

The Community Relations team creates a strong, consistent brand to build increased awareness of Wesley Mission, to raise funds to support our activities and to resource Wesley Mission centres in their fundraising, profile-building and promotional activities.

Sharing stories of triumph and turmoil

As we advocate on behalf of those who do not have a voice in our community, Wesley Mission can build awareness of the issues they face, demonstrating how we help. Community Relations rejoices in sharing with the community the amazing stories of our clients who have overcome major adversity in their lives.

This year Wesley Mission published two notable reports which received widespread coverage. These were *Living with mental illness: attitudes, experiences and challenges* and *Beyond adversity: giving kids a chance to shine*.

These reports have been the focus for much of our activity over the year and have contributed significantly to the provision of government funds for additional financial counsellors in the Outer West area of Sydney. Corporate support has been increased and more targeted trust and foundation applications have been submitted. Significantly, Rev Keith Garner was invited to, and attended, the 2020 Summit.

Appeals, face-to-face fundraising activities and our Annual Dinner each provide opportunities to share stories and triumphs of our clients, encouraging those already committed to the work of Wesley and gaining ongoing support from a range of people in our community. Corporate Partnerships provide much needed funding, as well as goods in kind and pro bono expertise, including legal and marketing advice.

Heightened awareness of the issues, Wesley Mission and its activities through increased television, radio and print coverage contributed to the increased support from individual donors, resulting in the most effective Winter Appeal since 2004.

Change and commitment to increasing awareness

The past year has seen significant change for the Community Relations team. A restructure ensures we are well positioned for the changing and increasingly competitive environment in which we work. In response to our ongoing commitment to improving our processes and delivery of projects, we introduced an automated project log and timesheet system, enabling us to increase the effectiveness of project delivery. This has been instrumental in reducing costs, improving quality and client service. Improved reporting and budgeting of projects has also been realised.

We have continued to increase awareness of the work of Wesley Mission. In addition to a very successful year for the multimedia ministry, our website has been visited by more than 1.1 million visitors. This exceeded our target by 19% and is an increase of 35% over last year's visitors; 359,000 visited our centre sites. Online donations totalling \$109,484 exceeded our target by 9.5% – an increase of 28%. More than 900 stories have appeared in the press about Wesley Mission, an increase of 195 over the previous year.

Challenges and our future direction

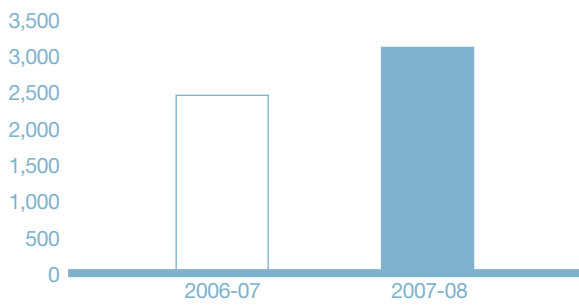
A challenge facing our team will be the implementation of our database project, providing a platform to increase the effectiveness of Wesley Mission's profile building and fundraising initiatives significantly. These are important outcomes in the face of the continuing need to grow financial support in an ever more competitive market.

We will continue to focus on promoting and expanding on the market's knowledge and familiarity with the profile of Wesley Mission, aiming to increase community support for the programs that Wesley Mission delivers to the community. Work is underway on the fourth Wesley Report, *More than a Bed: Sydney's homeless speak out*.

Donor appeals and development

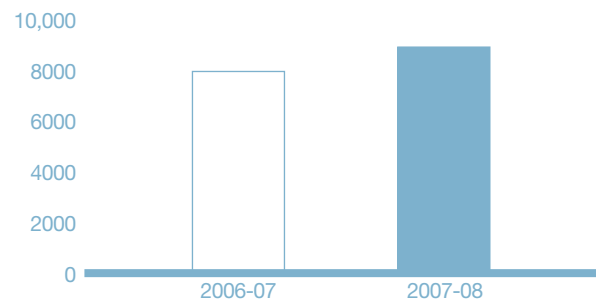
Funds raised by major appeals (\$,000)

Total funds raised by major appeals in 2007-08 was \$3,105,103.



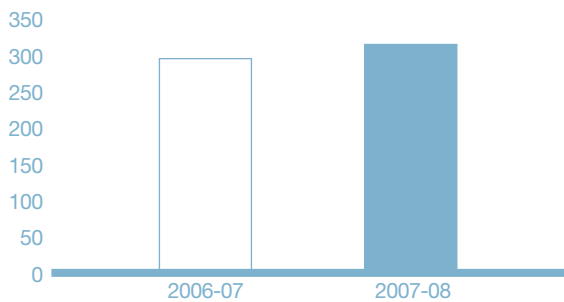
Number of new donors

Total number of new donors in 2007-08 was 8883.



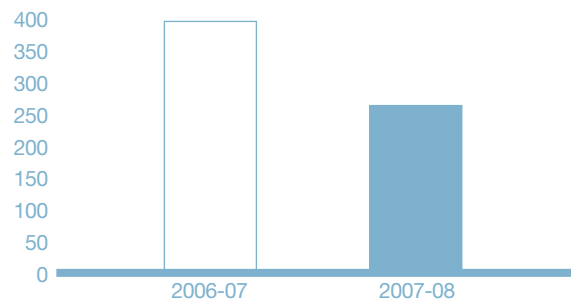
Funds raised by corporate partnerships (\$,000)

Total funds raised by corporate partnerships in 2007-08 was \$314,123.



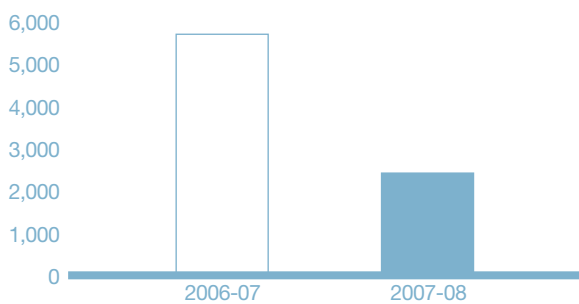
Funds raised by trusts and foundations (\$,000)

Total funds raised by trusts and foundations in 2007-08 was \$262,960.



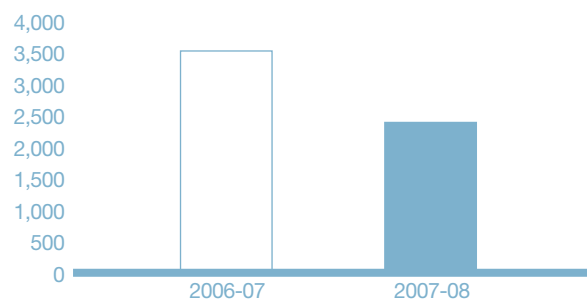
Funds raised from legacies (\$,000)

Total funds raised from legacies in 2007-08 was \$2,410,876.



Value of new bequest commitments (\$,000)

Total value of new bequest commitments in 2007-08 was \$2,388,000.



Communications

Marketing projects

Marketing campaigns undertaken	469
Marketing collateral developed	512

Online

	2007	2008
Centre websites supported		39
Visitors to the Wesley Mission website	881,223	1,190,122
Online donations		\$109,484

Public affairs

	2007	2008
TV, radio and readership reach in media		52,809,872
Articles/interviews/stories in media	742	907