



ANNUAL REPORT

2017/18



**"LIFE ISN'T OVER WHEN YOU
RETIRE, I STILL HAVE A LOT TO
CONTRIBUTE."**

PETER, MORTON'S PLACE

#MISSIONBUDDIES

INTRODUCTION

For more than one hundred and sixty years City Mission has been there, providing care and assistance to those who are most vulnerable in our community. Through our work we continue to transform the personal stories of those suffering hardship into stories of true hope as they build resilience and overcome social disadvantage.

The past year has been one of challenge and change as we have pursued our vision of **'Transforming lives, communities and futures in the name of Jesus'**. As you browse through these pages you will read about the impact City Mission is having on communities across Northern Tasmania. People of all walks of life and all ages are finding help, friendship and a better way through life as City Mission meets community and human need and spreads the love of God.

FRONT COVER: **Samantha Reynolds** is another City Mission success story. Samantha Reynolds is part of City Mission's **#missionbuddies** program.

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*Some of the names of people in our stories have been changed and stock photos used to protect their privacy.

OUR MISSION

City Mission exists to meet the physical, emotional, social and spiritual needs of the people of our community and to demonstrate God's love in action.

OUR VISION

Transforming lives, communities and futures in the name of Jesus.

OUR CORE VALUES

FAITH We have confidence that ethical actions will bring good results.

JUSTICE We take responsibility to uphold what is pure, right and true.

COMPASSION We invest whatever is necessary to heal the hurts of others.

FLEXIBILITY We are attentive and responsive to the changing needs in our community.

ENTHUSIASM We work with passion and commitment to achieve our goals.

OUR YEAR IN REVIEW

Welcome to the City Mission 2018 Year in Review.

The 2018 financial year featured the expansion of services to youth and children, refurbishment of client accommodation and further steps taken in building a sustainable model for ongoing service to the community.

In the process, we were still able to record a net surplus after inclusion of capital grants and estate distributions of \$364,000. This was achieved after generating \$9.26m in total income and paying salaries of \$6.2m into the northern economy for our 135 employees. Our net investment of \$0.788m in new property and asset renewal included the complete refurbishment of kitchen and surroundings in Morton's Place to ensure the highest quality of food and accommodation is provided for our clients.

New services commenced during the year included: Mission 2 a Future, creating pathways and reducing barriers to employment for our volunteers and clients, Moving with the Mission, a client centred removal

service and Hunta Gatha, our new youth-orientated mission shop.

Following the receipt of support from the Tas Community Fund, our plans are to expand youth services next year to develop business, artistic and entrepreneurship skills among our young people. Following three successful years, then two challenging ones, we resolved to close our E-Waste Tasmania operations in December 2017. The team processed tonnes of E-Waste products in the five years of operation, greatly improving environmental outcomes and providing employment to several, some for the first time in their lives. Most were redeployed into other social enterprise areas which we continue to grow.

We again thank our dedicated volunteer Board for their wisdom and insight as overseers guided through prayer, faith and commitment to continue to see people connected to relevant programs, services and support in their time of need and to continue God's work. We welcomed Ms. Kristy Misdom to the Board in May 2018. Her expertise and knowledge of

clinical governance framework will further strengthen the diverse skill set of the Board of Directors.

Our Leadership Team increased with the appointment of Ms. Vanessa Cahoon early in the financial year who has spent time renewing strategy, processes and assets related to marketing and fundraising. We farewelled at the end of the year our Retail Operations Manager, Mr. Tony Demeijer, after almost three years' service, and we thank Tony for his contribution in leading the team to grow our retail services.

The Board and Leadership Team has invested considerable time in our Master Planning strategy to underpin the sustainability of the Mission in future years. This will be completed in 2018/19 and as opportunities present to acquire appropriate assets to

improve services to clients, these will be implemented.

We were pleased to be able to share with our workers the achievement of an 'Employer of Choice' award following the considerable development of systems, programs and processes to improve the welfare of teams over the past three years. This award recognises the tireless devotion of so many people who generate the means and then deliver the services to our clients within a culture of trust and care for each other. Particularly we reflect again on those members of the community, whether through mutual obligation requirements or their own motivation to give back, provide thousands of volunteer hours to enable us to serve others.



TIM HOLDER
CHAIRMAN



STEPHEN BROWN
CHIEF EXECUTIVE
OFFICER

OUR CURRENT BOARD



TIM HOLDER

CHAIRMAN



JO-ANNE FEARMAN

DEPUTY CHAIR



MICHAEL HARVEY

TREASURER



ROYCE ALDRED

DIRECTOR



KRISTIE MISDOM

DIRECTOR



PAUL ARNOLD

DIRECTOR



NARELLE HOWELL

DIRECTOR



GEORGE ELKHAIR

SECRETARY

OUR LEADERSHIP TEAM



STEPHEN BROWN

CHIEF EXECUTIVE
OFFICER



JOHN CLEMENTS

BUSINESS & STRATEGY
MANAGER



KATRINA FISHER

CHIEF FINANCE OFFICER



BERNADETTE JONES

PEOPLE & CULTURE MANAGER



VANESSA CAHOON

FUNDRAISING & MARKETING
MANAGER



RAY GREEN

OPERATIONS MANAGER
CLIENT SERVICES



GREG HOWELL

OPERATIONS MANAGER
RECYCLING & LOGISTICS



TONY DEMEIJER

OPERATIONS MANAGER
RETAIL

DRUG & ALCOHOL RECOVERY

MISSIONDALE

Missiondale celebrated 20 years of operation in September 2017, coinciding with the opening of the newly renovated Activity Centre. This new space, with an expanded dining area, created additional functional areas to help deliver elements of the therapeutic program.

There were some significant changes at Missiondale during this last year. An internal review of the entire service, which was later supported with an independent external review, resulted in staffing changes including the introduction of a Senior Clinician, Tom Fegent.

Some of this change was enabled by the security of long-term recurrent funding, provided by the Federal Government and administered by the state's Health Services Department. Primarily, this funding provided scope to improve staffing levels, resulting in an increase of available beds.

Throughout the year refinements were also made to the existing program including the introduction of SMART

(Self-Management and Recovery Training) material.

Mission Organic continued to flourish with thanks to Bettina and her garden crew. The amount of produce being generated from the garden is matched with the new skills and confidence of those who work there. We were also grateful for the contribution of S. Group who joined us for a working bee and constructed new garden beds.

CLIENT SURVEY

During the year we conducted a survey of Missiondale's current clients to gauge their assessment of any improvements to their physical and mental well-being as a result of participating in the program. The results show that -

- 94% identified improvements in physical health
- 88% identified improvements in mental health
- 71% identified improvements in reconnecting with family

KEY OUTCOMES

- GARDEN PRODUCE SINCE JANUARY 2018 - 2.9 TONNES OF GARDEN PRODUCE DISTRIBUTED, VALUED AT OVER \$10,000
- NUMBER OF CLIENTS IN PROGRAM JULY 2017 TO JUNE 2018 - 170 (UP FROM 140 LAST YEAR)
- 51% IDENTIFIED ALCOHOL AS A PRIMARY SUBSTANCE OF CONCERN
- 81 STAGES OF THE PROGRAM WERE COMPLETED

SERENITY HOUSE

Last year saw the trial of program delivery into Serenity House to better support and equip people staying there. SMART (Self Management And Recovery Training), art therapy, simple cooking and meal planning to name a few.

We were grateful to secure an election promise for the provision of a new van for the transportation of our clients in light of our recent extension of available beds, from 6 - 8, made possible by the repurposing of the on-site Caretakers Unit.

KEY OUTCOMES

- 181 episodes of timeout
- 1678 bed nights
- 52% of people on waiting list arrived into Serenity
- 36% of people on waiting list not on a pathway to longer rehab
- 28% going to Missiondale
- 21% going to other rehabilitation centres
- 45 clients utilise the service for sobering up/Place of Safety

A portrait of Peter, a middle-aged man with grey hair, smiling. He is wearing a bright yellow polo shirt with a dark blue collar and a small black tag on the pocket that says "ACKER00". The background is a blurred warehouse setting with blue metal shelving and various items.

**"KEEPING ACTIVE IS
IMPORTANT TO ME AND I LOVE
WORKING ALONGSIDE MY
#MISSIONBUDDIES"
PETER, WAREHOUSE ASSISTANT**

CRISIS ACCOMMODATION

ORANA HOUSE

Orana continued to see a high demand for services last year. This highlights Tasmania's housing crisis and lack of affordable options for people trying to secure appropriate, safe housing. However, we are grateful for our continuing partnership with Housing Connect which assists people in securing long-term accommodation at Orana House.

Maintenance of the Independent units and Family unit by Housing Tasmania saw them all painted internally. This provided a fresh, new feel for the people staying in the units and all residents expressed how the lighter colours improved the quality of the accommodation.

A footpath installed last year between access points of the main building has seen grass established in an area that was usually bereft of any greenery. This has also improved the visual appeal of the area for residents and staff.

Many of our clients have worked with our Mission 2 a Future program and this has provided hope and practical outcomes for those involved.

KEY OUTCOMES

- 6493 bed nights provided
- 240 individual episodes of accommodation support
- 58 Sobering up/Place of Safety episodes of support

CLIENT EXIT SURVEY FINDINGS

- 74% reported better able to deal with the issues they presented
- 87% reported their circumstances had changed positively after being at Orana
- 79% reported they are better able to discuss their situation/issues with others
- Occupancy for all accommodation was 94% and 93% for Crisis Accommodation



"THE STAFF WERE VERY HELPFUL, UNDERSTANDING, ACCOMMODATING AND IN MY CASE, VERY FORGIVING. IT WAS A PLEASURE LIVING HERE AND REALLY HELPED ME GET BACK ON MY FEET."

FORMER CLIENT

COMMUNITY & FAMILY SERVICES

EMERGENCY RELIEF

CLIENT DEMANDS FOR ASSISTANCE REMAINED STRONG THROUGHOUT FINANCIAL YEAR.

The 2017-2018 year saw a 14% increase in the number of new individuals and families seeking help for the first time. At the coal face of City Mission, our Family Services team listened to over 3000 people who shared a common story of financial hardship with around 40% of clients reporting being impacted by rental stress. This combined with escalating power and fuel prices resulted in more people reaching out for help.

KEY OUTCOMES

- 6000 people assisted through individual appointments
- 400 new clients
- 300 people received assistance with utility bills
- We provided donated furniture to 150 people

CLIENT STORY

Bianca separated from her husband recently due to family violence-related issues. They are equal partners in their own business, each drawing an income. However, Bianca's husband manages to stop her receiving any income and she is informed by Centrelink she is not able to claim a benefit as she is a part owner in a business.

Bianca is left with some money but after several months the money has been used up to pay for basic living expenses and legal fees. On top of this, Bianca is dealing with some serious health issues. Her medication alone each month is around \$50.

Bianca is referred to our Family Services team and finds a friendly face. We are able to help her with food, clothing, and fuel for her vehicle.



COMMUNITY DEVELOPMENT PROGRAMS

A committed and vital group of volunteers continue to facilitate important weekly community programs, resourcing and equipping vulnerable community members to overcome challenges and bring about positive transformation. These programs include Overcomers, Club Monday, Choir of High Hopes, Ashley Detention Centre's Youth Outreach, and the Family Prison Run.

Club Monday celebrated their 25th year of operation in May with a lunch outing, taking the opportunity to reflect on the confidence group members have gained in doing things they never thought possible as result of the support, encouragement and sense of value they feel from each other.

CHAPLAINCY

During the last year, City Mission Chaplains offered care and support to people from all walks of life. Our Chaplains are privileged to offer support to those facing significant challenges.

WOMEN'S AUXILIARY

The hard work of the Women's Auxiliary continued throughout the year with several fundraising events held. As a result, we were pleased to receive stainless steel kitchen products, crockery, towels, rugs and children's books. We are indebted to Helen Slater and Juanita Miller for their tireless work.



MORTON'S PLACE

The dedicated team at Morton's Place continued to provide a therapeutic sanctuary for those seeking respite from long-term or situational adversity. Throughout the year clients received over 5,000 episodes of additional support including mental and emotional health care, material aid, social literacy support and referral to specialist community and healthcare services.

On top of the regular service provision, it has been a busy year at Morton's Place. Renovations continued with a vision to create a purpose-built community space to aid recovery and provide a place to rest and connect with others.

Special thanks to S. Group, Vos Construction, Tones Electrical, and the financial support received through the Community Support Levy Charitable Organisations Grants Program. Their generous funding and expertise made the much-needed improvement

possible. The project is due to be completed by September 2018.

Clients and visitors to Morton's Place enjoyed a range of activities and events throughout the year including St Patrick's Day celebration, Harmony Week inspired lunch, Beanie Day, Easter and Christmas celebrations and our inaugural Footy Tipping competition. Local business continued to support Morton's guests through their generous food and monetary donations including sponsorship of our monthly 'Morton's Big Breakie'.

KEY OUTCOMES

- Over 13,000 meals served for breakfast and lunch at Morton's Place
- Pay It Forward dinner raised \$12,000 towards funding meals and services at Morton's Place



LAUNCESTON OUTREACH TRAILER

One Outreach Worker and a dedicated team of eight volunteers delivered friendship, a listening ear, some nutritional sustenance and helpful information to nearly 13,000 people at over 100 outreach events during the past year.

While the trailer focuses on areas including Mayfield, Rocherlea, Ravenswood, Invermay, and George Town, it also combines with other local organisations such as the Northern Suburbs Community Centre and George Town and Ravenswood Neighbourhood Houses to provide services that help to build more vibrant communities and better-connected individuals.

However, the service is not just about food provision. It's about getting to know people, where they are at, and how we may be able to help or direct them to other services that may be of benefit to improving their situation.

Much of the work involves connecting with children at after-school events in parks and school grounds where they can play and the adults can chat. On many occasions, the sausage sizzle and drinks provided by the service becomes the child's evening meal. Children learn to socialise through participating in physical and mentally challenging games and activities regularly provided by the PCYC MAC Trailer.

KEY OUTCOMES

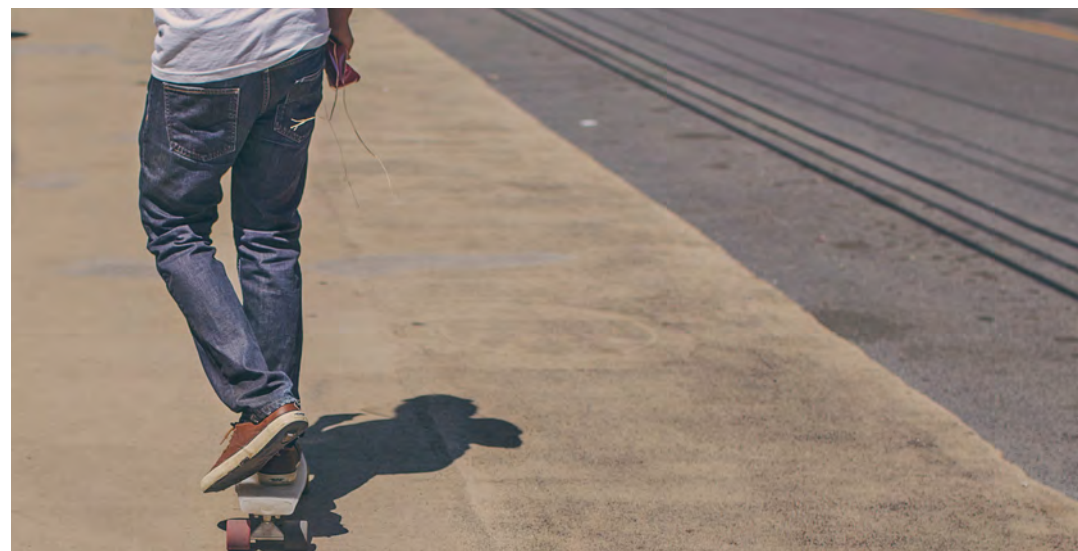
→ Outreach program assisted nearly 13,000 people at over 100 events

CLIENT STORY

Rueben loves to have a cup-a-soup with his sausage in bread when he comes to the outreach session every second Wednesday after school. Over time, he and the Outreach Worker have developed a friendly relationship where Rueben has become the 'official' gateman, with the responsibility of making sure the gate is closed and properly locked after each event at the park.

Rueben comes from a single parent family where financial instability and lack of a male role model has had some effect on his attitude toward life.

Recently, Rueben lost (or had stolen) his scooter. He loved his scooter. It was his form of transportation. Unfortunately buying a new one was not in the reaches of the family's finances. With the assistance of several City Mission warehouse staff, we found a new scooter for Rueben from donations received. Rueben was over the moon when we gave him his new scooter.



CHOIR OF HIGH HOPES

City Mission's Choir of High Hopes celebrated its ten-year anniversary in September with a concert to commemorate the occasion at the Launceston Tramsheds Function Centre.

The aim of the choir is to provide an avenue for community members to develop confidence, self-worth, self-esteem and peer support to enhance their social integration and inclusion within their community. The choir is supported by committed volunteer mentors in areas such as singing coaches, musicians, conducting and steering committee members.

Merelyn Briton played a leadership role in establishing the choir ten years ago and is still an active volunteer.

"When I watched the ABC's program on the Choir of Hard Knocks, I was inspired to bring something like that to our local community", said Mrs. Merelyn Briton. "From that point, I worked to establish a group of like-minded people who could help bring the idea to life. On the 5th September 2007, the Choir Steering Committee was formed, and Launceston's Choir of High Hopes was born".



NORTH WEST SERVICES

Programs and services continue to grow on the north west coast, now incorporating City Kitchen, Alcoholics Anonymous, Youth Outreach, Chaplaincy, and Mission 2 a Future. Support also extended to the provision of welfare packs for the homeless, assistance with basic furniture and chaplaincy program offered in Burnie, Devonport, Wynyard and Smithton.

While the aim of our Outreach food trailer is to provide nourishing food to those in need, its mobility allows City Mission Youth Workers to engage with young people, in their own settings, on a regular basis. In many cases, having ready access to youth workers enables early intervention which can help minimise the impact of challenges and provide access to support services.

KEY OUTCOMES

- Participated in over 90 community events
- Served over 300 meals as part of City Kitchen
- Provide youth mentoring to over 160 young people

CHILDREN'S TRAUMA GRIEF & LOSS SUPPORT

INSIDE OUT 4 KIDS

Demand for the Inside Out 4 Kids program (IO4K) grew throughout the year as we experienced a 70% increase in the number of children supported to deal with trauma, grief and loss and a 40% increase in the number of schools participating in the program.

To facilitate this, our IO4K team conducted training for Chaplains, Teacher Aides, Social Workers and Psychologists.

The arrival of a new Hyundai i30 2.0 in July, courtesy of a grant through the Community Support Levy Charitable Organisations Grants Program, was instrumental in being able to extend the reach of the program beyond the Launceston municipality.

As more children are affected by emotional and social well-being issues, we continue to offer the IO4K program in local schools at no charge to assist children through the trauma process. Participants meet weekly in small support groups with a trained facilitator. In this safe, confidential and loving environment, children can talk, share, cry, listen and participate in activities and games while learning strategies to deal with their grief. The program also helps children develop resilience, build courage and find hope for the future with joy and a greater sense of self.

A new development during the year was our Early Years Class program, developed as a precursor to the IO4K program to acknowledge that grief, loss and trauma events can happen to children at any age.

IO4K has been generously supported by Motors Foundation, Tasmanian Community Fund, Rotary Club of Central Launceston, CMK Distributors and numerous other partners. We also greatly appreciate the donations of games, books, blankets, teddies and toys from schools, children and their families.

KEY OUTCOMES

- 537 children supported through IO4K
- 82 one-on-one support meetings conducted
- 42 Facilitators trained
- 53 schools engaged



CLIENT STORY

Isabella has been in 7 foster homes in 7 years and now lives with her grandparents. Her behavioural patterns are unpredictable and incredibly challenging to the school; however, she does not qualify for additional support through the Department of Education. Each week Isabella is visited by an IO4K facilitator who helps guide her use of verbal language to express her emotions and behaviours. As the weeks pass by, more and more of Isabella's, broken and sad life came to light. She is now beginning to feel safe and trust the facilitator who is helping her move through the difficult time in her life.



Jo Palmer is the Ambassador for IO4K

YOUTH SERVICES

THE MISH

The Mish is the youth services arm of City Mission and aims to support young people to live lives of “success and significance.” Now in its third year, Mish programs offer mentoring, unconventional and engaging learning experiences designed to help build social skills and enhanced educational and employment opportunities.

We are particularly thankful to the Cape Hope Foundation for their ongoing financial support which assists us in providing youth mentors.

The Mish continues to provide:

- Art
- Music
- Culinary skills
- Media
- Barista skills
- Holiday activities
- Camps
- Seasonal events, such as Brainwaves Mental Health Forum

CULINARY PROGRAM

The culinary program is the newest addition to the Mish program suite, made possible by the Commonwealth Bank Grassroots grant scheme. Co-ordinated by Kel Moore who has extensive experience working in some of Launceston’s finest restaurants, young people have the chance to try their hand at baking and patisserie, creating delectable treats that are then sold through our Mish Kiosk social enterprise.

Young people not only gain access and the opportunity to practice an industry-standard skillset but also get to connect socially, building a holistic range of skills enabling them to sustain employment or further education.

MISH MAKERS

The Mish was fortunate enough to be the recipient of a grant generously provided by the Tasmanian Community Fund to create a ‘Makers’ space in the heart of the Launceston CBD.

Located above the Hunta Gatha social enterprise, Mish Makers will provide young people with the opportunity to try their hand at an artisan craft. They will be provided with access to materials and the knowledge of mentors to hone their skills and manufacture products to market, either through to market, Hunta Gatha or other avenues.

Mish Makers will not only provide young people an opportunity to try their hand at a new skill but will also but will also engage them in meaningful work, open up pathways to pursue entrepreneurship, work and training opportunities.

KEY OUTCOMES

- The Mish supported 81 young people through programs
- 38 young people successfully completed programs, with a further 43 carrying over into 2018/19
- 9 young people were able to engage with the workforce, representing approximately 24% of completions
- 7 young people were able to engage with further education, representing approximately 18% of completions
- Upon completion, 16 young people went on to further education or employment representing 42% of young people through the service

SOCIAL ENTERPRISE

MISSION SHOPS

Retail sales continued to grow during the past financial year with a 10% increase on last year, resulting in a direct contribution of almost \$550,000 operating profit to fund City Mission's community services and administration.

Homewares and fashion items continued to be best sellers and a move to retailing non-donated products also made a significant contribution to the increase in revenue. Mission Shop superstores at Youngtown and Newnham were our strongest performers in the north of the state while Ulverstone and Burnie, our largest shops, recorded the highest sales results for the north west coast.

Much of this achievement can be attributed to our Shop Managers, staff and #missionbuddies who work hard to continuously replenish stocks to ensure we deliver a diverse product offering to our loyal customers.

It was also pleasing to see donated goods continue to trend upward.

"Our retail shop offers young people an opportunity to gain skills in retail through volunteering. Our goal is to provide a pathway for young people, helping them to develop new confidence and skills".

- Stephen Brown, City Mission CEO

KEY OUTCOMES

- Generated \$ 4.05 million in revenue
- \$548,000 contributed directly towards City Mission programs and services
- Community support helped Mission Shops generate \$2.9 million from donation sales
- 331,000 items of clothing, shoes and accessories were recycled and sold
- 21,912 cubic metres of clothing and oddments diverted from landfill

RECYCLING & LOGISTICS

Each year our Recycling & Logistics Operations provide and manage essential services for the community and are an integral component of City Mission's Social Enterprise activities.

These activities include maintaining the effectiveness of warehousing, the Launceston Recycling Centre, Burnie Resale Shop, Uptipity Shop and management of the food distribution centre. Combined, these social enterprise activities also contribute essential revenue to fund core programs and services.

The Warehouse team provided strong support to the retail sector, meeting the increased demand for collection and delivery of donated and purchased items.

The Burnie Resale shop again surpassed its budget expectations and has become an entrenched part of the Burnie landscape - people travel from far and wide to pick up a bargain! The shop has been extended and a pricing and storage area erected, generously supported by Burnie City Council.

KEY OUTCOMES

- Uptipity sales of nearly \$440,000
- Launceston Recycling Centre/ Uptipity had a total of 53,554 customers for the year - an average of 147.5 customers per day
- 31,817 boxes from Youngtown Warehouse distributed to Mission Stores
- Burnie Resale Shop generated \$130,000 in sales

HUNTA GATHA

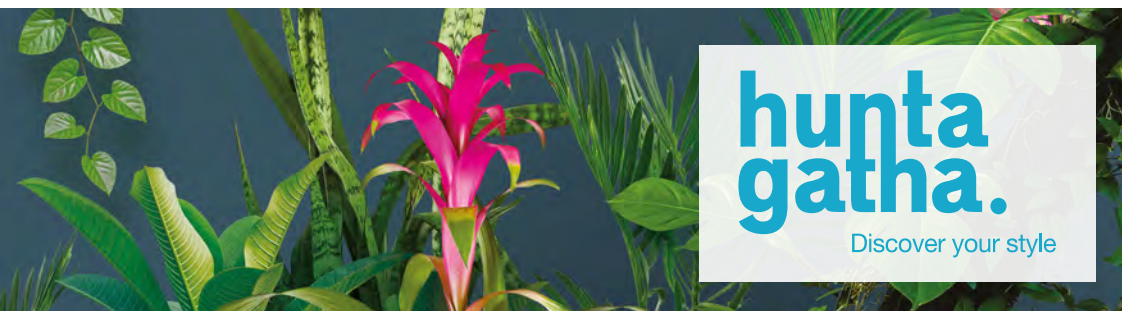
May saw the launch of Hunta Gatha, located in the heart of the Launceston CBD at 76 St John Street. Situated on the corner of the Tatler Arcade, the new enterprise is an innovative youth-based space comprising of a retail shop featuring recycled quality clothing, new fashion labels and a Makers Market.

With a jungle themed interior design, its name is inspired by the thrill of hunting for a bargain and the gathering of young people in a niche space, made for, and run by young people.

Hunta Gatha features streetwear and on-trend fashion combining a mix of new labels such as Cherry Lane and Brave Soul U.S. Basketball Tops along with pre-loved fashions.

The retail store concept is designed to act as a training ground to help young people learn, develop and enhance their creative, trade and business skills.

We are particularly thankful to S. Group for their support in developing the Hunta Gatha brand.



PEOPLE & CULTURE

STAFF & VOLUNTEERS

City Mission's staff consists of 138 paid employees and 550 active #missionbuddies across the north and north west of Tasmania. We continue to attract quality job applicants and our volunteer workforce continues to grow, particularly in the north west of the state, demonstrating our growing reputation as an employer of choice. This was reinforced by the recent receipt of an Employer of Choice Award from Skills Tasmania.

In the past year, we have added a Quality, Risk and Workplace Health and Safety Manager to the organisation and a Psychologist at Missiondale, among many other key roles.

We remain committed to building a workforce of excellence through quality recruitment and ongoing training programs, including facilitation of the outstanding Bridges Out of Poverty training at the Tramsheds in November 2017.

This year also saw an increasing focus on worker health with our first health and well-being survey, the

launch of an employee corporate health plan in partnership with St Luke's Health, and the enormously successful #mission2quit smoking cessation program for employees and #missionbuddies in partnership with Healthy Tasmania.

Our Character Core Program, highlighting key personal qualities, continues to recognise and commend workers for displaying character qualities that contribute to a positive workplace culture.

Our Mish clients commenced an art project entitled 'Wall of Gratitude' that will allow staff passing through the administration building in Frederick Street to contribute positive messages in line with the month's character quality on a chalkboard in the hallway.

We continued to award Employee and Volunteer of the Month Awards, celebrating achievements of individuals each month and their demonstration of the Mission's core values of Faith, Justice, Compassion, Flexibility and Enthusiasm.

KEY OUTCOMES

- 12 volunteers and staff were recognised for outstanding contributions through our monthly award program
- 15 volunteers transitioned to employment with City Mission
- Accreditation with Quality Improvement Council and received an Employer of Choice Award

BINOD'S STORY

Last year City Mission commenced its 'Moving with the Mission' initiative – a low cost, affordable removalist service for clients. One of the key members of the Moving with the Mission team is Binod. He came from a refugee camp 10 years ago and in June 2017, started with us as a Team Leader. He has grown in confidence and experience; he has taken on guidance and instruction well and leads a variety of #missionbuddies each week. Binod has completed over 100 removals in this past year and has also gained his Medium Rigid drivers license. We are so proud of what he has achieved.



FUNDRAISING & MARKETING

FUNDRAISING & EVENTS

Tasmanians have continued to generously support the work of City Mission, helping us to provide assistance to over 10,000 people across Northern Tasmania.

The Fundraising team had a full calendar of activity delivering our three major Appeals for Winter, Christmas and Future Youth Hope. Combined, these appeals raised around a third of our fundraising revenue, directly supporting individuals and families with food, shelter and clothing during the past financial year.

A special thank you to Bushby Property Group for their ongoing support with our Christmas and Winter Appeals, ABC Northern Tasmania for their donations from the Giving Tree and Fairfax for proceeds from their Empty Stocking Appeal.

Our annual Pay It Forward Dinner was held in the heart of City Mission in September 2017 at Morton's Place. The event was attended by 80 guests who enjoyed a 3-course meal prepared by Terry Fidler and raised

over \$12,000 which funded free meals at Morton's Place and food vouchers for people in need throughout the year. This would not have been possible without Terry, generosity of our guests and the support of local businesses who donated produce and items for the evening.

Young entrepreneur and restaurateur, Jeremy Kode, of Geronimo, along with his family, generously hosted our first Inside Out 4 Kids dinner to raise awareness and funds to sustain the growing demand of the program.

Our special thanks to the Lions Clubs and in particular, Rick Gale, who again undertook leadership for the Spring Food Drive, bringing in around \$24,000 worth of non-perishable food and personal care items.

Fairfax Media's Mission Possible' campaign achieved an outstanding result again this year, raising over 15,000 items across the north and north west of the state. This campaign alone delivered over 50% of our total food donations for the year.

MARKETING

The second half of the year saw the roll-out of the new marketing strategy. We launched our e-newsletter for friends and partners of City Mission and our digital platforms continued to grow with our Facebook followers growing 43% in the past year and visitations to citymission.org.au increasing by 20%.

Our new volunteer engagement strategy was launched in May, #missionbuddies and is aimed at retaining and attracting volunteers. #missionbuddies, also created new volunteer opportunities including virtual volunteering to cater for people with limited availability or access restrictions.

We also implemented Mini Missioners, our new kids' club which aims to introduce children to the world of op shopping and help educate them on how they can help their community and environment using the 3R's, recycle, reuse and reduce. The program rewards children with a stamp on a loyalty card each time they buy or donate an item at a Mission Shop.

KEY OUTCOMES

- Major Appeals & Events raised over \$230,000
- Program and General Donations raised over \$118,000
- \$114,000 in food and personal care items were donated
- Development of Mini Missioners, Huntla Gatha brand and concept
- Development and implementation of new volunteer engagement strategy, #missionbuddies

SUPPORTERS & PARTNERSHIPS

DONORS

City Mission is fortunate to enjoy support throughout the year from donors who contribute essential funds, food, clothing and toys toward our appeals and fundraising activities.

In the past year, our donors grew by 10% and we are encouraged that more people in the community recognise the important work we do in transforming lives across Northern Tasmania. We would sincerely like to thank our donors who continue to give so generously and selflessly to help those less fortunate.

PARTNERSHIPS

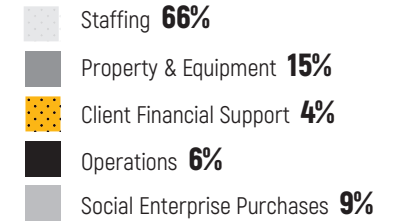
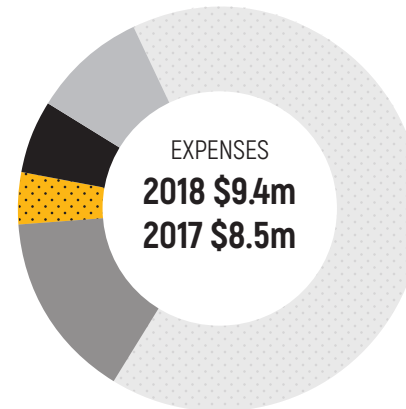
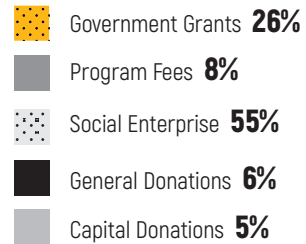
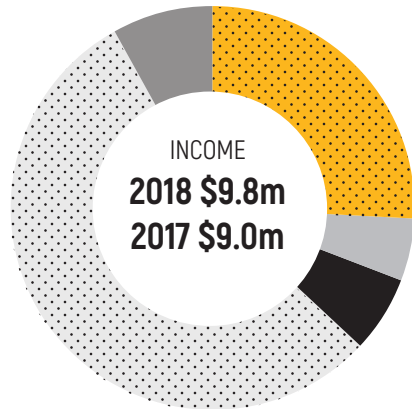
We enjoyed success through a number of partnerships which allowed us to deliver new projects, making improvements for clients, staff and volunteers. These included:

- Mission 2 a future – A program for disadvantaged clients with complex personal needs that supports skills and re-engagement into employment, education or training options.
- 26 Ten – Language, Literacy and Numeracy support for City Mission clients
- Inside Out 4 Kids – a facilitated and peer support program for young school children who experience trauma, grief and loss
- Youth Services – a hub for reconnecting challenged youth to work, education and communities
- Mish Makers – innovative art & work pathway for challenged youth
- Morton's Place & Chapel Refurbishment including disabled access
- City Kitchen refurbishment Burnie
- New phone system across all City Mission sites
- New 9-seater van – Serenity House

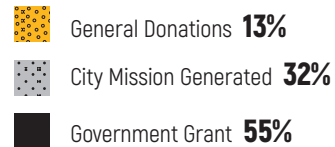
PARTNERSHIP HIGHLIGHTS

- ABC Northern Tasmania
- Federal Government
- Bruce Wall Estate
- Bushby Property Group
- Cape Hope Foundation
- CBA
- CMK Distributors
- Cuthill Foundation
- D'Antoine Foundation
- Lions Clubs
- Matson Catering
- Motors Foundation
- Rotary Club of Central Launceston
- S. Group
- Southern Cross Austereo
- Tasmanian Broadcasters
- Tasmanian Community Fund
- Tasmanian Government
- Tasmanian Independent Retailers
- The Examiner
- The Tasmanian Food Co.
- Winifred Booth Estate
- Young's Vegie Shed

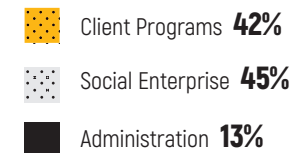
2018 FINANCIAL SUMMARY



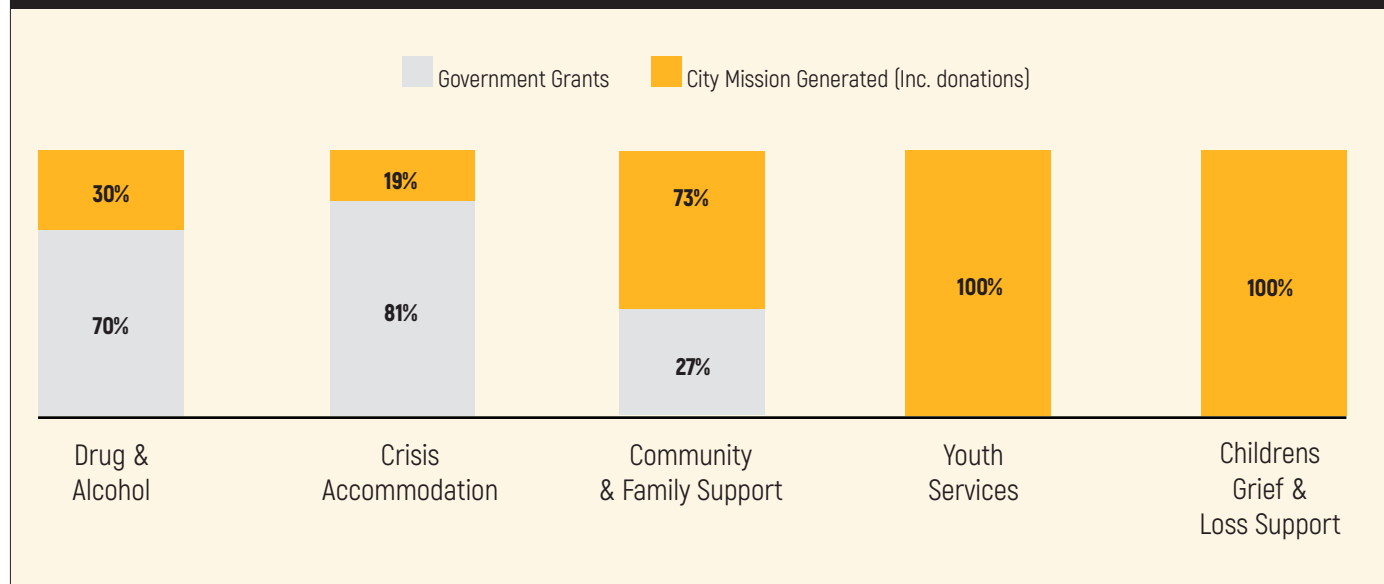
Program Funding



Expenditure Summary



Where the funding comes from by focus area



>16,000

breakfast, lunch & food packages
Mortons Place & City Kitchen



81

young people helped to reach potential via **The Mish**



537

children supported by **Inside Out 4 Kids**



6,493

bed nights provided by **Orana House**



287

clients assisted with **Drug + Alcohol Recovery**

SOCIAL ENTERPRISE CONTRIBUTION TO CITY MISSION PROGRAMS \$615k

13% ADMINISTRATION 87% CLIENT PROGRAMS & SOCIAL ENTERPRISE

136 STAFF 530 VOLUNTEERS

HEAD OFFICE

48 Frederick Street, Launceston | PO Box 168, Launceston Tasmania 7250
PHONE (03) 6335 3000 | **FAX** (03) 6334 3136 | **EMAIL** office@citymission.org.au
www.citymission.org.au

SOCIAL ENTERPRISE

YOUNGTOWN MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–4:00pm
351 Hobart Road, Youngtown
(03) 6343 2115

LAUNCESTON MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Cnr Wellington & Frederick Streets,
Launceston
(03) 6335 3000

MISSION ON GEORGE

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–3:00pm
73 George Street, Launceston
(03) 6331 2710

PROSPECT MISSION SHOP

Mon-Fri: 9:00am–5:00pm
142 Westbury Road, Prospect
(03) 6343 5914

RAVENSWOOD MISSION SHOP

Mon-Fri: 9:00am–5:00pm
65-67 Ravenswood Road, Ravenswood
(03) 6339 6173

NEWNHAM MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–4:00pm
73 George Town Road, Newnham
(03) 6326 2222

DEVONPORT MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–4:00pm
52 Don Road, Devonport
(03) 6423 5984

ULVERSTONE MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–4:00pm
9 Fieldings Way, Ulverstone
(03) 6425 4698

BURNIE MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–4:00pm
2 Alexander Street, Burnie
(03) 6431 9930

WYNYARD MISSION SHOP

Mon-Fri: 9:00am–5:00pm
Saturday: 9:00am–4:00pm
11 Goldie Street, Wynyard
(03) 6442 4769

UPTIPTY

Mon-Sun: 8:30am–4:30pm
Cavalry Road, Mowbray
(03) 6326 2214

BURNIE RESALE SHOP

Mon-Fri: 9:00am–4:00pm
Sat-Sun: 10:00am–2:00pm
Public Holidays: 10:00am–2:00pm
289 Mooreville Road, Mooreville
(03) 6430 5865

HUNTA GATHA

Mon-Fri: 10am – 5.30pm
Saturday: 10am – 4pm
76 St John Street, Launceston
(03) 6724 2940

SUPPORT

MISSIONDALE

75 Leighlands Road,
Evandale Tasmania 7212
PHONE (03) 6391 8013
FAX (03) 6391 8255
EMAIL missiondale@citymission.org.au

FAMILY SERVICES

PHONE (03) 6335 3000
FAX (03) 6335 3034
EMAIL familyservices@citymission.org.au

SERENITY HOUSE

354 Preservation Drive,
Sulphur Creek Tasmania 7316
PHONE (03) 6435 4654
FAX (03) 6435 4661
EMAIL serenityhouse@citymission.org.au

ORANA HOUSE

156 George Town Road,
Newnham Tasmania 7248
PHONE (03) 6326 6133
FAX (03) 6326 2277
EMAIL orana@citymission.org.au

COLLECTION OF DONATED GOODS

PHONE (03) 6343 2115
PHONE (03) 6431 9930

