, some are married; comprising all backgrounds and walks of life. However, the child's best interests are always the first priority in a selection and training process which Glen describes is "quite stringent."



Bronwyn, a third year psychology student, and 14 year old Annaliece are a Big Sister Little Sister match who could pass for real-life sisters. They enjoy "mucking around" together and having fun: shopping, going for walks and watching movies. According to Bronwyn, who shares an interest in Harry Potter movies with Annaliece, one of the best things about the program is a chance to "be a little kid again."

Genuinely, she enjoys spending time with Annaliece, "getting to catch up and talk and doing lots of fun things together." This highly organised student, who also works full-time, says she and Annaliece relish the opportunity to do fun things together.

"Every week it's getting harder to think of new things to do" she laughs.

Yet for Annaliece catching up with Bronwyn is always fun, regardless of what they do. To her, her Big Sister represents something wonderful, "Bron actually helps me out."

Does she like spending time with Bron? "Yeah cos I can talk to Bron about my family stuff." Annaliece smiles.

Going out for dinner and to Timezone on her birthday was a stand-out moment, along with another memorable one: "When I got to meet her puppy." As the duo stroll along together at Eastern Beach, Geelong, they see a puppy bounding along which looks a lot like Bronwyn's. As they amble along sideby- side, giggling over the uncanny resemblance, they really do look like sisters.

Sadly, there is a waiting list for many disadvantaged Littles who desire a chance to be paired up with a Big. While Barwon Youth are always grateful for all volunteers, there is a particular shortage of male mentors. Annaliece testifies to this, telling how she recommended the program to a guy at her school who was really interested in having a Big. Unfortunately, it's not that easy, with Glen well aware of the waiting list for young males seeking an older male as a mentor.

Wistfully, he tells: "I'd like to provide mentors but at the moment we can't because there's not enough."

In 2010, *Give Where You Live* funded The Big Brother Big Sister program \$35,000.

Interested in being a Big Brother or a Big Sister?

Barwon Youth are holding an information session next month: Tuesday 3rd May, at 12.30pm & 6.00pm at 12-14 Halstead Place, West Geelong. Call 5221 4466 or email bbbs@barwonyouth.org.au to book your place.

Alternatively, visit:

http://www.barwonyouth.org.au/programs/bbbs.html for more information or an alternate information session date.





2011events **CALENDAR**

Get involved with these great events and make a difference to those living with disadvantages in the Geelong region.

TGM Barwon Banks Fun Run

Sunday 27th February

Monday 28th February

Corporate Triathlon Sunday 3rd April

Improving our community

Show up! Sign up! Have Fun!



Campaign Launch & AGM Harwood Andrews Geelong

> People @ Work Administrative **Professionals Breakfast** Thursday 5th May

> > **Routleys Geelong Rotary** Golf Day Friday 13th May

> > > **Loaned Executives Awards Night** Thursday 16th June

Christmas in July Saturday 30th July

Kevin Paisley Fashion Eyewear Charity Race Day Friday 26th August

Alcoa Australia Corporate **Head of the River** Saturday 8th October

E&S Trading Charity Golf Day Monday 7th November

Ford Otway Cycling Classic Sunday 13th November

> Dawnbusters Fun Run Saturday 31st December

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Design sponsored by



For more information visit

givewhereyoulive.com.au/events or PH 5229 4364

The Sanctuary Counselling Centre

A haven of hope in the Geelong community



It may seem just a coincidence that the Sanctuary Counselling centre is just around the corner from Geelong West's Hope Street but considering the purpose of the centre as a tranquil space for those affected by terminal or life-threatening illnesses, it seems significant. This little weatherboard cream and white house with homely couches designed specifically for sinking into is true to the Oxford Dictionary's definition of a sanctuary being "a private retreat or place of refuge" It's a place to find strength when you can't find it anymore; a place to grieve when the show must go on but grief continues too; a place where the mission is clearly stated, to "find strength and positive strategies for life at highly challenging moments."

Co-founders Tara McKinty and Scott Crisp have a heart for helping remove the burden from those going through hardships caused by pressing health issues. Their core counselling needs encompass issues like adjustment to a life-threatening sicknesses, illness management therapy and bereavement counselling through a specialised program called 'Sanctuary for Kids', for children whose parents are ill or have died.

In 2010, this unique but life-changing Geelong establishment provided 1,198 counselling sessions, not to mention countless hours in palliative care visits. It provides support groups for young widows and long term survivors of cancer, as well as regular weekly meditation and relaxation classes which co-founder Crisp believes is complementary to "helping people find an anchor inside themselves where they can feel safe and peaceful." These classes, which supported 336 attendees last year, function as a method of instilling relaxation, reducing anxiety surrounding such arduous circumstances and minimising what Crisp describes as "knee jerk reactions."

One patient who has received innumerable benefits from the Sanctuary describes the experience as incredibly worthwhile. He lauds the practical and encouraging advice on medical and health issues, which provided both comfort and rejuvenation. There was nothing cringe-worthy or cookie-cutter about the approach; no hint of the awkward patient experience of feeling "categorised, diagnosed, judged, treated, packaged into a 6 treatment plan, processed and ejected feeling like a failure and alone." The patient, whose identity is not revealed, esteems the hospitable and personal approach she received at the Sanctuary. Instead of a clinical setting, she applauds the Sanctuary's posture as a friendly haven that seeks to make guests feel comfortable, including "a cup of tea to start the session that says 'Welcome, let's chat." A hot mug also serves another purpose, it's "great to hold onto when the tears flow and the chat gets hard."

Co-founder and counsellor, Tara McKinty is happy that her patients find hope in their Sanctuary experience. "The greatest encouragement for us is that people tell us the Sanctuary is a place of real safety

to them. They've found friendship and support and that it really has made a difference to them being able to cope in what can be unspeakably difficult circumstances."

Tess, who attended the Sanctuary for grief counselling during and after her husband's diagnosis of having a brain tumour, is grateful that the Sanctuary's services extend to the family members of those who are terminally or life-threateningly affected. "I mean, everyone's journey is different," she muses. "My journey was alongside a person who had a terminal illness and that's different to the person who has the terminal illness."

The best thing of all is for those who need it, the Sanctuary's services are free of charge. This is supported by *Give Where You Live's* donations, which accounts for a substantial amount of the Sanctuary's financial backing. "I would hate to think that anybody was denied this service when they're going through pain and suffering of loss or grief," says Tess.

A twenty-three year old young woman who has attended the Sanctuary since losing her mother as a teenager agrees that the free services are invaluable, "It is my aim to one day to be able to donate and give back to the organisation that has given so much for me," she says.

In 2010, Give Where You Live funded the Sanctuary Counselling Centre \$71,000.

Precious Cargo

Classic planes, new toys, generous pilots



Last year a fleet of classic planes descended onto the outskirts of Ballarat. Pilots began unpacking cargo, cargo consisting of teddy bears, board games and other colourful things.

Their mission was clear (no subliminal coding needed!): Operation Toy Run.

Soon after, the Give Where You Live offices received a knock at the door. It was Craig Taberner, president of the Antique Aeroplane Association of Australia. (AAAA)

Unbeknownst to us, Craig and his team had each donated one new toy, resulting in a cheerful car load of bursting Christmas presents, all destined to reach disadvantaged children in the Geelong region.

This is something these generous pilots are passionate about, as Craig explains.

"The pilots get such a thrill from the flying, they say it is a pleasure to share some of that enjoyment with those less fortunate and put a smile on a few faces for Christmas," Taberner tells.

Give Where You Live distributed the precious cargo to disadvantaged children through Bethany Family Services.





At exactly 1.345 kilos, Buster was born three months premature. There were complications.

"Brain scans revealed cysts on Buster's brain from meningitis which resulted in scarring, and hence a very high chance of Cerebral Palsy," says Andrea Dyer-Ison, Buster's mum.

Later, doctors were to confirm that Buster had Cerebral Palsy, Spastic Quadriplegia, affecting the physical control and movement of all his arms and legs, as well as other areas in his body.

Consequently, "Buster was a very shut down baby for the first eighteen months, only interested in eating and sleeping."

The adjustment period was a time of new challenges and Andrea, having done her research on the high statistics of breakups for families with children of disabilities was adamant, "I was not going to let my family be a statistic too."

As well as the range of intervention and therapy programs available in the Geelong region, like ECIS and Noah's Ark, Andrea noticed something else: Kids Plus. Buster was accepted immediately and, at two years old, began the Kids Plus Therapy Program.

When he began at Kids Plus, Buster suffered from very stiff legs which crossed or scissored when he tried to move them, as well as limited speech. 'Everyday' things like using his arms, holding his head high and sitting was difficult for Buster who, despite all this, suffered no intellectual disability.

It was at Kids Plus, however, where this determined mother and son were given access to opportunities which changed Buster's - and his family's - life in a powerful way.

"Kids Plus has been the body and soul for our therapy and support, complementing other services we have been able to access," Andrea testifies.

The results were encouraging, with day-to-day tasks that had previously proved hurdles, beginning to be overcome. Hand movement was improved, such as "keeping his hands open rather than clenched," as were motor skills and the use of the pincer grip.

Developments were continuing, with one in particular being pleasing to this little boy, as his mum tells, "Buster has been learning to use a spoon to feed himself and is a good eater."

At the Royal Children's Hospital, Buster has also benefitted from Botox in his legs. This provides an opportunity to control spasticity in the legs, a cause for the scissoring effect which can significantly affect mobility.

Andrea explains the process, "Each time the Botox lasts for about three months, giving time to work on building muscles elsewhere and using strengthening exercises and stretching muscles, to keep his legs supple and his long bones straight as he grows."

There have been other tangible benefits as well, such as better family relationships and life being "much easier" now for Buster and his older siblings to play together.

To this Geelong family, Kids Plus has made a huge impact. The grateful mum-of-three beams, "Each week we come away with progress ... There is no other place we can get this service! Words cannot express what it would have meant not to have attended Kids Plus."

For other parents who may be in a similar position, Andrea can offer some insight.

"The key to surviving and moving forward is communicating. Ask questions. Share."

In 2010, Give Where You Live funded the Kids Plus Foundation \$40,000.



the KIDS PLUS FOUNDATION

The Kids Plus Foundation is a parent-driven children's charity which delivers high quality, intensive therapy programs for children with neuro-physical disabilities, particularly cerebral palsy, brain injury and stroke. Programs focus on 'day-to-day' functional activities such as coordination, mobility, communication and eating, assisting each child to reach their potential and to live as independently as possible. Priority is for babies and younger children, and for children from families in lower socioeconomic situations.

www.kidsplus.org.au

Loaned Executives 2011

Give Where You Live

(formerly United Way Geelong Region)



Improving our community

For 46 years Loaned Executives have made a commitment to support this community. Give Where You Live welcomes the team of 2011

Team Leaders







Tim Currie









Rob Bihar Alcoa of Australia



Denis Musaefendic Barwon Water



Dennis Saliba Bendigo Bank



Emily Kane



Chris Beynon City of Greater Geelong



Jo-Ann Lyons Commonwealth Bank



Melissa Biviano



Olivia Burgess



Michele Henshaw



Ben Brand
Evologic Technologies



Mark Fagg



Anish Sonar



Cass Bird



Claire Hassett



David Osborne



Luke Porra Lake Imaging



Melissa Jones



Mark Mazza



Steven Quirke National Australia Bank



Leah Echanes



Matt Hudson







Kristi Turner



Erin Hageman Target Australia



Julia Filep The Gordon



Jonathan Gill



Deb McCluskey



Peter Monea



Give Where You Live Loaned Executives will be visiting workplaces across Geelong to:

- thank Workplace Giving Contributors for caring about our community
- inform people as to how their contributions are making a difference
- encourage others to join their workmates and give a little out of their regular pay

givewhereyoulive.com.au



Leigh Johnston



Mark Valena



Michael Scaddan



Improving our community

248 Malop St PO Box 351 Geelong Vic 3220

Tel: 03 5229 4364

Give Where You Live gratefully acknowledges the involvement of these committed individuals and businesses

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A word from Ford Australia...



Ford and Give Where You Live: a common goal

Together, Ford and Give Where You Live are helping to improve the lives of disadvantaged people in the Geelong region, providing a sustainable way of promoting better outcomes in our local community. We choose to align with Give Where You Live because we share the same vision for supporting those disadvantaged, a partnership that produces win-win situations for the Geelong region, ultimately making a meaningful difference.

Support them, support you

We see Give Where You Live as a powerful channel to make a difference; an opportunity to

invest in our future employees and their families, which reaps significant benefits into our community. As we support Give Where You Live through workplace giving, corporate donations, volunteering, the Loaned Executive program, sponsorship, event participation and more, we are giving to more than just an organisation – we are contributing to our own community by supporting over 70 community partners who directly assist those disadvantaged by poor income, health or education.

Been mates for a while

Since 1954, with Ford being a pivotal supporter of Give Where You Live since its inception as the Geelong Community Chest, and later as United Way Geelong Region, we have enjoyed a long and successful partnership, As an advocator in corporate responsibility, we choose to support Give Where You Live because we believe in their philosophies and have the same desire to make a difference locally. As they continue to support three key areas of pressing need in the Geelong region: health, income and education disadvantage, we see our relationship growing further into the future.



The Ford Otway Classic

Our annual sponsorship of the Ford Otway Cycling Classic is one of the ways our partnership is demonstrated, with last year's event being a memorable day. Around 300 participants shared the breathtaking vistas of the Great Ocean Road and Otway region as they rode with Ford V8 legend, Mark Winterbottom and members from the Ford Performance Racing Team. Altogether, this iconic 137 km route generated a \$30,000 for *Give Where You Live*.

As well as raising money for those suffering disadvantage in the Geelong region, there is another key purpose of this event: advocating a respectful relationship between drivers and cyclists. This was communicated through a series of safety messages from Bike Safe's campaign, 'Share the Road' which reflects this message, aimed at reducing the alarming report that 2,500 cyclists are injured each year due to road accidents.

Winterbottom, who swapped the steering wheel for bicycle wheels, observes, "Cyclists often have to avoid potholes and gravel. Giving them more space can save lives. And please be patient. If it is not safe to pass, just wait a few seconds."

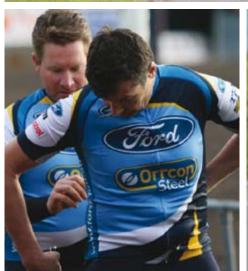
"My tip for road users is to give one metre of space when passing," he advises.

The Future

Here at Ford, we are excited about the year ahead and our ongoing partnership with *Give Where You Live*. We encourage everyone in the Geelong community to support them and help make the Geelong region a better place to live.

The Ford Otway Classic















Thank You for . . .



Improving our community

Reading this publication:

"Today a reader, tomorrow a leader" Margaret Fuller

Helping raise awareness to our cause:

"There is no knowledge that is not power" Ralph Waldo Emerson

Participating or coming to any of our events:

There's some great ones coming up, like our Harwood Andrews Geelong Corporate Triathlon 2011, perfect for the brave-hearted and fitness stalwart alike!

Or, for those who prefer to raise money for us by eating a lovely breakfast (luscious pastries, pancakes, eggs and bacon with bottomless coffee) oh do attend our People @ Work Administrative Professionals Breakfast 2011.

For volunteering with us:

You're a superstar, that's what you are!

For financially supporting our work:

Corporate Sponsorship, Workplace Giving, Bequests, etc.

Thank you to our Premier Corporate Sponsors...





