



HELPING HOOPS

ANNUAL REPORT 2010-2011



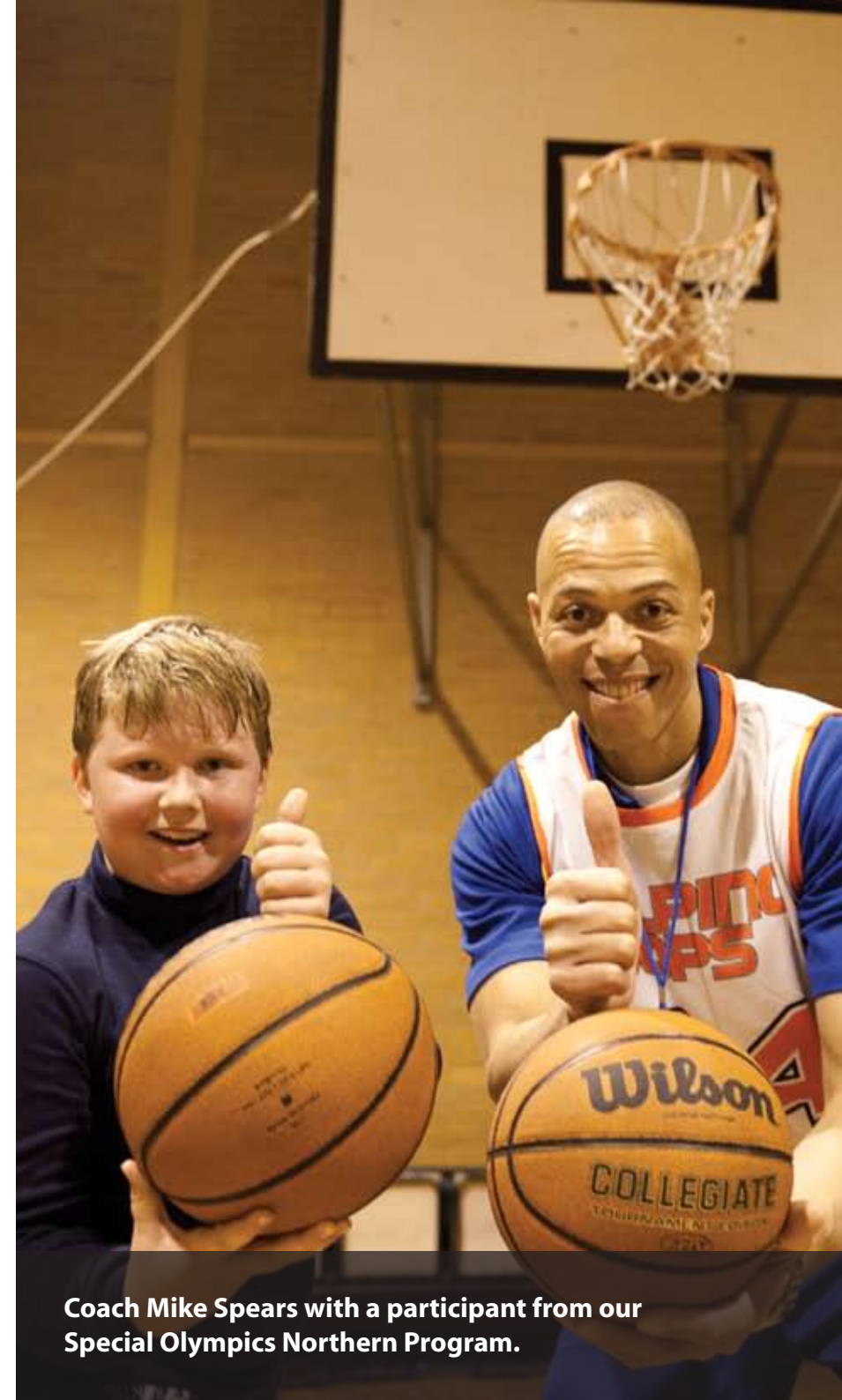
helpinghoops.com.au
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Helping Hoops has come to the end of our first full year after being officially incorporated in May 2010. Since then, the vision of improving the lives of disabled and disadvantaged children through the sport of basketball has come to fruition with strong foundations being laid to ensure a strong organisation that is able to serve our beneficiaries sustainably for many years to come.

The first major achievement of Helping Hoops came with the granting of Deductible Gift Recipient status from the Australian Tax Office in November 2010. From day one, the business model of Helping Hoops has been based around providing our services free of charge to our beneficiaries. Although this is a noble concept, in reality it is extremely difficult to sustain an organisation when it is unable to derive an income from its primary product or service. The endorsement of Helping Hoops as a Deductible Gift Recipient gave us viability, not only because it meant that all donations over two-dollars are tax deductible, but also due to the fact that the overwhelming majoring of grants and funding we require to survive requires us to have Deductible Gift Recipient status.

Of course, these funding applications could not be written from day one. It took the development and implementation of a face-to-face fundraising campaign to ensure Helping Hoops could sustain our program before a basketball had even been bounced. At times, it could be argued that Helping Hoops is as much a fundraising organisation as it is a basketball, or welfare, one. In the early days, this was certainly the case. This fundraising campaign did have unforeseen benefits however. One day in August, a former NBL and US college star player named Mike Spears was driving down Smith Street, Collingwood when he noticed a man standing outside a supermarket with a sign saying 'Helping Hoops'. Mike promptly stopped the car and took a flyer from the fundraiser. Within a month, Mike had been appointed as our first coach and the rest is history.



Coach Mike Spears with a participant from our Special Olympics Northern Program.

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During this period of setting up and capital raising, plans were being developed for our first basketball program, namely the Special Olympics Western Program. On October 5 2010, the program was set to commence, with around a dozen children with an intellectual disability registered, Mike Spears inducted and ready to start, and basketball courts booked. Arriving at the courts at Victoria University, to our dismay we saw that the gym had around 50 computers set up on it. Not knowing what to do, phone calls were made but it was clear that nothing would be resolved immediately. We were later to find out that the University was undergoing renovations and the basketball courts were converted into a temporary computer lab while work was carried out on the library. Our booking had been shifted to another campus, which is a very reasonable explanation except for the fact that nobody thought to inform us. Having to tell the children that there was no basketball was not only heartbreaking, but also incredibly disheartening to think that our first ever basketball session had been a failure.

The situation was not as dire as it seemed with the shift to the alternate campus confirmed and the program commencing without incident the following week. This program currently has 30 registered participants over two weekly sessions and is arguably our most successful to date.

The success of the western program has seen Helping Hoops use what we have learnt as a model for the Special Olympics Northern Program, which now has 35 registered children with an intellectual disability. This partnership with Special Olympics Victoria has seen us become an affiliated organization, allowing Helping Hoops participants to enter into tournaments run by Special Olympics. By doing so, we are providing our children with a direct pathway to international competition and the chance to represent their country.



**A happy participant from our
Special Olympics Western Program.**

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Although competition is not the primary focus of Helping Hoops, it is fantastic to be able to offer these kinds of opportunities to children who do wish to aspire to greater things. We strongly believe it is only a matter of time before we see a Helping Hoops participant put into practice the skills and values learnt through our programs at an international level while wearing the green and gold.

Our first team entry into a Special Olympics competition came in August when we entered a team of eight children into the Special Olympics Eastern Ranges basketball tournament in Pakenham. The players all participate in either our western or northern Special Olympics programs and were selected based on their attitude, teamwork skills, basketball aptitude and desire to compete. This opportunity was, for most of the children, their first taste of organised sport and to say they exceeded expectations is understating what was a fantastic effort. The team finished second in their division, but more importantly, the players saw themselves in a whole new light. The smiles of both the children and their families, who came out in numbers to support their kids, were unforgettable and the confidence gained from events such as this will filter through to other areas of their lives. We are looking forward to future tournaments.

As well as a strong alliance with Special Olympics, we have been fortunate enough to foster relationships with several organisations that are on the frontline, working with children with disabilities or from a disadvantaged background. The most noteworthy of these organisations is Spectrum Migrant Resource Centre, which partnered with Helping Hoops in delivering the Bridging the Gaps Program. The program, which has been running since 2003, consists of two teams of children from a refugee background and was in need of a fresh perspective. Coach Nikki Chiu-Chamberlain has worked on fundamentals with the female group, which consists of over 10 girls from Somalia.



Team Helping Hoops competing at the recent Special Olympics tournament.

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These girls, who are all muslim, have not grown up with sport as their cultural and religious responsibilities have traditionally dictated they concentrate on domestic duties and supporting their mothers in looking after siblings. This program is helping redefine what is considered acceptable from within their cultural group by showing that girls can participate in sport while still being respectful towards their religion and family duties.

The boys program is headed by Coach Bayi Handy, who has come to Helping Hoops after playing professionally in eight countries around the world, along with a stint with the famous Harlem Globetrotters. Bayi, a former All-American player during his college career at Georgia State University, has proved instrumental in the success of this program due to his intensity and unrelenting coaching style, which has earned him the respect of both the children and his peers. The program has over 10 boys, mostly from Sudan, South Sudan and Somalia, and is focussed on pushing players both physically and mentally with themes and values such as discipline, teamwork and social inclusion being instilled on a weekly basis.

Both programs do have some inherent problems, mostly surrounding poor attendance and a lack of youth development, but have enormous potential and plans are currently being developed along with Spectrum for a re-launch in 2012. One thing that has become overwhelmingly apparent is that providing disadvantaged children with everything and asking for nothing in return is not an effective paradigm and this has been a valuable lesson that can be applied to all current and future Helping Hoops programs.

Our work with children from a refugee background has also seen the creation of an After School Program in the western suburbs of Melbourne every Monday. This program has been the source of both great frustration and joy.



A participant from the
Bridging the Gaps Program.

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Initially, attendance was an issue with only a handful of children coming each week, however a change of venue and coach has seen an amazing turn-around in only a short space of time. The program, now headed by Coach Bayi Handy, now has over 15 weekly participants, mostly from East Africa, and has enormous potential moving forward. Coach Bayi is the perfect person for the job and will be the cornerstone of future programs requiring a high level of technical coaching.

In the past 12 months, Helping Hoops has also been fortunate to run some one-off programs for various organisations, the highlight of which being a day-long visit to Croxton Special School in April. The visit saw Coach Mike Spears run sessions for over 70 children with an intellectual disability aged 12 to 18. The sessions not only instilled skills, such as team building and confidence, but also introduced basketball to children who ordinarily may not participate in sport outside of their regular physical education classes. Helping Hoops hopes to increase the number of one-off programs we run, not only to reach more children within our scope, but to also promote our existing and upcoming programs to ensure their ongoing success. We look forward to brokering new relationships with other organisations and schools, as well as consolidating existing ones.

Helping Hoops has also played host to some very special guests this past year, with Melbourne Tigers players Corey 'Homicide' Williams and Luke Nevill attending our special Christmas session for our children with an intellectual disability. Corey, then the reigning NBL Most Valuable Player, and Luke, a seven-foot giant, provided the children with the perfect end to the year, and this relationship with the Tigers will continue in October 2011 when NBA player Patty Mills, along with three other Melbourne Tigers players, will attend two Helping Hoops sessions. Recently, the North Melbourne Kangaroos sent Todd Goldstein and Cam Pedersen to attend our Special Olympics Northern Program, much to the delight of over 30 children.



Shooting for goal at our visit to Croxton Special School.

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These player appearances are not only a great opportunity for the children to meet their heroes, but a chance to see what it takes to be successful in life and learn valuable lessons on teamwork, goal setting and discipline. These values are important to all children, no matter what their background or disability.

I would like to acknowledge the contribution of our first ever sponsor, Amer Sports, which produces Wilson sporting goods. Even before a program had commenced, Wilson saw the potential in our organisation and generously agreed to provide basketballs free of charge. This not only allowed Helping Hoops to use our funds on different areas, but perhaps even more importantly it gave us an alignment with the Wilson brand, which is a household name around the world.

We always have new projects, ideas and initiatives requiring funds to turn into reality. We have raised over \$70,000 in the past 12 months through our own fundraising, but a significant contribution has also been made through grants and funding from various foundations and bequests. Since November 2010, Helping Hoops has managed to secure over \$25,000 in funding with an application success rate of one-in-three. This is tremendously exciting considering that we are currently awaiting the results of 10 applications, with a further nine to be applied for in 2011. These results would not be possible without the work of Ed Salter, who has volunteered his time and worked tirelessly in identifying new funding opportunities as well as the submission of applications.

Volunteers, such as Ed, are the lifeblood of charity organisations, and Helping Hoops is no different. We have been fortunate enough to receive contributions from over 25 volunteers over the past 12 months in areas including coaching, administration, photography and video production, accounting, public relations and marketing.



Some love at the
Bridging the Gaps Program.

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We would like to extend our heartfelt thanks to all those who have volunteered and look forward to meeting more of these wonderful, altruistic people in the future.

Helping Hoops has reached over 250 children in the past year while still developing and learning as an organisation. We have secured the services of professional coaches with resumes that would stand up against the majority of top players around the world. We have brokered relationships with groups that will last long into the future and see our reach extend to even more children. Most importantly, we have ideas for the future that will see us evolve and remain relevant in the changing environment we operate within. It has been a busy year, full of its share of challenges and frustration, but full of even more joy and pride in what we have achieved in our short life.

We cannot wait to see what the year to come brings.

Adam McKay
Executive Director
Helping Hoops Inc.



Group shot at our
Special Olympics Western Program.

INDEPENDENT AUDIT REPORT

TO THE MEMBERS OF

HELPING HOOPS

Scope

We have audited the financial report, being a special purpose financial report of for the year ended 30th June 2011, as set out in the Profit and Loss Statement, Balance Sheet, Notes to the Financial Statements. The entity's management is responsible for the financial statements and have determined that the accounting policies used and described in Note 1 to the financial statements is appropriate to meet the needs of the members of the entity. We have conducted an independent audit of these financial statements in order to express an opinion on them to the members of the entity. No opinion is expressed as to whether the accounting policies used, and described in Note 1, is appropriate to the needs of the members of the entity. The financial statements have been prepared for use by the members of the entity. We disclaim any assumption of responsibility for any reliance on this report or on the financial statements to which it relates to any person other than the members of the entity, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements, and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial statements are presented fairly in accordance with the accrual basis of accounting as defined in AAS 6: Accounting Policies: Determination, Application and Disclosure, applying Australian Accounting Standards (if any) deemed necessary by the entity's management in the circumstances and the provisions of Miscellaneous Professional Statement APS 1 "Conformity with Accounting Standards and UIG Consensus View" relevant to a special purpose financial report, as described in Note 1 to the financial statements. These policies do not require the application of all applicable Australian Accounting Standards and other mandatory professional reporting requirements in Australia.

The audit opinion expressed in this report has been formed on the above basis.

Audit Opinion

In our opinion the financial statements of the entity present fairly in accordance with the accounting policies described in Note 1 to the financial statements, the financial position of the entity as at 30th June 2011 and the results of its operations for the year then ended.

Name of Firm: **S G KERLEY & ASSOCIATES**

Name of Partner:  **STEPHEN G KERLEY**

Address: **3/26 THE PARADE WEST, KENT TOWN SA 5067**

Dated this 1st day of September 2011

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PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 30TH JUNE 2011

	2011 \$	2010 \$
INCOME		
Fundraising	73,314.65	1,888.85
Grants	12,311.82	-
Donations	2,030.00	-
	<hr/>	<hr/>
	87,656.47	1,888.85
 OTHER INCOME		
Interest Received	14.34	0.49
	<hr/>	<hr/>
	14.34	0.49
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	87,670.81	1,889.34
 EXPENDITURE		
Accountancy Fees	300.00	-
Advertising	668.91	-
Bank Charges	692.41	-
Coaching	5,205.00	-
Contract Work	36,299.98	1,109.47
Electricity	322.91	-
Hire of Plant & Equipment	1,135.90	-
Insurance	2,558.97	219.70
Interest Paid	0.09	-
Licensing Fees	147.90	70.10
Postage	150.55	-
Printing & Stationery	1,525.19	89.85
Rent	5,020.56	551.87
Software & Computer Expenses	559.94	-
Staff Training & Welfare	364.56	-
Telephone	1,015.86	-
Tool Replacement	2,348.59	-
Travelling Expenses	31.48	-
Uniforms	2,194.54	-
Wages	23,800.00	-
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	84,343.34	2,040.99
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NET PROFIT	\$3,327.47	(\$151.65)
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The accompanying notes form part of these financial statements.

This report is to be read in conjunction with the attached compilation report.

HELPING HOOPS
BALANCE SHEET
AS AT 30TH JUNE 2011

	2011 \$	2010 \$
TRUST FUNDS		
Accumulated Profits (Losses) Brought Forward	(151.65)	-
Undistributed Profit for Year	3,327.47	(151.65)
TOTAL TRUST FUNDS	<u>\$3,175.82</u>	<u>(\$151.65)</u>
Represented by:		
CURRENT ASSETS		
Cash at Bank	5,197.41	2,036.79
ATO (Integrated Client Account)	310.00	-
Input Tax Credits	1,173.00	85.15
	<u>6,680.41</u>	<u>2,121.94</u>
CURRENT LIABILITIES		
A McKAY Loan	2,273.59	2,273.59
GST Payable	1,231.00	
	<u>3,504.59</u>	<u>2,273.59</u>
NET ASSETS	<u>\$3,175.82</u>	<u>(\$151.65)</u>

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