



ANNUAL REPORT
2013 - 2014 | **HELPING
HOOPS**

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ABOUT HELPING HOOPS

Helping Hoops is a Melbourne charity running free weekly basketball programs for over 1,000 disadvantaged & disabled children. Our 350-plus sessions per year benefit children and young people of all abilities aged 6 to 24. As a charity, Helping Hoops is not focused on competition, teams or producing the next basketball phenomenon, but instead uses basketball to instil values that will benefit children in their lives outside of sport.

Children attending Helping Hoops programs are from a refugee or migrant background, have an intellectual disability, are living on inner-city, high-rise public housing estates, or are asylum seekers. Helping Hoops focuses on building self-esteem, providing a sense of belonging and community, aiding social cohesion, instilling discipline, developing goal setting and leadership skills, and promoting a healthy and active lifestyle.



HELPING HOOPS IS

COMMITTEE OF MANAGEMENT

President

David Koopmans

Vice President

Daniel Heath

Secretary

Adam McKay

Treasurer

Daniel Heath

Committee Members

Rebecca Rogers

David Maddock

Manyang Berberi

STAFF

Executive Director

Adam McKay

Coaches

Mike Spears

Omar Coles

Fundraiser

Samuele Fumei

Administration & Community

Engagement Manager

Sandra Tay





Supporters, parents, donors, sponsors, participants, staff and friends; welcome to the 2014 Helping Hoops Annual Report. It has been a remarkable year, and we are pleased to use this opportunity to give you more insight into Helping Hoops, and share this year's achievements and challenges with you.

At the beginning of the year, the committee recognised that there were many positives to build from last year. Demand for the programs was more than we could handle, participants showed us (and told us) how the programs were positively impacting their lives, and you, our friends and supporters, grew in numbers and helped us to keep the doors open and spread the word about Helping Hoops.

We also knew that if we wanted to fulfil our mission, we needed to make Helping Hoops a more resilient organisation, both in terms of finances and our operations.

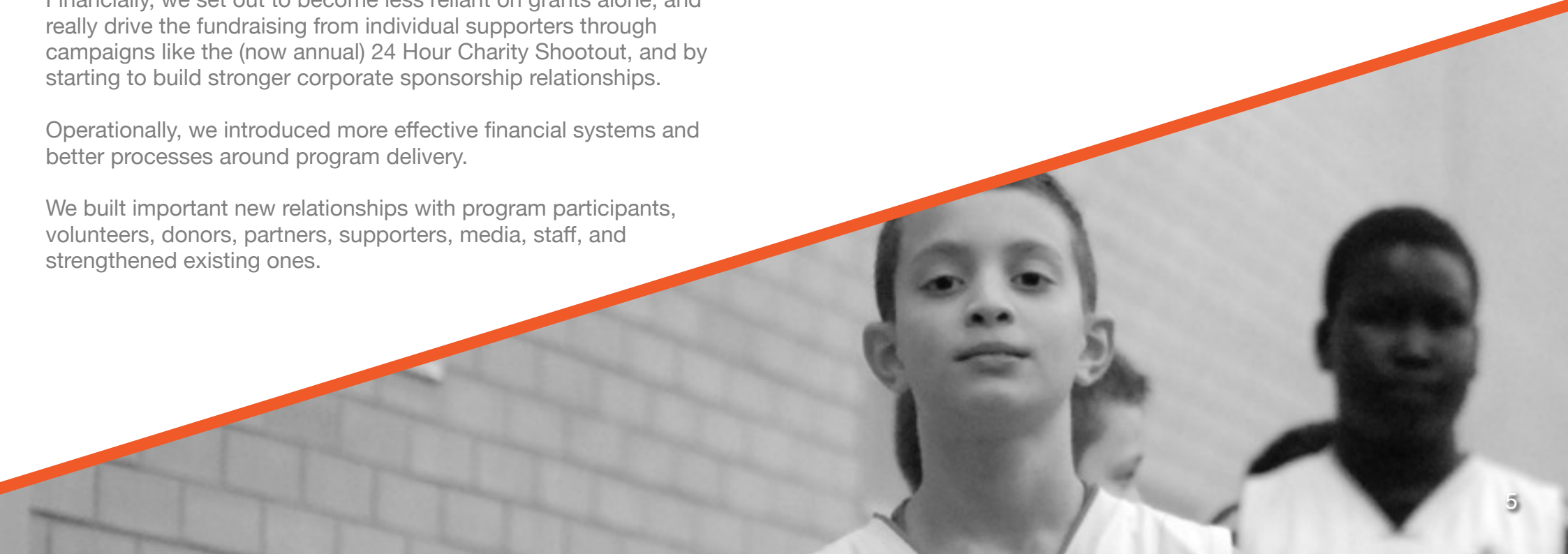
Financially, we set out to become less reliant on grants alone, and really drive the fundraising from individual supporters through campaigns like the (now annual) 24 Hour Charity Shootout, and by starting to build stronger corporate sponsorship relationships.

Operationally, we introduced more effective financial systems and better processes around program delivery.

We built important new relationships with program participants, volunteers, donors, partners, supporters, media, staff, and strengthened existing ones.

It's been a fantastic year where we improved across virtually all of the areas we set out to improve. You will read more about the successes in the Executive Director's report.

It's clear that Helping Hoops plays an important role in the community and in people's lives. It's also clear that we can take the mission of Helping Hoops to even more of the many children who benefit from these wonderful programs. 2015 will be a great year if together we continue on this path.





I usually start by saying what a big year it has been for Helping Hoops. 2013-2014 has towered over all others to be the most monumental period for us yet. It has been a huge year.

On the court, we started with simple goals for Helping Hoops programs. We wanted to increase female participation for girls from a multicultural background, we wanted to implement a unified structure to all Helping Hoops sessions to ensure consistency no matter the location or coach, and we wanted to expand, but do so in a sustainable way. I am proud to say we have achieved all these goals, and Helping Hoops programs have never been healthier, more fun, or more effective in delivering the social outcomes we set to achieve.

Off the court, we needed to make our processes, strategy, and financial stability just as healthy as our programs, and I am pleased to report that Helping Hoops has built a solid base for growth. We have had a landmark year in terms of fundraising, and are building a financial cushion that brings stability and secures the immediate future of the charity. This has also allowed us to invest in behind-the-scenes resources to help strengthen our back-end, and has helped us take important steps forward in our strategic planning, which will govern the future of Helping Hoops.

Helping Hoops has spent the past four years refining the content of our programs and building relationships with children and communities to ensure we have the substance within our organisation that is worthy of the hype. Slowly, the message of a small charity in Melbourne positively impacting the lives of thousands of children in need is starting to gain attention, and more and more people are stepping up to help.

The success of Helping Hoops is a product of your support, and our gains are a credit to you and our growing community. From simple acts, such as liking a photo on social media, to donating your time or money, we truly appreciate every contribution made and would like to applaud the community that helps us help children.

My thanks go out to our committee, the partners, funders and sponsors that keep us running, our Helping Hoops Heroes, participants in the 24 Hour Charity Shootout, and all the children that make Helping Hoops the vibrant organisation it is. Special thanks go to Helping Hoops coaches Mike and Omar for their ongoing passion and dedication, and for giving hope to so many in need.

Lastly, thanks to our Helping Hoops volunteers for their efforts and for continuing to make Helping Hoops the great organisation it is. Helping Hoops is over 70-percent volunteer-based, and we cannot achieve anything without your help and commitment.

It has been a big year for Helping Hoops, but now let us focus on making the next 12 months even bigger.





In my four years working with Helping Hoops, I cannot express how overjoyed I still am when I hear all the wonderful stories and achievements this charity has created for young people on and off the basketball court. Each and every year, I am privileged to be a part of the Helping Hoops organisation. 2014 has been an outstanding year of even more fantastic involvement with Helping Hoops. Last year, I witnessed significant improvement in the attitudes and performances of a large number of children who have attended Helping Hoops basketball sessions. It is amazing how we use the sport of basketball to enrich the lives of young people and their communities.

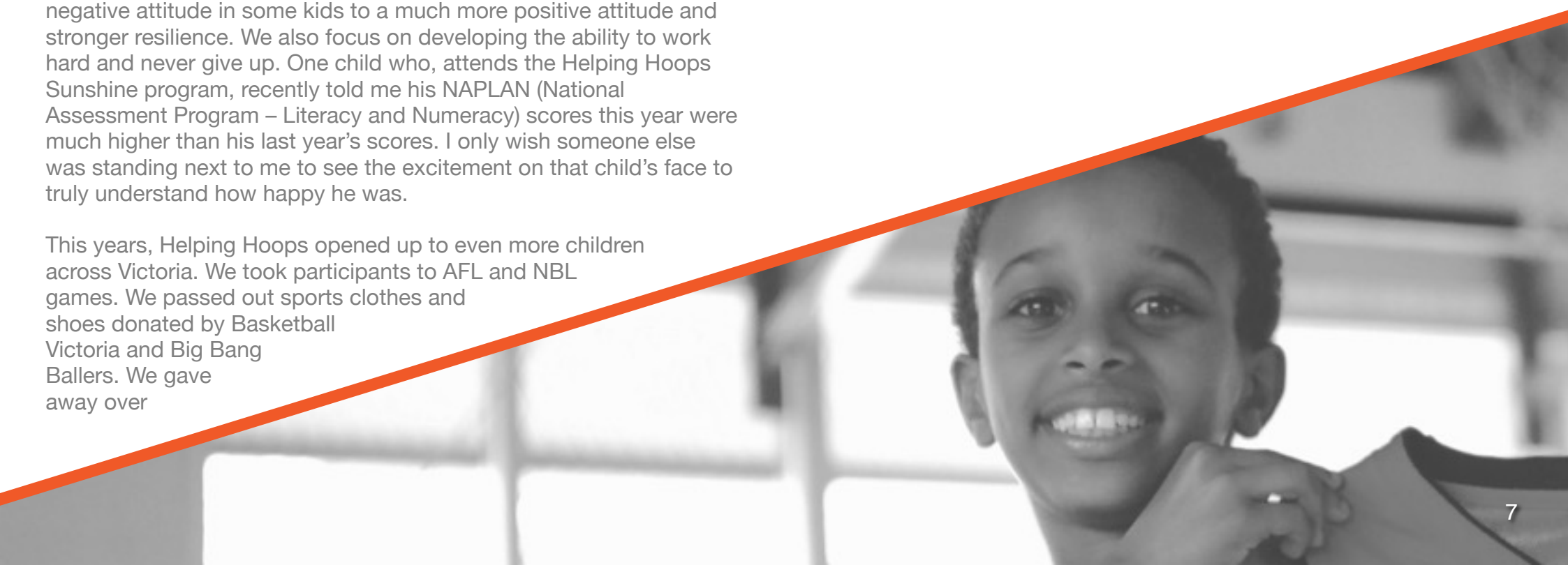
As a Helping Hoops basketball coach, I teach kids to become better basketball players. It is obvious kids will improve their basketball skills, get fit and have fun playing games with other kids in their community. But more than that, many children have improved their school work and attendance. I have seen a shift from a sometimes negative attitude in some kids to a much more positive attitude and stronger resilience. We also focus on developing the ability to work hard and never give up. One child who, attends the Helping Hoops Sunshine program, recently told me his NAPLAN (National Assessment Program – Literacy and Numeracy) scores this year were much higher than his last year's scores. I only wish someone else was standing next to me to see the excitement on that child's face to truly understand how happy he was.

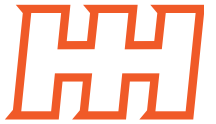
This years, Helping Hoops opened up to even more children across Victoria. We took participants to AFL and NBL games. We passed out sports clothes and shoes donated by Basketball Victoria and Big Bang Ballers. We gave away over

one hundred basketballs donated by the Andrew Gaze and Nigel Purchase basketball organisation. We worked alongside the North Melbourne football Club to assist with a wonderful community project. We played hoops and ate pizza with refugees who could hardly speak English and yet are still looking for ways to build a future here in Australia. We got to meet Ben Shewry from Attica Restaurant; a person with a heart bigger than you can imagine who has demonstrated the true meaning of larger than life. We are so thankful to everyone for all your help.

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 is why I love being a coach. The man who invented basketball, Dr James Naismith, once said,

“It's not what the boy does with the ball that is important, it is what the ball does for the boy.”





This year has been one heck of a ride. We have raised the bar of our own awareness in regards to the various roles that we play on and off the court, and the results have been phenomenal. The children are bringing their A-game to sessions, they are building confidence, and the parents are becoming more and more involved with our programs. Week in and week out, the number of children that participate continues to grow. Yet rarely do I see, or even meet, any of the parents. I was wondering for some time if I was not living up to the standards of a good coach. Then one night after a session, one of the children that I coach walked up to me with his mother. She had a container in her hand with some homemade spring rolls in it. The child then introduced me to his mother and told me that she feels a bad because she does not speak English well. Yet he translated her words for me. She was grateful for Helping Hoops and the work that we have been doing with her son. She brought the food down to show her appreciation for all that we do.

This was a turning point for me because, for the longest time, I had my mind made up that I was not doing enough as a coach because I rarely saw any participation from the parents. Yet the children had internalised the messages and the lessons that were being shared, and they had taken the things they learned with them. It helped me to stop wondering “If I am doing..?” and put me on the path of “Keep doing what you are doing!” Funny how I make up all these stories in my mind’s eye and then I end up picking the worst scenarios and projecting a Days of Our Lives mini series onto a thought that never had any truth behind it.

I did however realise that the eighty-twenty rule works just as much in this profession as any other. Eighty percent of the children will do twenty percent of the work, and vice versa. Yet I discovered that when I make myself available after sessions and outside of the basketball arena that twenty percent will come and seek out the guidance that they need to grow and achieve the next level of greatness. Greatness must be earned in life and there are very few out there that achieve it. Yet once those that decide to embark upon that path set out, their lives are changed forever.



HELPING HOOPS SUNSHINE

Helping Hoops Sunshine runs every Monday in the western suburbs of Melbourne and remains by far our most athletic program. Sunshine is home to a large population of South-Sudanese-Australians and many other migrants families, and the participants of Helping Hoops Sunshine reflects this. The program is in its fourth year and has seen an influx of new faces in 2014 as many of the older children move on to

finish their studies and pursue their basketball dreams in the United States. We are confident in the future of Helping Hoops Sunshine, and would like to thank Alice Reed from Spectrum Migrant Resource Centre for her help in opening up the program to even more children in need.

Helping Hoops Sunshine is funded
by the Newsboys Foundation.

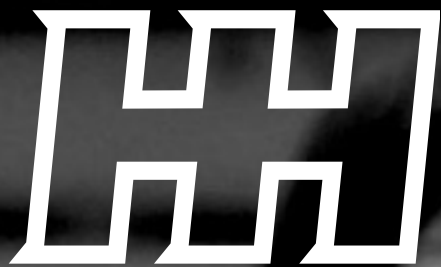




HELPING HOOPS FITZROY

Helping Hoops Fitzroy, which began in mid-2012 on the Atherton Garden public housing estate, continues to be a vibrant and energetic program that has taken a giant leap forward in terms of female participation in 2014. Coach Renee has joined Helping Hoops Fitzroy alongside Coach Omar, and has provided a strong and positive role model for young girls from a refugee and migrant background.

Coach Renee's influence has seen Fitzroy's female attendance jump from two to three to over 10 on a weekly basis. This is a great achievement when considering the cultural paradigms that often prevent girl from an East-African background participating in sport.



Helping Hoops Broadmeadows is
funded by The Flora & Frank Leith
Charitable Trust.

HELPING HOOPS BROADMEADOWS

Helping Hoops Broadmeadows was the first ever program launched by Helping Hoops in 2010, and it is great to see children we have known for over four years still attend and enjoy seeing Coach Mike every Tuesday. The program has over 50 participants with special needs, such as autism, down syndrome, and developmental delay. Broadmeadows children are pushed and challenged, and at no point is there an

acknowledgment that they have a disability. Instead, the focus is placed on showing children what they can achieve with the abilities they do have, and the resulting confidence gained is incredibly valuable in their lives off the basketball court.

Helping Hoops Dandenong is funded by the Jack Brockhoff Foundation.



HELPING HOOPS DANDENONG

Helping Hoops Dandenong is our most multicultural program, with participants coming from a diverse range of cultures and ethnicities. It is important to see children learn understanding and teamwork with others they ordinarily would not have a chance to form friendships with, which aids social cohesion off the court. Numbers have grown at Helping Hoops Dandenong in 2014, and Coach Omar has found the

correct balance between fun and discipline. The program is reaching out to even more female participants, with the involvement of Coach Renee, and we look forward to seeing even more girls from a refugee and migrant background attend in 2015.



Helping Hoops Croxton is funded by
the Marian & EH Flack Trust.

HELPING HOOPS CROXTON

Croxton is our second program for children with an intellectual disability, and has run since early 2011. The relationships built between Coach Mike and the participants are truly special, and he has become an important part of their lives. We often hear great stories from parents and teachers about just how Helping Hoops Croxton has impacted children in their lives away from basketball, and this inspires us to keep

pushing forward. As with our Broadmeadows program, our mission is to challenge children in Helping Hoops Croxton, and help to show them talents they never knew they had.

HELPING HOOPS RICHMOND

The Richmond public housing estate is home to over 2,000 residents, with many from a refugee and multicultural background. Every Thursday, Coach Mike delivers the Helping Hoops Richmond program to this strong community, and has an impact we are only now learning the magnitude of. The children see Coach Mike as a father figure, and Helping Hoops as a positive constant in their lives, which often are

uncertain and unstable. Often, Helping Hoops Richmond is attended by more girls than boys, and is a shining example of successfully including multicultural girls, who do not enjoy the same opportunities as their male counterparts, in sport and recreation.



HELPING HOOPS NORTH MELBOURNE

Our third public housing program of the week is delivered every Friday at the North Melbourne Community Centre, which is on the doorstep of the North Melbourne public housing estate. Although being just over 12 months old, Helping Hoops North Melbourne has had a big impact on the local community, and enjoys a great weekly attendance of children from a refugee and migrant background. Despite

soccer being the sport of choice in the community, we have quickly seen children embrace basketball and form a strong bond with Coach Mike.



Helping Hoops North Melbourne is
funded by the Sisters of Charity
Foundation.



Helping Hoops Get Active is funded
by The City of Melbourne.

HELPING HOOPS GET ACTIVE

Our newest program is also our most unique. Helping Hoops Get Active launched in mid-2014 with the support of The Huddle (the community program of the North Melbourne Football Club) and the Asylum Seeker Resource Centre, and now has over 10 asylum seekers involved in the program every Friday. The challenges facing this particular group surround social isolation and the stress caused by the

uncertainty in their application to become a refugee and begin a new life. We have heard many humbling stories from young people who have risked their lives to escape war and oppression, and it has been our pleasure to provide a positive outlet for them on a weekly basis.

YEAR IN REVIEW





24 HOUR CHARITY SHOOTOUT

The third instalment of the 24 Hour Charity Shootout exceeded all expectations with over 130 people joining Helping Hoops at Albert Park College to shoot as many free throws as they could in their 15 minutes. The event was a huge team effort, with all participants combining for an extraordinary 14,169 made free throws in 24 hours.

The 24 Hour Charity Shootout is also the biggest fundraising event for Helping Hoops, and this year's tally went far beyond even the most optimistic of targets, with Shootout participants combining to raise over \$83,000 (note, some of these donations came after July 1, 2014, and therefore are not included in the figure of \$69,879.06 given in the Financial Report later). A special mention goes to Ben Shewry of Attica restaurant for putting his support behind the charity and individually raising over \$50,000. Ben's support has also extended to Helping Hoops programs, where he has volunteered his time and built up meaningful relationships with the children in the Helping Hoops Richmond program. We cannot thank Ben enough for all he has done for Helping Hoops.

The 24 Hour Charity Shootout is not only important as a fundraiser, it is also a great opportunity to bring supporters of the charity together for a fun event that celebrates the work of Helping Hoops. This also builds our community and audience, which has lasting benefits long after the 24 Hour Charity Shootout has ended.

The 24 Hour Charity Shootout continues to grow exponentially every year. What does 2015 hold? Stay tuned and keep practicing free throws.

THREE POINT COMMUNITY SPONSORSHIP

Helping Hoops was delighted to partner with Sportsmart for the inaugural Three Point Community Sponsor for 2014-15. Sportsmart have been donating \$40 to Helping Hoops for every three-pointer made by Melbourne United during the 2014-15 NBL season. Sportsmart prides itself on being the best at servicing the sporting needs of Melbourne through its four retail outlets and online store, and we are excited to engage with a company that holds values strongly aligned with our own. We are also pleased to interact with our Sporting Partners at Melbourne United through a campaign that is fun, innovative, and links the success of the team to the impact Helping Hoops can have on the community.

Although the NBL season is still young, we have already raised over \$2,600 through the Three Point Community Sponsorship, and hope to reach \$8,000 by the NBL Finals in March. A donation thermometer has also been placed on the Helping Hoops website to track progress.

Thanks goes to Sportsmart for their support, and good luck to Melbourne United.



SCHOOL HOLIDAY TOURNAMENTS

Every school holidays, Helping Hoops puts on a special day-long tournament as a reward-for-effort for children in our programs. The past twelve months have seen us head out to North Melbourne, Fitzroy and Sunshine to run School Holiday Tournaments, which have produced plenty of highlights.

January saw us collaborate with The Huddle to bring a tournament to North Melbourne for the first time. Melbourne produced a 43 degree day, but that did not stop over 30 children from a refugee and migrant background attending. A morning clinic was followed by lunch, with guests Majak Daw and Eric Wallace of the North Melbourne Kangaroos sharing their stories and giving a unique insight into the life of a professional athlete.

The afternoon saw players divided into teams and compete in a condensed-game format. The players put on a great display of athleticism and showed that, although Helping Hoops is primarily a welfare organisation, children attending programs do get better on the basketball court too.

Next, it was Fitzroy's turn as we teamed up with the Spectacle Festival in April, 2014. Spectacle featured DJs, performers, artists and skaters on the Atherton Gardens public housing estate (home to the Helping Hoops Fitzroy program every Monday), which provided the perfect setting for the Fitzroy Tournament. Over 30 children, largely from a refugee and migrant background, ignored the gloomy skies and weather forecast to come along and participate.

Unfortunately, the skies finally opened and gradually made court conditions unsafe, but still gave us time to reshuffle the schedule and run a condensed grand final between the two undefeated teams. A prize presentation was made before everyone scattered to escape the increasingly heavy rain.

Next it was Sunshine's chance to host the School Holiday Tournament. It had been 12 months since the last Sunshine Tournament, and over 70 players, all current or previous participants of the Helping Hoops Sunshine program, laced up to make it the biggest tournament to date.

The format again featured a morning clinic preceding a BBQ lunch provided by the Spectrum Migrant Resource Centre. The afternoon saw us utilise two courts and showed just why Sunshine is the most athletic program on the Helping Hoops schedule.

We would like to thank all the volunteers who helped make it a great year of School Holiday Tournaments for Helping Hoops. We look forward to bringing more tournaments to even more communities in 2014.





“My favourite part is Helping Hoops tells me to be tough every time and never walk away when you can’t do it.”

- Rihanna



Photo by Scott Cooper
scottdanielcooper.com

SOUTH SUDANESE AUSTRALIAN NATIONAL BASKETBALL TOURNAMENTS

Helping Hoops committee member, Manyang Berberi, founded both the South Sudanese Australian National Classic and Summer Slam tournaments ten years ago, and since then these events have been attended by NBA stars and community leaders such as the late Manute Bol and NBA All Star Luol Deng. The tournaments are a chance for the South Sudanese community to gather and celebrate while witnessing some great action on the basketball court.

The 2013 South Sudanese Australian Summer Slam took over Frankston Basketball Stadium from December 20 to 22 for three days of action that saw over 300 players from six states and territories compete across four categories. The tournament culminated on Sunday, December 22, with the bleachers packed for the finals. The Sydney teams dominated, making three finals and winning the Senior and Under-20's division. Melbourne's Longhorns, coached by Manyang, took out the Under 18's division, while Perth took the Girls' championship back home to WA.

Helping Hoops played an important role in 2013, with Executive Director Adam McKay joining Manyang Berberi and members of the South Sudanese Australian National Basketball Association on the organising committee. Helping Hoops participants featured in many teams in the Summer Slam, and it was an honour to support such a worthwhile event that embodies the values we strive to instil through our programs. The tournament will be held in 2014 at a location to be determined, and Helping Hoops will once again support in any way we can.

THE TODAY SHOW

On a Wednesday afternoon in October, a producer of Channel Nine's Today Show phoned with many questions about the origins of Helping Hoops and the programs we run. This chat eventually lead to a crew coming to film the Helping Hoops Richmond program the following day, and interview children about why they love the program and their weekly basketball session with Coach Mike.

Our Founder, Adam McKay, and Coach Omar were then invited to participate in a live cross on Saturday morning where they were interviewed about Helping Hoops while program footage was shown to the hundreds of thousands of viewers nation-wide. This was a rare chance to tell our story to a wide audience, and was a great experience for the children at Helping Hoops Richmond, who spoke extremely well and made some very articulate comments about the charity and how it helps them in their everyday lives.

The segment is available for viewing on the Helping Hoops YouTube channel at youtube.com/helpinghoops.





RMIT CHARITY SHOOTOUT

Shoot free throws, have fun, and raise as much money as possible. This was the theme of the day at the inaugural RMIT Charity Shootout, which saw Helping Hoops and the RMIT Basketball Club take over the University's city campus outdoor basketball hoop on a Tuesday in May. The Shootout consisted of over 30 participants registering to shoot non-stop free throws throughout the day and receive sponsorship from friends and family to help us raise vital funds for Helping Hoops.

The event ran from 9am until well after dark, and ultimately saw 3,488 free throws made with a healthy overall percentage of 43.71%. A total of over \$2,200 was raised, which is an incredible result and helps us continue the work we do for disadvantaged and disabled children.

A big thanks to Samuel Kwong and everyone who participated in the RMIT Charity Shootout. The RMIT Basketball Club have some fantastic people involved, and it was a pleasure to run an event with individuals who show a passion for the work we do at Helping Hoops. Thanks also goes out to RMIT Sport and Recreation for supporting and helping host the event. We had a great time and with any luck will be back in 2015 to do it all again.

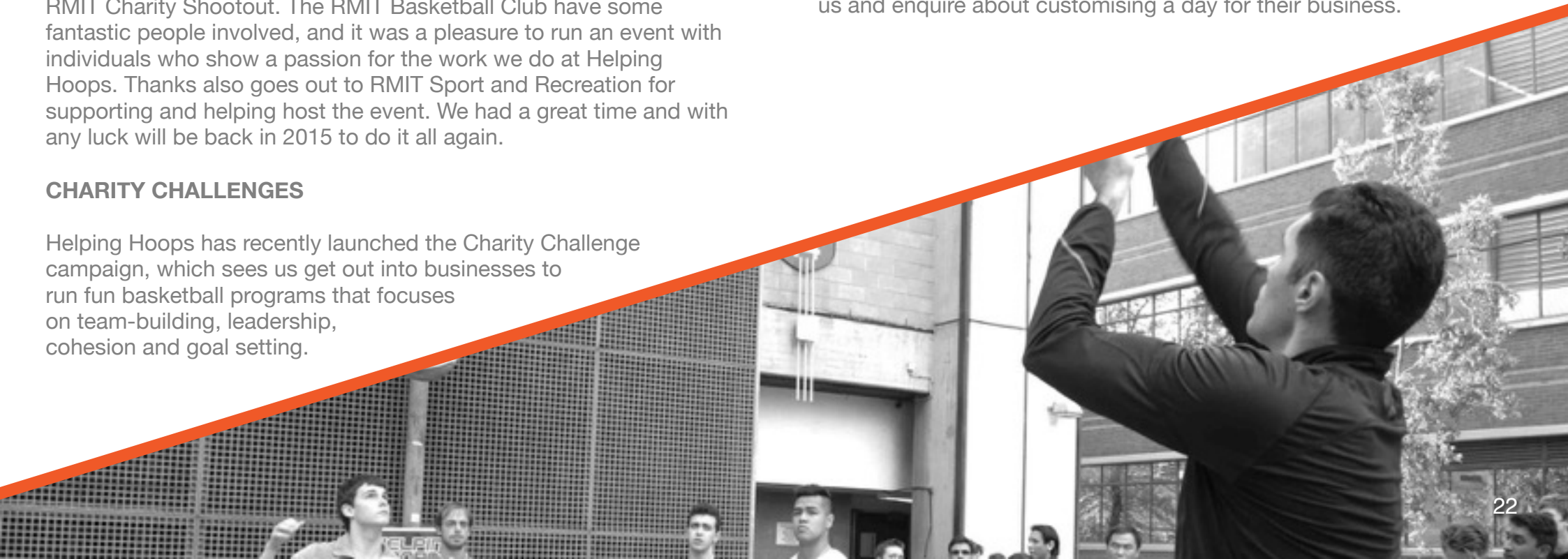
CHARITY CHALLENGES

Helping Hoops has recently launched the Charity Challenge campaign, which sees us get out into businesses to run fun basketball programs that focuses on team-building, leadership, cohesion and goal setting.

The days, run by Coach Mike, have been a great way to give something of value to the corporate world while raising funds and awareness for our programs and highlighting the key elements for effective corporate and social responsibility.

We recently had the pleasure of running a Charity Challenge for DPM Financial Services and their partners, Macquarie and AIA Insurance, at the Melbourne Sports and Aquatic Centre. The day involved over 30 staff stepping out of the office on a Friday afternoon and learning about how Helping Hoops engages disadvantaged children through fun basketball activities. After raising a sweat, the day moved to DPM's offices nearby for a presentation by Helping Hoops Executive Director, Adam McKay, on the founding of Helping Hoops and how charity and business can effectively partner for a win-win relationship.

Helping Hoops is hoping to increase the number of Charity Challenge days we run, and we would encourage anyone interested to contact us and enquire about customising a day for their business.





“Basketball makes me strong.
Sometimes when I feel sad, I
come here and feel better and
strong.”

- Mary



Photo by Scott Cooper
scottdanielcooper.com



NEW PROGRAMS

The past twelve months have seen Helping Hoops add two new programs to our weekly schedule, now bringing us to a total of eight sessions run each and every week.

In September, 2013, Helping Hoops launched the North Melbourne program at the North Melbourne Community Centre. The program is run every Friday for children living on the North Melbourne and Flemington public housing estates, most of which are from a refugee or migrant background. Coach Mike has quickly established strong and meaningful relationships with the 40-plus registered participants and their families, and we have also had some great opportunities to get to know children outside of the program through taking them to Melbourne Tigers (Melbourne United) and North Melbourne Kangaroos games.

The most recent program is Helping Hoops Get Active, which runs every Friday from 2 to 4pm at the North Melbourne Football Club on Arden Street. Get Active is a free weekly basketball and recreation program for asylum seekers of all abilities, and is run in partnership with The Huddle (North Melbourne Football Club's community program). Get Active is designed to give asylum seekers, who face social isolation and a sense of disconnection from the wider community, opportunities and a chance to get out and get active on a weekly basis.

Get Active is the first of its kind for Helping Hoops, which has until now focussed primarily on children from a migrant and refugee background. We are excited to work with the

Asylum Seeker Resource Centre in addressing the need for more activities for young asylum seekers as they face uncertainty around their future.

LOS ANGELES LAKERS DONATION

Helping Hoops has continued the relationship with the LA Lakers and has once again been the recipient of an amazing delivery of signed merchandise. This year's items included basketballs signed by the entire 2013-14 Lakers team, Kobe Bryant, and Pau Gasol, a jersey signed by Steve Nash, a championship hat signed by Derek Fisher, a magazine signed by Kobe Bryant, Steve Nash and Pau Gasol, and individually signed black and white glossy photos of the entire 2013-14 team.

These items have been used for promotional purposes in the lead up to the 24 Hour Charity Shootout, and also for a fun social media competition during the Melbourne United season. We have lots more to give away and look forward to rewarding our supporters with some of these great pieces.





BRAND UPDATE

This year, we were pleased to share our new logo and brand. The identity provides a strong, yet simple, logo that pays homage to our short but rich history, and takes Helping Hoops into the future. The stylised “HH” will be used as part of the new logo, but also applied on its own across apparel and other areas. The intention is to make this HH an instantly recognisable mark in future years.

This rebrand coincided with the launch of our new online store, where supporters of Helping Hoops can purchase T-shirts, hoodies, uniforms and hats. We would encourage you to visit it at helpinghoops.bigcartel.com and represent Helping Hoops with some great looking clothing.

We would like to thank Sash and Lisa at Principle Design who have donated their time in imagining this new identity, and have been wonderful supporters of Helping Hoops.

CLEO MOST ELIGIBLE BACHELOR 2014

This year, Cleo Bachelor contender, Nick Bell, used his nomination to raise awareness and donations for Helping Hoops. Driven by his love of sport, the entrepreneur has chosen to support Helping Hoops as he believes the charity is deserving of exposure. Nick has pledged to donate \$10,000 to Helping Hoops, and a further \$5,000 should he win the competition.

The winner of the Cleo Bachelor of the Year will be announced soon. We wish Nick all the best and thank him for his support.

CULTURE KINGS

Streetwear retailer Culture Kings have stepped up in the past twelve months to support Helping Hoops. Not only have they footed the bill on all Helping Hoops uniforms, but now Culture Kings have run their very own version of our hugely successful 24 Hour Charity Shootout: The Culture Kings x Helping Hoops Charity Shootout, which raised over \$1,200 for Helping Hoops and helped spread the word to a new audience that are passionate about basketball.

Culture Kings also gave a select group of Helping Hoops children the opportunity to meet the NBA Championship winning Aussie duo of Patty Mills and Aron Baynes when they visited Melbourne with the Larry O'Brien trophy. The children jumped straight to the front of the line and posed for plenty of photos while sharing some special moments with their heroes.

We have even more events and initiatives in partnership with Culture Kings planned, which will help raise the profile of Helping Hoops and give our children access to some of their heroes. We look forward to announcing these soon.





“My favourite thing about basketball is making new friends every week. It makes me feel happy that there are people here to help me and cheer me on.”

- Newitch



Photo by Scott Cooper
scottdanielcooper.com

MELBOURNE UNITED PARTNERSHIP

It has been a big year for professional basketball in Melbourne; one of the biggest in memory. Helping Hoops has enjoyed two seasons as the Official Charity Partner of the Melbourne Tigers, and is proud to continue this partnership into the 2014-15 NBL season with the newly rebranded Melbourne United Basketball Club. This relationship has seen Helping Hoops present at every home game of the season, running activities and games for young fans before they go inside to support the team.

Melbourne United is also on board through the Three Point Community Sponsorship campaign, which sees \$40 donated to Helping Hoops by Sportsmart for every three-point shot scored by United during the entire 2014-15 NBL season.

Helping Hoops participants have also directly benefitted from the partnership, with children given the chance to attend games. We were also given the unique opportunity to step out onto the court before a Melbourne Tigers game in late 2013 to run a special pre-game session with a select group of Helping Hoops participants.

We wish Melbourne United the best for the remainder of the 2014-15 NBL season, and look forward to continuing to use the partnership to benefit Helping Hoops participants.

COMMUNITY & SCHOOL VISITS

Helping Hoops is always eager to visit schools and groups for once-off appearances. This is the best way to engage with potential supporters of the charity, and inspire them to think beyond themselves and play an active part in their community. We have visited many schools to run clinics and speak with students about the work of Helping Hoops, and have received wonderful feedback from teachers and students, who often have never considered how sport can play a vital role in helping achieve social outcomes for children suffering from disadvantage.

In 2014, our Executive Director, Adam McKay, has taken a more active role in speaking at events and functions, and has made some great connections through getting out of the office and presenting on various topics relating to the charity industry.

Thanks to all the groups that have hosted us in the past twelve months. We plan to increase this number in 2015, and would encourage any interested schools or organisations to contact us to arrange a visit.





WAW GATHERING

When Ben Shewry throws a party, you cancel all your plans and show up. Ben, chef and owner of the all-conquering Attica restaurant, has been an amazing supporter of Helping Hoops in 2014 through his volunteer work at our Helping Hoops Richmond program and his fundraising for the 24 Hour Charity Shootout. Now, add to this list the WAW Gathering.

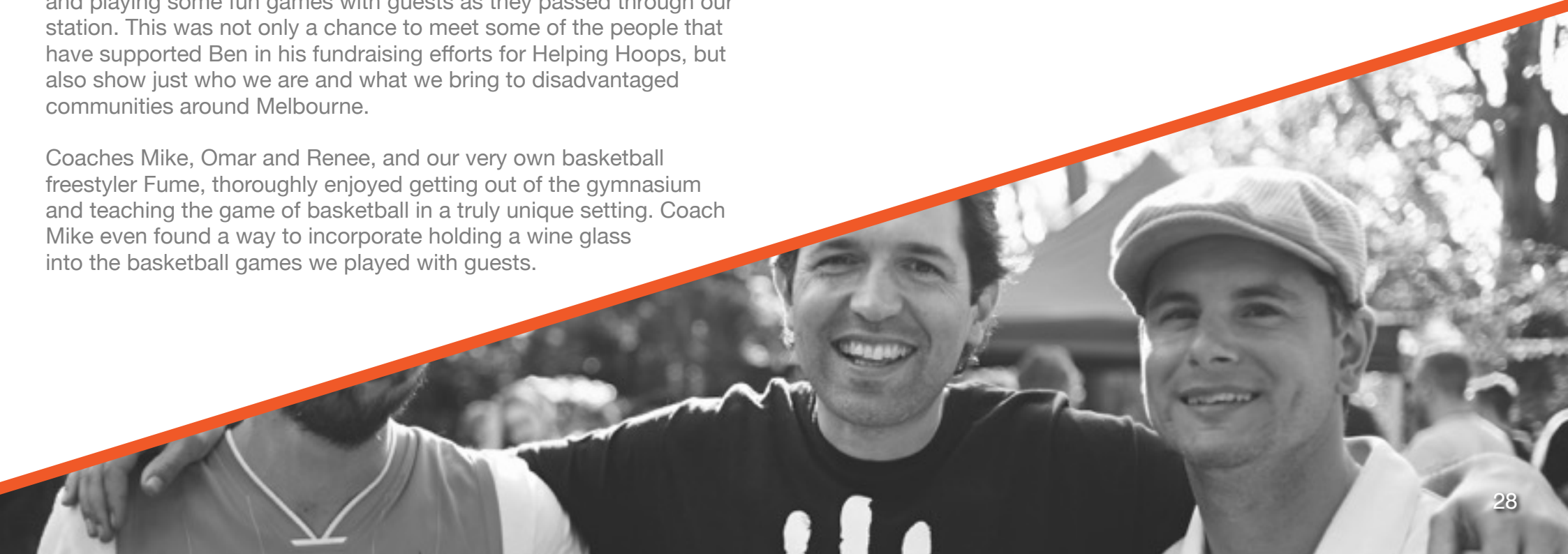
WAW (standing for What a Wonderful World) saw 30 of the world's best chefs come together for a food festival held on the Rippon Lea Estate, with all proceeds donated to Helping Hoops. Chefs were stationed around the expanses of the beautiful estate, with guests rotating through these stations and enjoying all the amazing food on offer on a perfect Melbourne day.

Helping Hoops was invited to take part by erecting a basketball hoop and playing some fun games with guests as they passed through our station. This was not only a chance to meet some of the people that have supported Ben in his fundraising efforts for Helping Hoops, but also show just who we are and what we bring to disadvantaged communities around Melbourne.

Coaches Mike, Omar and Renee, and our very own basketball freestyler Fume, thoroughly enjoyed getting out of the gymnasium and teaching the game of basketball in a truly unique setting. Coach Mike even found a way to incorporate holding a wine glass into the basketball games we played with guests.

In total, the event raised \$25,000 for Helping Hoops. We would like to send a heartfelt thank you to Ben, Sharlee, all the chefs and volunteers, and guests who attended the WAW Gathering. The money raised will help greatly with the work of Helping Hoops, and we are lucky to have such giving people supporting us.

More information on the WAW Gathering can be found on their website at wawgathering.com.au.





“It helps me improve on my skills and I enjoy it. It’s just a platform and it teaches us about life and how life’s suppose to be.”

- Lucas

Photo by Scott Cooper
scottdanielcooper.com



NEW ADDITIONS TO THE FAMILY

This past year has seen Helping Hoops add two new staff members, and one new coach, to our ranks.

Samuele Fumei, otherwise known as Fume, is a basketball freestyler who uses his amazing array of skills to put smiles on the faces of anyone he meets. Fume has joined as a fundraiser, and is constantly out in shopping centres and retail venues collecting vital donations for Helping Hoops. Fume's performance includes juggling, spinning multiple basketballs (often on top of each other), and dribbling skills that have earned him the reputation as one of the best basketball freestylers in the world.

Fume is also active on the court, amazing Helping Hoops participants with his shows and also adding something special to events, such as the 24 Hour Charity Shootout. Look out for Fume at a shopping centre near you.

Coach Renee, although still a volunteer, is the unofficial third coach in the Helping Hoops team, and has taken an active role in the Fitzroy and Dandenong programs. Renee is a great role model for female participants, and is helping us engage many young women from refugee and migrant backgrounds. We look forward to bringing Renee on as an official coach and increasing her involvement in even more Helping Hoops programs to ensure the involvement of girls in Helping Hoops grows even more in 2015 and beyond.

The final new addition to the family is Sandra Tay, who joins as Administration and Community Development Manager. Sandra is in the Helping Hoops office once a week to handle the increasing administration-related tasks that have resulted from the growth of the charity. Sandra is also actively seeking relationships with schools and companies through our School Visits and Charity Challenge days.

Although we are pleased to have expanded our programs again in 2013-14, it is also fantastic to see growth occur off the court to ensure we have the capacity to do even more in the future. We welcome Samuele, Renee and Sandra, and look forward to working with them closely to make Helping Hoops bigger and better.



OUR AMBASSADORS BEN SHEWRY

Ben Shewry is not only the Head Chef and owner of the all-conquering Attica restaurant in Melbourne, he is also a huge hoops fan and someone who sets the benchmark for altruism and kindness. Ben is involved in our programs and has built strong relationships with the children at Helping Hoops Richmond through his regular volunteering.

Ben is also heavily involved in fundraising and boosting the profile of Helping Hoops, particularly amongst his peers in the food industry. His involvement in the 24 Hour Charity Shootout alone raised over \$50,000. Ben also donated all proceeds from the WAW Gathering, a unique food festival he organised in 2014, to Helping Hoops, which again raised a phenomenal amount of money and helped spread the word amongst some of the world's best chefs.

Ben's passion for Helping Hoops and all involved is truly amazing, and we can never thank him enough for his efforts as a Helping Hoops Ambassador.

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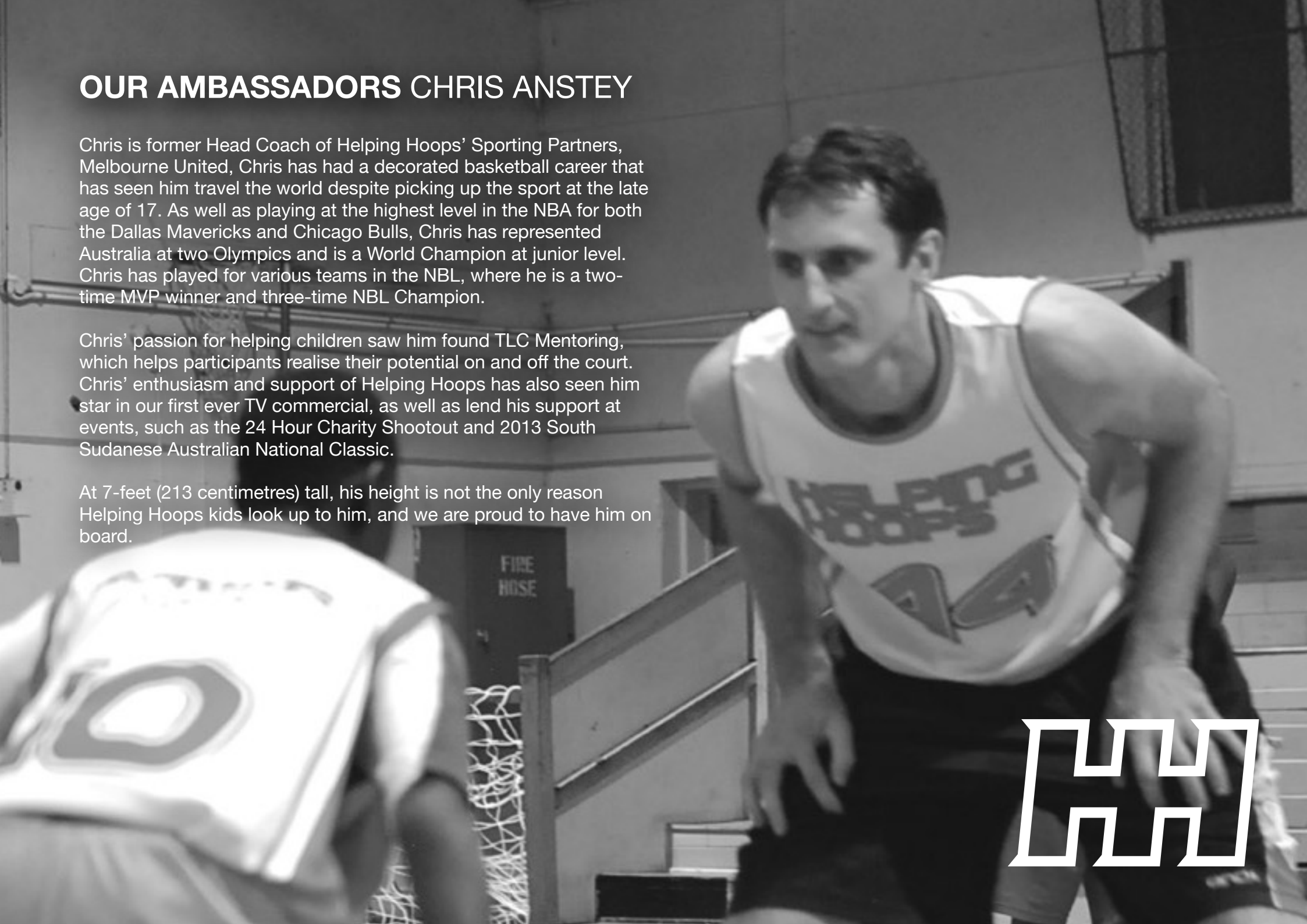


OUR AMBASSADORS CHRIS ANSTEY

Chris is former Head Coach of Helping Hoops' Sporting Partners, Melbourne United, Chris has had a decorated basketball career that has seen him travel the world despite picking up the sport at the late age of 17. As well as playing at the highest level in the NBA for both the Dallas Mavericks and Chicago Bulls, Chris has represented Australia at two Olympics and is a World Champion at junior level. Chris has played for various teams in the NBL, where he is a two-time MVP winner and three-time NBL Champion.

Chris' passion for helping children saw him found TLC Mentoring, which helps participants realise their potential on and off the court. Chris' enthusiasm and support of Helping Hoops has also seen him star in our first ever TV commercial, as well as lend his support at events, such as the 24 Hour Charity Shootout and 2013 South Sudanese Australian National Classic.

At 7-feet (213 centimetres) tall, his height is not the only reason Helping Hoops kids look up to him, and we are proud to have him on board.





OUR AMBASSADORS TEGAN CUNNINGHAM

Tegan is a WNBL championship winning professional basketballer, currently playing for the Dandenong Rangers. Tegan has played for the Logan Thunder and Adelaide Lightning, where she won the Best Team Person award while averaging over 10 points per game.

Previous to her WNBL career, Tegan played in America at Oklahoma State University, compiling a college career which included 68 double figure-scoring games and recorded a double-double in 28 games. As a sophomore, Tegan was named first team All-American.

Tegan has worked closely with Helping Hoops, including heading up her own weekly program for children with an intellectual disability and representing Helping Hoops in the community through school visits and events. When we made the decision to create the Helping Hoops Ambassadors initiative, Tegan was the logical choice to approach as our first ambassador, and we are extremely excited to have her on board.



OUR AMBASSADORS LANCE HURDLE

Born in New Jersey before moving to San Diego, Lance is a former NBL All Star and Slam Dunk Competition finalist who is currently in the NBA Development League, where he is looking to realise his dream of making it to the NBA. Prior to his professional career, Lance played for the renowned University of Miami, where he helped the Hurricanes make it to the NCAA Tournament as a Junior.

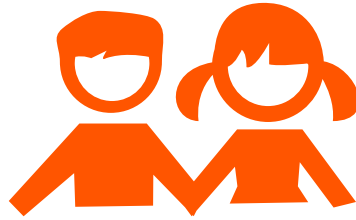
Lance has spent time getting to know the children at various Helping Hoops programs, where his love of the game and genuine, humble, and caring nature has made him a popular guest amongst participants and staff alike.

We are proud to have Lance join Helping Hoops as an ambassador. We wish him well as he pursues his dream and puts in the hard work that makes him the great role model he is to our kids.

WHAT THE NUMBERS SAY



350+
SESSIONS
EVERY
YEAR



450+
REGISTERED
PARTICIPANTS



130+
ACTIVE
VOLUNTEERS
IN PAST 12
MONTHS



7.5K+
SOCIAL
MEDIA
FOLLOWERS



60,000+
REACHED
THROUGH
MELBOURNE
UNITED
PARTNERSHIP



33%
INCREASE
IN
DONATIONS



130+
PEOPLE
IN THE 2014
24 HOUR
CHARITY
SHOOTOUT



**1.8
MILLION**
REACHED
THROUGH
MEDIA

FINANCIAL REPORT



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 2014, 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 2014 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 25th day of September 2014



FINANCIAL REPORT

PROFIT & LOSS

	2014 \$	2013 \$
INCOME		
FUNDRAISING	16,773.10	12,238.53
GRANTS	92,557.91	69,721.30
DONATIONS	18,062.54	16,296.74
24 HOUR CHARITY SHOOTOUT	69,879.06	-
SPONSORSHIP	-	10,000.00
HOOPS	-	680.00
INTEREST RECEIVED	81.31	50.59
OTHER REVENUE	127.27	791.36
	<hr/> 197,481.19	<hr/> 109,778.52

EXPENDITURE

ADVERTISING	4,881.42	1,340.72
BANK CHARGES	826.55	598.02
CLEANING	210.00	-
COACHING	44,725.00	38,437.50
CONTRACT WORK	7,101.11	23,200.00
DATA PROCESSING	168.50	-
DONATIONS	100.00	-
ELECTRICITY	114.90	-
FUNDRAISING EXPENSES	2,898.94	1,697.86
FREIGHT & CARTAGE	475.51	-
GST WRITTEN OFF	(0.54)	698.12
HIRE OF COURTS	10,182.17	9,082.18
INSURANCE	3,511.08	3,411.86
LICENSING FEES	46.73	43.90
MISC EXPENDITURE	716.02	89.64
POSTAGE	-	9.77
PRINTING & STATIONERY	1,811.28	555.07
RENT	3,448.18	5,295.31
REPAIRS & MAINTENANCE	-	25.45
SOFTWARE & COMPUTER	-	430.64
STAFF TRAINING & WELFARE	418.18	163.64
SUBSCRIPTIONS	-	91.46
SUPERANNUATION CONTRIBUTIONS	4,507.00	-
TELEPHONE	439.68	812.15
TOOL REPLACEMENT	103.86	484.70
TOURNAMENT EXPENSES	-	994.05
TRAVELING EXPENSES	52.27	45.72
TROPHIES	141.82	-
UNIFORMS	855.46	737.48
WAGES	45,400.00	16,800.00
WATER	23.27	225.00
WORKERS COMPENSATION	855.08	396.13
	<hr/> 134,013.47	<hr/> 105,666.37
NET PROFIT	\$63,467.72	\$4,112.15





HOW YOU CAN HELP

DONATE

All Helping Hoops programs are run free of charge for kids and their families. We rely on your support to sustain and grow Helping Hoops so we can reach even more children in need.

Make a tax-deductible donation online at
helpinghoops.com.au/donate

BECOME A HERO

Helping Hoops Heroes make a small, tax-deductible donation on a monthly basis and enjoy some great benefits. Sign up today at

helpinghoops.com.au/hero

HOST AN EVENT

Whether it be a Charity Challenge at your work, or a Helping Hoops Coach running a session at your school or basketball club, we are always looking to get out into the community to spread the word.

Find out which event best suits you at
helpinghoops.com.au/hostanevent

VOLUNTEER

Whether your skills are on the basketball court, or behind the scenes, we rely heavily on volunteers to keep Helping Hoops thriving. Enquire today to

see how you can get involved at
helpinghoops.com.au/volunteer



OUR SUPPORTERS

We would like to thank the companies below for their ongoing support of Helping Hoops



Thanks also to our funders and partners whose contribution keep Helping Hoops programs thriving.

The Huddle
Spectrum Migrant Resource Centre
Principle Design
Flora & Frank Leith Charitable Trust
City of Melbourne
The Jack Brockhoff Foundation
Streetsmart
Marian and EH Flack Trust

Newsboys Foundation
The William Angliss Charitable Fund
Bendigo Bank Clifton Hill/North Fitzroy
Sisters of Charity Foundation
Pierce Armstrong Foundation
Sentinal Foundation
City of Dandenong
McDonalds
Asylum Seeker Resource Centre





Stay connected and see the inspiring photos, videos
and stories we post daily from Helping Hoops
programs and events.



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helpinghoops.com.au

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