

Communicating our Christian

ethos and position on important social issues to the public and donors is vital in consolidating Wesley Mission's image in the community as a professional, caring and trusted charity. This work goes hand in hand with supporting our generous and loyal donors, while constantly seeking new avenues for raising funds for our work.

Promoting Wesley Mission

Communications & Fundraising raises funds to support the activities of Wesley Mission, creates a strong, consistent brand to increase awareness of Wesley Mission, and supports the centres in their fundraising, profile-building and promotional activities.

Community Relations was renamed Communications & Fundraising at the end of the financial year. This reflected a change in how the unit reported on its achievements. Moving forward, there will be a clearer distinction between the activity focused on profile and brand development, and fundraising activities.

A further two research reports were issued in 2010/11. In October 2010, Wesley Mission released a report—*Making ends meet: Financial stress is not just about money*—that explored the impact of financial stress on families and individuals. This report contributed to gaining funding from St. George Bank to pilot a financial literacy program. In May 2011, *More than a bed: Homeless families speak out* was released. This highlighted the increasing incidence of homeless families. Both reports received significant media coverage and opened the door for meetings with senior government representatives.

Also during the year, Wesley Mission launched an integrated approach to communication resulting in:

- the television program, previously known as *Rise & Shine*, becoming *Wesley Impact! TV*
- the magazine, previously known as *Impact*, being renamed as *Wesley Impact!*
- the newsletter, previously known as *Frontlines* (or online version, *Reconnect*), being renamed *Wesley Impact! news*
- the development of a new section on the website, which included all material, case studies and research projects.

Due to the need for the organisation to reduce expenses, it was decided not to conduct on-the-street fundraising during the financial year. This activity, although delivering long-term benefits, required up-front investment which was not possible in this financial year.

Marketing our brand

The marketing team was restructured during the year to provide a dedicated focus on key areas across Wesley Mission, namely:

- Health, Employment and Counselling Services
- Residential Care and Development Services/Community Ageing and Disability Services
- Family and Community Services
- Corporate
- Major campaigns.

Visits to Wesley Mission's website totalled 693,928 during the financial year. Communications & Fundraising supported 29 sites within Wesley Mission: 17 unique sites including two Intranets and one non-Wesley site (Aged Persons Welfare Foundation) and 12 sites at centres.

Total online donations for the year were \$169,799—an eight per cent increase on the previous year.

Public Affairs

Wesley Mission received unprecedented coverage in its Christmas 2010 campaign with major stories on its research into financial stress appearing on all major TV news programs, and in key metropolitan and national newspapers, both print and on-line. Radio coverage was also up and interest in the topic and research remains steady into 2011. Our research on homelessness and the 2011 Easter Mission almost emulated this achievement.

Wesley Mission was contacted daily for comment while *Wesley Impact!* won several awards at the Australasian Religious Press Association conference. Public Affairs was also instrumental in assuring that Wesley Mission was represented at several government enquiries in areas such as credit reform and mental health. It also provided public affairs advice to senior management on a range of issues and government liaison on numerous issues and events.

More than 3,000 stories, interviews and other items appeared in the media.

Generous donors

With the resignation of a senior manager and efficiencies delivered by the ThankQ database system, there was an opportunity to consolidate resources and merge two departments. This delivered cost savings with minimal change in the level or quality of service provision.

More than \$3.7m was raised from individual donors during the year and the team processed more than 77,000 transactions. Wesley Mission gained over 4,000 new donors.

Our Deferred Giving team received more than \$1.8m in legacies during the financial year.

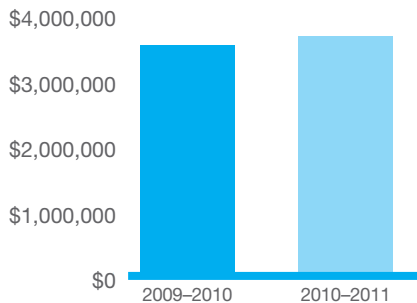


Communications and Fundraising

Fundraising

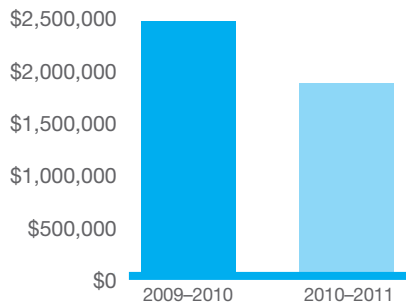
Funds raised from donors

Total funds raised from donors in 2010–2011 was \$3,703,784.



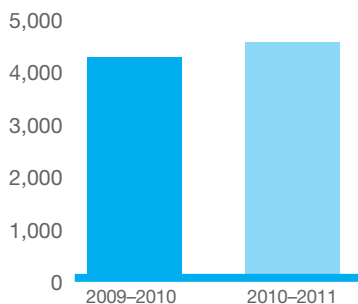
Funds raised from legacies

Total funds raised from legacies in 2010–2011 was \$1,861,602.



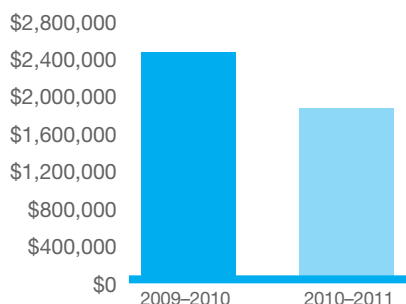
Number of new donors

Total number of new donors in 2010–2011 was 4,558.



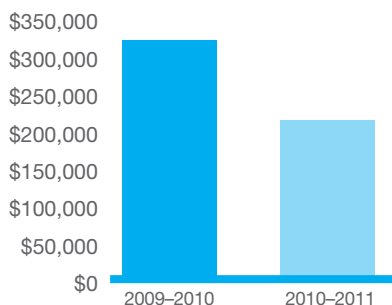
Value of new bequest commitments

Total value of new bequest commitments in 2010–2011 was \$1,726,250.



Funds raised by trusts and foundations

Total funds raised by trusts and foundations in 2010–2011 was \$215,818.



Communications

Marketing projects	2009-2010	2010-2011
Marketing campaigns/projects completed	438	437

Online

Number of websites supported	22	29
Visitors to the Wesley Mission website	1,366,603	693,928*
Online donations	\$156,977	\$169,799

*This decrease was due to a change in reporting methodology.

Public affairs

TV, radio and readership reach in media	58,700,000	59,400,000
Articles, interviews, stories in media	2,900	3,010

SUPPORT

