

## Fundraising and advocacy

Wesley Mission's Community Relations team exists to raise funds to support Wesley's activities, to increase awareness through creating and maintaining a strong brand and to support Wesley Mission centres in their fundraising, profile building and promotional activities. Our focus has been on issues that are critical to the wellbeing of the community.

### Genuine commitment

During the past year we saw the release of the fourth Wesley Report, *More Than a Bed: Sydney's Homeless Speak Out* which highlighted this important social issue.

We explored a new the topic of financial stress, providing fresh insights into an issue that continues to have a devastating impact on the family and community. We demonstrated how this impact has evolved since our first report on this subject, which was released in 2006. A new website was launched offering practical tools to help everyone manage finances during these difficult times.

Our fundraising initiatives have linked into these major reports and we will continue to implement an integrated campaign backed up by solid research and reporting. In the past year we undertook 18 integrated marketing campaigns and produced more than 450 marketing collateral projects.

### Committed to succeed

Last year we identified the implementation of a new database to support our fundraising activity as one of the biggest challenges we would face. Implementation of the database has been successful and effective, raising our fundraising capability and providing more support for our donors.

We were encouraged by the increase in funds of over \$100,000 raised through major appeals. We are thankful to each and every one of these people.

Our online team has supported 22 websites this year, with an increase of site traffic of six per cent over the previous year. There has also been a 26 per cent increase in online donations this year.

Wesley Mission's Public Affairs team has achieved a significant increase in the amount of TV, radio and print coverage throughout the last year, largely because of the organisation's readiness to discuss the impact of economic difficulties on Australians of all walks of life.

Our audience and readership reach expanded by 19 per cent on the previous year while 53 per cent more articles, interviews and stories were seen and heard.

### The need for courage

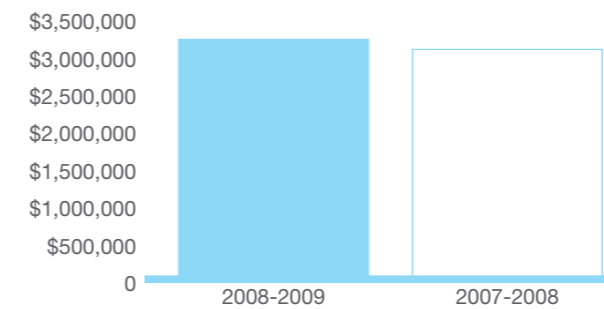
As in other parts of Wesley Mission this year has seen a reduction in our team with the loss of the employment tender and the global financial crisis. We have taken this opportunity to look at the structure of the team and how we can best meet our purpose. The restructure has been significant and has already delivered cost efficiencies and improved performance.

Reflecting the changing financial landscape Wesley Mission worked with six corporate partnerships this year, compared to 22 such partnerships in 2007-2008. However those six key partnerships raised almost two-thirds of the funds raised in the previous year and we see value in concentrating on a smaller number of healthy and productive partnerships.

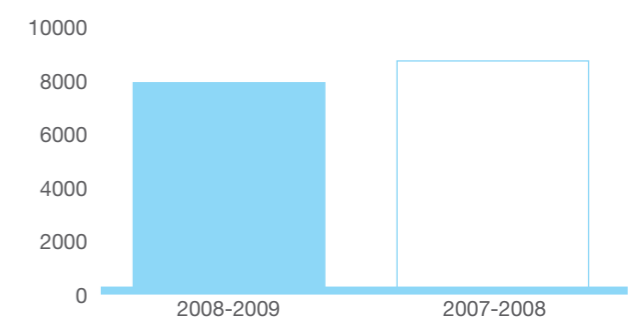
There was a \$1m shortfall in funds received through legacies in this past year, but 56 new bequest commitments were received, compared to 27 in the year before. Total new bequest commitments represent \$3,555,500.

### Donor appeals and development

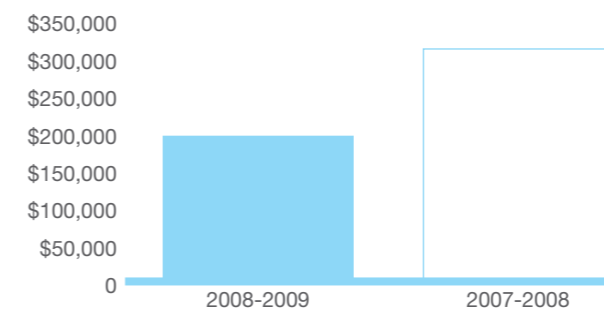
#### Funds raised by major appeals



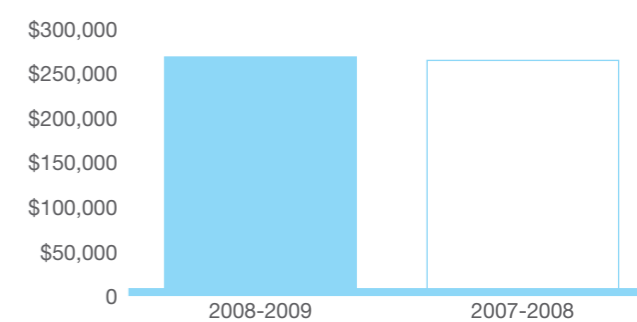
#### Number of new donors



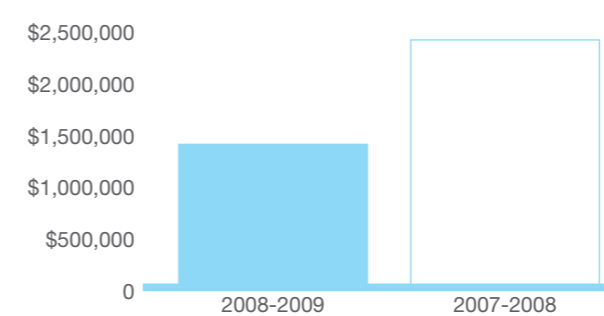
#### Funds raised by corporate partnerships



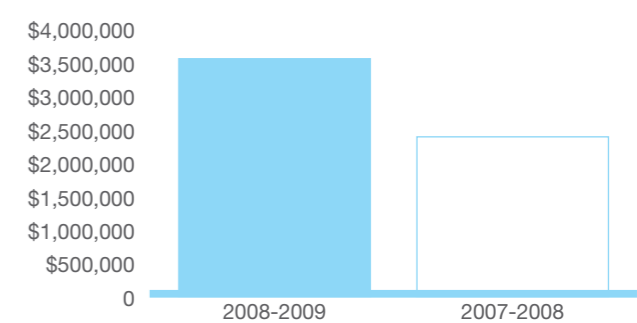
#### Funds raised by trusts and foundations



#### Funds raised from legacies



#### Value of new bequests commitments



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## Communications

<b>Marketing projects</b>	<b>2009</b>	<b>2008</b>
Marketing campaigns undertaken	22	19
Marketing collateral developed	520	512

<b>Online</b>	<b>2009</b>	<b>2008</b>
Number of websites supported	22	39
Visitors to the Wesley Mission website	1,269,187	1,190,122
Online donations	\$148,139	\$109,484

<b>Public affairs</b>	<b>2009</b>	<b>2008</b>
TV, radio and readership reach in media	62,817,536	52,809,872
Articles, interviews, stories in media	2617	907