



**fremantle
foundation**

strategic direction & business plan

2014-2017

abbreviated version

connecting local people to local issues.

part 1 foreword from the chair

Time and again we meet people that want to connect with their local community. To give time, to give of themselves, to give money in a meaningful and lasting way. They want to make a difference. Often they just don't know how.

Gary Hasler

Chair, Fremantle Foundation



part 1 eo perspective

Connecting local people to local issues has led to important social impact in our first 4 years. We know that giving can be incredibly rewarding. And local, informed giving is very effective.

Dylan Smith

Executive Officer, Fremantle Foundation



Noongar Rangers

part 2

fremantle foundation charter

Vision - A smart and caring community that wishes a rich and fulfilling life for all.

Purpose - Inspiring giving, serving donors, strengthening communities - now and for future generations.

Value for the community - We improve social outcomes by connecting local people to local issues.

Strategic Objectives

Service Excellence - Build service excellence to donors, partners, grant recipients, community organisations and the general community.

Community Leadership - Inspire community solutions through developing partnerships that create both personal, social and economic outcomes for individuals and the local community.

Sustainability

To build a significant endowment for Fremantle and the surrounding communities and create a diversified revenue base directed towards organisational sustainability.

Values

Giving	We give time, treasure and talent to improve the community.
Transparent	We are community led and all information is available to the public.
Efficient	We constantly look for effective ways to operate.
Creative	We explore creative options in all that we do.
Leadership	We inspire community solutions through collaboration.

part 2 service excellence

objective 1

Build service excellence to donors, partners, grant recipients, other community organisations and the general community.

initiatives	actions	indicators of success	horizon timeline		
			year 1	year 2	year 3
1.1 Broaden our stakeholder base and profile in the community.	1. Identify stakeholders that have the highest stake and impact possibility 2. Challenge the strength of current relationships 3. Identify potential donors, partners, grant recipients and community alliances	Increased awareness of the Fremantle foundation within the Fremantle community.	yes	yes	yes
		All stakeholders have formal or informal understanding of working relationship.			
		100% annual increase in funds under management for a total of \$1.3 Million by June 30 2017.	yes	yes	yes
		Diverse operational revenue.	-	yes	yes
1.2 Develop human resources capacity through an internal professional development program.	4. Targeted and relevant professional development program	Fremantle Foundation personnel are recognised as leaders in our field.	-	yes	yes
		Fremantle Foundation is working alongside industry leaders.	yes	-	-
		Strong understanding and connection to community organisations in the Fremantle area.	yes	-	-
		Fremantle Foundation's social impact is leveraged by mutually beneficial community alliances.	yes	-	-
1.3 Develop staff levels to ensure high level of service.	5. To increase staffing levels and create extra financial resources for operational investment.	Staffing and resource levels match the strategic objectives set	yes	yes	yes
1.4 To build our internal organisational capacity through effective and efficient business systems and process.	6. Improve key business processes	Development of lean efficient businesses process including electronic data and policy. High satisfaction rate from donors and partners. High satisfaction rate from grant recipients.	yes	yes	-

part 2 community leadership

objective 2

Inspire community solutions through developing partnerships that create both personal, social and economic outcomes for individuals and the local community.

initiatives	actions	indicators of success	horizon timeline		
			year 1	year 2	year 3
2.1 To be ambassadors for a community that gives.	7. Demonstrate good governance practice	Board and executive provide best practice governance to Fremantle Foundation.	yes	yes	yes
	8. Demonstrate our impact in the community	Level of awareness of the Fremantle Foundation increased.	yes	yes	yes
		Increased level of giving in the Fremantle area.			
2.2 To inspire community solutions.	9. Strategically linking the right people together	Formal and informal involvement in community projects.	yes	yes	yes
2.5 To create a system to understand and communicate the complex changing needs of the community.	10. Work with local researches and relevant organisations to undertake the project.	Published study of Fremantle areas social issues presented for the public.	yes	-	-
2.6 To measure and communicate the collective impact of the Fremantle Foundation internally and externally.	11. Create a SROI assessment process for grants.	SROI measures published for major grant programs.	yes	-	-
	12. Create a SROI assessment process for the whole organisation.	SROI measures published for overall organisation.	-	-	yes
	13. Create a timeline for internal review.	Review internal measures of success.	yes	yes	yes
2.7 Strengthen community capacity.	13. Annual Grant Round distributions.	Total number of grants made.	yes	yes	yes
	14. Named Fund grant distributions.	Total amount of funds distributed.	yes	yes	yes
	15. Actively connect stakeholders.	Community organisations increased capacity.	yes	yes	yes



part 2 sustainability

objective 3

To build a significant endowment for Fremantle and the surrounding communities and create a diversified revenue base directed towards organisational sustainability.

initiatives	actions	indicators of success	horizon timeline		
			year 1	year 2	year 3
3.1 To be the ambassadors of strong governance based on transparency and value based practice	17. Create and implement a framework for best practice governance.	Meet best practice governance standards (AICD Not for profit governance standards).	yes	yes	yes
	18. Provide strategic oversight of Fremantle Fremantle business.	Monitor and track the organisations performance against the horizon targets.			
3.2 Create a viable financial model to support growth across the three horizons (approx. 9 years)	19. Map growth over the three horizons.	Monitor and track the horizon pathway.	yes	yes	yes
	20. Identify operational fees structure for all donation types. 21. Identify other preferred operational revenue streams.	Transparent fee structure for all donations.	yes	yes	-
		Operational budget meets horizon target.	yes	yes	yes
		Operational revenue is made up diverse revenue streams.	-	-	yes
3.3 Build a significant community endowment by identifying donor options that create maximum financial leverage (BCG matrix)	22. Identify all donor options and priorities those with high impact.	\$1.3M assets under management = 100% annual growth over 3 years by June 30 2017 tracked monthly.	yes	yes	yes
	23. Create a targeted strategy for each donor option.				
	24. Role out the Professional Advisers strategy.				

Acknowledged Issues:

1. I've used "funds under management" for donation targets, this does not acknowledge the "total number of donations received".

Our Corporate Partners:



fremantle foundation

Fremantle Foundation

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