



The MLC Community Foundation

Our 2013 Review



**The MLC Community Foundation believes in
an Australia where mental health matters
and that there is hope.**

***The health of a community starts
with the health of its people.***

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2013: Refocusing our strategic priorities

During 2013, the MLC Community Foundation refocussed its strategic priorities.

The Foundation utilised the voices of experts including the Mental Health Commission and their National Mental Health Report Card to decide where to focus. Supporting an open dialogue with partners, including Lifeline Australia, also enabled the Foundation to decide which mental health outcomes had the greatest need and therefore which to invest in. This saw a shift in focus from a generalist creating or contributing to mental health programs to focussing on core social outcomes.

The Foundation embraced this philosophy to create real societal change by focussing on the following:

- Continue to be bold and brave with our strategic focus on the societal issue of mental health.
- Create a theory of change by asking what outcomes we want to achieve and what impact they can have on Australian society.
- Create a shared capability in reporting outcomes.
- Bring leading strategic thinking from the worlds of philanthropy and corporate responsibility together (for example collective impact and social enterprise).
- Embrace an innovative focus for philanthropic funds.
- Demonstrate true collaboration and share learnings.
- Share value with NAB and corporate responsibility.

2013 saw the Foundation celebrate a \$5 million milestone, with \$5.93 million invested in 16 social purpose organisations since inception.

Now in its fifth year of operation, the Foundation celebrated major partner Lifeline and social impact partner Garvan Research Foundation, both celebrating their 50 year anniversaries.

There were a number of achievements in 2013 that are included in this Annual Review. Below are a few highlights:

- Reaching the \$5 million investment milestone.
- Extending the major partnership with Lifeline Australia for a further two years.
- Creating the theory of change called HOPE focussing on specific grant outcomes.
- The inaugural Festival of Smiles for employees was held in MLC's North Sydney Office in April 2013.
- Supporting the production of the Mental Health Council of Australia's strategic publication titled 'Perspectives'. The book represents a snapshot of an important moment for the mental health sector in Australia, a time of real and meaningful reform.
- Foundation matching during the past year reached \$122,000 from 119 individual and team based fundraising requests.

Luke Branagan
MLC Community Foundation Manager

Lifeline Australia Chairman John Brogden welcomed the new commitment and the ongoing partnership with the MLC Community Foundation.

"A year ago, Lifeline launched Online Crisis Support Chat, which filled a gap for Australians who have a preference for seeking help online. It will be a great comfort to the thousands of Australians who have already benefited from an online chat that this service has been assured for the next two years. One of the great benefits of Online Crisis Support Chat is that we have been able to connect with previously not catered for groups of help seekers including young people, indigenous Australians and people living in remote areas."

MLC Community Foundation Chair Andrew Howard

"The foundation had provided Lifeline with almost \$2.25 million to date, with a further \$450,000 per annum committed for the next two years."

Supporting Australians, Creating opportunities



One in five adults or 3.2 million Australians will experience a mental health difficulty in any year.

Mental disorders account for 13.3 per cent of Australia's total burden of disease and injury and are estimated to cost the Australian economy \$20 billion annually in lost productivity and labour participation.

12% of MLC's new Income Protection claims are due to mental health issues.

At the MLC Community Foundation (Foundation), we believe in actively supporting the growth of vibrant and sustainable communities by investing in key areas of need.

We strive to encourage and support our employee's active engagement in community activities and to address one of the most critical issues within Australian society, mental health. The Foundation's focus on mental health acknowledges the material impact that this issue has on our customers, people and business.

Wealth of Opportunity is NAB's promise to create more of what matters to people, communities and the economy. For us this means helping people have a healthy relationship with money, building prosperous communities and ensuring we are contributing to the bigger picture and a future focused nation.

MLC Community Foundation

In July 2013 the MLC Community Foundation announced a re-commitment to fund Lifeline for a further two years.



Lifeline Australia Business Luncheon, Chair John Brogden, Ian Thorpe, Lifeline Australia CEO Jane Hayden

Shared value

The MLC Community Foundation has supported Lifeline Australia by assisting them with business mentoring, developing marketing and communication plans, guiding them on strategy and including them in NAB community learning opportunities.

Lifeline Australia also provides training to NAB Care's employees in mental health identification and referral processes, which further demonstrates the strength and quality of this partnership.

Extending our major partnership with Lifeline Australia

The Foundation's major partnership is with Lifeline Australia, in their vision of an Australia free of suicide. This builds on a relationship that is providing vital support for many thousands of Australians every year. In extending the five-year relationship, the Foundation has re-committed to specifically supporting Lifeline's Online Crisis Support Chat, as the founding partner and largest single source of private funding.

The Online Crisis Support Chat connects people with trained workers via text-based, one-on-one online chat. This service will continue to support a minimum of 27,000 help-seekers every year.





Social impact grant recipients

The Foundation awarded social impact grants in July 2013 to four social purpose organisations. These organisations were selected based around a mental health theory of change called HOPE, which focusses on specific outcomes:

- Help understand the brain to develop new treatment strategies
- Open collaboration that creates collective impact
- Power of innovation, to reach out to those in need
- Enterprise solutions, employment for people with long term mental health issues.

The Foundation's Power of innovation grant has been awarded to Inspire Foundation – "All young people are happy and well" Inspire's flagship program, Reachout.com is a Web based initiative that offers information, support and resources to help young people improve their understanding of mental health issues, develop resilience, and increase their coping skills and help-seeking behaviour. Inspire's WorkOut program was developed to enable young users to tackle their thoughts and attitudes, one activity at a time. The Foundation's funding will be used to develop a suite of applications based on the top five missions from this program.



The MadCap Cafe Social Enterprise provides employment opportunities for people challenged by mental health and has been awarded the Enterprise solutions grant.

MadCap was established in 2008 by Ermha Inc, a long standing community mental health organisation, to train, employ and transition people who live with a mental illness into the open employment market or to recommence studies. MadCap Cafe is one of 22 Ermha programs. There are currently 5 MadCap Cafes around Melbourne. Over the past 5 years, MadCap has developed the systems and processes that support the provision of tailored training for people with significant barriers to employment and now is the time to expand the MadCap brand and message across Victoria and throughout Australia.

is an internationally recognised leader in applying gene-based research to treat and prevent major diseases. The Garvan was awarded the Foundation's grant to Help understand the brain to develop new treatment strategies. Understanding the brain is one of the greatest challenges of the modern age. This ground break research program will investigate improved treatment, diagnosis and understanding of mood disorders and schizophrenia.



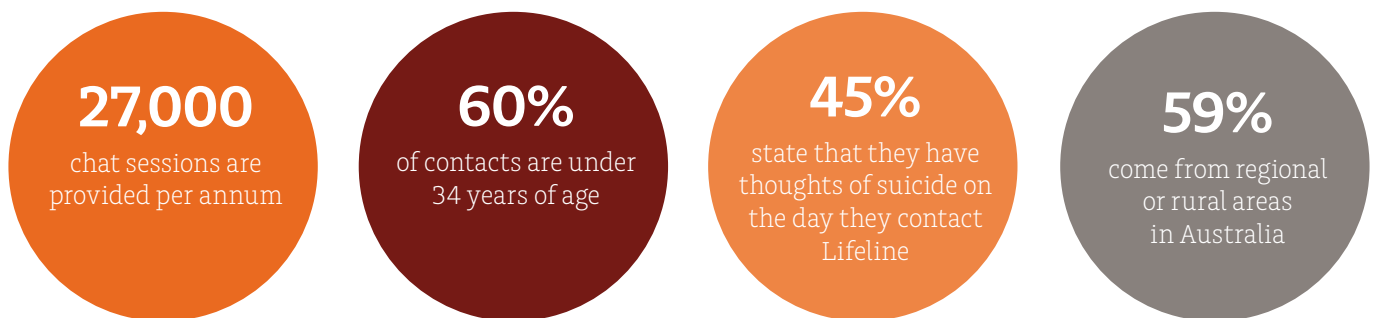
provides national leadership for the meaningful reduction of suicides in Australia and has been awarded the Foundation's Open Collaboration Grant. To effect significant change in suicides, the leading mental health and suicide prevention organisations within the community sector have formed the National Coalition for Suicide Prevention. The coalition, the first of its kind in Australia, was formed in 2012 and comprises more than 20 organisations responsible for delivering a range of services in suicide prevention nationally. As the lead organisation, SPA drives the coalition using the principles and framework of collective impact to bring together business, community and government organisations to accelerate positive outcomes in promoting individual and community resilience, connectedness and mental health well-being.

Measuring our social impact

During 2013 the MLC Community Foundation and the Lifeline Foundation undertook an impact study to measure the social value created by Lifeline Crisis Support Chat Service in suicide prevention in Australia. Lifeline has found that the Online Crisis Chat Service is attractive to many people seeking help. In fact, 37% of users of Crisis Chat stated that they will not use other services.

SROI is an internationally recognised approach for understanding and measuring the impacts of a program or organisation from the perspective of material stakeholders. A monetary figure is then used as a proxy to represent the value of outcomes experienced by stakeholders. This SROI forecast is based on a typical year of funding for the Lifeline Online Crisis Support Chat Service.

Other statistics include:



Social return on investment findings

For every dollar invested in the Lifeline Online Crisis Support Chat Service, there is a social return valued at \$8.40. This figure represents the value, calculated using financial proxies, of the accumulated impacts across various stakeholders—users of the service, friends and families, emergency services personnel, health and hospital services.

- More than 50% of service users surveyed were able to nominate other health and community services that they had used.
- 75% of these users then stated that they 'definitely' or 'probably' would not have approached other services.

Social impact of Lifeline online Crisis Support service

Social outcomes

Three main social outcomes were identified for the service users:

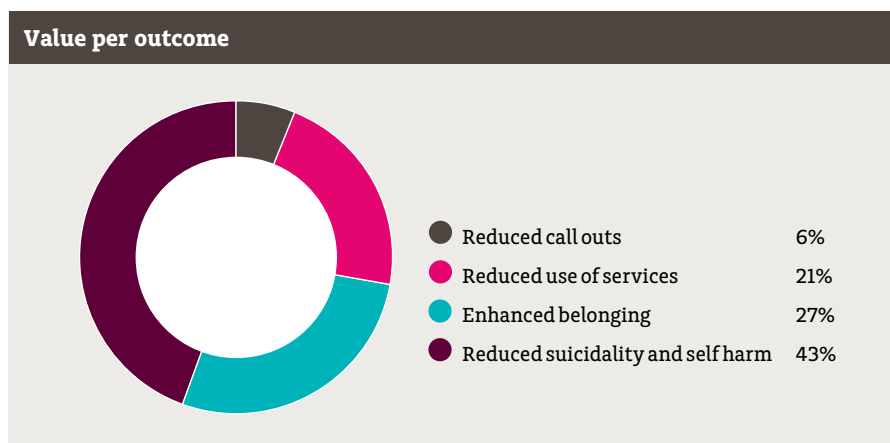
- Reduced suicidality / self-harming potential
- Improved resourcefulness
- Enhanced belonging

In addition, two areas of cost re-allocation were identified for public services:

- Reduced use of hospital services
- Reduced call outs for police and emergency services

Value per outcome

The spread of value across these 5 outcomes are depicted in the figure below.



The spread of social value across these stakeholders and a summary of social value creation is depicted below.

| | Total social value per stakeholder | Present value of social value to stakeholder |
|--|------------------------------------|--|
| Crisis Intervention (High Risk) | \$2,367,059 | \$2,233,075 |
| Crisis Aversion (Medium Low Risk) | \$3,166,579 | \$2,987,339 |
| Emergency Service | \$469,884 | \$443,286 |
| Medical Service | \$1,639,367 | \$1,546,573 |
| Total | \$7,642,889 | \$7,210,273 |
| Total value of inputs | | \$860,517 |

Social return on investment ratio = (\$1:\$x) \$8.4

WORLD SUICIDE PREVENTION DAY 2013

call chat connect

VOTE 1 SUICIDE PREVENTION

September 10th

You could save a life
Visit wspd.org.au for more information

Lifeline 13 11 14
Mensline 1300 78 99 78
Kids Helpline 1800 55 1800
Suicide Call back service 1300 659 467

Suicide Prevention Australia

LIFE
lifelineforchange.com.au

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"Let those around you know that you are there for them no matter what they are going through"

Brendan Cowell
Ambassador, Suicide Prevention Australia

VOTE 1 SUICIDE PREVENTION

www.wspd.org.au

Vote 1 for Suicide Prevention campaign

World Suicide Prevention Day – 10th of September 2013

The MLC Community Foundation is a member of the National Coalition for Suicide Prevention. On Friday 30 August 2013, the coalition through Suicide Prevention Australia called on Australians to cast a vote in support of suicide prevention. This corresponded with the timing of the Federal election.

For too long the number of Australians taking their life each year has remained high with 65,000 Australians attempting suicide each year.



Inaugural Festival of Smiles

Making our employees smile

The inaugural Festival of Smiles was held in MLC's North Sydney Office in April 2013, with some of the NAB's biggest personalities pitted against each other in a series of high energy debates.

The mini debates were based on the nature of happiness as there are two sides to discussing mental health. In the general debate there is the tendency to dwell on the problem leading to isolation and gloom. The event promoted a new philosophy that mental health needs hope and optimism, to show collective support to all Australians impacted by mental health.



Festival of Smiles debaters and judges



Michaela Healey promoting R U OK Day

A second Festival of Smiles event was held in Melbourne's 509 St Kilda Road Office that co-incided with R U Ok Day, which was promoted across the NAB Group.

Mental Health Council of Australia book launch



Mental Health Council of Australia publication Perspectives

The MLC Community Foundation supported the production of the Mental Health Council of Australia's strategic publication titled 'Perspectives'. The book represents a snapshot of an important moment for the mental health sector in Australia, a time of real and meaningful reform.

Articles from Australia's leading minds on mental health and mental health reform take a contemporary look at the sector, highlighting solutions that aim to improve the lives of millions of Australians affected by mental illness.



Jean Hailes for Women's Health

With 32% of women in Australia experiencing anxiety over their lifetime, the MLC Community Foundation was proud to partner with grant recipient Jean Hailes for Women's Health to develop an innovative evidence-based online resource aimed at preventing common mental health problems in women.

Launched in Melbourne on Friday 29 November, by Senator the Hon. Michaelia Cash, the Minister Assisting the Prime Minister for Women, Anxiety: Learn, Think, Do is a proactive 'hub' of information that will help women to understand worry and anxiety, helping to reduce the prevalence of anxiety-related disorders across Australia. The anxiety resource has been developed and co-authored by leading mental health specialists at Jean Hailes – Jane Fisher, the Jean Hailes Professor of Women's Health at Monash University and psychologist Dr Mandy Deeks, Head of Translation, Education and Communication.



Launch event: Senator the Hon. Michaelia Cash

Including self-assessment and self-management tools, videos with the experts, as well as personal podcast stories to listen to, this user-friendly resource caters to women's needs across the life span. Using simple questions, the tool guides women through the stages of anxiety to help them work out if what they are feeling is worry, anxiety or an anxiety disorder.

Partner Forum – Collaboration

During November the Foundation brought together our five philanthropic partners to share learnings and collaborate on the following emerging themes:

- Impact investment
- Measuring social impact
- Growing cost of mental health to the Insure industry
- Social media



NAB's Social media room profiled the Foundation's partners on how they trend on social media

Work with key industry bodies

Philanthropy Australia is the national peak body for philanthropy and is a not-for-profit membership organisation. Its mission is to lead an innovative, growing, influential and high performing philanthropic sector in Australia. For the past 3 years, the MLC Community Foundation have been a leading member of Philanthropy Australia.

In 2013 we:

- Engaged in professional development seminars
- Facilitated a number of employees who volunteer on NFP Boards to receive one-on-one fundraising mentoring
- Participated in specific affinity groups and went to market to gauge interest in forming a specific mental health affinity group
- Hosted, in partnership with Philanthropy Australia and NAB Corporate Responsibility a free workshop for 40 NFP fundraising managers to explore millennial generation philanthropy:
 - Who are the new generation of donors and how do you find them?
 - What does global research say about the giving trends of the millennial generation?
 - How do young donors want to engage with your organisation?
 - How can you start to build a strategy around young donors?
 - How can you influence organisational leadership to embrace young donor giving?

NAB Bank of the Future for Business

Our collaboration spreads far and wide with the MLC Community Foundation recommending and facilitating a past grant partner, Big Brothers Big Sisters to be the community partner in NAB Business Banks Insights program.

This program is a one week intensive training program for business banking associates. Part of the program is to work with a community group on a specific business project. For Big Brothers Big Sisters this involved creating a future strategy for the organisation with reach and growth for their programs. Feedback from Big Brother Big Sister indicated that this week was transformational and inspirational for their organisation.

NAB Graduate team doing skilled volunteering

A team of NAB Graduates worked with Lifeline during 2012–2013 to measure the environmental and economic impact of Lifeline's social enterprise activity.

As one of the major second hand retailers in Australia, Lifeline plays a significant part in reducing landfill through recycling, reducing the burden on raw materials (where consumers purchase pre-loved goods instead), and providing economic and social benefits to the community. This followed on from the prior year's Graduate group that focussed on reviewing the potential for Lifeline to scope a Social Benefit Bond, focussed on specific Government savings within suicide prevention.

Matched fundraising

The MLC Community Foundation continues to match the fundraising efforts of NAB Wealth employees. The Foundation has matched over \$800,000 of fundraising efforts from NAB employees, over the past 5 years. Over the past year the Foundation has matched \$122,000 from 119 individual and team based matched fundraising requests.



NAB Financial Planning employees presenting Brisbane Legacy with their matched fundraising efforts



**For more information call MLC
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