

WHAT'S HAPPENING...



Expressions of Interest are now open for Aussie 10 Peaks: 20 – 23 October 2014

The two day 50km trek will be an experience of gorgeous alpine scenery and the last of Australia's glacial lakes, all in our own back yard. The bonus? Crossing the spectacular Snowy River! Discover incredibly beautiful flora and fauna and a stunning 360 degree mountainous view that will take your breath away.

To nominate simply complete your EOI forms will soon be available on the Mates4Mates website and return to enquiry@mates4mates.org. Mates of mates are also welcome to join in, check out the powerpoint attached. Entry closes on 31 July 2014.

We have 5 heroes proudly fundraising for July's awe-inspiring Kokoda Adventure Challenge and collectively they have raised nearly \$17,000!

Together their fundraising efforts have raised enough money for almost 4 Brave Mate positions on the next Mates4Mates Kokoda Adventure Challenge.

What an outstanding achievement! Keep up the fantastic work.

Help support you mates through the [Everyday Hero Site](#) All funds raised go to supporting the important work we do here at **Mates4Mates**.

Be proud of this achievement as you have personally given others the opportunity to experience the benefit of this once in a lifetime opportunity.

With about a week before departure, remember to keep your supporters engaged with your fundraising efforts by uploading training videos, messages of thanks, posting blogs about accomplishments or status updates. The more active you are on your page the more interesting you are to your supporters and that will encourage them to share your page with their friends.

Our Brisbane remedial masseuse Stephanie Knight completed and won the Sunshine Coast 12k run last Sunday. Well done SJ!!



GYM BITS...

PLEASE BRING YOUR OWN TOWEL IF YOU WISH TO USE THE SHOWER FACILITIES

TVL Gym Timetable

Monday 7	Tuesday 8	Wednesday 9	Thursday 10	Friday 11
	0900 Stretch & Relaxation	0900 Cardio Circuit	0900 Stretch & Relaxation	0900 Cardio Circuit
1100 Cardio Circuit				1200 "Donna & the Vets"
	1400 Cardio Circuit	1400 Stretch & Relaxation	1400 Cardio Circuit	

BNE Gym Timetable

Monday 7	Tuesday 8	Wednesday 9	Thursday 10	Friday 11
Massage 0930 - 1230		0630 ZUU	0630 YOGA	0630 YOGA
0930 W.O.D	0930 W.O.D <i>Spartan Training</i>	0930 W.O.D	0930 W.O.D <i>Spartan Training</i>	0930 W.O.D
1730 YOGA	1730 Kokoda Training	Massage 0845 - 1315		

Mentoring Program

Great turnout this past Thursday so we'll be running another this week to talk about highlighting transferrable skills, what courses you have and how that can be transferred.

Kokoda Training

This Tuesday at the Brissy Family Recovery Centre will be overlapping the last training session of the July Kokoda crew and the first session of those going on the September adventure.

RICKY'S RECIPE - Healthy Pumpkin Pancakes (Gluten-Free)



INGREDIENTS

1. 1/4 cup pumpkin puree
2. 3 tbsp almond milk
3. 1 tbsp honey
4. 3 eggs
5. 1 tbsp coconut oil, melted, plus additional for pan
6. 1 tsp vanilla
7. 1/4 cup coconut flour
8. 1 tsp cinnamon
9. Pinch of nutmeg
10. 1/2 tsp salt
11. 1/4 tsp baking soda

METHOD

1. In a large bowl, whisk together the dry ingredients – the coconut flour, cinnamon, nutmeg, salt, and baking soda. Then in a separate bowl, whisk together the wet ingredients – the pumpkin puree, almond milk, honey, eggs, oil, and vanilla. Add the dry ingredients to the wet ingredients. Stir together until just combined.
2. Heat a griddle or non-stick skillet to medium heat. Coat pan with coconut oil. Pour about 1/4 cup of batter onto the skillet. Cook for 2-4 minutes until the bottom is cooked through, and then flip. Cook for another 2-4 minutes until lightly browned.

Repeat with remaining batter. Serve warm and enjoy!

Servings: 7 small pancakes



Unbreakable bonds.
Unshakeable support.

THE WEEK THAT WAS ON FACEBOOK...



End of financial year merchandise clean out!

Keep warm this winter with this week's special - **Mates4Mates** metal mug with logo engraved - only 8 left! Were \$55 now \$20 with BONUS CD - Fred Smith 'Going Home'

Postage is not included but if you are in Brisby you can collect it from the Centre.

Contact: enquiry@mates4mates.org



Over the week we will be sharing some stories from our participants. Today we share Frank's story - after nearly 35 years of service Frank will soon be discharged from the ADF due to PTSD, Depression and Anxiety after being Medically Evacuated from the Middle East in 2012. Frank participates in the **Mates4Mates** Kokoda Trek Challenge to have the opportunity to achieve goals and work together with supportive likeminded people.

[Support Franks Journey](#)

On Thursday **Mates4Mates** Brisbane, welcomed our mate Curtis McGrath and Channel Nine. Channel Nine are doing a story on Curtis's road to Rio's Paralympic Games.

Keep watch for the news piece, once we know, you'll know!

Thanks guys!!



4 MATES

Unbreakable bonds. Unshakeable support.



A big Thank-you to everyone that helped out at Townsville Show over last weekend! It was a great success, there was a lot of interest in the stall, the merchandise and **Mates4Mates** work with veterans. The support that we received from the community was gratifying and reinforced our sense that the Mates4Mates FRC is addressing an important gap in the support provided to veterans in the Townsville area.



It's been a good time not a long time! Today is my last day here at the TSV FRC, I will miss the great little team that we have working here and all of the guys that I have gotten to know whilst training. Wishing the crew all the best in the future. I know you will all welcome Scott, the rehabilitation program is in capable hands - Brett

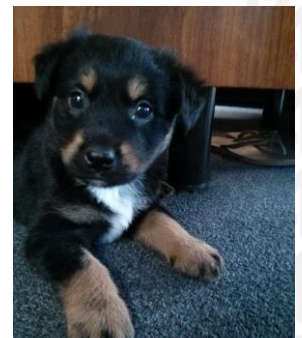


July 1st marked the 72nd Anniversary of the tragic loss of 1035 allied personnel and civilians taken prisoner following the Japanese invasion of Rabaul and surrounding areas in January 1942 and those who lost their lives during the sinking of the Japanese prison ship "Montevideo Maru" off the Philippines Coast.

Lest we forget.



We had an extra special visit from our K9 supporters this week, thanks to our mate Mick



NOTE FROM DENIS Townsville FRC Manager

Members of Mates4Mates Townsville have a fantastic opportunity to meet with Pimlico High School Students. The students wish to discuss with our members their experiences and journeys through the ADF as local Townsville Residents, returning from Operational Service.

I have recently met with Justin Virly, a history teacher from Pimlico State High School, who we would like to assist in the running of a Gifted and Talented project with some of his Advanced Year 10 students associated with the Premier's ANZAC Day Prize.

We are looking at opportunities for the students to meet and speak with service people about their experiences in serving for Australia's Defence Force, or providing support for those service people. Rough dates for these speaking engagements will be between 21st-28th July and will be conducted either here in the Tsv FRC or in the classroom setting at Pimlico High.

The project involves multimedia presentations or essay writing focused on telling the stories of our service people (past or present) and conveying the significance of the ANZAC spirit. It was a very successful project last year as one of the Pimlico students won and was able to travel to Gallipoli for a tour with other Queensland students and participated in this year's ANZAC Day Ceremony.

The challenge for the students is to build on the history of ANZACs in Townsville by creating stories of service people from Australia's war history and pay tribute with their written essays or multimedia presentations. The students this year have shown a particular interest in recovery and rehabilitation, as well as family support and therefore have a keen interest in learning more about Mates4Mates and the Townsville Rehabilitation Centre.

Ideally, we would like to either organise speakers to be visiting the school, but arrangements can be made for students to visit the facility as well.

If you are interested in assisting these supporters of ours, then feel free to contact me at the FRC to discuss further. We have a fair bit of control over what is discussed and how it is portrayed and organisers are aware that not all participating Mates4Mates members may want to be named, photographed, quoted etc. and they are happy to work through any requests we have.

Personally I think this is a great way for us as an organisation to secure some great coverage for our members and the cause, but I also realise it may not be everyone's cup of tea – Denis Devantier - FRC Manager

4 MATES

MATES



HELPING DIGGERS: Mates4Mates
chief operating officer Michael Quinn.
Picture: David Kelly

FOR not-for-profit businesses, the investment return is often truly priceless.

The parents of an autistic child enrolled in an early-intervention program of Queensland not-for-profit group AEIOU Foundation hear their formerly uncommunicative toddler say "I love you".

An injured ex-soldier on suicide watch finds a new purpose for living through the rehabilitation program of year-old Brisbane-based not-for-profit Mates4Mates.

An ER patient is diagnosed with heart disease via a test that takes less than two hours – not the usual six to 24 hours – and is the result of research funded by the Queensland Emergency Medicine Research Foundation.

The progress achieved by these and the rest of Australia's 68,500 charities and not-for-profit groups have come even as their fundraising struggle has been heightened by the global financial crisis.

For many not-for-profits, giving levels have not recovered to pre-GFC levels, even as demand for their services has grown partly due to the effects of the economic crisis and its squeeze on government budgets.

The Australian Bureau of Statistics says Australia's nonprofits had annual revenue of \$76 billion in 2007, just before the GFC took hold, and it will issue its first estimate of post-GFC annual income for the sector in coming days.

According to National Australia Bank, which began commissioning annual charitable-giving data in 2010, donation levels have grown almost 19 per cent since that year.

NAB data shows that for the year to last February, the amount of money Australians gave to charities grew by about 8 per cent, a pick-up from the 3.3 per cent rise recorded a year earlier.

Donations grew faster across most age groups, but especially among older donors, and donation levels increased in both metropolitan and regional areas.

The average annual donation size for all charities increased by \$13 over the year to \$315 per donor.

Philanthropy Australia says its research indicates that Australians give slightly less per capita than in the UK and Canada and we give significantly less than in the US.

Karen Murphy, former CEO of Royal Children's Hospital Foundation and current CEO of the Queensland Emergency Medicine Research Foundation, says philanthropy has long been part of US tradition.

"Sometimes people make the mistake of comparing philanthropy in Australia to philanthropy overseas," Murphy says.

"For example, in the culture of America it's strongly embedded into children to save a dollar, spend a dollar and give a dollar to charity. That's deeply entrenched in their culture.

"But I don't think that's exactly the case here in Australia, so we're in a different stage of evolution in our

IN THE VERY BEST OF HANDS

Australia's nonprofits are producing world leading medical research, rehab programs for war veterans, and disability care, but the philanthropy dollar is never easy to come by, writes **KERRIE SINCLAIR**

philanthropic culture. But it's still surprising when you see people who don't have a lot, giving generously to charities," Murphy says.

She says the 2004 Boxing Day earthquake and tsunami is among the major events that have changed the landscape of philanthropy worldwide in the past decade.

"That had a very positive impact on giving in Australia and internationally because the theory behind giving is that if someone gives once, they're more likely to give again.

"And there were people who opened their wallets at that point in time that had never donated before so it had a very positive impact on giving which is an interesting consequence."

But then the world financial crisis came along and the discretionary dollar disappeared.

"That had a big negative effect on giving only because people couldn't afford to but I still think Australians are a generous lot and there's a real interest in trying to contribute and make a difference," Murphy says.

Set up in 2007 the QEMRF has distributed more than \$8 million to public hospital medical research statewide and its research has produced world firsts.

It will later this year spin off a new organisation which will be Australia's first national charity focused on raising funds for research in emergency medicine.

"My belief is you need to have a very compelling cause, you need to be able to clearly enunciate how you're going to make a difference and why people should give you money and that's critical for attracting funds whether they be public or private," Murphy says.

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IN AMERICA IT'S STRONGLY EMBEDDED INTO CHILDREN TO SAVE A DOLLAR, SPEND A DOLLAR AND GIVE A DOLLAR TO CHARITY. THAT'S IN THEIR CULTURE. BUT AUSTRALIANS ARE A GENEROUS LOT.

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"People's giving drivers are complex but effectively it's usually an emotional decision and you need to be able to touch people. People give to people and people give to causes that they are touched by so that's the way that successful fundraising happens. It's always related to a very clear value proposition," she says.

Companies are becoming increasingly active as nonprofit sponsors, viewing it as a way to lift their image as "good corporate citizens", says University of Queensland Business School senior lecturer Dr Ravi Pappu.

Corporate sponsorship is forecast to hit \$55.3 billion globally in 2014, up 4 per cent on the year.

But Dr Pappu says a three-year research project that he led has thrown new light on what makes a successful sponsorship partnership that fuels donations, and conversely what turns the public off.

The project, conducted on behalf of the Australian Red Cross Blood Service, found that public opinion rested not only on the "partnership fit" but also on the similarities between a company and the charity they sponsor.

Dr Pappu says the partnership should be seen as logical and should not arouse people's suspicions of the sponsor's intentions.

"For example, if a company seen as providing fresh, healthy food sponsors the Australian Red Cross, people can readily see what the sponsor and nonprofit have in common," Dr Pappu says.

"Not only is there a similarity on 'health' grounds but it is also a high-fit relationship because people can see a clear benefit, of improving people's health."

By contrast, any fast-food chain viewed as a junk food producer would have less similarity with nonprofit organisations promoting health, and this sponsorship would be a low-fit because of negative health benefit perceived, he says.

"People should perceive a genuine effort from the corporate sponsor to benefit the cause. The partnership could arouse public suspicion if it is seen just as an attempt to build market share or meet shareholder expectations or, even worse, if it is viewed as an attempt to avoid tax or take advantage of the nonprofit organisation," Dr Pappu says.

He says that while previous research had focused on the fit of the partnership, this was the first time research had considered the added importance of similarity between the organisations.

AEIOU Foundation chief executive officer Alan Smith says the fundraising environment since the GFC has remained "static".

"We work very hard at maintaining our supporters and keeping them well engaged.

"Our Take a Hike event is a great recruitment mechanism for us to bring new supporters and it's very focused on looking at Gen Y supporters as well, so supporters that are moving into the business environment and in years to come will have more of a disposable income.

"That is working quite well for us, particularly in the urban environments," Smith says.



BALANCING ACT: Karen Murphy, CEO of the Queensland Emergency Medicine Research Foundation, and AEIOU Foundation chief Alan Smith (left).

AEIOU's annual fundraising target is \$2 million, the minimum needed to keep its centres running.

Its services, which include full-time specialist early childhood teachers, cost about \$46,000 per child per year and AEIOU itself raises about \$10,000 a year for each child enrolled. It is in talks with the Federal Government about revising plans for the National Disability Insurance Scheme as current indications are that its client families will suffer a \$4000 funding cut.

"That's a significant concern because we're already battling to raise \$10,000 per child per year. Now that target is going to be stretched even further which makes the fundraising ask almost out of reach," Mr Smith says.

Michael Quinn, chief operating officer of Mates4Mates, a spin-off of RSL Queensland launched just over a year ago, also fears the federal Budget could hurt fundraising.

"It might have an impact on the community donating. We don't receive any government funding, so it's a concern," Quinn says.

But he says not receiving government money has a crucial upside. Mates4Mates operates in Brisbane and Townsville and aims to open centres across the country.

"We offer physical and psychological rehabilitation, as well as career coaching and job matching, and we offer those services to wider family members. We'll help look after the grandparents, mums and dads and children.

"Our definition of family is quite broad. With government funding would come restrictions. It's a double-edged sword there where we don't get funding but the benefit is we can help more people.

"But helping more people comes at an additional expense. So it's a tough situation."

He says it's been a tough road in the past 12 months for fundraising and the group is seeking corporate sponsorship.

"For example, we'd love for a corporate to underwrite our sailing program or trekking program. There have been some corporates who've come on board with sponsorship here and there but nothing to the extent that they underwrite a particular service so that's our next challenge."