

## WELCOME TO OUR NEW NEWSLETTER

In an effort to become closer and more transparent with our supporters, the Aboriginal Literacy Foundation is launching a brand new newsletter to be distributed every quarter. The objective of this newsletter is to share what we've been up to with our supporters. It will include stories about our students, their progress and literacy statistics. It will also feature updates on our programs and partnerships as well as pictures and information from our various events. This newsletter is intended to be a celebration of our work and successes and will not contain any financial or administrative information. If you wish to learn more about our financial standing and/or administrative duties please download our current Annual Report via our website [www.aboriginalliteracyfoundation.org](http://www.aboriginalliteracyfoundation.org).

## EMAIL NEWSLETTER: THE GREENER CHOICE

The Aboriginal Literacy Foundation is lucky to have more than 1200 financial supporters across Australia, not including the thousands more that attend our events and support us via social media. As we reach out to our growing support base, we remain mindful of the environment. Starting next quarter, our newsletter will also be distributed via email. We urge our supporters to choose this environmentally friendly option.

If you wish to subscribe to the electronic version: send us an email with your contact details (including email address) at [info@aboriginalliteracyfoundation.org](mailto:info@aboriginalliteracyfoundation.org).

If you no longer wish to receive our newsletter: send us an email ([info@aboriginalliteracyfoundation.org](mailto:info@aboriginalliteracyfoundation.org)) or phone us (03 9650 1006) to unsubscribe.



Horse Riding and Literacy Testing at Ballarat Literacy & Heritage Camps in 2013

**HEALTHY LIVING SERIES – BOOK LAUNCH & ANNUAL “THANK YOU” EVENT**

On Wednesday 28<sup>th</sup> of August, the Aboriginal Literacy Foundation, with the help of Series’ author Jennifer Cooper-Trent and Gandel Philanthropy CEO Vedran Drakulic, officially launched the Healthy Living Series. These four culturally sensitive books were specifically written for Aboriginal children. The event was a great success with more than fifty people in attendance, including some of our most generous Victorian supporters.



ALF CEO David Perrin with ‘Healthy Living Series’ author Jennifer Cooper-Trent and Gandel Philanthropy CEO Vedran Drakulic.



Brent Watkins talking with Tony Cree (ALF Chairman). Brent provided entertainment in the form of fantastic didgeridoo music.



Colin McKinnon-Dodd giving an ‘acknowledgement to country’ and introductory speech



Healthy Living Series written by Jennifer Cooper-Trent. Illustrated by Bibi Barba (Cover) & Anthony Mitchell (Illustrations)

*The Aboriginal Literacy Foundation would like to express our sincere gratitude to the Gandel Philanthropy Group as the major sponsor of the Healthy Living Series. Their assistance helped make this project possible and also provided us with the resources to send these books nationwide.*

## 2012 HIGHLIGHTS:

### JANUARY

- The ALF continues the successful Backpack Program. As of September 2013, the ALF has distributed a total of 4200 backpacks to a similar number of young children in Indigenous communities.
- Grill'd Degraeves Street Restaurant becomes a regular donor to the ALF. Highlighting us in their monthly bottle top campaign.



ALF Community Relationships & Volunteer Coordinator, Ms Heidi Peart, receives a cheque and certificate from the local manager of Grill'd Degraeves Street restaurant.

### FEBRUARY

- ALF with the assistance of Optus Community Grants films its first TV advertisement.
- Ballarat Literacy and Heritage Camps commence for 2012.
- Ballarat Learning Centre opens its Weekly Tutorial Classes for the year.
- Programs Director and CEO Dr Tony Cree and staff hold literacy camps in Gippsland and in the Riverina (Victoria).

### MARCH

- ALF distributes 5000 children's books nationwide in a major push into remote communities in Queensland, NT and WA.
- ALF holds Literacy & Tutorial sessions in Melbourne at our administrative offices in Ross House.



## **APRIL**

- ALF sponsors the 2012 World Literacy Summit in Oxford, UK. ALF played a key role in organising and staging the event, which saw 249 attendees from 52 countries come together to discuss and debate the most pressing issues facing global literacy. ALF benefits from the global exchange of ideas to ensure we match up to world's best practices.

## **MAY**

- ALF begins a week of advocacy for Indigenous rights and funding in conjunction with National Reconciliation Week.
- ALF holds a series of Victorian Literacy and Heritage Camps around Victoria's regional cities.

## **JUNE**

- ALF holds its first official "End of Financial Year" Fundraising Campaign. The campaign highlighted our Victorian programs.
- The ALF proceeds with its planning and testing for the Digital Literacy Hub in Victoria.

## **JULY**

- ALF joins Twitter.
- Aussie Boomerang Shop becomes a regular donor. ALF will receive a commission on each Boomerang sold.

## **AUGUST**

- A Worthy Cause holds a Ball in Brisbane for ALF. The Ball titled "A leap to Literacy" was a roaring success.
- Nearly 500 backpacks filled with books were distributed to remote towns in NT, WA and SA.
- A number of book drives see our Book Distribution Centre increase its stock by 16,500 books.

## **SEPTEMBER**

- ALF celebrates Indigenous Literacy Day and begins a week long social media marketing campaign aimed at raising awareness of Aboriginal illiteracy amongst the wider community. The campaign highlights the devastating costs to both the Aboriginal communities and the wider Australian community. The campaign reaches more than 2000 individuals via Facebook alone.

## **OCTOBER**

- ALF work with A Worthy Cause Inc. to hold the "Leap to Literacy Charity Ball", a highly successful fundraiser for the ALF.
- With the help of A Worthy Cause Inc. ALF launch the 7 Minute Mini Documentary on the Ballarat Learning Centre (see pic on next page).



A Worthy Cause documentary launch

## NOVEMBER

- The Ballarat Learning Centre finishes its academic year. Over the course of 2012, ALF held 10 Literacy and Heritage Camps in Ballarat and another 5 around Victoria (namely in Gippsland and Melbourne). Our last camp was held on the 15<sup>th</sup> of December 2012.

## DECEMBER

- ALF launches the Aboriginal Literacy Foundation “Christmas and Greeting” Cards.

## 2013 HIGHLIGHTS:

### FEBRUARY

- 80,000 Healthy Living Series books arrive at our Port Melbourne Warehouse. ALF begins delivering the books to a range of schools around Australia.
- ALF opens its Ballarat Learning Centre for tutorial classes.
- The first of a number of Literacy and Heritage Camps is held at the SMB (University of Ballarat) Ballarat City Campus.

## **MARCH**

- ALF sends 1000 copies of the Healthy Living Series to Minimbah Primary School (near Armidale, NSW). The presentation of the books is featured in the local newspaper, The Armidale Express.
- ALF holds a Literacy and Heritage Camp in Melbourne at Ross House.

## **APRIL**

- ALF celebrates ANZAC DAY with a week long campaign exploring and informing the wider community of the contribution of Aboriginals to Australia's military forces over the last century.

## **MAY**

- ALF celebrates National Reconciliation Week and starts a week long social media campaign informing the wider community of the need for change in Australian Educational Policy, and especially the need to lift literacy rates.

## **JUNE**

- ALF celebrates National Aboriginal & Islander Children's Day on the 4<sup>th</sup> of August. ALF works with a number of Indigenous organisations to spread the word for more funding of Indigenous education.
- Aboriginal Literacy Foundation announces that long time CEO and Founder has decided to step down as CEO and becomes the new Chairman. He is succeeded by David Perrin. David served as the Chairman of the ALF since its inception in 2003.
- New CEO, David Perrin, launches a vigorous campaign for expansion, relationship building and increased transparency.
- The 2<sup>nd</sup> "End of Financial Year" Campaign ends with an amazing result. This campaign highlighted a number of projects including the Digital Literacy Hub and the Backpacks Program.

## **JULY**

- ALF CEO, David Perrin, travels to Western Australia to cement and expand the ALF's relationships with WA partners in the DISCOVERY BOOK CLUB (DBC). The DBC, based in Fremantle, is a large public-private partnership that services the educational and support needs of the Indigenous population in Perth, Fremantle and nearby communities. ALF commits to providing financial support and a minimum of 20,000 books for the DBC over the next five years.

## AUGUST

- ALF supports the publication of *THE ABORIGINAL STORY OF BURKE & WILLS*. Our CEO, David Perrin, attends the launch and meets with key note speaker Aaron Patterson. Aaron is an Aboriginal descendent of John King, the only survivor of the Burke & Wills Expedition.



*CEO David Perrin joins Aunty Joy Murphy and Aaron Patterson at the ABORIGINAL STORY OF BURKE & WILLS launch at the Royal Society in Melbourne.*

- ALF, with the help of Series' author Jennifer Cooper-Trent and Gandel Philanthropy CEO Vedran Drakulic, officially launch the Healthy Living Series. These four culturally sensitive books were specifically written for Aboriginal children. The event was a great success with more than fifty people in attendance, including some of our most generous Victorian supporters. CEO, David Perrin, and Chairman, Dr. Tony Cree, express their thanks to all the staff, donors and supporters in attendance. This event also sees the CEO outline some of the ALF's upcoming projects including the desire to open a new "Melbourne Learning Centre".

## SEPTEMBER

- CEO, David Perrin, announces the opening of ALF's new "Melbourne Book Storage & Distribution Centre". This new facility now provides the space and logistical ease that the ALF has needed to streamline the storage and distribution of books around Australia.
- The new "Melbourne Book Storage & Distribution Centre" sees immediate successes with staff processing 15,000 books to NSW, 2,000 to VIC, 10,000 to WA, and 6,000 to QLD – in the month of September alone.

## OCTOBER

- ALF's social media presence continues to grow: Twitter followers climb above the 550 mark & Facebook "likes" grow from 320 in June to 568 in October. New widgets are added to ALF's Facebook account to include a "Donation" option and an "E-Newsletter" sign up link.
- The IT Team announces the overhaul of the ALF website. This new website will be operational by the end of November.
- CEO, David Perrin, meets Cathy Freeman and expresses ALF's support for the Cathy Freeman Foundation.
- ALF sends 5,000 books to the Queensland Communities of Kowanyama, Coen, Arukun, Pormpuraaw, Hopevale, Nuparum, Marpoon, Wajul Wajul, and Laura.
- ALF joins some of Melbourne's Rotary Clubs and Red Dust to launch a wellbeing nutrition project called "Footy Nuts". The initiative is kicked off by Indigenous Australian Football League stars at a public launch. The slogan is: FOOTY NUTS: EAT BETTER, PLAY BETTER, LEARN BETTER. ALF represents the "LEARN BETTER" aspect of this campaign.



Indigenous players from the Hawthorn Football Club at the public launch of the "Footy Nuts" program in Melbourne

**Stay tuned for more exciting stories and news from the Aboriginal Literacy Foundation.  
We look forward to sharing more of our progress and successes with you, our valued supporters.**

