



**FY 2017/18
ANNUAL REPORT**

The Sleigh Bell Foundation



Our mission

To relieve financial and social pressures experienced by disadvantaged families during the Christmas period.

Our vision

Our vision at The Sleigh Bell Foundation is quite simply to bring joy and support for children and disadvantaged families on the Sunshine Coast centered around the festive season.

At a time when there is so much financial and social pressure on families and individuals to provide meals and presents we strive to relieve some of this pressure.

Our History

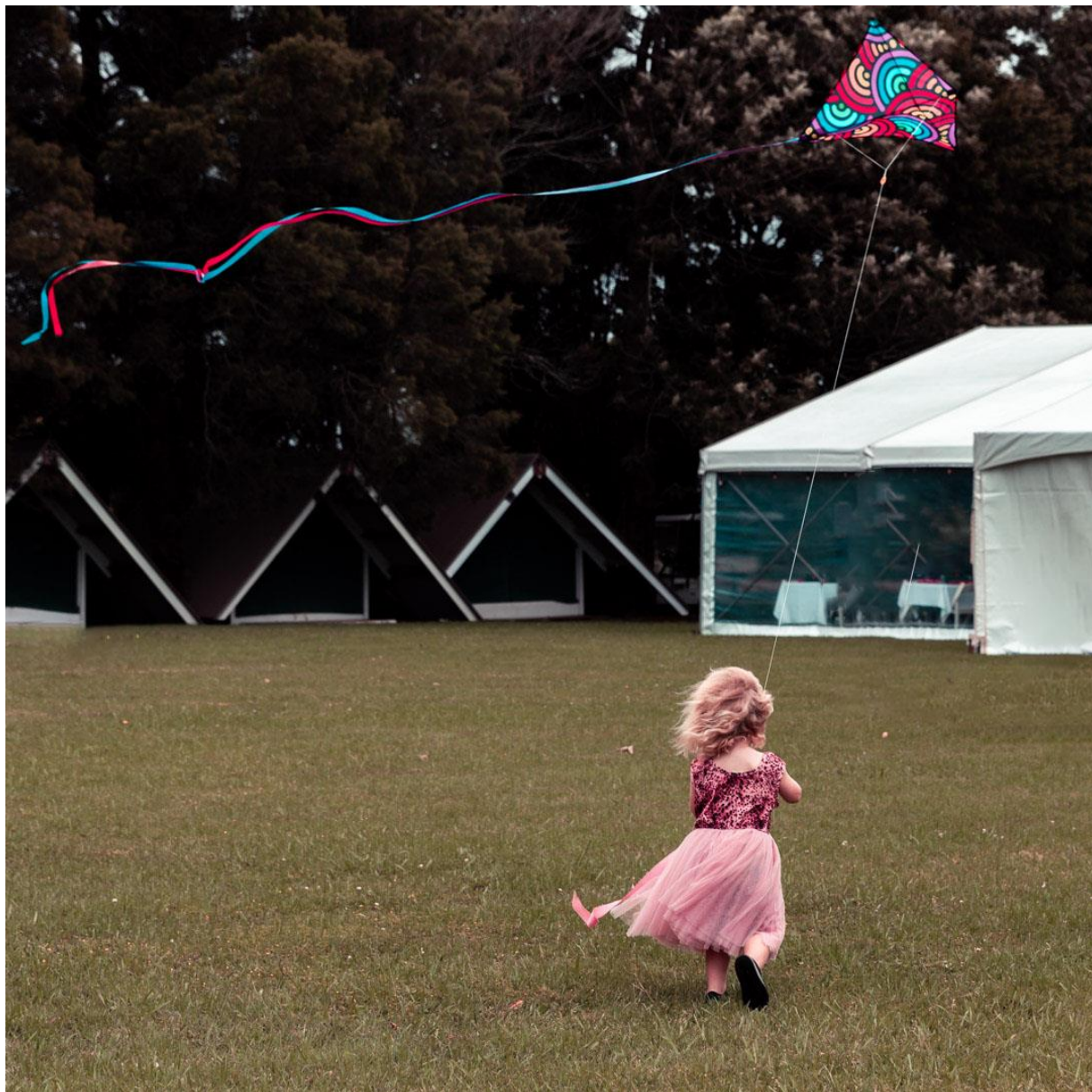
Our first event was held in December 2016 and was a roaring success. We gave a home cooked traditional roast meal for over 50 guests. We had activities and gifts for the children and gave the adults a chance to relax for an afternoon. We had families reporting that it was the first time they had seen their child really smile in over 6 months. Guests were grateful at being able to have some family time in a safe space, a chance to make some positive memories.

We built on our initial success with a bigger event in December 2017. This Winter Wonderland increased places and added more entertainment and a larger space for sport and activities.

Whilst we are still a young charity, we have come a long way and are proud of the work we have done. However, we still have a lot to do to ensure our charity is sustainable as we look to the future.

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SECTION 1**An Overview of The Sleigh Bell Foundation****ABOUT US**

Here at The Sleigh Bell Foundation we quite simply want to bring joy to, and support for, children and disadvantaged families on the Sunshine Coast during the festive season.

At a time when there is so much financial and social pressure on families and individuals to provide huge meals, the latest presents and bring together the extended family, we strive to relieve some of this pressure.

Our first event was held in December 2016 and was a roaring success. We gave a home cooked traditional roast meal for over 50 guests. We had activities and gifts for the children and gave the adults a chance to relax for an afternoon. In 2017 we built on this and expanded the places we offered to 70 and continued to develop our administration processes to better manage funding and program capacity.

The Sleigh Bell Foundation is only a small charity, with 5 committee members, we are based just outside Maleny on the Sunshine Coast. While we would love to be able to help families all over SE QLD, at this stage we are focusing our efforts more locally to the Sunshine Coast.

We can never achieve what we do without the influence of kind individuals, and so we continue to ask for your support so we can reach, support, and bring joy to as many families as we can.

OUR PEOPLE

Board members/Trustees

Name	Position	Dates acted (if not for whole year)
James Nicholson	Chairman	N/A
Joy Nicholson	Secretary	N/A
Lara Givinchy	Treasurer	N/A

Responsible Persons / Committee Members

Name	Position	Dates acted (if not for whole year)
Ryan Smith	Responsible Person	N/A
Marc O'Donnell	Responsible Person	N/A

OUR SUPPORTERS



Maleny Retreat

Gold Sponsor



Equip 4 Hire

Gold Sponsor



Party Bins

Gold Sponsor

www.malenyretreatweddings.com

www.fairytaleeventsandequip4hire.com.au/

www.partybins.com.au



SECTION 2**GOVERNANCE****STRUCTURE & MANAGEMENT**

The Sleigh Bell Foundation is registered with the Australian Charities and Not-for-profits Commission (ACNC).

We are a public benevolent institution and have Deductible Gift Recipient status.

A copy of our constitution can be requested through thesleighbellfoundation@gmail.com

CHARITY DETAILS

Legal Name	The Sleigh Bell Foundation	Other Name(s)	
Charity ABN	96513988413	Charity Address for Service	thesleighbellfoundation@gmail.com
Charity Street Address	165 Mears Lane Booroobin QLD 4552 AUSTRALIA	Email	
Phone		Website	https://www.thesleighbellfoundation.com/

Subtype History

Start Date	End Date	Purpose
13/12/2016		2014 Advancing social or public welfare
10/07/2017		2014 Public benevolent institution

CHAIRPERSON'S REPORT

This financial year we were fortunate to have a surplus after hosting our 2017 Winter Wonderland event. However, after an unsuccessful grant application at the end of the 2017/18 financial year we will have to divert all funds to hosting the 2018 Winter Wonderland.

In our first 2 years of operation we have simply tried to raise as many funds as possible and adjust our event to fit the size of budget. This worked well for our 2017 Winter Wonderland event and allowed us to increase capacity. Looking forward however, as we move into 2018/19 we will set a more definite budget and funding target.

This financial year has seen us repeat the success of the first year and prove the viability of the charity. We must now legitimise our operation by getting a charity bank account, creating more sustainable sources of funding and reducing costs year on year for our event.

We are excited to announce we have reduced costs of the Winter Wonderland event from over \$3000 in 2016 to approx. \$2800 in 2017 (please see the financial report section of this document). Whilst this is a modest saving, we have also increased capacity and feel at this stage of our operational life it is a strong achievement.

Whilst this chairpersons report is less exciting and extensive than our initial year it should not reflect the importance of the work the volunteers and charity have been doing. We are excited to simple solidify and legitimise what we are doing. We are ensuring that everything is in place and secure to make sure our charity is sustainable. As we move out of this financial year and into the next we will look to reassess our governance and funding approach but this financial year was about continuing the great work achieved in our first year of operation.

James Nicholson

Chairman

The below objectives for 2017/18 were set out in the previous annual report and our current position on these is stated below. We have also outlined expected objectives and activities for FY 2018/19

EXPECTED OBJECTIVES AND ACTIVITIES (as outlined in the annual report 2016/17)

Looking towards the next financial year we hope to build on what we have already achieved. To do this we have the following objectives and activities planned:

1. To apply to change the charity sub-type to a benevolent public institution as this will allow us to also apply for DGR status. DGR status allows donations to us to become tax deductible.

We have achieved this, changed our subtype and now hold DGR status with the ATO

2. To continue to integrate and strengthen local community ties.

We have done this through continued involvement with volunteers from The Smith Family. We have also begun to communicate our charity message through the community by word of mouth of those that attend our events.

3. To build on our fund raising activities and secure further funding for expansion in 2018.

We have raised enough funds to hold A Winter Wonderland in December 2018. With an unsuccessful grant application it means all funds will have been spent on this main event.

4. Plan and deliver our annual Christmas meal event, expanding the number of guests.

This was achieved in 2017 from the numbers of our first event in 2016

5. Look at options for diversifying our support, subject to funding, to reach out into the community during the festive season.

Unfortunately, our grant application was rejected at this time. Therefore, all our funds raised and held over from our event in December 2017, will go towards hosting the 2018 Winter Wonderland.

PLANNED OBJECTIVES AND ACTIVITIES – COMING FY 2018/19

1. Revisit our mission and values and ensure they are aligned with our future direction
2. Create a 5 year plan, including a funding plan for those 5 years
3. Secure funding for and hold our annual Winter Wonderland event
4. Reaffirm all committee positions
5. Expand fundraising activities
6. Raise the profile of the organisation

SECTION 3**OUR FINANCES****TREASURER'S REPORT**

The charity has seen fundraising geared solely towards supporting our second Winter Wonderland event in December 2017. Funding came from multiple sources as outlined in the financial overview located on the next page. This involved A phone recycling system in partnership with Hutchinson Builders and generous donations from individuals and Maleny Retreat.

We increased the places from 50 to 70 (with 15 volunteer meals) for the Winter Wonderland event but we reduced the event cost from over \$3000 in our first year to \$2883 this year. For only our second event we are proud to have not only secured the funding to host the event but also to have increased places and reduced costs.

However, the large donations are difficult to maintain and so we applied late in the financial year for a grant for funding but was unsuccessful. Next year must see us try additional fundraising activities and cultivate more sustainable sources of income.

Due to our reduction in costs we also managed to come away with a surplus from the Winter Wonderland 2017, however, due to our unsuccessful grant application and also the large donation black hole (as Maleny Retreat were not in a position to donate such large sums again this year), all of this surplus will be directed to supporting the Winter Wonderland in December 2018.

We still do not have a charity bank account and so this is a key priority for the financial year 2018/19 as this is the last remaining necessary administration task outstanding at this stage.

FINANCIAL STATEMENTS

A Winter Wonderland 2017 Budget and Expense table:

Charity Day Dec 2017 - Working Budget				
Last Year				\$ 3,000.00
INCOME				
AVENUE	Target		Actual	TOTAL
Go Fund Me	\$ 1,000.00		\$500.00	\$ 500.00
Hutchies	?		\$700.00	\$ 700.00
Maleny Retreat	\$ 2,000.00		\$2,500.00	\$ 2,500.00
Other				
				\$ 3,700.00
EXPENSES				
ITEM	Budget	QTY	Actual	TOTAL
Food (Main Meal)	12 p/h	85		\$ 1,020.00
Food (Nibbles and Dessert)	\$ 200.00			\$ 200.00
Gift (givaways)	\$ 200.00		\$200.00	\$ 200.00
Decorations	\$ 300.00		\$228.00	\$ 228.00
Equip 4 hire (cutlery etc)	\$ 400.00		\$282.00	\$ 282.00
Entertainment	\$ 150.00		\$250.00	\$ 250.00
Printing (Invites)	\$ 50.00		\$55.80	\$ 55.80
Bouncy Castle	\$ 500.00	1	\$330.00	\$ 330.00
Insurance			\$218.00	\$ 218.00
Misc. / Overflow	\$ 250.00			\$ 100.00
				\$ 2,883.80
TOTAL				\$ 816.20



SECTION 4**OUR OTHER IMPORTANT INFORMATION****ACKNOWLEDGMENTS & THANK YOU**

The fact is that The Sleigh Bell Foundation could not have begun, or continue to operate, without the efforts and support of volunteers and sponsorship from private and commercial sources. Whilst we can thank you here, of which we truly do thank you, it is important to note that the real effect and thanks is in the gratitude and smiles of the people we support. Having children smile and laugh as they left our event at very difficult times in their lives is worth more than any words on this page, so thank you again.

It should also be noted that it is not always possible to mention here, everyone that helps us, but rest assured that we are truly grateful for all our support.

Corporate & community partners

The staff and owners of Equip 4 Hire, Sunshine Coast.
Chris and the Party Bins.
The Staff and owners of Melany Retreat, Sunshine Coast.
The Smith Family.

Volunteers

Lara Givinchy
Joy Nicholson
Marc O'Donnell
Ryan Smith
James Nicholson
All the volunteers from The Smith Family

HOW YOU CAN HELP

Volunteer your time

Please contact us at thesleighbellfoundation@gmail.com

Make a donation

www.thesleighbellfoundation.com

Become a corporate partner

Please contact James at thesleighbellfoundation@gmail.com

Other ways you can help our cause

We are always looking for Christmas decorations, activities and talented individuals to make our Christmas event magical for all the families.

If you think you can offer something in any way, please do not hesitate to contact us at: thesleighbellfoundation@gmail.com or 04044 859 70

LOOKING TO THE FUTURE

We have worked hard in our first two years to set the charity up in such a way that it is legitimate, sustainable and scalable. We have achieved DGR status with the ATO, set up charity bank accounts and a Paypal account. We have developed our website and set up social media channels (primarily a Facebook page). This has led us now to the start of our second phase.

Our second phase now involves us looking into the next 5 years and creating a sustainable and scalable funding structure as a basis for our charity's growth. In the short term this will involve revisiting our mission, vision and values and ensuring we have a committee of enthusiastic and resourceful members.

Much of our work to date has been administrative and structural. This is crucial to set up the charity in the correct way. Moving into 2018/19 we will look to raise the profile of the charity in a much more public way. We now have the basis on which we can deliver our message and garner support for our cause in order to continue our work over the next 5 years. This will involve many avenues including, but not limited to, approaching newspapers, social media campaigns, more activity on our website, and fundraising activities.

We are excited to have come this far but there is far more work and growth needed for this charity to become completely sustainable. We will continue to work hard to ensure we are able to carry on our work well into the future and deliver support, what ever form it may take, to disadvantaged families around the festive season.

- *James*



CONTACT US

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