





ANNUAL REPORT 2011 - 2012

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PRESIDENT'S REPORT REBECCA ROGERS

First and foremost, I'd like to thank and recognise the amazing support from our fundraisers, sponsors, partners, volunteers, and participants and their families. Your contribution enables Helping Hoops to continue to have a positive impact on the lives of disabled and disadvantaged kids across Melbourne.

Helping Hoops achieved impressive outcomes in 2011-2012, and importantly our brand and reputation has strengthened; a great reflection on the continued hard work and dedication of all involved. Our programs are recognised and valued not just for teaching basketball skills, but as providing important social outcomes. Basketball has the ability to change lives!

Personally, it was a wonderful experience to meet so many of the kids and their families at the Helping Hoops 24 Hour Charity Shootout event, and hearing first-hand the positive experiences they have with Helping Hoops. It is heartening to note that it's not just the kids who benefit, but also their family and their community.

Over the past 12 months, the Board has worked towards solidifying the future of Helping Hoops,

with a specific focus on developing strategic plans for the coming years. 2012 was also about forming meaningful partnerships, and developing fundraising events which allow us to engage with key stakeholders. It is important to us that we're not just "tin rattling," but fundraising through activities which expose people to what Helping Hoops is all about.

Imperative to our success in future years is expanding the range and depth of our corporate partnerships. We recognise the continued importance of securing donations and sponsorship for Helping Hoops; however we believe that there are greater outcomes in forming meaningful partnerships with organisations that have a shared vision. The Board and Executive Director will continue to approach relevant corporate organisations to discuss opportunities.

Awareness of Helping Hoops continues to increase, as does the appreciation for what a free basketball program can deliver for disabled and disadvantaged kids. We are incredibly proud of what Helping Hoops has achieved to date, and look forward to growing and expanding this charity.

REBECCA ROGERS

Helping Hoops President





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EXECUTIVE DIRECTOR'S REPORT ADAM McKAY

What a year we've had. Less than three years ago, with limited resources and no money, Helping Hoops embarked on a journey that today sees us reaching over 1,000 kids in need all across Melbourne. The concept and values back then are the same as today: use basketball - the greatest sport in the world - to positively impact the lives of disabled and disadvantaged kids. It is with great pride that I can say that we are achieving this goal.

2011-2012 has seen the charity undergo a rapid expansion process with new regions being opened up, new programs being rolled out, and even more kids participating. One such new program is the After School South-East Program in Dandenong, which has enabled us to establish a presence in an area teeming with multiculturalism and emerging communities. We feel that we are only scratching the surface of what is possible in Dandenong and look forward to developing the program to become a beacon for migrant families and kids in the area.

Perhaps the most exciting addition to the Helping Hoops schedule in 2011-2012 is the After School Central Program which runs weekly at the Atherton Gardens public housing estate in Fitzroy.

Most wouldn't associate Fitzroy with disadvantage, yet the estate houses 2,000 residents, of which a large percentage are from a refugee background. Working together with local stakeholders has seen the program blossom and we are already in talks to expand to other high-rise public housing estates around inner-Melbourne. We view our presence in the estates as early intervention for at risk children and feel privileged to have the opportunities to engage with residents.

The disability programs side of Helping Hoops continues to produce individual stories that are truly amazing. To have constant, weekly contact with a child who lacks self-esteem, is unable to participate in mainstream activities, and sometimes has health issues that are associated to their intellectual disability, and to see the transformation they make is inspiring. What's more, to see parents and teachers shocked at the development of the kids, both on and off the court, makes us all reconsider what we believe is possible. To have a parent in tears because they are seeing their child in a whole new light is incredibly powerful. To hear a child say, "I did it!" is

moving. I wish I could articulate how this feels, but words fail me.

Behind the scenes, giant steps have been made towards developing sustainable partnerships and activities with the long-term future of Helping Hoops in mind. We are in the fortunate position to be working with household names and brands, brands that stand for quality, performance and integrity, and I would like to especially thank Molten and the Melbourne Tigers for their support over the last 12 months.

2011-2012 also saw Helping Hoops venture into the world of events, such as the 24 Hour Charity Shootout. We are excited to move in this direction not only because of the potential for fundraising, but even more importantly for the opportunity to engage with you, the public, in a fun and interactive way that builds the Helping Hoops community. Look out for more events in 2012-2013 as we have some great ideas that we hope you'll enjoy.

HELPING HOOPS

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EXECUTIVE DIRECTOR'S REPORT CONT. ADAM McKAY

With the expansion of our programs, it is important to keep in mind that we do it all for free. We are incredibly fortunate to have the support of several philanthropic organisations, along with local businesses, that support our programs, but this funding only goes so far. Initiatives, such as the Helping Hoops Hero campaign (which I would encourage you to visit at helpinghoops.com.au/hero), are vital for the survival, sustainability and growth of Helping Hoops. In short, we cannot do what we do without your support.

2011-2012 has seen us welcome two new coaches into the Helping Hoops family. Omar Coles and Tegan Cunningham have been fantastic additions and their hard work and dedication to their respective programs is very much appreciated. Our coaches go above-and-beyond the call of duty when it comes to ensuring Helping Hoops kids have the best experience possibly, and we thank them for their work. I would especially like to thank Mike Spears, who has been with us since day one and has seen the charity grow to what it is today. Mike lives and breathes Helping Hoops, and his humility, passion, energy, work-ethic and dedication make him the embodiment of the

values we strive to instill in our kids. We wish all our kids could be like Mike.

A massive thank you goes out to all the volunteers who have given up their time to help in various areas. From committee members to assistant coaches, photographers to administrators, this organisation literally could not function without you. Your generosity is sincerely appreciated and I hope you have gained something in return by way of seeing the progress of the kids in our programs.

To all our partners, funders, families and kids, thank you for your support and efforts over the past 12 months. Although it is nice to look back and reflect, I can assure you that Helping Hoops is still young and has a lot of work to do to reach its potential. With your continued support, we are confident our best years are to come.

I cannot wait to be back here again in 12 months time to tell you what a year we had in 2012-2013! If you work really hard, and are kind, amazing things will happen.

Adam McKay
Helping Hoops
Executive Director



HELPING HOOPS

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COACH'S REPORT MIKE SPEARS

2012 has been a really successful year for so many children and families involved with Helping Hoops. It has been a year I have witnessed significant improvement in the attitudes and performance of a large number of kids. In the two years I have coached for Helping Hoops, I have been overjoyed with the stories and achievements of many of the kids but especially a few stand out individuals who I feel have really benefitted from their participation with Helping Hoops.

The programs I coach involve kids from various locations such as: After School West (Sunshine - up to 90 kids), Special Olympics West (Broadmeadows - up to 50 kids) and Special Olympics North (Northcote - up to 30 kids).

At the After School West Program, Bung Makoi (15) has discovered hidden skills and abilities he didn't know he had. Bung was part of the Helping Hoops team that took first place in the 2012 Elthan-Dandenong tournament this year. He has used his basketball skills to join the Hume City Broncos representative team in the under 20's boys. He also plays in the Super League basketball competition at the Australian Basketball College. Bung hopes to use his basketball abilities to explore opportunities for scholarships to American schools to heighten his education and open doors to as many experiences as possible.



At the Special Olympics West Program, Adrian Salvatore and his family are very pleased with the coaching and organisation of Helping Hoops. Since joining our programs, Adrian has increased his involvement in other activities that he normally may have been too shy to join or lacked the confidence. Adrian recently was part of a track and field group which traveled to Queensland to compete in a Special Olympics championship. Adrian returned winning three medals and a ribbon for his participation and achievements. Adrian's family credits Helping Hoops for helping build his confidence and desire to do better as well as contributing to his physical strength.



At the Special Olympics North Program, Mikayla Matthews bounced her way to a silver medal at a recent Special Olympics event. 11 year old Mikayla was the only girl on the basketball team and was up against many older children. Mikayla's family credit Helping Hoops for playing a major role in building her strength and much needed confidence. Mikayla had her photo on the front page of the local newspaper and has since won the respect of her teammates and the acknowledgement of her school and peers.



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COACH'S REPORT CONT. MIKE SPEARS

These are just a few of the many stories Helping Hoops has had from the individuals who have participated. Using the sport of basketball to impact the lives of children and to develop a positive attitude in people is a part of my passion and that's why I will endeavor to work hard for these children and Helping Hoops.

Basketball was invented in 1891 by James Naismith. The game was invented to occupy college students to help them grow closer as a team. James Naismith once said, "It is not what the boy does with the ball that is important, but what the ball does for the boy."

Many children have improved their school attendance, their punctuality and have increased their listening and focusing skills. They are also developing the ability to work hard and "never give up." Some children have accessed myself to assist them by providing references for work experience or by helping them along the way to better schools and to be excited about their future. I am very proud to be a part of the Helping Hoops team.

MIKE SPEARS

Helping Hoops Coach



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COACH'S REPORT OMAR COLES

In the beginning I had my mind made up that I would teach the kids I coach basketball to fundamentals and how to implement them so that they could improve their game. I now realise that there is a real partnership between us! I am not just a basketball coach to these guys. We have an interdependent relationship between us. I need them just as much as they need me. I cannot afford to be linear and just share basketball with these guys.

Our After School Central Program has a plethora of kids that have a multitude of different backgrounds. Many of these kids are latch key kids, meaning that they need to have a key to get into their home because there is not a parent or guardian available to them during the day and often the night. These kids make an effort to be part of the program despite the things that they have going on in their personal lives. Being on their own has its benefits as far as some problem solving situations.

A great example of this is when I come up with a game or a task for these guys and step back and allow them to go through the challenges of it. They get frustrated and have a bit of a sook, but

then I ask them all, "How do we overcome this? What is the solution?" and I see the hands go up in the air. I then say to them, "Don't answer me, discuss this amongst your teammates!" Stepping back and allowing them to come up with their own solutions is the best experience! Especially when they put the game on hold and form a group huddle, then pick a delegate to come and tell me what the plan is and then implement it.

I also like getting feedback from the guys at the end of the session as well. I always leave time for a team discussion at the end of practice. This is where I ask them, "What did you learn?" Many will tell me what I told them earlier, but I then ask them, "Did you learn that, or did you just hear me say it?" This is when the lights come on and the kids really step back and consider what they experienced. I feel that it is great because I get feedback from them as to what works and what doesn't. I love finding ways to implement different techniques of basketball into real life situations. It is our responsibility to help these children to be prepared for real life situations as well as situations on the court. I have to bring my "A game" when I show up to coach. I need to inspire these kids just as much as they inspire me.

The journey began as one of me being a coach, now it has evolved into a partnership of guidance and teaching on both sides of the basketball court, on which we all play, called life!

OMAR COLES

Helping Hoops Coach



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CURRENT HELPING HOOPS PROGRAMS



HELPING HOOPS AFTER SCHOOL WEST

A program for multicultural children, primarily from a refugee background, in Melbourne's west.

WHEN: Every Monday
WHERE: Sunshine
REGISTERED KIDS: 93



HELPING HOOPS AFTER SCHOOL SOUTH-EAST

A program for multicultural children, primarily from a refugee background, in Melbourne's south-east.

WHEN: Every Tuesday
WHERE: Dandenong
REGISTERED KIDS: 51



HELPING HOOPS SPECIAL OLYMPICS WEST

A program for children with an intellectual disability in Melbourne's west.

WHEN: Every Tuesday
WHERE: Broadmeadows
REGISTERED KIDS: 39



HELPING HOOPS SPECIAL OLYMPICS NORTH

A program for children with an intellectual disability in Melbourne's north.

WHEN: Every Wednesday
WHERE: Northcote
REGISTERED KIDS: 41



HELPING HOOPS AFTER SCHOOL CENTRAL

A program for multicultural children, primarily from a refugee background, in the Atherton Gardens public housing estate in Fitzroy, Melbourne.

WHEN: Every Thursday
WHERE: Fitzroy
REGISTERED KIDS: 18



HELPING HOOPS SCHOOL / COMMUNITY VISITS

We get out into the community and reach approximately 700 disadvantaged kids each year.

WHEN: On call
WHERE: Everywhere
KIDS REACHED: 700

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COMMITTEE OF MANAGEMENT



REBECCA ROGERS | PRESIDENT

Rebecca works as a Project Manager for the Department of Business and Innovation and comes to us with extensive experience within the sport and event industries, including working as National Events Manager for Golf Australia and Program Coordinator for the Melbourne Commonwealth Games.

Rebecca has completed a Bachelor of Arts – Sports Administration/Business Management. Rebecca saw an opportunity to lend her skills and experience to an organisation like Helping Hoops, which brings positive outcomes not just for the participants, but also for their families and the greater community.

In 12 months time, Rebecca would like to see Helping Hoops continuing to implement new programs and social outcomes, with solid commercial support behind the organisation.



TRISTAN KNOWLES | VICE PRESIDENT

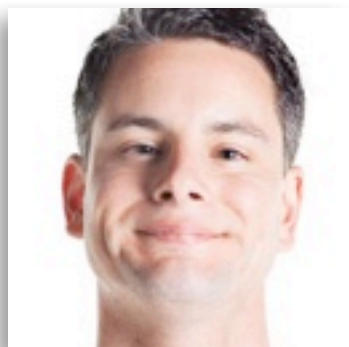
Tristan started in 2011 as a volunteer with Helping Hoops in an assistance coaching role at both the After School West and After School North programs. Tristan now serves on the committee and helps out with all things technology, process and strategy. Although he has spent most of his on-court life as a player, Tristan has also has experience as a junior-level coach and referee. He no longer referees but Tristan can still be found running up and down the court as a point guard in the senior men's competition of the Hawthorn Basketball Association or in a pickup game at MSAC on weekends.

Tristan holds a Bachelors Degree in Applied Economics from Victoria University. Selected to participate in extensive international exchange programs, Tristan has lived in Hong Kong, Beijing and Kuala Lumpur, studying economics, business, language and history - and playing pickup basketball games in each city. In 2008, Tristan was selected to participate in the Australia Indonesia Youth Exchange Program (AIYEP). Tristan now works as a freelance strategy, digital technology and marketing consultant.



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COMMITTEE OF MANAGEMENT - CONTINUED

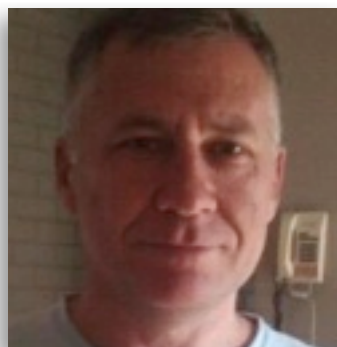


ADAM McKay | EXECUTIVE DIRECTOR / SECRETARY

Adam holds a BA, Diploma of Languages and Graduate Diploma of Education. Prior to founding Helping Hoops, Adam owned and managed SMEs in the design and advertising industry. Adam's passion for positively impacting the lives of children has seen him work and volunteer as a teacher and coach both here and abroad.

Adam's personal achievements include being selected as a torch bearer for the Sydney 2000 Olympics, receiving a scholarship to study overseas in Japan as an undergraduate student, and being selected to represent Australia as a junior athlete.

Aside from his family, Adam rates Helping Hoops as his greatest achievement to date.



SAS CELEVSKI | TREASURER

Sas is a qualified accountant with more than 25 years' experience in senior finance roles across Telecommunications, Financial services, IT & Engineering sectors. He has worked with Telstra, as GM of Finance & IT for a SME and is currently working on a large multinational construction project. Sas joined Helping Hoops as Board Member and Treasurer in February 2012, primarily responsible for the preparation of accounts and developing appropriate Reporting and Controls. Having been a member of Senior Management Teams, and served as a company secretary, he brings expertise and knowledge in corporate governance.

Sas has a Bachelor of Business (Accounting) from Monash University and is a Certified Practicing Accountant.

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COMMITTEE OF MANAGEMENT - CONTINUED



ELLA BOURKE | COMMITTEE MEMBER

Ella works for the Australian Competition and Consumer Commission, helping with regulation of the communications industry and comes to us with a strong interest in strategy and project management. Ella holds a Bachelor of Laws / Bachelor of International Relations from La Trobe University and sees Helping Hoops as an opportunity to contribute to positive change in the community.

Ella is passionate about sport and represented Victoria as a junior volleyballer. Knowing what a formative and positive experience team sport can be, Ella wants as many children as possible to have the opportunity to participate in Helping Hoops' programs in the long term. By night, Ella can still be found indulging her white line fever at Clifton Hill where she plays social mixed netball.



TIM HAGGIS | COMMITTEE MEMBER

Tim Haggis brings 20 years of experience in fundraising to Helping Hoops. Having worked with charities including Muscular Dystrophy, Cystic Fibrosis, Retina Australia (SA), Prostate Cancer Australia and Cancer and Bowel Research Trust. Tim is a founding member of the Blind Sporting Council and worked for a number of years as their Executive Officer and Fundraising Manager.

Tim has specialized in the area of cash collection fundraising which includes shopping centre campaigns, door knock appeals, badge days and street appeals. He has also been instrumental in creating and managing several successful ongoing campaigns.

Legally blind from birth, Tim has competed at state level in both blind cricket and athletics, and was a member of the Australian Blind Cricket training squad from 1998 to 2001. It is Tim's goal to give other Australians with a disability the same sporting opportunities he has had.

COMMITTEE OF MANAGEMENT - CONTINUED



DAVID KOOPMANS | COMMITTEE MEMBER

David was born in the Netherlands and came to Australia in 1991. He is a marketing manager with a global software company, and a lifelong basketball enthusiast. As a marketer, his experience lies in building strong brands, commercialising new products and services, digital marketing and social media. Before his current role, David spent seven years helping small and medium businesses build their brands and their sales and marketing capability.

He writes a marketing blog called "Business of Marketing and Branding" (www.mokummarketing.com/blog) and has contributed to a series of collaborative books, "The Age of Conversation" (ageofconversation.com).

David has a Graduate Diploma in Marketing from Swinburne University in Melbourne, and at 6'7" he is one of the few who can look our coaches in the eye.



POSSIBLY YOU?

Helping Hoops is always on the lookout for new talent to join our committee. If you share our passion for helping children and have a few spare hours each month to contribute to committee meetings, please get in touch! We would love to hear from you.

A YEAR IN REVIEW



HELPING HOOPS

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MELBOURNE TIGERS PARTNERSHIP

The Melbourne Tigers are not only the professional basketball team representing the city in which Helping Hoops conducts our programs, but are also the National Basketball League's oldest and most respected club. The Tigers have supported Helping Hoops from day one through providing access to players. Recently, this relationship was taken to the next level with Helping Hoops signing on as the Official Charity Partner of the Melbourne Tigers.

To launch the new partnership, Tigers Head Coach, Chris Anstey, and Assistant Coach, Darryl "D-Mack" McDonald, who are both NBL legends in their own right, came down to speak at a Helping Hoops program about their experience and give advice for success on and off the court. Chris also joined Helping Hoops Founder, Adam McKay, to talk about the new partnership and what it means to both parties.

As the Official Charity partner of the Melbourne Tigers, Helping Hoops now enjoys increased access to players and coaches, as well as the opportunity for children to attend games. Helping Hoops coaches and volunteers have also been a regular sight at the Tigers Fan Zone at home games which has been a fantastic opportunity to engage with basketball fans and spread our message.



We wish Chris, D-Mack and all the Tigers playing group and staff the very best of luck for the remainder of the 2012/13 iiNet NBL season!

LOS ANGELES LAKERS AUCTION

Whether you are a basketball fan, casual spectator, or could not care less about the game, one thing is for certain - you know the Los Angeles Lakers and could probably even point out their logo in a lineup. We were extremely excited to receive support from the Lakers in the form of a generous donation to Helping Hoops of two signed jerseys (Pau Gasol and Andrew Bynum) and a game ball signed by all Lakers players on the roster at the time.

As much as we would love to hang them on the wall in the office, the items can better serve Helping Hoops by being turned into money so that we can sustain and expand our free programs. So, we said a sad farewell and put the items up for auction. The online auction was a great success and raised over \$900 for Helping Hoops.

We would like to say a big, heartfelt thank you to the Lakers, who understandably receive thousands of requests every year. We really appreciate your support and look forward to continuing the relationship in 2013.



HELPING HOOPS

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HELPING HOOPS HERO CAMPAIGN

For the first time, we opened our doors to the public in an attempt to bring people closer to Helping Hoops programs and projects. The Helping Hoops Hero campaign, which was launched at a recent Melbourne Tigers home game, calls for a small monthly contribution of \$5 from supporters who then receive benefits including exclusive participation in sessions run by Helping Hoops coaches, competitions and an interactive newsletter that gives unprecedented access to our programs and a greater insight into the kids and families who benefit.

The campaign aims to not only raise much needed funds to help us keep our programs free, but also builds the Helping Hoops community. By making the charity more inclusive, we hope to tap into the tremendous goodwill that exists for the work we do.

24 HOUR CHARITY SHOOTOUT

From Saturday, June 30 to Sunday, July 1 2012, we ran the inaugural 24 Hour Charity Shootout at Croxton Special School in Northcote, Melbourne. The event consisted of participants signing up to shoot free throws in 15 minute blocks continuously for the entire 24 hours with money



raised from individual sponsorships going towards Helping Hoops.

In attendance to launch the event were Helping Hoops coaches Mike Spears and Tegan Cunningham, with special guest from the Melbourne Tigers, Bennie Lewis. As you would expect, the bar was set high with all three putting on a clinic for the crowd.

The event was a tremendous success with over \$5,000 raised. Although the World Record of over 22,000 free throws in 24 hours was well and truly safe, we did manage to shoot 4,576 with a very respectable percentage of 47%.

A sincere and heartfelt thanks goes out to all who participated in the event. It was a great opportunity to meet you all and give you an insight into the behind-the-scenes work that goes on at Helping Hoops. Of course, raising money was the aim, but the awareness and sense of community created by the event is truly something that money cannot buy.

Thanks goes to Croxton Special School for donating their gym, Molten for supplying basketballs, JustShakelt.tv for supplying DJs and audio, and Crosscom for supplying communications. The biggest thank you goes to all the volunteers who helped make the event such a success.



HELPING HOOPS

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MEETING OUR HEROES

This past year, we have been incredibly fortunate to meet some of the best athletes from locally and abroad. In October 2011, Melbourne Tigers American import players, Ron Dorsey and Ayinde Ubaka, payed a visit to the Helping Hoops After School West Program to run a basketball session for over 20 children from a refugee background.

Ron and Ayinde showed the children, all originally from East Africa, what it takes to reach the highest level by running through drills used by the Melbourne Tigers. The children, who all possess natural athleticism and aptitude for basketball, relished the opportunity to train and learn from two of the National Basketball League's top players.

Following the hour-long training session, Ayinde and Ron sat down with the group to talk about their experience as young African Americans growing up and coming through the United States high school and college basketball systems. In particular, the importance of education and its role in basketball was stressed to the children, who all aspire to reach the American college basketball system and go on to play professionally.

The session ended with the players being presented with their own Helping Hoops uniform and a rousing huddle



with all involved shouting "Helping Hoops." It was a perfect way to end a fantastic day of fun, hard work, and most importantly, a message.

The following day, Tigers players Cam Tregardh and Lucas Walker were very special guests at our Helping Hoops Special Olympics West Program for kids with an intellectual disability.

Our kids were very excited to meet some of their heroes and relished the opportunity to learn from the best. At the end of the session, Cam and Lucas answered questions, which included their highest ever score, and how they plan to beat the reigning NBL Champion New Zealand Breakers in their upcoming game.

Following a presentation of their very own Helping Hoops uniforms, complete with name and number, Lucas and Cam signed autographs and posed for photos.

In August, we were lucky enough to have two very special guests from the North Melbourne football club. Young-gun ruckman Todd Goldstein and versatile rookie Cam Pedersen joined our Helping Hoops Special Olympics North Program, much to the delight of more than 20 children with an intellectual disability.



HELPING HOOPS

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MEETING OUR HEROES

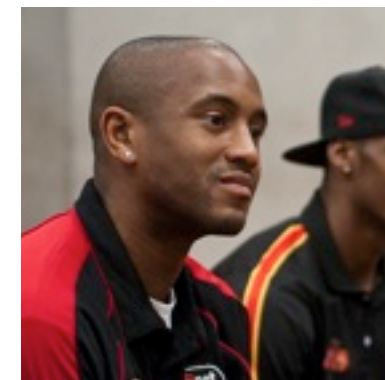
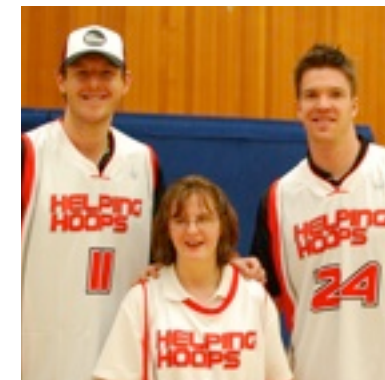
Todd and Cam both come from a basketball background and put the children through their paces with a mixture of drills and games focusing on team work, confidence building, fitness and, most importantly, fun.

The children, who participate in the program every Wednesday, were thrilled to have two elite athletes in their midst and proudly showed Todd and Cam the skills they have learnt during their time with Helping Hoops.

The players left the children with advice that included listening to their coaches (we particularly liked that part), giving their best and enjoying sport.

Perhaps the most exciting opportunity came recently when we took a select group of children from a refugee background to meet Tyrone "Muggsy" Bogues - the shortest player to ever play in the NBA who was in town to talk about his life and the obstacles he faced at a speaking function.

Our children were invited into the theatre as special guests, along with players from the Melbourne Tigers, to sit down on the couches set up on stage with Muggsy. The incredibly humble, generous and gracious Bogues spoke to the group about the importance of education, family, work-



ethic and self-image and, being a natural coach, shared a few basketball-related tips for the boys to take back to the court.

After a photo session, we joined the crowd and were privileged to hear from Muggsy a very personal account of his life. At times, an emotional Bogues told of growing up in inner-city Baltimore and the struggles his family faced off the court. Of course, being a kid of a mere 160 centimetres tall in a game made for giants was a key theme. Muggsy explained how he refused to be told he couldn't make it and made up for his disadvantage through hard work and heart.

At Helping Hoops, we deal exclusively with underdogs - kids who don't have the same opportunities as those around them due to some form of disadvantage or disability. The Muggsy Bogues story is perhaps one of the greatest underdog stories, not only in the world of basketball, but also for reasons that extend far beyond the bounds of the basketball court. To hear the values we strive to instill in our kids reinforced by a man of the calibre of Muggsy was inspiring.

HELPING HOOPS

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HELPING HOOPS SISTER CHARITY

Recently, we were thrilled to announce Ghana-based charity, Hoops Care International, as the official Sister Charity of Helping Hoops.

Hoops Care International (HCI) is a non-governmental organization located in the community of Amanful in Cape Coast, Ghana. It officially began in 2008 as a program to empower youth in the community through basketball. Since then, Hoops Care has grown to include care and outreach surrounding health and education. HCI works closely with youth from twelve schools in Cape Coast, along with single mothers, teen mothers, and handicapped individuals. In addition to running regular activities and programs surrounding basketball, health, and education, HCI also coordinates events to address important welfare issues.

Helping Hoops has provided coaching development sessions over Skype to help share the vast knowledge our coaches have along with resources. We also have plans to connect our kids with Hoops Care's children in Ghana through regular video blogs.



UNITED NATIONS NATIONAL YOUTH CONFERENCE

Helping Hoops had the pleasure of running a special session for delegates of the United Nations Youth Australia National Conference. The National Conference (formerly UNYC) is the largest residential youth conference held annually in Australia, consistently recognised by government and the NGO community as Australia's premier conference for young people.

The week-long conference brought together over 150 bright-minded and passionate young people from every State and Territory in Australia, as well as New Zealand, Japan and Tonga. Every year, UN Youth selects an Australian capital city to host the conference, and in 2012 it was Melbourne's turn. Recent National Conferences have been held in Perth (2010), Brisbane (2009) and Hobart (2008).

Helping Hoops was invited to hold a special 90 minute session to give the delegates an insight into what it is we do and how we address issues surrounding social justice for disadvantaged children. Coach Mike Spears was on hand to run the session, which was enjoyed by all. Helping Hoops Founder and Executive Director, Adam McKay, joined Mike to speak to the group at the end to put the session into context and tell the story of Helping Hoops.



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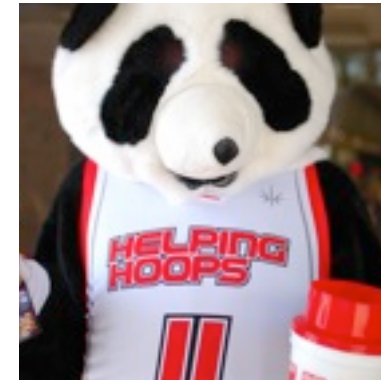
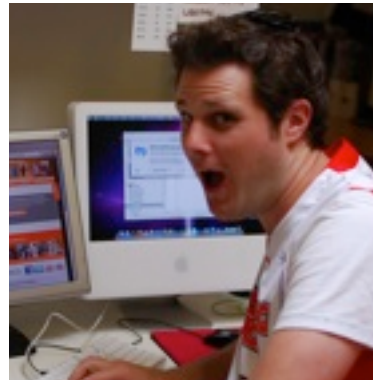
THE ONE WEEK JOB PROJECT

Paul Seymour is a man on a mission. As part of the One Week Job Project, Paul is working 52 jobs in 52 weeks throughout 2012 with all his salary donated to charity! One Week Job Australia follows on from the enormously successful North American original project that saw Sean Aiken set out on the same journey as Paul in 2008. Since completing his 52 jobs, Sean has published a book and released a documentary on his experience.

You can imagine our excitement when the opportunity presented itself for Paul to join us for week 11 of the project. Paul spent the week working in as many different roles as time permitted, with a fair share of off-court administration to show just what it takes to make a charity like Helping Hoops tick.

Of course it wasn't all paperwork. Paul was given the job of assisting Helping Hoops coaches and meeting kids from a variety of backgrounds, including disability and multicultural.

ABC TV joined us at our Special Olympics North Program to film Paul in action and also chat with us about Helping Hoops. The segment was aired on ABC News Breakfast and provided Helping Hoops with enormous exposure.



Paul also braved the heat on a 35 degrees celsius day to climb into a giant panda suit to fill one of our fundraising spots at a suburban Woolworths supermarket. Before you report us to whichever authority it is that deals with making people wear panda suits in extreme heat, you should know that this was Paul's idea, and what a great idea it turned out to be with Fundraising Panda collecting over \$300 in donations.

Paul also joined us for a fundraising three-on-three basketball event organised by participants in our program from a Somali background. The girls did a fantastic job and Paul contributed on the day by helping referee the many games on the schedule. All money raised on the day was donated to helping African nations, a cause close to the hearts of the girls.

It certainly was a busy week for us and it was great to give Paul a snapshot of a week in the life of Helping Hoops. We wish him luck and look forward to getting him involved with Helping Hoops again in the near future. Fundraising Panda may make another appearance.



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SCHOOL HOLIDAY TOURNAMENTS

A fantastic addition to our programs has been the Helping Hoops School Holiday Tournament, which is run in partnership with YMCA RecWest and Spectrum Migrant Resource Centre. The first tournament took place in April 2012 and saw a group of young men and women, primarily from a refugee background, wake up earlier than they otherwise would have and assemble at the RecWest Braybrook gym for what was a great day of basketball.

The day consisted of a morning clinic with Big V Player-Coach, and former Harlem Globetrotter, Bayi Handy. Bayi has worked with many of the kids as part of the Helping Hoops After School West Program, which runs at RecWest every week. A barbeque lunch for the 50-plus strong group preceded the afternoon tournament with ten teams of five across three age/gender categories

Games were played in great spirit and, although the theme of the tournament was based on fun, the natural competitive spirit of all players came to the fore. This made for exciting action full of a mixture of raw athleticism and deliberate structure. Each competition held six games including the final, with games shortened to 10-minute halves. The condensed format made for a fun atmosphere



and extremely close games. Several overtimes were needed to decide games.

Following the conclusion of the finals, trophy presentations were made to the winning teams with winners impressed with, and runners-up envious of, the fantastic trophies donated by 5 Star Trophies, who we would like to thank for their generous donation.

The day was a great success and provided an excellent template for future school holiday tournaments. We have since run two more and plan to continue the events as a regular fixture on the Helping Hoops calendar.

MOLTEN PARTNERSHIP

In 2012, we welcomed Molten into the Helping Hoops family as Official Equipment Partner. Molten is the world standard in basketballs as the choice of FIBA and basketball competitions all over the globe. The deal sees Helping Hoops use Molten basketballs exclusively throughout our programs.

We would like to thank Molten for their support. Partnerships, such as this, enable us to continue our work and we look forward to working with Molten in 2013 and beyond.



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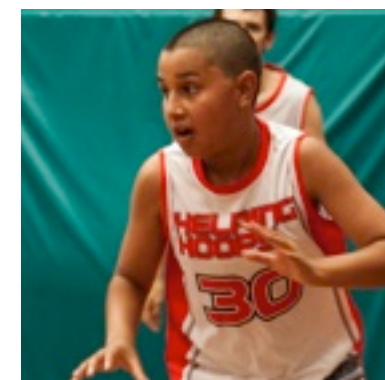
ELTHAM-DANDENONG TOURNAMENT

With the enviable title of being the largest junior basketball competition in the world, the Eltham-Dandenong Tournament had over 900 teams enter from across Australia. Three of these team were none other than our own Team Helping Hoops, with two teams of boys from a refugee background and one team of children with an intellectual disability.

The three-day tournament, running from January 27 to 29, 2012, was the perfect opportunity to challenge our kids, which is often the best way to highlight areas that need addressing off the court.

Congratulations to our Under 16's boys, who went undefeated and won their grand final 63-15 in a dominant performance. Also, congratulations to Deng Agoth, who won Grand Final MVP for the category.

Our Under 20's boys team made it to the semi finals of their category, but narrowly lost by three points in overtime. The boys were very disappointed but our next Helping Hoops session with them was less than 24 hours after the loss, so getting better started immediately.



Finally, our All Abilities team, comprising of seven children with an intellectual disability, tried their absolute best but found it tough against much bigger, stronger and mature competition. We were only able to win one out of five games, but the kids showed tremendous resolve despite being against the odds. We are very proud of them.

Our three teams played a total of 15 games over two-and-a-half days.

Helping Hoops was extremely fortunate to have the support of Spectrum Migrant Resource Centre, who donated two minibuses. We would especially like to thank Niall, who gave up his entire weekend to help make the weekend the great success it was. We would also like to say a big thank you to James, Pip, Jiun, William, Omar and Arthur, who all volunteered their time and experience. Congratulations also goes out to the Eltham and Dandenong basketball associations which put on this amazing tournament.

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STREETBALL FUNDRAISER

In February, Helping Hoops made the trip to the Darebin Community Sports Centre in Reservoir to show our support for a 3-on-3 basketball tournament which was organised by Helping Hoops' own, 16 year-old, Sumaya Bashir – a regular participant in the northern girls program.

The tournament raised money for FOAD – Focus on African Development – an organisation raising funds for those suffering in Africa, particularly Somalia, Kenya and Sudan. FOAD look to reduce hunger and poverty, improve health, preserve the environment, and protect refugees.

These issues are all close to Sumaya's heart, being of Somali heritage. Sumaya was born in Kenya and some of her family still live in both countries. Sumaya decided basketball was a perfect medium to bring people together and raise awareness of these issues.

The event raised around \$400, much to the delight of Sumaya who was happy to have the support of Helping Hoops, especially from Helping Hoops coach Mike Spears. Sumaya and the other organisers are already looking forward to their next fundraiser and we wish them all the best in their endeavors.



SOUTH SUDANESE BASKETBALL TOURNAMENT

Frankston, in Melbourne's south, played host to the annual South Sudanese Basketball Tournament last December. The competition featured teams of various ages from around Australia, including a large number of children who currently participate in various Helping Hoops programs.

Helping Hoops was also proud to enter a team in partnership with Spectrum Migrant Resource Centre. The girls team, despite not playing together previously, won one of its games and thoroughly enjoyed the event.

The final day of the tournament saw the stands of the Frankston Basketball Stadium packed full of spectators wanting to catch a glimpse of the skills and athleticism possessed by the young African-Australians. Both the junior and senior championship games were of an extremely high standard with plenty of slam dunks to keep the crowd cheering throughout.

We are proud of all the Helping Hoops children who did an outstanding job for their respective teams, as well as our own team of girls. We would like to congratulate the organisers on an outstanding job and are currently preparing for the next South Sudanese Tournament, which will be held in Canberra in December, 2012.





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PROFIT & LOSS

FINANCIAL STATEMENT FOR YEAR ENDING 30 JUNE, 2012

Income	Jun-12 \$	Jun-11 \$
Donations	1,523.86	2,030.00
Grants	73,362.00	12,311.82
Fund Raising	55,979.25	73,314.65
Income Other	250.00	
Interest Received	58.94	14.34
Total Income	131,174.05	87,670.81
Expenditure		
Program Delivery	41,794.81	7,399.54
Contract Work	26,856.39	36,299.98
Donations	550.00	
Compliance & Insurances	4,512.20	3,006.87
Office & Admin	50,219.54	36,944.45
Bank Charges	596.03	692.50
Total Expenditure	124,528.97	84,343.34
Net Surplus	6,645.08	3,327.47

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BY THE NUMBERS



Helping Hoops programs reach around 1,000 children each year. Children are most commonly:

Intellectually Disabled

Refugees & Asylum Seekers

Victims of Domestic Violence

Victims of Drug & Alcohol Abuse

From Low Socio-Economic Areas



THROUGH PRINT PUBLICATIONS, HELPING HOOPS HAS REACHED OVER



400,000 PEOPLE

HELPING HOOPS HAS OVER



4,000 MEMBERS ON SOCIAL MEDIA



EACH MONTH THE HELPING HOOPS WEBSITE RECEIVES

OVER 2,300 VISITS WITH AN AVERAGE INCREASE OF 9.9%
+
OVER 38,000 HITS

HELPING HOOPS FUNDRAISING CAMPAIGNS HAVE REACHED OVER



1.1 MILLION

WITH THE MOST COMMON SEGMENTS BEING

Career-oriented singles & couples. High earned incomes & hours worked. Spend on fast food, cinemas, recreation & Internet purchases. Higher occupational status, especially professionals.

Ambitious younger & middle aged families. Higher SES with high levels of household & personal income. High household spend. Younger children. High mortgage payments, credit card debt & consumer loans.

Affluent mature families. Very high incomes & discretionary spend. Mature children. High home ownership & investments. Spend on fresh food, recreation, culture, school fees & books.

Financially secure retirees & pre-retirees. Incomes primarily from superannuation & investments. Spend on recreation, healthcare, wine & holidays. Read newspapers & make charitable donations.



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FUNDERS AND PARTNERS





helpinghoops.com.au

STAY IN TOUCH

