

GIVE WHERE
YOU LIVE FOUNDATION

Conversations

MAGAZINE

JULY 2025

***Creating a Fairer
Community***

***+ how you can
get involved!***

Your Donations at Work

- ~ Community Choice voucher program
- ~ Stories of Most Significant Change
- ~ GROW: Connecting for Impact
- ~ Our latest grant funding
- ~ Corporate Volunteering at The Paddock



***Celebrating
10 years of the
Surf Coast Trek!***

GIVE WHERE YOU LIVE FOUNDATION



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YOUR DONATIONS AT WORK

Welcome to Conversations Magazine

Since 1954 the Give Where You Live Foundation has worked to assist people facing homelessness, support those struggling to put food on the table and help improve employment opportunities across the region.

Please enjoy the latest issue of Conversations Magazine, sharing stories of how your donations are creating a fairer, more equitable Geelong community.



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MESSAGE FROM THE CEO

I am very proud to welcome you to this edition of Conversations Magazine, my first as CEO of the Give Where You Live Foundation.

Thank you for your very warm welcome. I am delighted to be working with the team here to continue working towards a fairer Geelong community.

Last year the Foundation invested over \$2.1 million into the Geelong community thanks to the incredible support and commitment of our community, donors, volunteers and partners.

This year's latest round of grant funding showed us that as the cost of living continues to rise, so too does the number of people in our region seeking help. Almost half of the grant applications we received identified

the cost of living as the biggest challenge facing their organisation and community.

In this issue of Conversations Magazine, we share how we are helping to support those doing it tough in our community - those who are facing long term unemployment, homelessness and food insecurity.

Enjoy this edition of Conversations Magazine which shows how your generosity is making a difference. Thank you for being part of what we do and making a fairer Geelong.

Zac Lewis
Chief Executive Officer
Give Where You Live Foundation

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TEN YEARS OF TREKKING TOGETHER



ZAC LEWIS DRIVING FOR CHANGE AT THE E&S GOLF CLASSIC



AT FEED ME BELLARINE WITH KENDRA HYLAND AND LANA PURCELL

MEET OUR NEW CEO ZAC LEWIS

WE WELCOMED ZAC LEWIS TO THE ROLE OF CHIEF EXECUTIVE OFFICER OF THE GIVE WHERE YOU LIVE FOUNDATION IN FEBRUARY THIS YEAR.

Committed to driving positive social change, Zac has enjoyed working alongside the Foundation's dedicated team of staff and board members to continue our 70-year legacy.

"What a pleasure it has been joining the Foundation to promote fairness and equity in our community. I am so grateful to step into this role and believe strongly in the Foundation's important work in supporting the people of Geelong," Zac said.

"After six months in the role it's clear to me that the work of the Foundation is only possible thanks to

the support of our incredible partners, donors, and the wider community.

I have been welcomed so warmly across our community and am excited for all the ways we can continue striving for positive change in our region."

"The region is a pretty special place. Actually, it's more than just a place - it's a community, one that looks out for one another. I'm so glad to be part of community that support their own and help ensure everyone has access to life's most basic needs thorough local living and local giving."



ZAC LEWIS, DAVID SHARP, ROB SINCLAIR AND BRETT DUNLOP



ZAC AT COMMON GROUND PROJECT WITH BETH WASYLEWSKI AND BEYOND BANK'S CAM MURNANE

Support Give Where You Live by banking with Beyond Bank.

Beyond Bank is a proud supporter of Give Where You Live in Geelong. As a 100% customer-owned bank, we're all about giving back where it makes a real difference in your community.

Did you know that just by banking with Beyond Bank, we'll provide a donation back to Give Where You Live? It's our way to say thanks for banking with the locals in Geelong. Want to get involved?



Contact Beyond Bank in Geelong

Get in touch with Sophia, Matt or Cam at the Geelong Branch on **03 5223 0103**, visit us at **49-51 Malop Street** or find us online at beyondbank.com.au/geelong

Beyond Bank
AUSTRALIA

FEED GEELONG APPEAL



GIVE WHERE
YOU LIVE FOUNDATION
**FEED
GEELONG
APPEAL**
**HELP MAKE SURE
NOBODY IN OUR
COMMUNITY
GOES HUNGRY**

Each week in Geelong, food relief agencies are distributing **almost 23,000kg** of food.

13-19 October

Visit: feedgeelong.com.au

**How you can
help Feed
Geelong**

Get involved in the Feed Geelong Appeal

Your school or business can help make sure nobody in our community goes hungry.

Make a donation or fundraise for us and help fight hunger in our region **from 13 - 19 October**.

There's even the opportunity to join in on **Lunch Money Challenge Day on 16 - 17 October**. We're encouraging the community to **donate what you'd normally spend on lunch** to help provide meals, groceries and food vouchers to **people experiencing food insecurity across Geelong**.

Register at events@givewhereyoulive.com.au

YOU CAN DONATE TO FEED GEELONG NOW

feedgeelong.com.au

BE PART OF CREATING A FAIRER COMMUNITY WHERE
NOBODY GOES HUNGRY.



YOUR DONATIONS AT WORK

INVESTING TOGETHER IN THE POTENTIAL OF OUR
LOCAL COMMUNITY

THE OUTPOST - MORE THAN JUST A MEAL

We're proud to be a long term partner of The Outpost, providing support through collaboration, grant funding, and the Community Choice voucher program.

The Outpost is thrilled to have moved into a new home in Geelong's CBD, after 20 years in the Busport building on Brougham Street. Now with meals cooked in their own kitchen, The Outpost will continue to serve food 365 days a year to those in need and those experiencing the challenges of food insecurity.

The new premise has a larger capacity than the former site and features a community pantry, where guests can access everyday essentials, access clothing and toiletries, and

includes a gathering space for social connection.

The Outpost was a Pitch Up 2024 participant and a recipient of grants in 2024 and 2025. These grants provide much needed support to ensure the lights stay on, food is warm and the kettle is boiling so that The Outpost can continue to offer its guests dignity, connection and community.

Give Where You Live Foundation staff were delighted to join The Outpost's official opening of their new home, where The Outpost team proudly showcased their values of 'Awesome People, Yummy Food, Homely Vibes'.

TOP: VOLUNTEERS AT THE
OUTPOST



GIVE WHERE YOU LIVE FOUNDATION STAFF AT THE
OUTPOST OPENING WITH CHRISTINE COUZENS MP



WINCHELSEA COMMUNITY FOODBANK

\$30,000 IN GRANTS OVER THE PAST TWO YEARS FROM THE GIVE WHERE YOU LIVE FOUNDATION HAVE HELPED HESSE RURAL HEALTH TO ESTABLISH FOOD RELIEF SERVICES IN WINCHELSEA.

With data suggesting that Winchelsea had a high proportion of low income and single parent households, and Hesse Rural Health seeing people forego meals to afford essential medicines or to pay bills, a food bank project was implemented.

Bringing the community together to work on the project, the funding supported the employment of a food bank coordinator who facilitated the initial project and continues to oversee the community food bank. With plenty of support from the local community, the Winchelsea Community Foodbank is thriving with donations of homegrown produce.

The Give Where You Live Foundation is proud to provide grant funding and partner with Hesse Rural Health on this important project which is helping to feed an average of 114 people per week in Winchelsea. We're so proud of the work Hesse Rural Health has done in identifying this very real issue and working with the community to make real change.



TOP: GIVE WHERE YOU LIVE FOUNDATION'S
LIZ PERRIN WITH THE WINCHELSEA COMMUNITY
FOODBANK TEAM
ABOVE: PRODUCE AVAILABLE AT THE
WINCHELSEA COMMUNITY FOODBANK

2025 CONVERSATIONS THAT MATTER

THE GIVE WHERE YOU LIVE FOUNDATION HELD ITS FOURTH CONVERSATIONS THAT MATTER EVENT FEATURING BRITTANY HIGGINS WHO DELIVERED A POWERFUL AND DEEPLY PERSONAL KEYNOTE ADDRESS ON THE FIGHT AGAINST GENDER-BASED VIOLENCE.

SPONSORED BY:



SUPPORTING PARTNER:



**We have the stats.
We know the theories.
Now we need to act.
We need to have these
conversations—and we
need to listen. To people
like Brittany Higgins,**

- Renowned journalist and event MC,
Mary Gearin

PHOTOGRAPHY BY JANE FITZGERALD

Generously sponsored by WorkSafe Victoria, GMHBA, and the TAC, over 300 guests heard from renowned journalist and event MC, Mary Gearin, who opened the conversation by acknowledging the gravity and urgency of the gender-based violence crisis facing Australia.

In her address, Brittany Higgins, confronted the reality of gender-based violence, drawing on powerful data, her lived experience, the immense challenges of speaking out, and the ongoing need for justice, support, and systemic reform.

“I stand before you today not just as Brittany Higgins — not just as someone whose name became a headline — but as a woman who, like far too many others, was failed by the very system that’s supposed to protect us,” Ms Higgins opened.

Drawing on her own experience, Brittany called for reforms that centre victim-survivors, uphold their rights, and ensure they are not further traumatised by the pursuit of justice.

“Like so many people, until I actually was forced to engage in the criminal justice system, I didn’t realise how



BRITTANY HIGGINS DURING HER KEYNOTE ADDRESS

brutalising it is to report a rape and how hard it is to navigate the legal system,” she said. “We must reimagine the criminal justice system as a space where survivors are supported, heard and treated with dignity.”

The event also featured a powerful panel discussion on gendered violence with panellists, Kerriann Campbell-Jones, CEO, The Sexual Assault & Family Violence Centre and Reuben Williams, Founder of SportsGrad. Sharing deeply personal reflections on their experiences with the justice system, both speakers discussed how they have channelled those experiences into advocacy and change.

Give Where You Live Foundation CEO, Zac Lewis, said the Foundation was proud to provide a platform for such an important and urgent conversation.

“Conversations That Matter was designed to raise important issues we



ZAC LEWIS WITH KERRIANN CAMPBELL JONES, BRITTANY HIGGINS, MARY GEARIN AND REUBEN WILLIAMS

don’t always get to talk about. These conversations can be confronting and uncomfortable. But they are essential if we want to create real and lasting change,” Zac said.



Brittany’s mission is clear — to build a world where survivors are not silenced, where their stories are heard, and where systemic change is not only possible, but inevitable.

-Zac Lewis, CEO
Give Where You Live Foundation



DAVID HAINEY AND NADIA CARDOZZO FROM WORKSAFE



OVER 300 GUESTS JOINED US AT CONVERSATIONS THAT MATTER



EVENT MC, MARY GEARIN



ZAC LEWIS, MOLLY WAUGH, BRITTANY HIGGINS, MARY GEARIN AND NADINE FLEMING



THE TEAM FROM HARWOOD ANDREWS



Distracted drivers won't see the fine coming.

Just because you can't see the police, doesn't mean you can't be seen. Mobile phone and seatbelt detection cameras are out there to keep our roads safe. If you use your phone illegally while driving, you will face significant fines and demerit points. Chances are you will be caught. Anywhere. Anytime. Anyone.





PROUD WADAWARRUNG WOMAN, CORINNA ECCLES WELCOMED GUESTS



KATE WARE, BETSY ANDERSON, BEN FLYNN

HELPING CREATE A FAIRER COMMUNITY



CELEBRATING INCLUSIVE EMPLOYMENT

AT GROW - G21 REGIONAL OPPORTUNITIES FOR WORK, AN INITIATIVE OF THE GIVE WHERE YOU LIVE FOUNDATION, WE KNOW THAT INCLUSIVE EMPLOYMENT CHANGES LIVES—AND A CELEBRATION MORNING TEA AT THE NYAAL BANYUL GEELONG CONVENTION AND EVENT CENTRE SITE WAS A POWERFUL REMINDER.

Together we celebrated over 40 apprentices and labourers whose journey through the Geelong project's Early Engagement Social Procurement (GEESP) program is reshaping what opportunity looks like in our region.

The GEESP program, co-designed by Development Victoria, our Give Where You Live Foundation GROW initiative and gforce employment + recruitment and being delivered by Built. as head contractor, is a pioneering collaboration embedding equity into the design of a major infrastructure development.

By connecting priority jobseekers—including the long-term unemployed, young people disengaged from education, culturally diverse communities and people from suburbs experiencing entrenched disadvantage—with pre-employment supports, accredited training, mentoring and real jobs, we're creating lasting change.

We were proud to stand beside participants, their families, host employers and program partners to honour the resilience and hard work that's gone into more than 34,000

work hours so far. From building confidence to building careers, GEESP is an initiative founded on shared commitment, reflecting one of the Give Where You Live Foundation's key priorities - ensuring that everyone who wants to work has the opportunity and support they need to participate in meaningful employment.

This milestone is more than a celebration; it's a signal of what's possible when social procurement becomes business as usual. Here's to continued collaboration, impact, and stories of lives transformed.



CELEBRATING INCLUSIVE EMPLOYMENT WITH GEESP PROGRAM APPRENTICES AND LABOURERS



This milestone is more than a celebration; it's a signal of what's possible when social procurement becomes business as usual.



With her qualifications from Turkey not being recognised here, she's grown through internal training, amazingly with English as her second language.



SCAADA EMPLOYEE ERGUL WITH CEO, TONY COSTA

GROW: CONNECTING FOR IMPACT

ONE OF THE GIVE WHERE YOU LIVE FOUNDATION'S GROW INITIATIVE PRIORITIES IS MAKING SURE THAT EVERYONE WHO WANTS TO WORK HAS THE OPPORTUNITY AND SUPPORT TO WORK.

Knowing that many people in our community face multiple, complex barriers to employment, the Foundation's GROW initiative believes that addressing these requires a community-wide approach. Being an inclusive and supportive workplace is the best foundation for employing people with barriers to employment. This means a workplace where staff feel supported and have a sense of belonging.

GROW is proud to be playing an important part in supporting people with barriers to employment find work. It was great to recently meet with Ergul at SCAADA, a local organisation tackling environmental challenges. After an introduction from the GROW team, Ergul and SCAADA are pleased to be working together to foster a lasting positive impact on both our community and the environment.

Ergul left her home country of Turkey to study in Australia over six years ago. Already working in Turkey as an Engineer, Ergul had studied chemistry and engineering and decided to come to Australia to extend her English language skills. Discovering her love for Australia after studying in Melbourne, Ergul has relished the opportunities she's experienced here. "I thought it will be good for me, getting a chance to work in Australia. I completed another degree here, and then I started looking around for jobs and eventually I found SCAADA." As a leading provider of environmental and safety solutions, SCAADA is dedicated to creating sustainable outcomes for businesses and communities.

CEO, Tony Costa says Ergul is an asset to their business. "Ergul has shown considerable growth across both parts of

our business, which is a credit to Ergul's dedication, hard work and learning. With her qualifications from Turkey not being recognised here, she's grown through internal training, amazingly with English as her second language." For Ergul, the SCAADA work team have become her family and Tony says the business was only too happy to support her application for a visa to work in Australia. The process was complex and difficult to complete, but the outcome was mutually beneficial for both of them.

"I was questioning myself at the beginning, but since I started at SCAADA and working more and seeing me grow, it's giving me more confidence. It's been like a big school for me. And family. SCAADA is school and family."



SCAADA EMPLOYEE ERGUL WITH CEO, TONY COSTA & THE FOUNDATION'S KENDRA HYLAND

COMMUNITY CHOICE

CHRISTINE'S STORY

THE COMMUNITY CHOICE VOUCHER PROGRAM EMBODIES THE FOUNDATION'S VISION THAT EVERY PERSON DESERVES THE OPPORTUNITY TO NOT JUST SURVIVE, BUT TO THRIVE.

Residents across our region experience significantly higher levels of food insecurity compared to the Victorian average. And so, one of the key areas we focus on is to support people in our community to access sufficient, healthy food.

Since 1990 the Give Where You Live Foundation has been delivering an emergency relief program across our region. Known as Community Choice, the voucher program enables families like Christine's to access emergency support including food, pharmacy and essential household items.

Living with her partner and 3 sons, Christine has faced stressful challenges with the rising cost of living and a child with increased needs. Often not knowing where the next meal was coming from has meant the family has struggled.

"The increase in the cost of living has made it really hard. We try to make sure our bills are paid and the rent and everything else. But it costs so much more with our food, especially feeding



two adult sons and a teenager. And then everything going up makes it even harder again."

The Community Choice voucher program brings together food relief providers and local hospitality businesses to address food security and offer dignity and choice to people across Geelong who are seeking help.

Christine notes; "Things have been stressful anyway so I don't want to know what it could have been like without the vouchers. It could have been a relationship breakdown, it could have meant being homeless. Because it would have meant trying to buy food and then not paying bills."

The Give Where You Live Foundation provides Community Choice vouchers to 30 local community agencies to pass onto people who can then access meals, fresh produce, prescription medications and groceries. From January to December last year 6,980 of the Foundation's Community Choice food & pharmacy vouchers were redeemed supporting 13,258 people in the region.

This support has been made possible with thanks to the Victorian Government 2024-25 Community Food Relief Grant, along with generous contributions from the Percy Baxter Trust,



Dawn Wade Foundation and Shine On Foundation.

"For our family, getting the Give Where You Live food vouchers at 3216 Connect means I can get more of what we need. I think life would have looked pretty average for us without the help of the Community Choice vouchers," Christine said.



Since 1990, the Give Where You Live Foundation has been delivering an emergency relief program across our region.



THE IMPACT IN OUR COMMUNITY

FROM JANUARY TO DECEMBER 2024

- **\$123,985** in food and pharmacy vouchers were redeemed.
- **\$57,683 in Community Choice** material aid vouchers was provided (for items such as furniture, fridges and household appliances).
- **A total of 6,980 Community Choice Food & Pharmacy vouchers** were distributed to community members.
- The majority of vouchers were redeemed at **Geelong Foodshare (\$117,673 worth)**.



WE WORKED IN PARTNERSHIP WITH

- **23 local community agencies** to distribute vouchers.
- **32 local businesses** exchanging vouchers for food and pharmacy items.



WHO COMMUNITY CHOICE HAS SUPPORTED

- **Women** (62%).
- **Single parents** (24%).
- **People with disability** (24%).
- **Culturally diverse** members of the community (15%).
- Around half live in either the **3214 or 3219 priority postcodes** (49%).



WHY PEOPLE ARE SEEKING SUPPORT

- **76%** sought agency assistance due to them being on **Government benefits which are not keeping up with increased cost of living**, including food and rent increases.
- **71%** facing **cost of living** challenges.
- **36%** were impacted by **health issues or a bereavement**.
- **29%** were impacted by **unplanned or large bills**.



YOUR DONATIONS AT WORK

GROWING GOOD: CORPORATE VOLUNTEERING AT THE PADDOCK

MORE THAN JUST AN URBAN FARM, THE PADDOCK IS A VIBRANT, PURPOSE-DRIVEN SPACE WHERE PEOPLE OF ALL ABILITIES COME TOGETHER TO CREATE A FAIRER COMMUNITY. SINCE OUR PURCHASE OF THE PROPERTY IN 2023, THE PADDOCK HAS CONTINUED TO FLOURISH, NOT ONLY THROUGH WHAT'S GROWN IN THE GROUND, BUT THROUGH THE SKILLS AND OPPORTUNITY GIVEN TO THOSE WHO ENGAGE WITH IT.

Corporate volunteering has been introduced to The Paddock as a way we can engage with our partners and share the impact of our work. It's a hands-on way for our partners to engage directly with the work we do and gain a deeper understanding of local challenges.

Whether it's planting seedlings, building garden beds, or helping with composting, corporate volunteers support our vision of an inclusive, connected, fairer community.

Corporate volunteering at The Paddock has provided an opportunity for organisations to bring their staff team together and strengthen relationships outside the office while contributing to work on the farm.

Corporate groups from Ford and several groups from the City of Greater Geelong have participated and left more informed, more connected,

and with a deeper understanding of the need in our region.

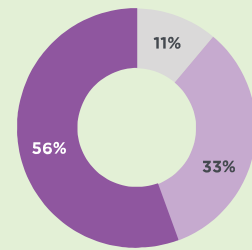
Barwon Water, City of Greater Geelong and Community Care Chemist leadership teams have utilised the facilities to host meetings, while Goop Digital and Powercor have experienced the produce and hospitality of lunch at The Paddock.

And the farm itself is thriving - growing not just produce and plants, but connection, and opportunity, rooted in a vision of a fairer, more equitable community for all.

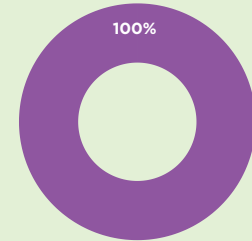
Want to roll up your sleeves and help grow something amazing with your work team? Visit givewhereyoulive.com.au to learn more about corporate volunteering opportunities at The Paddock or contact our **Partnerships Manager on business@givewhereyoulive.com.au**

VOLUNTEER EXPERIENCE AT THE PADDOCK:

OVERALL VOLUNTEER EXPERIENCE:



Q. Do you feel a stronger sense of belonging to the community.



Q. How important do you think it is to retain The Paddock as a place of community connection?



THE TEAM FROM FORD GET STUCK IN AT THE PADDOCK



Matt's Story

IN APRIL OF 2023, THE GIVE WHERE YOU LIVE FOUNDATION MADE THE BOLD DECISION TO PURCHASE 'THE PADDOCK,' A SEVEN-ACRE FARM IN LEOPOLD.

The purchase of The Paddock strongly aligns with our goal to build community assets and support learning and employment pathway opportunities, particularly for people facing barriers. The Paddock is a place where people of all abilities can come together to learn life skills, contribute and connect.

Now a certified social enterprise, those who continue to engage with the property, are back learning and growing, and creating a thriving community.

One of those participants is Matt, who's passion for his work at The Paddock is infectious. Matt spends 4 days a week in The Paddock's nursery and kitchen, learning all the things

that will help him one day reach his goal of living independently and finding paid employment.

Through his time at The Paddock, working alongside Farm Manager, Chris Evans, Matt has discovered an affinity for plants. He can reel off the scientific names of the native plants, lovingly planted and grown in the urban farm's nursery.

"I've been coming here for a long time. But it's only been in the last few years that I've been almost full time and learning lots from Chris. It's such a great place to be. I love coming here. There's not a day I wake up and don't want to come out here."

Chris notes that Matt has been working hard on learning new processes. "Matt does a really great job. He's taken responsibility for working out the systems behind the planting. He's worked out a filing system for the seedlings and is now learning how to put that into an electronic record of everything that's planted here."

Matt says he's worked on things that he enjoys and made new discoveries about himself. "I love numbers and stats and have found a real interest in horticulture. Learning about it here has really opened it up for me."

Matt also enjoys spending time in The Paddock's kitchen. "Time in the kitchen has been great for me in many ways. I once was fussy but now I try everything after seeing it grow here. I really love helping on the days when a group is in for a meeting and we make the morning tea or the pizza lunch." Matt, who is thriving on his weekly visits to The Paddock, says his main reason for attending is to achieve his goal of eventually finding paid work.

"My goal in coming out here is to achieve paid work and to live independently. That's the big goal at the top of the tree. I've learned a lot of skills out here at The Paddock. Really, I'd be lost without this place."

TOP LEFT: MATT IN HIS HAPPY PLACE IN THE PADDOCK'S NURSERY
TOP RIGHT: MATT POTTING UP PLANTER BOXES WITH NATIVE PLANTS



THE PADDOCK CREW WITH A TEAM FROM CITY OF GREATER GEELONG





2025 SURF COAST TREK

CELEBRATING 10 YEARS OF MAKING A DIFFERENCE IN THE GEELONG COMMUNITY, A RECORD BREAKING 1300 WALKERS JOINED THE SURF COAST TREK THIS YEAR TO TAKE ON THE 40KM DISTANCE FROM AIREYS INLET, OR 26KM FROM ANGLESEA TO TORQUAY.

Enjoying near perfect walking conditions, trekkers made their way beside the ocean, across stunning exposed cliff tops, and along sandy beaches, as they walked from Aireys Inlet to Torquay.

Trekkers spirits were high throughout the day, and with a lively finish line in Torquay, the event capped off an extremely successful tenth anniversary. Over \$272,000 was raised to support the important work of both the Kids+ Foundation and the Give Where You Live Foundation.

Give Where You Live CEO, Zac Lewis who completed the Trek for the first time this year, said the funds raised will support the Foundation's vital work across food security, homelessness, and inclusive employment in the Geelong region.

"Walking the Surf Coast Trek for the first time was an incredible experience. This event is a real testament to what can be achieved when people come together for a common cause. The efforts of our 2025 Surf Coast Trekkers will enable the Foundation to make a meaningful and lasting difference to those doing it tough in our community."

Shaun Cannon, CEO of Kids+ said, "What a fantastic event the 2025 Surf Coast Trek has been: celebrating our 10th anniversary with record numbers, perfect weather, and the liveliest finish line we've seen. Funds raised will support local families of premature babies needing additional medical support through our Parent Infant Program."



2025 26KM TREKKERS ON THEIR WAY TO BELLS BEACH



2025 26KM TREKKERS AT THE ANGLESEA STARTING LINE



2025 40KM TREKKERS PASSING THROUGH ANGLESEA



2025 40KM TREKKERS ON THE BEACH AT URQUHART'S BLUFF



2025 SURF COAST TREK 40KM TREKKERS AT URQUHART'S BLUFF

TEN YEARS OF TREKKING TOGETHER

WHAT BEGAN IN 2016 WITH 750 PEOPLE WALKING ALONG VICTORIA'S COASTLINE HAS GROWN INTO ONE OF THE REGION'S GREAT COMMUNITY FUNDRAISING EVENTS.

This year, the Surf Coast Trek proudly marked its tenth anniversary — a milestone that celebrated not just kilometres walked, but community generosity, and collaboration.

Held annually since 2016, along the iconic Surf Coast from Aireys Inlet, and Anglesea to Torquay, the Trek attracts walkers from all corners of the state. Over the past decade, 8877 participants have come together to raise vital funds for Give Where You Live Foundation and Kids+.

Across ten years, walking 317,546km, together we've raised over \$2.3 million, thanks to the dedication of trekkers and their supporters. Special mention goes to the sponsors and supporters who have helped make the Surf Coast Trek a must do event. More than just a fundraiser, the event has grown into a community of generosity.

Even the Covid affected years couldn't stop trekkers from registering and participating in the Trek from home. 500 walkers registered in 2020 and completed their 26 or 40 km on treadmills and around the streets of their homes.

Four time trekker, Patrick Curtin has enjoyed the Surf Coast Trek over many years and notes his favourite elements of the event.

"The walk from Split Point to Point Roadknight is spectacular, especially watching the sun rise while you start the trek. The rest stops are always entertaining with volunteers and staff cheering you on with the added element of fruit and snacks!"

And where would the Surf Coast Trek be without snacks? Over the decade of the event, we estimate over 13,400 bananas have fuelled hungry trekkers!



2019 TREKKERS ON THE BEACH AT POINT ADDIS



2023 TREKKERS CELEBRATING FINISHING THE CLIMB TO POINT ADDIS REST STOP



The walk from Split Point to Point Roadknight is spectacular, especially watching the sun rise while you start the trek.

YOUR DONATIONS AT WORK

LATEST GRANT FUNDING TO
CREATE A FAIRER COMMUNITY

THANKS TO YOUR DONATIONS, THE GIVE WHERE YOU LIVE FOUNDATION IS PROUD THAT MORE THAN \$495,000 IN GRANT FUNDING WILL BE DISTRIBUTED TO 23 LOCAL ORGANISATIONS WORKING TO CREATE A FAIRER COMMUNITY ACROSS THE GEELONG REGION IN 2025.

This latest round of funding brings the Foundation’s total grants for the 2024/25 financial year to over \$1.1 million dollars.

The 23 local organisations will receive grants to support people in our community, with a focus on the Foundation’s priority areas of Food Security, Homelessness Assistance, Inclusive Employment and Inclusive Economy.

Funding to support food security initiatives across our community has been made possible in part thanks to generous public donations to the 2024 Feed Geelong Appeal.

BELOW: PAUL CODD FROM RODERICK INSURANCE VISITING JADE HAMILTON AT THE POWER IN YOU PROJECT WITH THE FOUNDATION’S JACKIE PRICE

BOTTOM LEFT: THE FOUNDATION’S SALLY EDGERTON, WITH MICHAEL KENNEADY FROM LAZARUS AND SCOTT BEAR FROM THE NOVOTEL GEELONG

Give Where You Live Foundation CEO, Zac Lewis, said these latest grants come at a critical time for the community.

“As the cost of living continues to rise, so too does the number of people in our region seeking help. Almost half of the grant applications we received identified the cost of living as the biggest challenge facing their organisation and community,” Zac said.

“Food security remains a major concern, with 80% of funding requests focused on this area, a clear reflection of the growing need in our community.”

“This year’s funding will support organisations such as Geelong Food Share, The Outpost, The Good Neighbourhood Project, and The Power In You Project, not only to help meet urgent needs, but also to support initiatives that aim to transform the underlying systems, structures, and policies driving inequity.”

“These grants are only possible thanks to our generous donors, corporate partners, thousands of workplace givers, and other supporters and we thank them for helping the Foundation to create a fairer region.”

The 23 grant recipients in this latest round are: Cultura, Common Ground Project, Lazarus Community Centre, Christ Church Community Meals program, Uniting Vic Tas, Whittington Neighbourhood House, Feed Me Inc, Drysdale Family Support, Neami National – Towards Home Geelong, Hesse Rural Health, Leisure Networks, Great Ocean Road Health, The Outpost,

Samaritan House Geelong, Financial Counselling Victoria, Farm My School, The Power In You Project, MacKillop Family Services, 3216 Connect, The Good Neighbourhood Project, Neighbourhood Economics and Geelong Foodshare.

Big thanks are also extended to those involved in the Community Grant Review Panels, which are a key part of the Foundation’s grant-making process and help inform funding decisions.

This year, more than 60 community and business representatives participated in the assessment of applications, including members from organisations such as Coulter Legal, Geelong Broadcasters, and the TAC. Our community grant panels ensure a broad and diverse range of voices are part of the decision-making process, helping us fund programs that will make the greatest impact on our community.



Food security remains a major concern, with 80% of funding requests focused on this area, a clear reflection of the growing need in our community.

- Zac Lewis, CEO
Give Where You Live Foundation



‘STAYING GROUNDED’ CATERING PROGRAM IS A SOCIAL ENTERPRISE INITIATIVE THAT TRAINS AND EMPLOYS WOMEN FROM REFUGEE AND MULTICULTURAL BACKGROUNDS.



BAGS MADE FROM UPCYCLED HESSIAN COFFEE SACKS WILL GIVE PARTICIPANTS MUCH NEEDED WORK EXPERIENCE WHILE SAVING THE SACKS FROM LANDFILL

Staying Grounded

AMONG THE 23 GRANT RECIPIENTS IS COMMON GROUND PROJECT WHO WILL RECEIVE A \$45,000 GRANT TO SUPPORT THEIR ‘STAYING GROUNDED’ CATERING PROGRAM, A SOCIAL ENTERPRISE INITIATIVE THAT TRAINS AND EMPLOYS WOMEN FROM REFUGEE AND MULTICULTURAL BACKGROUNDS IN FARMING AND HOSPITALITY.

Established in 2020, the Staying Grounded program is part of Common Ground’s broader mission to promote food security through fair access to healthy, locally grown produce, while also building confidence, skills, and job readiness among participants.

Chief Executive of Common Ground, Imogen Thomas, said this latest grant funding will enable them to continue providing training and building on the confidence of the women in the Staying Grounded program.

“Receiving the Give Where You Live grant is a game-changer for Common Ground Project. It means we can continue delivering the Staying Grounded program with the consistency and care our participants deserve. For our participants - many of whom are facing complex barriers - it means access to a safe, nurturing space where they can build skills, and find a sense of purpose and belonging. This funding helps us keep that door open.”

Sewing the Seeds

IN A WONDERFUL EXAMPLE OF COLLABORATION AND COMMUNITY-LED IMPACT, CULTURA, CATHOLICCARE VICTORIA, AND THE WAR ON WASTE CARTEL HAVE COME TOGETHER TO LAUNCH A PILOT PROJECT DESIGNED TO CREATE EMPLOYMENT PATHWAYS FOR REFUGEE AND MULTICULTURAL WOMEN.

Backed by a \$45,000 Give Where You Live Foundation Seed & Catalyst grant, this initiative is shaping up to be more than just an employment program.

The project aims to build confidence, connection, and capability by establishing a local sewing hub that provides real-world work experience. Partnering with small-scale manufacturers, participants will develop hands-on sewing skills while repurposing upcycled hessian coffee sacks into reusable bags.

This initiative goes beyond sewing. Participants will be supported to learn foundational business skills, explore pathways into employment, or launch their own microbusiness ventures.

Brooke Hyland, Head of GROW at the Give Where You Live Foundation, said the initiative is a promising example of what place-based partnerships can achieve.

“Women from refugee and multicultural communities face complex barriers to employment, from language and transport, to systemic exclusion. This program creates a safe and supportive environment where they can gain practical skills, build networks, and take meaningful steps toward financial independence.”



16/17 givewhereyoulive.com.au



MEG PRICE, BILL MITHEN, ANNIE SMITS AND ZAC LEWIS CELEBRATING NEIGHBOURHOOD ECONOMICS



ZAC LEWIS, STAYING GROUNDED PROGRAM’S BETH WASYLEWSKI WITH CAM MURNANE FROM BEYOND BANK



COLLABORATING FOR CHANGE, THE TEAM FROM CULTURA, CATHOLICCARE AND WAR ON WASTE CARTEL WITH THE FOUNDATION’S BROOKE HYLAND AND LIFE MEMBER, BARRY FAGG

GEELONGPORT SHOWS THEIR SUPPORT AS SILVER PARTNER

SUPPORTING OUR WORK TO CREATE A FAIRER, MORE EQUITABLE GEELONG COMMUNITY, WE ARE DELIGHTED THAT GEELONGPORT HAVE COME ON BOARD AS OUR NEWEST SILVER PARTNER.

Beginning in 1984, this formal partnership marks another important milestone in the long term relationship between the two organisations. Over the years, GeelongPort has supported the Surf Coast Trek, was the inaugural presenting partner of the Foundation's Conversations That Matter event and has participated in both the Loaned Executive and Workplace Giving programs.

This new partnership represents a shared commitment to making a meaningful impact across the G21 region, particularly at a time when rising cost-of-living pressures are driving more local families into food insecurity.

The Foundation's latest Food for Thought research revealed the large number of individuals and families the food relief sector is supporting, with the equivalent of one full shipping container of food distributed every week to help Geelong families struggling to put food on the table.

Give Where You Live Foundation CEO, Zac Lewis said this powerful statistic highlights the urgent and ongoing need within our community and the important role that local businesses like GeelongPort play in helping to meet that need.

"Our latest research shows that every week, Geelong's food relief sector is supporting 8,751 people, providing over 34,000 meals, 2,372 food parcels, and distributing almost 23,000 kilograms of food," Zac Lewis said.

"That's the equivalent of one full shipping container of food every single week. This new partnership with GeelongPort will help the Foundation in our work to support more people who need it most."

LEFT: ZAC LEWIS & GEELONGPORT CEO, BRETT WINTER

“

Our latest research shows that every week, Geelong's food relief sector is supporting 8,751 people, providing over 34,000 meals, 2,372 food parcels, and distributing almost 23,000 kilograms of food,

- Zac Lewis, CEO
Give Where You Live Foundation



Tee off for your community!

e&s GOLF CLASSIC

For Give Where You Live

Save the date for the 34th Annual e&s Golf Classic

Friday 13 February 2026 at Curlewis Golf Club



SEEN, HEARD AND TRUSTED

USING STORIES OF MOST SIGNIFICANT CHANGE IN LEARNING AND EVALUATION.

The Foundation is committed to using data, research and evaluation to engage and educate the community and advocate for change.

To support us in our goal to catalyse systems change, the insights gained from our data, research and evaluation efforts also support us to educate the wider community about the issues we are addressing and the impact of our work.

This year we implemented the evaluation method called Most Significant Change (MSC).

Exploring and learning about the impact and changes enabled through our grant program, this technique is a learning and evaluation method which adds a human, story-based aspect to existing impact reporting.

This approach involves gathering stories that are then collectively reviewed by a group who discuss and select the stories they believe reflect the most significant change. This shared reflection helps deepen understanding of the program's impact and brings to light what change matters most to the people involved.

The Foundation is using this evaluation method, both as a pilot to capture, share and learn from community partner organisations about the impact of our grants program, and to also build the capacity of community partners.

Thirteen stories from grant recipients were recently reviewed by a diverse group of our corporate partners, Loaned Executives, grant review panellists, and community organisations. Through these stories the most significant change was identified, ultimately showing that impact was defined not just by what changed, but how, and who had power in shaping it.

Stories of Most Significant Change

“

That's why our partnership with the Give Where You Live Foundation has meant so much. It is true partnership—grounded in listening, built on trust, and centred in relationship. We have grown stronger, become a respected voice, and uplifted our community. We are known, seen, and heard. That is self-determination. That is the most significant change.

- 'Most Significant Change' Story

WHY WAS THIS STORY MOST SIGNIFICANT?

The story we chose came from someone in Norlane determined to challenge the stigma attached to their place and bring out the strengths. It's not just about their own personal journey, but what's possible when we speak up for our community. What it highlighted was the need for better language—how we speak about people and places matters. Everyone deserves to feel proud of where they live. This story challenges how we think about place and people. What if we flipped the script and replaced negative language with stories of strength and transformation? That's powerful. This person could have given up but didn't—and in doing so, inspired not just me, but all of us. This isn't a small story—it's a whole-community story. That's why we chose it: because it reminds us what's possible and pushes us to do better.



COMMUNITY MEMBERS CAME TOGETHER TO DETERMINE STORIES OF MOST SIGNIFICANT CHANGE AT OUR IMPACT FORUM



BUILDING THE CAPACITY OF OUR COMMUNITY PARTNERS, MSC TRAINING WAS HELD AT THE PADDOCK

MAKING A DIFFERENCE WITH WORKPLACE GIVING

WORKPLACE GIVING HAS BEEN A CORNERSTONE OF THE GIVE WHERE YOU LIVE FOUNDATION'S HISTORY.

An easy way for employees to make regular tax-deductible donations to the Foundation through payroll, over 180 local businesses and more than 3000 local employees currently donate in this way, showcasing generous and committed support for people in our community.

Being collective giving, Workplace Giving for the Foundation has enormous impact. Together when everyone gives a little from their pay, we can create greater impact and a fairer community.

We're incredibly grateful for workplace givers like Caroline Rickard, whose ongoing support helps us tackle food insecurity, unemployment, and homelessness right here in our region.

Caroline works for Buxton, a real estate agency on the Bellarine. A Drysdale resident for over 30 years, she is an active community member with an in-depth knowledge of local issues.

First introduced to workplace giving for the Foundation at her previous employer, LJ Hooker, Caroline has continued her commitment across workplaces with regular contributions from her pay.

She's made a point of continuing her support for the Give Where You Live Foundation, recognising our focus on creating equity and fairness in the Geelong community. A workplace giver for 18 years now, Caroline enjoys giving locally.

"I like to know that my contributions go toward supporting people in my own backyard – a mix of different things like families facing food insecurity, people trying to find work, or those struggling with homelessness," Caroline said.

With the collective giving nature of workplace giving, even small contributions when made regularly create a ripple of change. And that for Caroline is what it's all about.

"I believe that every dollar counts and although my donation is not large, it is consistent. When added to all the other donations, bigger impact can be made in the area where it is needed most."



CAROLINE RICKARD
LONGTIME WORKPLACE GIVER



I believe that every dollar counts and although my donation is not large, it is consistent. When added to all the other donations, bigger impact can be made in the area where it is needed most.

- Caroline Rickard
Workplace Giver

Celebrating
70
YEARS OF IMPACT

GIVE
WHERE
YOU LIVE
FOUNDATION

CREATING A FAIRER
COMMUNITY WITH
**Workplace
Giving**

**When everyone gives a little together,
the community gets a lot!**

**GIVE
THROUGH
PAYROLL
TODAY!**

Sheridan from the TAC is one of the many thousands of Geelong workers who support the Give Where You Live Foundation's Workplace Giving Program.

www.givewhereyoulive.com.au

PUTTING THE FUN IN FUNDRAISING

FROM INDIVIDUALS AND SPORTING CLUBS, TO SCHOOLS AND LOCAL BUSINESSES, WE ARE SO GRATEFUL TO RECEIVE MONEY RAISED THROUGH COMMUNITY FUNDRAISING EVENTS. THIS SUPPORT MEANS WE CAN CONTINUE OUR WORK TO CREATE A FAIRER, MORE EQUITABLE GEELONG COMMUNITY.

DAWNBUSTER FUN RUN

Over 500 participants caught the final sunrise of the year in the 33rd Dawnbuster Fun Run to raise money for the Foundation.

The annual fun run organised by the Geelong Cross Country Club and the Give Where You Live Foundation, raised over \$8500 to help create a fairer, more equitable community.

Give Where You Live Foundation Event Manager, Jo Wealands said the 5km run along the Geelong waterfront was held on 31 December in perfect conditions, and was a great way to kick off the new year.

"Over 500 people joined us this year, which was 100 more runners than the previous year, enjoying the scenic waterfront course. It was the perfect morning for a run and was great to see the community join together to support the Foundation.

"With runners of all ages and fitness levels participating, it was a real community effort to raise money for those who may be experiencing homelessness, struggling to put food on the table or facing barriers to employment."

Dr John Morton from the Geelong Cross Country Club said there was a great atmosphere on the morning of the event.



For 33 years the Geelong Cross Country Club has partnered with the Give Where You Live Foundation to hold the Dawnbuster Fun Run. We're very proud that this year's event raised \$8500 to give back to the community.

- Dr John Morton
Geelong Cross Country Club



ZAC LEWIS AND KRISTI CLAPINSKI WITH
GEELONG CROSS COUNTRY CLUB'S JOHN
MORTON AND PAUL AUSTIN



HITTING THE PAVEMENT IN
THE DAWNBUSTER FUN RUN

**GIVE GEELONG
AUCTION**

GIVE
WHERE
YOU LIVE
FOUNDATION

29 AUGUST 6.30PM
HALL OF AGRICULTURE
THE GEELONG SHOWGROUNDS

PRESENTING
PARTNER: baycap

WINE
PARTNER: PROVENANCE

**SCAN TO BOOK
YOUR TICKETS**



EVENT SOCIAL PAGES

HAVING **FUNDRAISING**



GIVE GEELONG BREAKFAST FRIDAY 21 MARCH 2025

This year's event raised over \$40,000

1. AMY LEHPAMER, DR RACHAEL GUNN, SARAH HAYDEN AND THE TEAM AT THE GIVE WHERE YOU LIVE FOUNDATION.
2. AMY LEHPAMER, DR RACHAEL 'RAYGUN' GUNN, SARAH HAYDEN.

33RD E&S GOLF CLASSIC FRIDAY 7 FEBRUARY 2025

This year's event raised over \$106,000

3. ROB SINCLAIR FROM E&S & THE WINNING TEAM FROM KERR'S HIRE.
5. THE INAUGURAL E&S GOLF CLASSIC DRIVING FOR CHANGE.



CONVERSATIONS THAT MATTER

THURSDAY 5 JUNE 2025

4. JACLYN MASTERS, BRI ARCHER, JACKIE PRICE & SAM MARNELL

6. SPEAKERS BRITTANY HIGGINS & MARY GEARIN.

SURF COAST TREK

SATURDAY 6 APRIL 2025

This year's event raised over \$270,000

7. ACTION FROM THE FINISH LINE AT THE SURF COAST TREK.



WHAT'S COMING UP?

THERE ARE MANY WAYS TO GET INVOLVED AND SUPPORT YOUR COMMUNITY

FOR THE LATEST EVENT INFORMATION, SCAN THE QR CODE OR VISIT [GIVEWHEREYOULIVE.COM.AU/EVENTS](https://givewhereyoulive.com.au/events)



Help create a fairer community

There are many ways you can get involved and make a difference to your community through the Give Where You Live Foundation.



Participate in an Event

The Foundation hosts a number of events including the Surf Coast Trek, Give Geelong Breakfast and Pitch Up Geelong. Find out more online.



Regular Giving

An alternative to Workplace Giving is making a regular monthly donation to the Foundation. Make a donation at givewhereyoulive.com.au



Fundraise for the Foundation

Do you like hosting events? Then why not host an event or campaign with your family and friends to support the Foundation!



Community Grant Review Panels

Volunteers are invited to read and review grant applications to provide feedback on allocating funding.



Our vision is to create a fairer G21 community where all people and places thrive.

Platinum Partners



Gold Donors



Education Partner



Silver Donors



Sustainability Partner



Bronze Donors



Trusts and Foundations

- Anthony Costa Foundation
- Percy Baxter Charitable Trust
- The Muffin Foundation
- Howard Glover Perpetual Trust
- The Roy O & Constance M Young Trust
- The Shine On Foundation
- Dawn Wade Foundation

THANK YOU

For helping us create
a fairer community!



SCAN TO DONATE



GIVE WHERE YOU LIVE FOUNDATION

21-23 Fenwick Street, Geelong Vic 3220

givewhereyoulive.com.au

Keep up to date with the Give Where You Live Foundation



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Give Where You Live Foundation



givegeelong