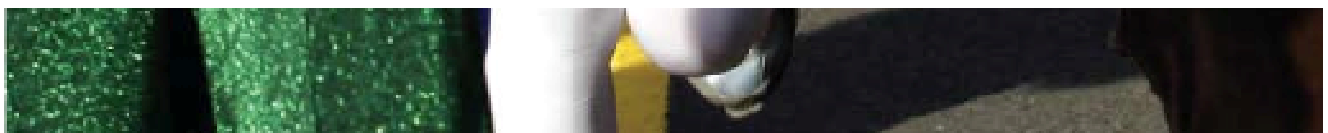




THE WESTPAC FOUNDATION
AN INTRODUCTION



TheWestpacFoundation
Analyst for community wellbeing



The Westpac Foundation an introduction.

**The Westpac
Foundation's goal
is to be a catalyst for
the improvement of
community wellbeing.**

Our mission

We fund not-for-profits run by community leaders who have the vision, courage and determination to give disadvantaged individuals in our community opportunity.

Through our grants, we seek to develop communities where the long-term unemployed, Indigenous Australians, refugees, the homeless, and individuals with a disability, feel engaged and included.

Our grant-making approach provides opportunity, right across the community. We fund local or national initiatives and new ideas or programs with a track record.

Our approach falls under two headings – funding community and funding social enterprise and innovation.

Funding community

From 2012 we will be connecting with local communities, giving both financial and personal support, through our Westpac Community Grant in Australia and the Pacific.

This connection will be made possible through the community spirit of Westpac employees.

These smaller grants, from \$10,000, will not only be an injection of cash for local not-for-profits but also bring the personal involvement of Westpac employees through fundraising and volunteering.

Funding social enterprise and innovation

We want the not-for-profits we support to be around for the long term, drive lasting social change and be a role model for others.

If a not-for-profit can sustain itself, partly or fully through trading activities, we believe its strength, longevity and impact will be so much greater.

Our funding of social enterprise and innovation helps not-for-profits do just this. These grants are larger, the minimum size is \$50,000.

Our funding may involve: making grants over a number of years; reinvestment; investment in a not-for-profit's infrastructure; and the commissioning of research.

We back the not-for-profits led by inspired community leaders.

More than dollars support

Our approach is not just about giving dollars. It involves one-on-one guidance, workshops on planning and evaluation, mentors, volunteers, and other resources to help these community leaders realise their vision.

Our picture of success

By supporting not-for-profits led by community leaders who give opportunity and a sense of purpose to those who need it, we create stronger communities for the long run.

Our objectives

1. To provide opportunity, right across the community

We wish to see a significant improvement in community.

We offer breadth and depth in our range of grants to deliver the flexibility needed to help leaders of not-for-profits bring opportunity to disadvantaged individuals.

Through our grants, we would like to see disadvantaged individuals engaged and included in the community.

We look to fund initiatives which give these individuals support to build their confidence and a more positive attitude and, ultimately, provide work skills and a pathway to employment.

Where a not-for-profit has a track record in achieving these outcomes, we will look to provide funds to build its capacity and economic stability so it may further its impact.

Our grant-making falls under two general categories – funding community and funding social enterprise and innovation.

Our community funding brings the opportunity to involve Westpac employees in Branches and Commercial Banking Centres across Australia and Pacific.

Our social enterprise and innovation funding encourages a move away from a hand out funding model and towards the growth of ground-breaking ideas which deliver significant impact.

From 2012, the Foundation will enter a new phase in its history.

This phase will see our grant distribution better utilise Westpac's support to expand our reach to potential grant applicants and further expand fundraising to increase our number of grants.

2. To give strength to our grant recipients

Our support is not just about giving dollars. It is also about making a connection.

This involves giving “more than dollars” assistance to help strengthen the resolve of the leaders of the not-for-profits we support.

The assistance may involve one-on-one guidance, workshops on planning and evaluation, mentors, volunteers, and other resources.

We know Westpac employees have strong community spirit. We work to harness this spirit and encourage them to support, mentor, advocate for, work on Boards of, fundraise for, and donate to the not-for-profits we support.

3. To help our grant recipients plan for the long term

We will help not-for-profit leaders plan for the long term.

At every opportunity we will encourage them to explore and assess the potential options for their not-for-profit to generate income.

To help our recipients diversify their future funding, we will try to connect them with other likely sources.

Those not-for-profit leaders needing assistance on financial management will be directed to the subsidised courses for not-for-profits held by Westpac Financial Education's Davidson Institute.

4. To increase the capacity of the not-for-profit sector

We support programs that aim to increase the capacity of the not-for-profit sector as a whole.

This includes funding research on the issues around building capacity within the sector and providing thought-leadership and education through our workshops for grant recipients.

We will also continue to refer grant recipients to The Westpac Group's Organisational Mentoring Program to receive skilled volunteering from Westpac Group employees over two years.

Our grants

Our grant-making approach for 2012 to 2017 reflects our focus on community funding and social enterprise and innovation funding.

All applicants must have deductible gift recipient status.

The initiatives for which funding is sought must bring great outcomes for: individuals who feel socially excluded; Indigenous Australians; individuals with a disability; or the education of the most disadvantaged.

Funding Community

The Westpac Community Grant

(55 grants of \$10,000)

The grants will be given to local not-for-profits in each of Westpac's 55 bank regions across Australia. There is no application process for The Westpac Community Grant. Nominations are put forward by Westpac employees in the Branches and Commercial Banking Centres in those regions.

The Westpac Community Grant – Pacific

(Five grants of \$20,000)

To be eligible for this grant your not-for-profit must be listed in AusAID's Overseas Aid Gift Deduction Scheme and the initiative seeking funding must support a social need in the community that aims to improve the local economy.

Funding social enterprise and innovation

The Catalyst Grant

(up to eight grants of \$50,000)

This grant is a reward for putting in place a sustainable business model. To be eligible, the not-for-profit or social enterprise initiative must generate at least 20% of its revenue from trading activity.

The Employee Choice Grant

(one grant of \$50,000)

The recipients of The Catalyst Grant will be put forward for a Westpac Employee vote with the grant recipient of The Employee Choice Grant announced in June each year.

The Mary Reibey Grant

(one grant of \$50,000)

This grant supports a social enterprise or a social enterprise initiative established by a woman entrepreneur.

Seed Funding Grant

(grants in the range of \$50,000 to \$100,000)

This grant provides seed funding for a new or relatively new social enterprise.

Re-investment Grant

(grants ranging up to \$100,000)

This grant provides ad hoc funding to past grant recipients to help strengthen an existing project funded by the Foundation.

National Innovation Grant

(grants in the range of \$150,000 to \$200,000)

This is a significant grant, of up to three years duration, to not-for-profit social enterprise projects that are national or quasi-national in scope.

Infrastructure Growth Grant

(grants in the range of \$0.5M to \$1M)

This is a significant grant to not-for-profits that wish to re-structure their current funding model to increase their sustainability over the long term.

Increasing Effectiveness in the Not-For-Profit Sector

(grants in the range of \$50,000 to \$200,000)

This grant funds research on building the capacity of the not-for-profit sector.

For details on the grant timetable, please refer to page 8.

Our operation

Our structure

The Westpac Foundation is comprised of two charitable funds, The Westpac Buckland Fund - a Private Charitable Trust and The Westpac Community Trust - a Public Ancillary Fund with deductible gift recipient status.

The board members of the Westpac Foundation are the trustees of both trusts.

The unique characteristics of each trust allows the Foundation to give to individuals and not-for-profit organisations. With this structure we can provide opportunity, right across the community.

Since 1999, more than \$21M has been distributed to not-for-profits.

A brief history of the operation of the funds

The first trust, The Westpac Buckland Fund, was established 132 years ago. The income from this trust has always been, and continues to be, committed to providing assistance to retired Westpac Group employees who are experiencing financial hardship.

In 1999 The Westpac Buckland Fund was expanded into a modern charitable trust with the mandate to improve community wellbeing in Australia. In addition to internal grants to former employees, the scope of grant-giving extended to not-for-profit organisations. This led to the formation of The Westpac Foundation.

Also in 1999, The Westpac Community Trust was formed primarily to facilitate the Westpac Group's Matching Gifts Program. This program matches the donations made by Westpac employees to not-for-profits with deductible gift recipient status.

The Westpac Foundation oversees the operation of The Westpac Buckland Fund and The Westpac Community Trust.

From 2012 onwards, the Westpac Foundation plans to further expand its fundraising approach encompassing Westpac employees, shareholders and customers.

More funds means more grants and more opportunities to be a catalyst for the improvement of community wellbeing in Australia.

Our Independence

The Westpac Foundation is independent of The Westpac Group.

Its work and decisions on grants are entirely the responsibility of the Westpac Foundation Board. The Board is comprised of five members with the majority being independent.

While independent, our major supporter is The Westpac Group. This relationship allows the Foundation to leverage Westpac's activities, support and community presence. It provides valuable firepower to our grant giving and fundraising activities.

Our integrity

When it comes to our grant applicants, each is considered on their merits. Westpac customers and non-customers are encouraged to apply.

Experience shows that the demand for grants always outstrips supply. Our application guidelines try to minimise unnecessary effort on the part of applicants.

For those applicants who are not successful but hold great promise, and where the applicant is willing, we will provide guidance on how the idea could be worked on for possible success in the future.

With respect to our grant recipients, we believe the reporting processes we ask of them are proportionate to the size of the grant.

And we practise what we preach. Those same evaluation frameworks recommended to our grant recipients are applied to the operation of the Foundation.

In the spirit of strengthening fellow Foundations and the not-for-profit sector as a whole, we share our knowledge and learnings to promote better funding approaches.

Our history

A long history of support

In 1879 Thomas Buckland, the then President of the Bank of New South Wales, established The Buckland Fund to help the families of deceased bank employees who found themselves in financial difficulty. The fund commenced with Mr Buckland's initial donation of £1,000, a bonus he received for his services to the Bank.

Broader support

In 1999, through the vision of the then Westpac Board, the scope of support expanded beyond retired employees to the wider Australian community through grants not-for-profit organisations.

The Westpac Foundation was formed to oversee the support of retired employees and not-for-profit organisations.

Scope of support

In 2006, the Westpac Foundation Board, then chaired by non-executive director Helen Lynch AM, set the goal "to be a catalyst for the improvement of community wellbeing in Australia".

In assessing the grant applications, we are particularly interested in community visionaries who, through their not-for-profit, aim to encourage social inclusion, support Indigenous Australians, promote education for the most disadvantaged, or support individuals with a disability.

To ensure the best chances of success and long-term impact, our support goes beyond dollars. It can also involve: one-on-one guidance; workshops on project design, evaluation frameworks, financial management, and leadership and ethics; and where required, business mentors and volunteers.

Financial support

From 1999 to 2011, The Westpac Foundation has distributed more than \$21M in grants to not-for-profits to help drive their social aims.

Reflecting on our support

Since 2006 the Foundation has been funding social enterprise and innovation initiatives and we are energised by the success of our grant recipients to date.

In feedback received from the past two years (2009 to 2011), more than 80 percent of our grant recipients told us that the internal capacity of their organisation has increased as a result of the non-financial support received from The Westpac Foundation.

Also, having secured Westpac Foundation funding, 75 percent of grant recipients said this assisted them in obtaining funds from other sources.

We are encouraged by these results and we wish to continue and expand our work.

A new injection of support

In September 2011, The Westpac Foundation received a capital donation of \$20M from The Westpac Group.

From 2012, The Westpac Foundation enters a new phase in its history.

This phase will see our grant distribution better utilise Westpac's support to expand our reach to potential grant applicants and the launch of fundraising involving Westpac employees, shareholders, customers and advocates to increase our number of grants.

By 2017, when Westpac celebrates its 200th birthday, The Westpac Foundation plans to celebrate its achievement in being a significant catalyst for the improvement of community wellbeing in Australia.

The Grant Timetable

October 2011

Launch of Mary Reibey Grant

November 2011

Launch of Catalyst Grants

December 2011

Launch of Westpac Community Grants

January 2012

Launch of Westpac Community Grants - Pacific

Launch of Seed Funding Grant and National Innovation Grant

February 2012

Mary Reibey applications due

Catalyst Grant applications due

March 2012

International Women's Day - Mary Reibey grant recipient announced

Foundation Day – grant recipients of the Westpac Community Grants announced

May 2012

Catalyst Grant recipients announced and Employee Choice Grant launched

Westpac Community Grant – Pacific recipients announced

Invitations made for Full Proposal for Seed Funding Grant and National Innovation Grant

June 2012 (during Westpac Employee Week)

Grant recipient of Employee Choice vote announced

October 2012

Seed Funding Grant and National Innovation grant recipients announced

The timetable will repeat itself in subsequent years.

Applicants interested in our Re-Investment Grant, Infrastructure Growth Grant and Increasing Effectiveness in the Not-For-Profit Sector Grant are advised to contact The Westpac Foundation.



If you would like to know more about The Westpac Foundation

Please visit www.westpac.com.au/westpacfoundation

Contact us on (02) 8253 0923 or email us at westpacfoundation@westpac.com.au