

macpherson kelley.
foundation



“

never doubt
that a small
group of
thoughtful,
committed
citizens
can change
the world:
indeed, it's
the only thing
that ever has.

margaret mead



introduction

Since its very early days in Dandenong, Macpherson Kelley has been involved in the community and this community spirit expanded, as it did through its other offices, in Melbourne, Sydney and Brisbane. In 2016, a decision was made to establish the Macpherson Kelley Foundation (MKF) to provide a vehicle for a more strategic and inclusive approach to community giving.

“The Board of Macpherson Kelley Lawyers had been discussing the idea of a giving program for some time. But it was not until Josephine Hastings cornered me one day in Tasmania that we realised we had someone with the passion, energy and determination to make it happen,” said Executive Chairman, Damian Paul.

“Now 5 years since its launch, the Foundation has positively impacted many causes and many lives. It has also provided a wonderful platform for our employees to contribute financially and of their time to causes about which they are passionate. We are extremely proud of what the Foundation has already achieved in its formative years,” he said.

“I thank Jo, the Foundation’s Directors and all of our employees for bringing the Foundation to life.”

The Foundation was officially launched in April 2016 by Ms Dawn O’Neil AM and was well supported by clients, referral partners, employees, and a many of community representatives.

The Foundation is a Public Ancillary Fund registered as a Charity with the ACNC and was created with two aims – external and internally facing.

The first and main key purpose was to provide a meaningful, effective, and inclusive way for all our employees to engage with and support causes in the communities that they are passionate about – in a manner that reflects the values of the firm.

The second key purpose was to provide a pathway for those of our clients who wish to begin their own philanthropic journey, with their family or company, but do not have the resources or time to take on the additional compliance and governance responsibilities involved in establishing their own standalone charitable structure.

The Foundation has grown significantly in the past 5 years and has produced excellent results for our communities. We are so pleased to share a little bit about what we do, what we’ve accomplished and what we have in store for the future!



Paul Kirton
Director, Macpherson Kelley Foundation



Jo Hastings
Manager, Macpherson Kelley Foundation

milestone timeline



the macpherson kelley foundation corporate structure

The trustee of the Macpherson Kelley Foundation is Macpherson Kelley Foundation Limited and the Directors are Paul Kirton, Cathy Russo and Greg Peach. The selection of Community Partners and granting decisions in relation to the Workplace Giving Program are based on firmwide surveys. Recommendations from an established advisory board, the Foundation and Community Engagement (FACE) team, are brought to the Directors on an annual basis. The FACE team is made up of 20 individuals across the firm representing all levels, offices and practice groups. Several national grants are made each year in addition to smaller grants at a local level.

Sub-funds established by Macpherson Kelley's clients sit within this structure. Compliance, administration and financial management are handled by the Foundation. Clients get to contribute funds, as they decide, and, subject to the approval of the Trustees, select (or choose) where their funds are donated (in accordance with charitable rules).



Above: Mahbobas Promise, an Australian non-profit organisation dedicated to helping disadvantaged women and children in Afghanistan

workplace giving program

In addition to meeting establishment costs and initial seed funding, Macpherson Kelley has continued to provide generous resources to support a Foundation Manager to ensure the sustainability and growth of the Foundation.

The main intention of the Macpherson Kelley Foundation is to act as a conduit in harnessing the energy and passion of our people. This is achieved by providing a robust, transparent, and effective Workplace Giving Program. All administrative overheads and operating costs of the Foundation are met by the firm, ensuring that every dollar donated from our employees finds its way to our Community Partners. In addition, every grant made from the Workplace Giving Program is matched by the firm, dollar for dollar.

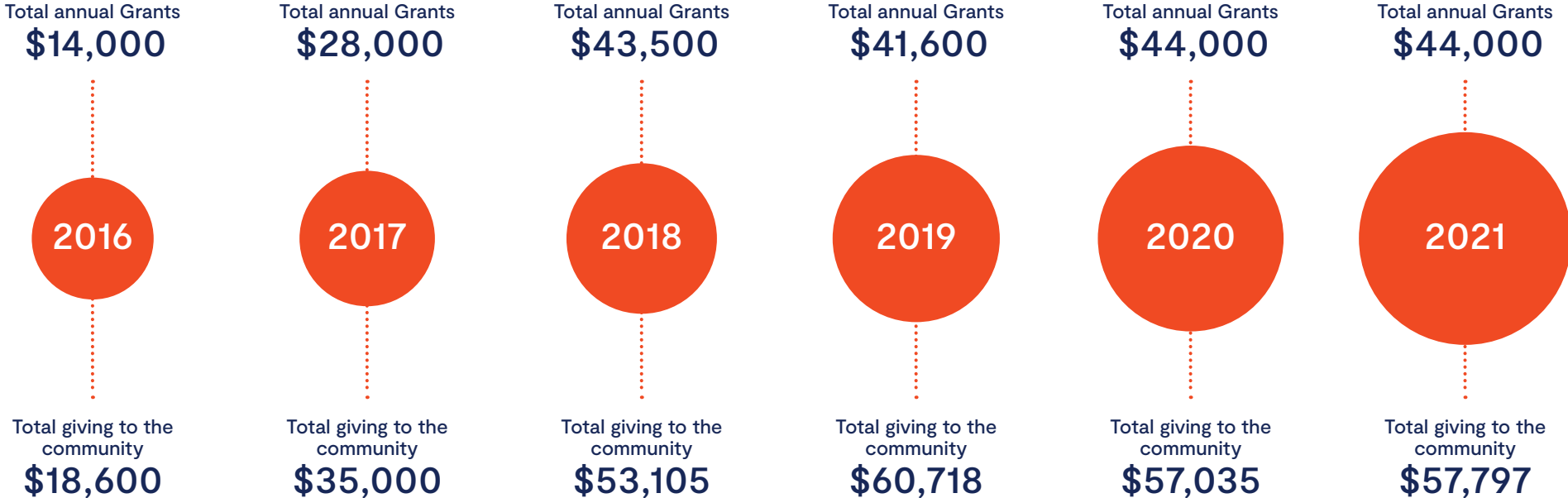
Through the Workplace Giving Program, Macpherson Kelley staff can donate part of their pre-tax salary (each pay or ad hoc elections) which is then pooled and matched by the firm to support selected Community Partners – making a measurable difference for deserving causes. It effectively operates as a giant “giving circle” in which we come together to impact some of the challenges faced in our communities.

Our Community Partners regularly are invited to present to our employees about the challenges they are addressing and the work they do, supported by donations, such as the Workplace Giving Program.



financial contributions

We are proud that, as we approach the end of 2021, nearly **\$300,000** has been collected through our Workplace Giving Program and distributed to the community over the last 5 years, creating a significant impact in addressing ongoing and one-off community needs.



The figures refer to financial contributions to the community through the Workplace Giving Program and do not include contributions to organisations via other sub funds under the Macpherson Kelley Foundation umbrella.

current community partners



Swags for the Homeless Ltd

Mission: To provide dry, warm bedding for homeless people to improve their dignity, health, sleep warmth, comfort and safety.



Kids Under Cover

Mission: To encourage young people at risk of homelessness to remain at home and in the education system.



PetRescue

Mission: To create a future where every pet is safe, respected and loved.



The Pyjama Foundation

Mission: To empower children in foster care with learning, life skills and confidence by training volunteers and placing them with a child who needs assistance with their learning.



Rosies Youth Mission Inc

Mission: To connect with isolated people in the local community with an outreach program providing the opportunity for social connection.



St Kilda Gatehouse Incorporated

Mission: The Young Womens Project (YWP) supports women and girls aged 12-25 who are at risk or affected by sexual exploitation in the South East Metro area of Melbourne.



The Helmsman Project

The Helmsman Project equips young people with the skills and perspective to set meaningful goals, overcome setbacks, persevere and thrive.



One Disease

Mission: To eliminate Crusted Scabies in remote Australian communities by end of 2022.



Act for Kids

Mission: To provide integrated therapy sessions to young children and their families to deliver specialized therapy to repair the damage caused by abuse and neglect.



CBM Australia

Mission: To change outcomes for children with disabilities and their families in the world's poorest nations.



Are You Bogged Mate Ltd

Mission: To raise awareness and break down stigma amongst rural men and their community by normalising mental health and the conversations about it.



Autism Swim Limited

Mission: To change the statistics around the research that shows that people on the autism spectrum are 160 times more likely to drown than their peers.



Childrens Ground Ltd

Mission: To work closely and together with Australian Aboriginal communities to build on the great strengths and ability of people to create opportunities.



CHIPS

Mission: To assist primary aged children in crisis move from surviving to thriving with emotional first aid and practical support.



Eat Up Australia

Mission: To feed students turning up at school hungry and without lunch so they can grow, learn and succeed.



Guide Dogs Australia

Mission: To maximise the opportunity for people with low vision or blindness to be active, involved members of their community.



The Nappy Collective Inc

Mission: To provide nappies for children to families experiencing disadvantage across Australia by mobilising communities, raising funds and encouraging social change.

out in the community

The Macpherson Kelley Foundation's commitment does not simply end with providing monetary support to its Community Partners. Integral to the Foundation is the involvement and participation from staff in giving back initiatives that have a direct impact on organisations. Since its inception, staff involvement has been the utmost important component of the Foundation and is seen through the way in which staff have democratically chosen to support each organisation, and the volunteering uptake from each office.

Encouragement to participate in workplace giving, is not only supported by the Foundation's Board but also the wider Executive team and firm-wide policies. Staff are offered one paid day of leave to volunteer at an organisation of their choice. This support, from all levels of the firm, strengthens the connection of Macpherson Kelley's employees to their local community.

This initiative has taken on many forms over the years including:

- spearheading outreach initiatives, in which Macpherson Kelley's Employment and HR team, provided career training for vulnerable young Australians who, otherwise, would not have direct exposure the industry;
- serving meals to the homeless under the clocks at Flinders Street station;
- participating in a community outreach visit and providing aid to the homeless community with Community Partner Rosies in Brisbane;
- making over 4,182 sandwiches for school kids without lunch in Sydney, Melbourne and Brisbane.

The Foundation and engagement team also provide Macpherson Kelley with the structure to efficiently and cost effectively support ad hoc or discrete charities. In addition to the above, Macpherson Kelley championed internal fundraising and community outreach efforts such as:

- participating in physical challenges in annual fundraising efforts for various charitable causes over the years. During a step counting challenge (MK Moves), Macpherson Kelley staff tallied enough steps to circumnavigate the length of Australia twice;
- coordinating outreach initiatives, in which Macpherson Kelley's Employment and HR team, provided career training for vulnerable young Australians who, otherwise, would not have direct exposure the industry.



Above: Helping out with Kids Under Cover



Above: The Brisbane office participating in the Eat Up Challenge

“When I signed up for workplace giving I decided to stop my other occasional donations because giving through my pay was easier. I've loved being able to be involved in such a great cause and the way everyone in the firm became involved in the annual Pyjama Day – it was a really fun way to raise funds and help.”

sharon smithurst
law clerk, private clients

“For the workplace giving program, I didn't even hesitate in participating in the program. Personally, I've had a few hard times in both my life and career but I got through those experiences with the help of others, and probably couldn't have done it on my own. It feels good to know that I am helping someone else, even if it's in just a tiny way, as every little bit counts to some people who are in need.”

lachie beeston
associate

supporting our community partners

It's not just a fundraising effort when it comes to supporting our Community Partners. Our Partners have the opportunity to share their story and mission directly with Macpherson Kelley staff, through presentations delivered on a monthly basis.

The impact of the Foundation's support has produced a variety of positive, concrete outcomes including:

- providing over 1000 back to school packs for disadvantaged families as they start the new school year;
- providing 223 backpack beds and 100 fire retardant sleeping bags to ease the discomfort of sleeping rough for homeless and vulnerable members of our community;
- providing 10 educational scholarships to help children participate in education system;
- funding the training of over 40 Pyjama Angels to promote a love of learning amongst children in foster care;
- providing funding to assist in eradicating scabies in remote Indigenous communities in the Northern Territory;
- funding the delivery of ongoing safe and clean drinking water for thousands of families in Nepal, Philippines and Bhutan with installation of sky hydrants;
- helping pets find a forever home through sponsoring a workplace adoption program;
- supporting the mental health crisis in the bush;
- providing clean nappies for bubs in need; and
- supporting families struggling after the cancer diagnosis of their children.



“Thanks to Macpherson Kelley for assisting the Pyjama Foundation in brightening the lives of children in foster care. We have been able to train more volunteers to help make learning fun for these very special children.”

bronwyn sheehan
founder and executive director, pyjama foundation

“Thanks to Macpherson Kelly Foundation, Rosies Brisbane van is fuelled up for months so its volunteers can bring friendship to thousands of people who are homeless or socially isolated.”

andrew o'brien
general manager, rosies

“Your grant is directly related to realising our mission, which is to eliminate crusted scabies as a public health concern in Australia by the end of 2022. One Disease is very grateful for the support and interest of the workplace giving program.”

michelle dowden
ceo, one disease

“In the last three months, since the Macpherson Kelley grant was awarded to support Pet Rescue's workplace foster program, the total number of pets we've been able to successfully place as 'office fosters' has tripled and seven more greyhounds fostered.”

john bishop
co-founder, pet rescue

responding to emergency causes

In addition to the provision of ongoing annual grants the Macpherson Kelley Foundation has been sufficiently agile and responsive to urgent disaster, health and humanitarian crisis.

Some examples include:

- providing funding for two new shelters in fire ravaged area of Mallacoota;
- supporting cleaners and porters in our COVID wards with purchase of essential items and a thank you gift; and
- bringing hope and food to displaced people of Afghanistan.

In addition to the above causes, the structure of the Macpherson Kelley Foundation has assisted in swiftly reacting to causes that require urgent attention. Special appeals enable one-off donations from staff, clients and friends in a safe and secure manner. The funds raised are then met dollar for dollar by the firm and distributed to organisations in need.

Examples of the impact of special appeals in recent years include:

- providing support during the disastrous bushfires in 2019;
- supplying countries in need with sky hydrants, a life-changing device that removes all bacteria from 10,000 litres of water a day;
- addressing the crisis in Afghanistan through the support of orphans, widows, and families in need.

the way forward

With the Macpherson Kelley Foundation now firmly entrenched as part of the firm's culture, we continue to move forward and explore new projects. We hope to provide increased volunteer opportunities including a dedicated day for all staff to get out and support their community. In addition to ongoing funding of our selected Community Partners, we plan on continuing some of our established fundraising activities in collaboration with the organisations involved.

From an external outreach point of view, we look forward to providing greater opportunities for our clients to become involved in the Foundation, providing ample opportunity to learn more about areas they are interested in supporting. This may involve supporting some of our fundraising efforts with in-kind support such as donation of goods or may even involve establishment of a named sub fund within the Macpherson Kelley Foundation framework. One recent example is a long-time client of the firm who has established a research grant in the Medical faculty at Melbourne University and another who is supporting a Dental scholarship.

In terms of supporting new Community Partners, we are currently looking at supporting organisations that aim to reduce homelessness in Australia.

The Foundation, as always, will continue to remain agile and flexible to harness the energy of and goodwill of our people, providing indispensable support for disasters and crises affecting the community.



Above: Autism Swim (AS) are international Water Safety and Swimming Specialists

“We have been clients of Macpherson Kelley for over 30 years and established the Power Equipment sub fund under the Macpherson Kelley Foundation a number of years ago. We have found it to be a great way, from both a family and company perspective, to support causes we care about in an easy, transparent and tax effective manner. We do feel we are able to make a tangible and positive impact in the community. It was great to be able to provide food and medical relief in the immediate aftermath of the recent bushfire crisis and the Indonesian Tsunami, and we have also been able to say thank you to some of our own clients by supporting their own communities in need by ensuring the flow of clean water to remote villages in the Philippines. On a local level we are currently finalising arrangements to fund a medical research scholarship at Melbourne University. We look forward to what lies ahead as we build a meaningful legacy for the future of our company and our family.”

macpherson kelley client, luke foster
ceo, power equipment

1800 888 966
info@mk.com.au
mk.com.au

new south wales
sydney

queensland
brisbane

victoria
melbourne
dandenong

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