

## HISTORY

The concept to develop the Surf Life Saving Foundation (SLSF) was initiated by Surf Life Saving Queensland (SLSQ) in 1997 to assist them in balancing the delivery of services with the need to fundraise. The Foundation alleviated the administrative burden SLSQ encountered due to their fundraising activities and allowed them to focus on their core operations, services and outcomes.

The initial focus of the Foundation was to raise funds for SLSQ via direct donor communications and management, fundraising events and management of the SLSQ Lottery (Art Union). Our ultimate aim was to broaden our services to enable the Foundation to provide fundraising assistance for all Surf Life Saving entities across Australia.

Since inception, the Foundation has not only taken on management of these fundraising activities, but also provided assistance to the National body and other State based entities. In 2001 The Foundation began donor communication services for other state Surf Life Saving entities and is now responsible for Donor management nationwide.



**The Surf Life Saving Foundation has the ideal infrastructure and technical capabilities to provide fundraising services for all Surf Life Saving entities across Australia.**

**Parties interested in our programs are invited to contact the Foundation.**

## SURF LIFE SAVING RESCUE FUND TRUST

Finding long term solutions to combat consistent financial pressures is always a top priority for the Surf Life Saving Foundation.

In 2002 the Surf Life Saving Rescue Fund Trust was created with the Surf Life Saving Foundation acting as Trustees. The purpose of the Trust is to provide a more assured ongoing source of funding for vital programs and equipment for Surf Life Saving entities across Australia.

Creation of the Trust means a major gift from an individual or company is never diminished by the passage of time. Donations are considered capital contributions for future investment and growth. Therefore the aim is to keep the capital intact and continually utilise earnings from investments made. The Trust operates separate accounts within the Fund enabling allocation of funds to a personalised State Fund. This ensures each State can grow their Fund thereby securing a revenue stream for the future.

Donations to the Rescue Fund Trust are tax deductible in the hands of the donor and may be added to at any stage. They can be received companies or individuals either during their lifetime or via their Will.

All Surf Life Saving entities can participate in the Trust program via establishing their own Trust silo or a 'withdrawable loan' plan.

**Interested clubs or regions should contact the Foundation for further information.**

Tel: 1800 642 925

[foundation@lifesaving.com.au](mailto:foundation@lifesaving.com.au)

[www.lifesavingfoundation.com.au](http://www.lifesavingfoundation.com.au)



*The Surf Life Saving Foundation is a partner in the service of volunteer surf lifesavers throughout the country. The Foundation's vision is to secure funds to assist Surf Life Saving in making our beaches safer by preventing drowning and saving lives.*



Our challenge is to manage and improve revenue from existing fundraising activities, and to create new funding opportunities to:

- Maintain and purchase rescue gear & equipment
- Enhance development and training programs for our lifesavers
- Expand community surf safety campaigns
- Fund aquatic safety research and development

**Contact the Surf Life Saving Foundation to see how you can participate in our programs:**

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## ACTIVITIES

The Foundation manages fundraising programs on a National and State specific basis. Our services also extend to assisting individual clubs with their fundraising endeavours. Our **National** programs include:

### Major Gift Program

The Major Gifts team assists State entities in building relationships with existing supporters and initiating contact with identified prospective supporters.

### Community Donor Support

*Guardians of the Surf* is a 'regular' donor support program designed to provide guaranteed funding to State entities for ongoing costs like training, equipment, first aid supplies and education programs. The program offers the community five levels of membership: *Bronze, Silver, Gold, Platinum* and *Custodian*.

The Foundation grows its donor program through direct and unaddressed mail campaigns, digital marketing campaigns and Guardians acquisition campaigns.

### Bequests

The Foundation's bequest program assists existing or future donors in making a legacy gift to Surf Life Saving either via their Will or during their lifetime.

Making a bequest through the Foundation allows a donor and their family to make a substantial contribution to Surf Life Saving at a club, state or national level.

The Foundation can assist each Surf Life Saving entity in operating or developing a bequest program to attract donations of this kind.

### Philanthropic Trusts and Foundation Grants

It is estimated there are over 5,000 private Trusts and Foundations in Australia which donate between one half to a billion dollars\* each year. The Foundation is developing the Grant Seeking Unit designed to actively seek out funding opportunities across Australia for Surf Life Saving, assist each State to develop and maintain personal relationships with Trustees and writing grant applications for funding.

(\* Source: Philanthropy Australia: Statistics)

### Boardies Day

Boardies Day is an annual community engagement event for Surf Life Saving. Schools and workplaces participate by wearing their boardshorts for the day and making a gold coin donation—either to their local Club or to benefit Surf Life Saving services in their State.

Clubs in particular are encouraged to participate in Boardies Day as it provides a great opportunity to fund-raise and engage with their local communities.

The Foundation also manages a number of state specific programs that may raise funds directly for a State body or for individual clubs. These include:

### Surf Life Saving Lottery (Queensland)

The purchase of lottery tickets continues to be a popular way for the public to express their support of the work of our volunteer Surf Lifesavers. The Foundation manages the highly successful Lotteries program in Queensland, with 7 major prize draws, including 4 house and land packages and a total in excess of \$3M in prizes per annum.

### Channel Nine Surf Safe Appeal

This annual Appeal has raised in excess of \$3M over the past 5 years. Managed by the Foundation, it incorporates a television and Queensland-wide club doorknock appeal. Supporters are encouraged to donate funds either by ringing the tally room at Channel 9 or by giving to Surf Lifesavers who are out collecting or doorknocking.

### Conrad Jupiters Summer Surf Girl

The Conrad Jupiters Summer Surf Girl program provides a platform for dedicated female lifesavers to represent and raise funds on behalf of their Clubs. Culminating in an annual gala ball at Conrad Jupiters on the Gold Coast, the entrant raising the most funds is crowned, becoming an official Ambassador for Surf Life Saving Queensland.

### Up the Tower

A fun event designed to raise funds by corporate and sporting personalities climbing a patrol tower in the heart of the city. Once "up the tower" they must seek donations from friends, colleagues and business associates order to be let back down.

### Beneficiary Events

The Foundation also engages with the community participating in numerous beneficiary events.

A typical synopsis of funds received by the Foundation due to our fundraising activities is shown below:

