

Give Where You Live Foundation

Strategy

 2030



GIVE
WHERE
YOU LIVE
FOUNDATION

givewhereyoulive.com.au

Who are we?

The Give Where You Live Foundation exists to build a fairer community across the G21 region.

We are a unique, place-based philanthropic community foundation working in partnership with our community to help all people and all places thrive.

With a broad fundraising base that helps us focus on distributing grants that create change now, rather than building capital for the future, Give Where You Live Foundation is a community foundation with a difference.

The community is central to everything we do. Our approach to helping community varies from providing financial support for frontline community agencies, uniting our community and local organisations to tackle a social challenge together, advocating on behalf of those that need assistance and rallying the community to support our cause.

IMAGE: Eastern Beach Geelong



We want to ask questions that provoke progress. Give perspectives that challenge beliefs. And foster curiosity not just conviction.



Our vision

Our vision is to be recognised as one of the most progressive foundations in the country, by not limiting ourselves to a specific role but instead using every resource we have to undertake a wide range of activities that help create community change.



Why We Exist

To make a fairer, more equitable community.



Who We Want To Be

We want to be recognised as one of the most progressive Foundations in Australia.



What We Are Going To Do

We will use all our energy and resources, in partnership with the community, so that all people and all places thrive.

Our values



Creating Trust

At the core of every relationship is trust. We choose to start from trusting in other's motivations, knowledge, expertise and experiences.



Being Bold

We value the imaginative. Those that can imagine a better way and then pursue that with courage and care.



Working Together

We're better together. The best outcomes are a result of partnerships, collective action and the wisdom of crowds.



Working With Drive

We value action, getting things done and are driven by achieving outcomes that match our purpose.



Having Fun

While change can be complex and challenging, we value the perspective that fun and good humour brings to this work.





IMAGE: Geelong Waterfront

Our strategic context

The 2030 strategy has been developed to respond to two key challenges:

1.

In what way does Give Where You Live Foundation, as an organisation, need to change, evolve, and transition to effectively enable change within a society where some social challenges appear overwhelming, and funding is declining?

2.

How should Give Where You Live Foundation use and activate every resource it has available to effect positive social change?

Our ambition is to build our own 'eco-system of activities for change' that does not limit us to specific roles but instead encourage us to use all of our resources to undertake a wide range of activities that helps catalyse positive social change.



THE G21 REGION



OUR WORKING CONTEXT

The Give Where You Live Foundation's geographic reach is made up of the five local government areas known as the G21 region. We work in a complex sector and society, where social challenges are multifaceted and multi-causal and there are very few straightline paths that lead from a challenge to a solution.

Complex change will happen when communities work together to support and facilitate multi-pronged solutions through diverse partnerships.

With changing demographics and community conditions, our region too is experiencing significant change. To continue to have an impact and be successful in our mission, the Foundation has to evolve with changing community conditions and expectations. Factors such as, increasing inequity in the region despite strong economic growth and prosperity, changing roles, responsibilities and community expectations of philanthropic organisations, an increasing competitive fundraising market, increased impact expectations of donors, the challenging nature of providing adequate and appropriate internal resources to the Foundation to enable us achieve success and the ongoing impacts of and recovery from the COVID-19 pandemic all increase the complexity of our working environment.

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The first thing catalysts do well is to help the field meet its evolving needs by filling key ‘capability gaps’ across a range of disciplines. As the field evolves and new needs emerge, it’s often the catalyst that must identify and fill the voids in the field’s skill sets. Thus, catalysts’ roles span traditional organizational boundaries: They conduct research; build public awareness; assess the field’s strengths and weaknesses; advance policy; contribute technical support to direct-service providers; collect, analyse, and share data; and more.

Taz Hussein, Matt Plummer & Bill Breen,
Stanford Social Innovation Review,
1st February 2022



Key enablers of our success



The strategic work of an organisation can only be undertaken when there are strong operational fundamentals that provide security and strength to the organisation. The Give Where You Live Foundation has identified **six key enabling activities** that ensure our business-as-usual activities remain strong and allow us to pursue our strategic goals.

Fundraising



Fundraising continues to be the lifeblood of the Give Where You Live Foundation's revenue base. Without successful fundraising our income would be significantly diminished, our ability to achieve our goals reduced and much of our influence and many of our leveraging points decreased. It is one of the core capabilities of the Foundation and we must continue to explore new methods and challenge ourselves. It also provides an avenue of communication that can identify issues and advocate for change and connect us to donors in ways other organisations are unable to achieve.

Communication



If we are to successfully transition the organisation to becoming more than a grant maker, communicating our goals and outcomes will be critical. Communication is also key to successful fundraising and advocacy.



IMAGE: Surf Coast Trek





People & organisation capacity

Our people are the Foundation's most important asset. If we are to achieve our goals and mission, we must continue to invest in our people and organisation. We should continue to increase our capacity, knowledge, experience and influence.



Convening & connecting

The position we hold within the community is a privileged one. We must use this to connect people, ideas and organisations. Change happens when there are many partners, and the Foundation has the opportunity to bring those partners together.



Innovators & risk takers

We know that change only happens when we challenge the status quo and imagine a different way. We must accept, but mitigate, risk and innovate, and support activities that work be they new, or old.



Learning

Fundamental to our way of working will be applied social innovation and providing practice-based evidence. Pilots, prototyping and co-design where we learn from mistakes, iterate and evolve is our favored way of operating.



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What drives our strategic goals?

Driving our strategic goals is the knowledge that communities are made up of people and places. In order for communities to succeed, we need to enable the conditions in which all people and all places thrive.

Ideas that help communities not only survive but thrive, underpin the direction of the Foundation's work.



People



We believe that for people to thrive they need:

- Increased learning opportunities and educational attainment
- Increased access to, readiness for, and retention of quality employment
- Increased support to reduce life inhibiting crisis.

Places



We believe that places thrive when they are supported to:

- Build social capital and support people to shape their own community
- Enable and catalyse the social economy and community wealth building.



IMAGE: Samaritan House Geelong



What are we going to do?

The current systems in our community do not serve everyone. To create change within our community we need to think and work differently.

We've identified four key strategy goals that will shape our organisation and how we help to shape community. These goals acknowledge we cannot simply return to a pre COVID-19 way of working. We must work differently to achieve better outcomes.

1. Catalyse systems change

We must challenge and break political, economic, and societal systems that keep people in vulnerable conditions and entrench them in disadvantage. We will use our voice and position within our community to challenge those systems and catalyse systems change.

2. Build community assets

Building the assets of a community involves building its connections and resilience, highlighting its strengths, and providing opportunities for everyone to get involved.

We will assist communities in building broad community wealth and ensuring everyone shares in that wealth.



Community wealth building (CWB) is a system-changing approach to community economic development that works to produce broadly shared economic prosperity, racial equity, and ecological sustainability.

- democracycollaborative.org

3. Incubate social innovation

For systems to change new ideas and models need to be incubated, trialed, and piloted and risks must be taken. We will support social innovation by collaborating in the design of systems that prioritise people and fairness.



Social innovation: A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.

- J. Phills, K. Deiglmeier & D. Miller,
Stanford Social Innovation Review 2008

4. Data, research, evaluation and advocacy

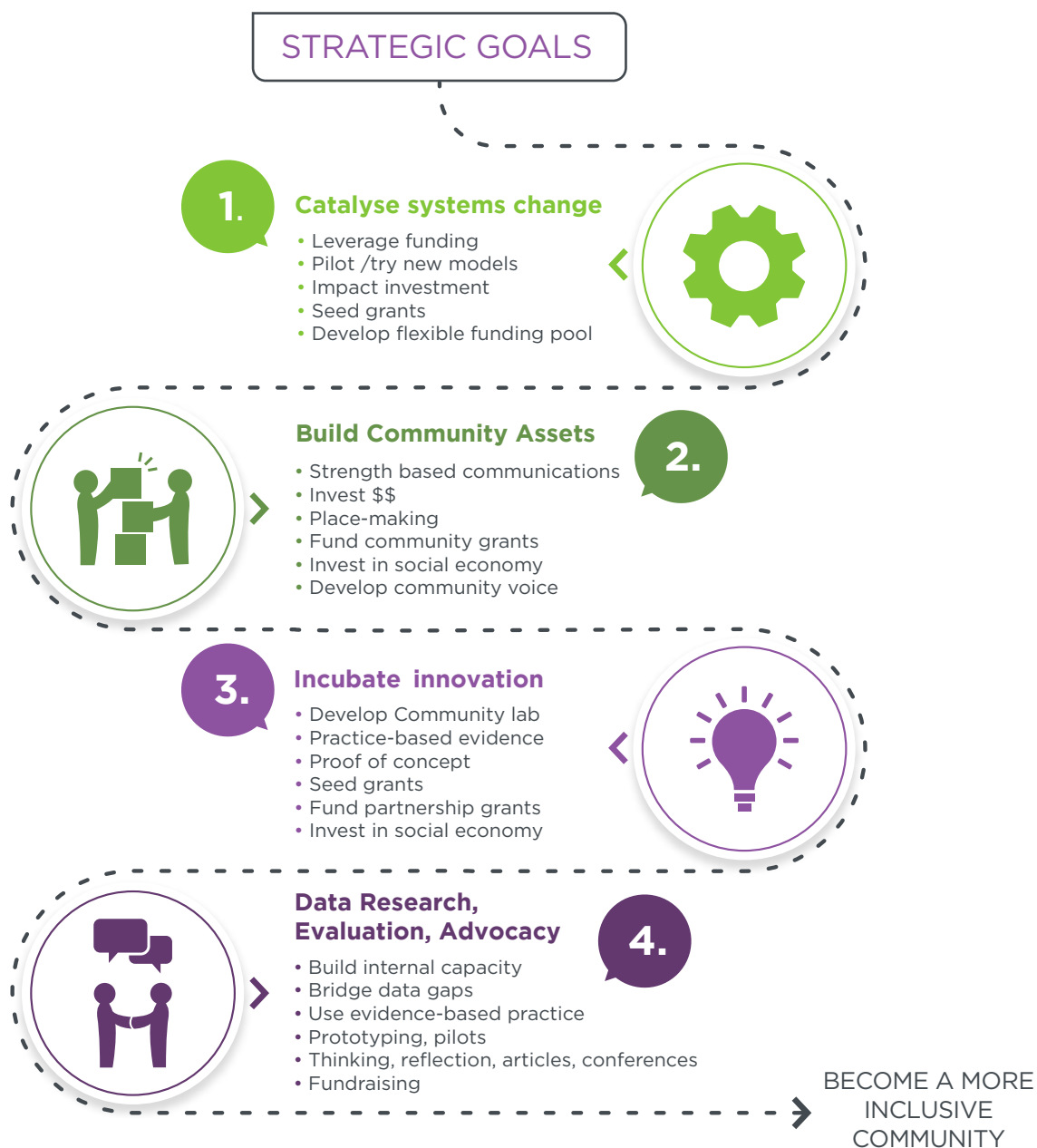
We will use data, research, and evaluation to engage and educate the whole community and advocate for change.

Turn over to view our strategic goals.

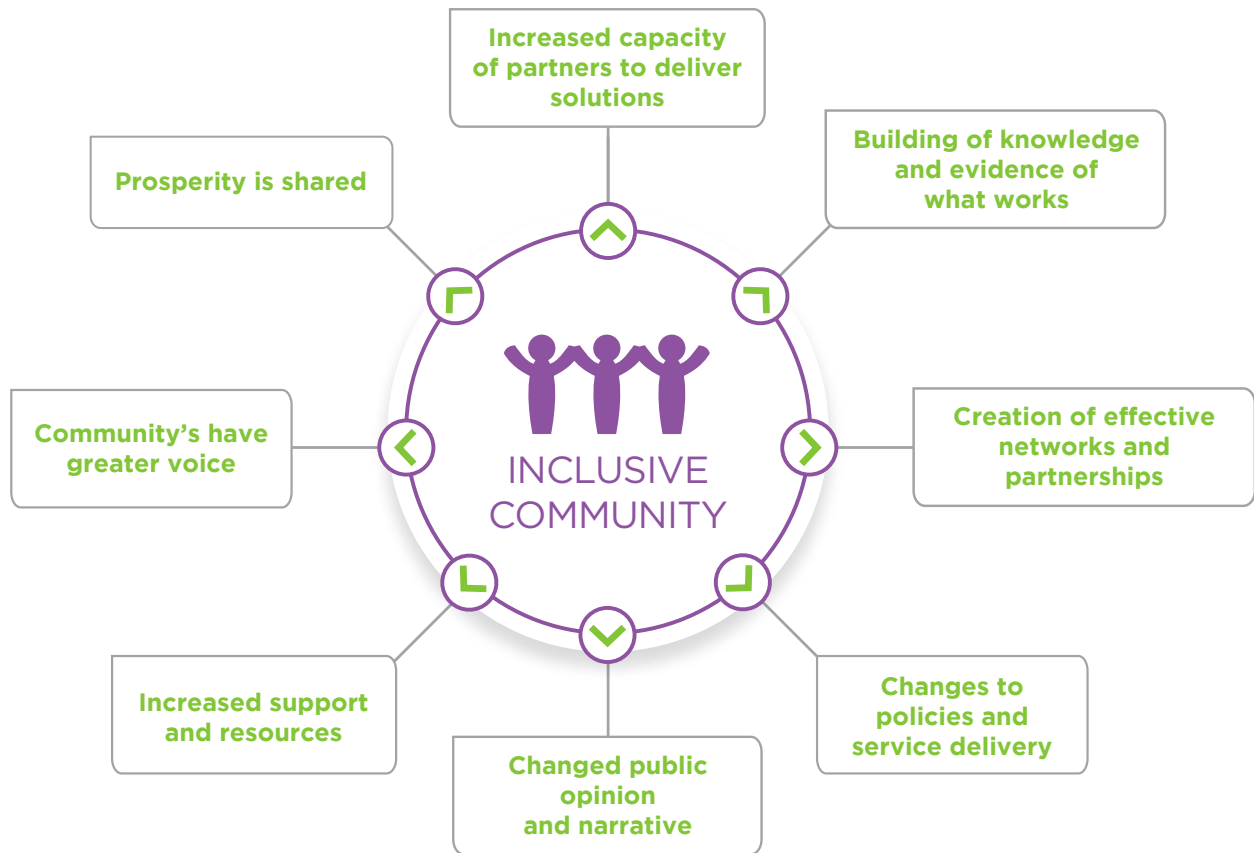


How we will get there

The strategic goals of the Give Where You Live Foundation, provide a road map to achieving our vision of becoming one of the most progressive foundations in Australia. Achieving these goals will help to bridge the gaps in our region and create a fairer and more inclusive community for all.



Inclusive communities are the communities of the future



THE FUTURE WE ARE WORKING TOWARDS

The future the Foundation is working towards is one built upon fairness, both socially and systemically.

A future without barriers to education, employment, housing, or food. A future community that embraces change and challenges inequity. A future for our region where equity is the new normal.






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