



ABOUT HELPING HOOPS

Helping Hoops is a Melbourne charity that runs free weekly basketball programs for more than 1,000 disadvantaged & disabled children. Our 320-plus sessions per year benefit children and young people of all abilities aged 7 to 21. As a charity, Helping Hoops is not focused on competition, teams or producing athletic talent, but instead uses basketball to instil values and achieve social outcomes 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.

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REPORTS



President's Report

David Koopmans

2015 marks the Five Year Anniversary of Helping Hoops. It's five years since Adam McKay had a crazy idea to help disadvantaged kids by running free basketball programs. Together with Coach Mike Spears, they kicked off a single program in October, 2010, soon joined by our second coach, Omar Coles, and the help of a small group of volunteers and grants provided by various charitable organisations.

That was 2010. This year we ran more than 320 sessions, with over 290 kids, 4 coaches, 1,800 volunteer hours and 80 volunteers. Our main fundraising program, the 24 Hour Charity Shootout, attracted more than 150 participants who put in an incredible fundraising effort. We saw growth in the number of volunteers, fundraisers, donors and sponsors.

We set out to improve the number of girls participating in our programs, and through the efforts of Coach Renee and her assistant coaches we now have more girls

participating than ever before, which is very pleasing.

This year we also said goodbye to our friend, Coach Mike Spears, but we were joined by new coaches Eric, Kevin and Renee who continue in the same great spirit that Mike brought to Helping Hoops.

So we've come a long way in the last five years, but the reality is that we're not even scratching the surface of what we could be doing together. There are hundreds of kids around Melbourne alone that we can't accommodate right now and that is the next step.

We want to bring more programs to more kids around Melbourne and expand programs for different age groups so we can cater to the different needs of small children and teenagers.

We thank you, our staff, the volunteers, the sponsors, donors and their partners for making a tangible difference in the life of kids who don't have many other options.





Executive Director's Report

Adam McKay

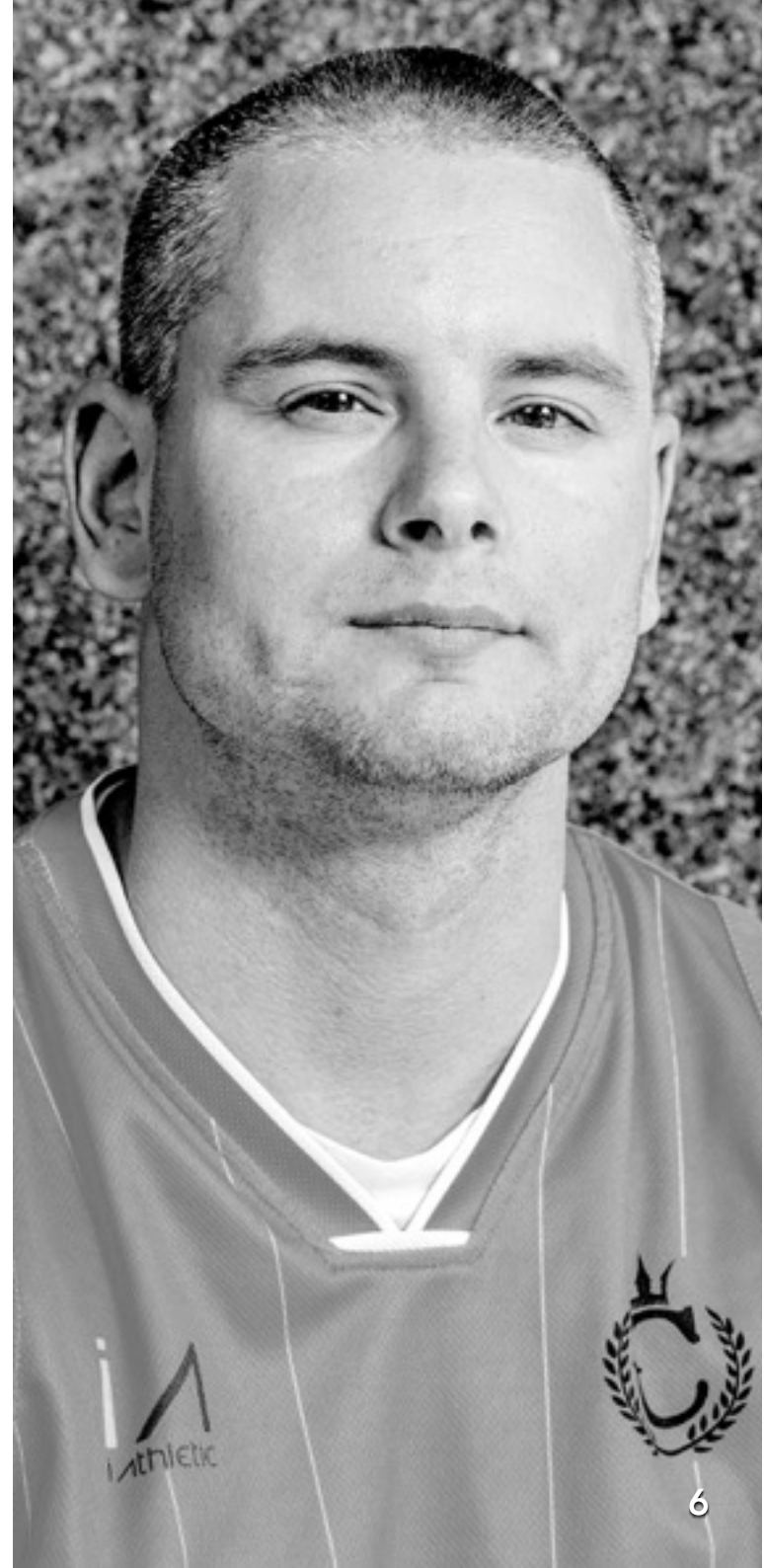
As is the case with any startup, each year should be bigger and better than the last. Simply maintaining a certain level in itself can require enormous effort, yet this is not what Helping Hoops has become known for. We grow! I am proud to say that 2014-15 has been our biggest and best 12-month period to date.

Firstly, I need to express my heartfelt gratitude and best wishes to someone who was integral to the success of Helping Hoops over the past five years - Coach Mike Spears. Mike patiently listened to me in 2010, when we had not even bounced a single basketball, when I naively outlined my vision of Helping Hoops, and decided that he would share in my passion. Mike made the decision to move on to other opportunities earlier this year, and I, along with all those he has built strong relationships with during his time with us, wish him nothing but success in his future endeavours.

A strong, healthy and sustainable organisation should be more than a sum of

its parts. It should have systems, procedures, a culture and a vision that should not rely on any individual. With Mike's departure, something I came to realise was that Helping Hoops was strong in all of the above areas. Participation rates remained high across all programs, and we were able to recruit and welcome two new high-quality people into our organisation that will help take us forward.

These two new additions are Kevin Johnson and Eric Minerve, and both have quickly settled into their roles. Kevin has a high-energy approach that makes him a perfect fit for our kids with special needs and public housing programs. Eric is a highly technical coach who brings great knowledge and experience to our participants looking to improve their game and use basketball as a vehicle for their future success. Both have built strong relationships with all involved already, and the diversification of our coaching staff makes Helping Hoops even stronger going forward.





Executive Director's Report Cont.

Adam McKay

Off the court, we have been busier than ever. The 24 Hour Charity Shootout, our biggest fundraising and community building event, enjoyed the highest participation rate in its four-year history. We continued our partnership with Melbourne United to ensure the Helping Hoops name reaches the wider basketball community. We opened up opportunities for girls to attend WNBL games and be inspired by strong role models. We also created a new role to ensure that girls are given equal opportunities to enjoy the fun offered by our programs. We reached out to, and created partnerships with, many new organisations and individuals that have helped us help kids. We have done so much, but we have so much more to do, and that is what excites and inspires us to keep pushing ahead and making Helping Hoops all it can be.

I would like to thank our coaches, Omar, Renee, Kevin and Eric, for their ongoing passion and commitment. I am always impressed with the above-and-beyond attitude they bring to their roles, and I am

humbled to know that they consider their work with Helping Hoops as a calling and not a job. I feel the same way.

My appreciation also goes to all participants, and their families, in our programs. Our community is only vibrant and strong because you all turn up on a weekly basis. We look forward to continuing to serve you and find new ways to improve our programs to make Helping Hoops even more fun and effective.

My sincere appreciation goes to the dozens of volunteers that make Helping Hoops possible every week. At its core, Helping Hoops is about people helping people. 2015 has highlighted that we are only successful because of the strength of our people. My thanks also goes to our committee, who volunteer their time and expertise to ensure Helping Hoops has the know-how to achieve all we set out to.

So what does 2015-16 hold for Helping Hoops? Our biggest 12 months ever of course!





Coach's Report

Omar Coles

This year has been an outstanding rollercoaster ride! I set out to raise our attendance at Fitzroy, and by doing so I was allowing the kids to show up to the program late, leave early, and do a great deal of other things that I would not normally allow. I was afraid if I didn't give the kids the leeway that they wished for that the program would cease. Then I slowly realised that Helping Hoops in Fitzroy was becoming a day care centre. For a moment I had lost my way...

It was a journey to reset and maintain the standard that I had created and become accustomed to. I had to re-discipline the kids, the parents, and most of all, myself. If I didn't set the standards of the program, no one would. I also had to learn to take a softer approach to coaching. To not get so involved with the role of being a coach that I forget the other aspects of what being human is all about.

There were times when the attendances at other programs were such that I didn't have enough jerseys for all the kids. There

were also times when I was tempted to say "sorry, we are full," while Fitzroy was barely getting twelve kids a session. This year is truly about self rediscovery. I had to go within myself to bring out the values that Helping Hoops embodies and implement them at all of my programs. I found that balance of being stern and being fun.

I found new ways to deliver the sessions. I looked for newer methods to bring out the best in the kids that we teach. I got involved in the personal lives of our kids and the parents. Instead of giving up on kids that were troubled, my team and I found ways to reach out and assist. The impact of this has been phenomenal! The feedback from the parents has been inspiring and uplifting on a plethora of levels!





Coach's Report Cont.

Omar Coles

The number of new kids, and kids that have been away for some time and returned has been constantly rising. The alliances that Helping Hoops has created with other companies and foundations have been remarkable! Seeing corporate people coming to our programs and staying until seven or later on a weeknight to congratulate the children and to donate on the children's behalf is AMAZING to say the least!

Witnessing first hand our Dandenong Program rise like a Phoenix from its own ashes is quite humbling. The consistency of the kids returning to learn every week is great, but to have them show up with three or four of their friends and their parents tugs upon the heart! It opens my eyes to the little differences that we make every week that in turn become major differences in the lives of those that participate.

Watching these new kids come into a program with no understanding of basketball, only to have several kids assist

them on and off the court, eager to share their understanding of the game, is a powerful phenomena. I've personally experienced the kids forming their own groups because many of them do not know one another outside of Helping Hoops. Yet to see the multitude of cultural backgrounds come together in the name of having fun and learning is truly worth celebrating!

Helping Hoops is like going to Hogwarts for the first time and realising that there is a magical realm within you that is just waiting to be unlocked! The only thing is that you must find the way to open the gates to the magic that resides within. Once the magic is released it will affect all those around you, but most of all it will change the way that you see and experience You!





Coach's Report

Kevin Johnson

I wanted to do this line of work because I played the game of basketball my whole life and I was on both sides of the coin, so I can relate to these kids.

It's tough seeing these kids that come to us with their problems and their stories about their life and their family. That's why I love the fact that Helping Hoops provides so much more than basketball. We're looked at as big brothers and sisters through their eyes. I can see so many different things for the future with Helping Hoops because of the platform it brings to these kids in their time of need. If we can set up more places in schools and around the inner city, I feel the love from the kids for the program can grow even further and keep kids off the streets and direct them onto the right path.

My expectations are high when it comes to Helping Hoops. That's because it tackles all aspects of hard life and tribulations. Basketball is the most popular participation sport in Victoria

and I can see Helping Hoops changing the whole aspect of basketball. I see what the game of basketball does to these kids. Even kids that don't play it love what we do. I hope we can get big to the point where we have our own indoor-outdoor Helping Hoops centre and have all the communities join together and be one big family.

These are my expectations and the way I see the future in terms of how big this can get if we all just stick together and keep building.





Coach's Report

Renee Clarke

The last 12 months of Helping Hoops has taken me on quite the journey. I started the year helping at a few programs once or twice a week, or as time permitted. The more time I spent at the programs, the more I became invested. Invested in the kids, invested in their families, invested in who they are as people, not just kids on the basketball court. I guess that is Helping Hoops at its core; investing in one another to make each other better, happier, smarter, stronger individuals.

I've seen growth in the children in so many ways; yes, on the basketball court with their skills and abilities, but more importantly to me, they have become better people. They work together to create easier learning scenarios, they help each other, and the idea of having a 'team' and being accountable for each other and looking out for each other is not lost on these young minds. They certainly teach me new life lessons every session, without even knowing it.

I have seen the Helping Hoops participants in Dandenong go from strength to strength, individually as well as a team. 12 months ago you would be hard pressed to hear 'boo' out of the mouths of some of these kids.... now we can't get them to shut up! The best thing about participating in this program is these kids keep you having to develop your own skill set as a coach. They are continuously evolving and as a coach you have to keep up or risk being left behind. It can be challenging at times of course, but the reward is far greater than any challenge.

I was lucky enough to be approached by Adam to come on board the Helping Hoops train as the Women's Development Coach. and I jumped at the chance - who wouldn't! My new role allows me to get out into schools, to create more relationships with young girls to stay involved in sport and create a safe and fun environment for learning, fun and creating life long friendships. I can't wait to get really stuck into this role in 2016 and see where the Helping Hoops train goes!





Coach's Report

Eric Minerve

Helping Hoops Sunshine, which has been a pleasure to work with, is home to many multicultural participants, and in particular, those from a South Sudanese Australian background. Taking over from Mike Spears mid-year, I was unsure what to expect as I have done a lot of work in this space over the years and wanted to ensure that we continue to support the growth in this area. Participants at Helping Hoops Sunshine are from the greater western area and all travel after school and make their way to train and gain exposure to basketball concepts that will further their development.

At the sessions, we have focused on skill development, acquiring the correct techniques of shooting, ball handling, passing and other concepts of the game in competitive play that will assist in their development and progression as players. We have such a vast variety of skill levels among the athletes at the program, from novice to elite representative players. So we have done our best to cater to all at varying levels.

We want to ensure all sessions provide a holistic approach to development. Ahead of teaching basketball, the program develops discipline, work ethic, goal setting, team work, health and fitness and provides balance to a young student-athlete's life. I believe basketball participation can change a child's life and perspective, ensuring more positive outcomes are achieved for youth facing many daily challenges.

Moving forward, we want to ensure all our participants keep improving every week and have some fun along the way. Helping Hoops can provide our participants with opportunities, both locally to further their junior basketball careers, and also assist with potential overseas opportunities, including USA scholarships. We hope to continue our efforts by assisting all aspiring basketballers to continue to progress forward. I am excited to work with this group and see how much we can improve over the coming months.





YEAR IN REVIEW



Coach Mike Spears Bids Farewell

When Helping Hoops ran its first program in 2010, that program was delivered by someone who has become a friend and role model for hundreds of kids: Coach Mike.

Coach Mike has been a big part of making Helping Hoops what it is today through his passion, skills, positive attitude and the big smile he brings to everything he does. After almost five years, Mike made the decision to pursue his next opportunity and bid a sad farewell to Helping Hoops children, families, staff and volunteers.

We wish Mike all the best in his future endeavours, and thank him for his enormous contribution to Helping Hoops.

New Coaches Join the Family

In mid-2015, Helping Hoops began a new chapter with the exciting addition of two new coaches that will take us into 2016 and beyond. Presenting Kevin Johnson and Eric Minerve.

Kevin “Butter” Johnson has extensive playing experience in 10 countries and has a strong community focus that makes him a strong and positive role model for our children. Coming from the Bronx, Kevin empathises with our participants, and his passion and energy are testament to his dedication to positively impacting the lives of those in his programs.

Eric Minerve joins Helping Hoops after years of experience developing young talent at the junior and representative level. His ability to teach the technical aspects of the game in a way that is easy to understand makes him a strong addition to the team. Eric has worked as Head Coach at the Waverley Falcons, and has developed excellent relationships with dozens of players from a South Sudanese Australian background through this program. He has also worked at Xavier and Trinity Colleges, and this work has helped him develop a strong understanding of the needs of children on and off the court.

Welcome Kevin and Eric. We look forward to taking Helping Hoops forward thanks to your dedication and hard work.





24 Hour Charity Shootout Breaks Records

On June 27 & 28, 2015, more than 150 people participated in the 24 Hour Charity Shootout by shooting as many free throws as they could in 15 minutes. The event, in its fourth year, is the biggest fundraiser for Helping Hoops, and also serves as a great community building opportunity for the charity. Participants enjoyed the carnival atmosphere at Albert Park College, which also included a DJ, popcorn machine, arcade games, an artwork exhibition and all the colour and excitement we have come to expect from the Shootout.

2015 was the biggest year for the Shootout in terms of free throws made, with a staggering 21,034 shots made over the course of the weekend. Participants also combined to raise an incredible \$61,415.53 by receiving sponsorship from their friends and family prior to the event. This figure smashed our goal of \$50,000.

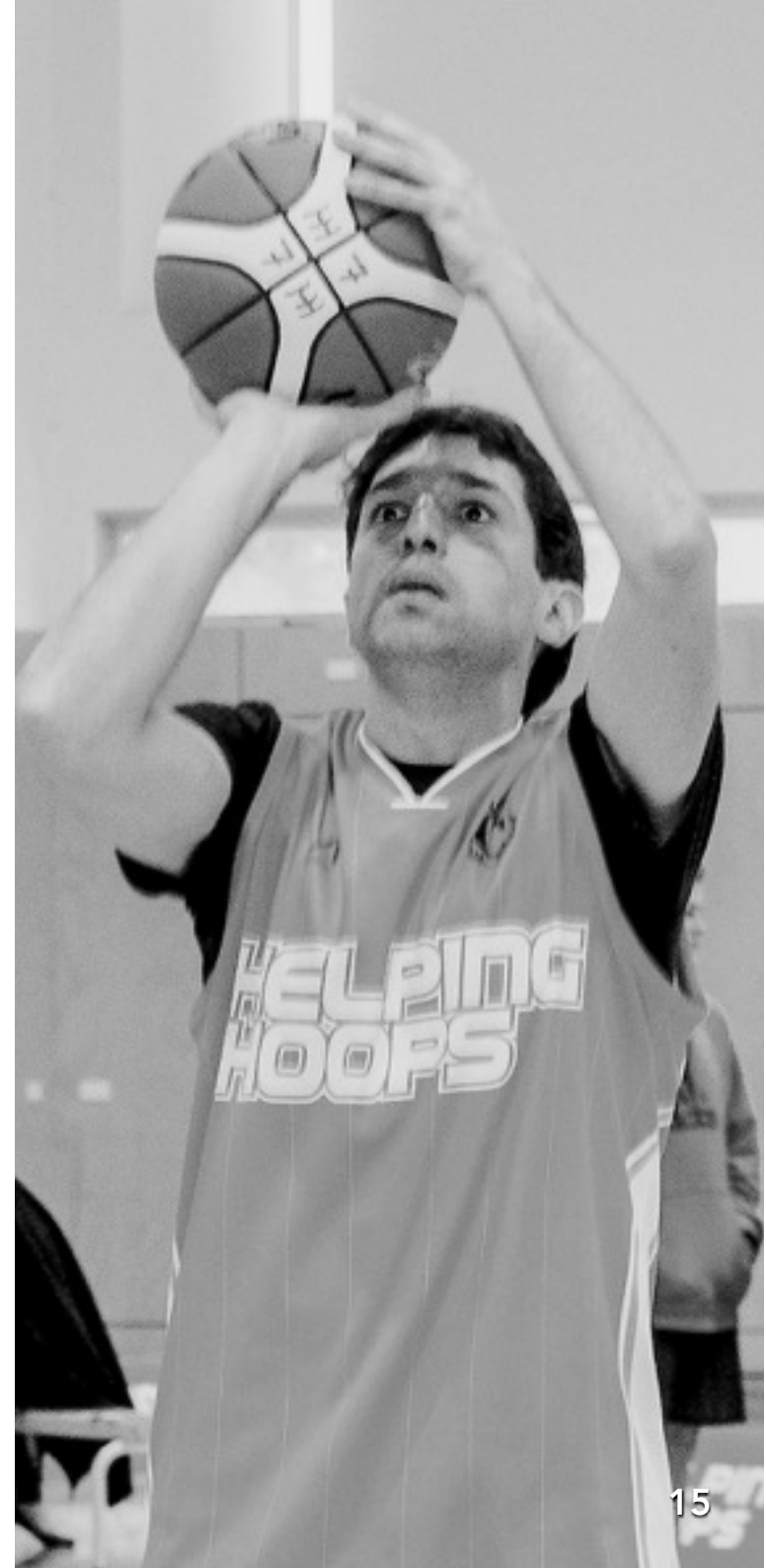
As part of the 24 Hour Charity Shootout, we were also proud to present the Frantic Five Challenge, which saw eight stars

paired together to compete in a free throw shooting competition. Each team competed for five minutes to see how many foul shots they could make in a double-elimination tournament. The teams were:

- David Barlow (Melbourne United) / Omar Coles (Helping Hoops)
- Mike Spears (Helping Hoops) / Chris Anstey (former NBA & Olympic player)
- Alice Kunek (Melbourne Boomers & Australian Opals) / Ben Shewry (Attica Restaurant)
- Renee Clarke (Helping Hoops) / Tegan Cunningham (Dandenong Rangers)

The final saw Team Kunek/Shewry V Team Spears/Anstey, with Kunek/Shewry the eventual winners.

Thanks to everyone who participated and made the 2015 24 Hour Charity Shootout the best yet. Thanks also to Melbourne United for their support of the event, and Chase Basketball for their kind donation of the gym at Albert Park College. Finally, a huge thanks to all the volunteers who gave up their time, energy and effort.





Support From our Growing Community

Helping Hoops has been extremely fortunate to receive some great support from the community. Here are just some of the people and organisations that have stepped up to help us help kids.

Ben Shewry of Attica restaurant has been an amazing ambassador of Helping Hoops, and chose to support us through his event, 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. Chefs were stationed around the estate, with guests rotating through stations and enjoying all the amazing food on offer. Helping Hoops was invited to take part by erecting a basketball hoop and playing games with guests as they passed through our station. This provided a fantastic opportunity to meet some of Ben's supporters and show them our work in the community.

In total, \$25,000 was raised for Helping Hoops thanks to the generosity of Ben and his dedicated team.

Local business, LeasePLUS, conducted a series of workplace giving initiatives that raised over \$1,200 for Helping Hoops. The events have included a lunch, a poker tournament and chocolate drive, and have been driven solely by the staff, with support from management. LeasePLUS CEO, Leigh Penberthy, and Jim Glenn, who spearheaded the campaign, attended the Helping Hoops Fitzroy program to present a cheque to Helping Hoops and meet some of the children who will directly benefit from the company's generosity.

Cleo Bachelor contender, Nick Bell, used his nomination to raise awareness and donations for Helping Hoops. Driven by his love of sport, the entrepreneur chose to support Helping Hoops by making a generous \$10,000 donation. A further \$5,000 was on offer in the event that Nick won the contest, but unfortunately this was not to be. A big thanks to Nick for his kindness.





Helping Hoops Turns Five

On May 5, 2015, Helping Hoops celebrated a birthday. It was five years ago that the charity was officially incorporated and took the first steps on the road to becoming something that means so much to so many people today. The milestone was particularly special for those who have seen Helping Hoops grow from humble beginnings of one program per week to our 2015 schedule of seven weekly programs and over 320-sessions per year.

Every week, we make, and keep, promises to children suffering from various forms of disadvantage. We are especially proud of the fact that we have been able to eliminate the cost barrier that prevents many children from participating in activities, and have provided our programs free of charge to communities for the past five years.

We would like to thank our coaches, staff, volunteers, partners, participants and families for being part of our community, and for making Helping Hoops a great place to be.

Shaheens Partnership Opens New Opportunities for Muslim Girls

In 2015, Helping Hoops partnered with the Shaheens Sporting and Social Club to run a women's-only basketball program for girls from a muslim background. Our Women's Development Coach, Renee Clarke, ran sessions for the group and learnt as much as she was able to teach.

Shaheens Sporting and Social Club is the brainchild of Kashif Bouns, an Australian Football League official, prominent community leader and diversity advocate. Bouns recognised that multicultural youth in Australia needed greater opportunities to connect with the wider Australian society. Much like Helping Hoops, Shaheens uses sport to bridge social gaps, and it has been a pleasure to share ideas and philosophies on how to achieve our common goals.

The eight-week pilot program proved extremely popular with the group, and was a resounding success. We look forward to continuing the partnership and working with Shaheens in the near future.





Dennis Rodman Meets Helping Hoops

NBA Hall of Famer and 5-time Championship winner, Dennis Rodman, came to town in February, 2015, and Helping Hoops did not miss out on the chance to meet with a legend of the game. Rodman was visiting as part of his Bad Boy Tour, and spoke to a full Athanaeum Theatre in Melbourne about his life growing up, the struggles he faced as a young man, depression, his triumphs and challenges as an NBA player, and his colourful personal life.

Helping Hoops took six participants from the Helping Hoops Sunshine program to the show, along with five very eager volunteers who have donated their time to the charity on an ongoing basis. The group took over the theatre's foyer prior to the show and ran shooting games with the public before doors opened. This proved a fun and interactive way to promote our work to the wider basketball community.

Thanks goes to Ryan from Slater and Swann Productions for providing the opportunity to Helping Hoops.

Hitting the Big Screen

Helping Hoops has been fortunate to enjoy some excellent media coverage over the past 12 months.

Channel Nine's Today Show came down to film some excited participants in the Helping Hoops Richmond program in October, 2014, which was then followed by a live-cross on Sunday morning featuring coach, Omar Coles, and Executive Director, Adam McKay.

In February, 2015, SBS World News aired a segment on Helping Hoops featuring children, coaches and volunteers from our Fitzroy program. The minute-and-a-half piece aired nationally and showed just how Helping Hoops is impacting the lives of children in inner-city public housing estates.

Thanks to the journalists and all involved in making the above possible. Exposure allows us the chance to engage with more potential supporters, and we appreciate the chance to tell our story to a wide audience.





Three-Point Community Sponsorship

All throughout the 2014-15 NBL season, local sports retailer, Sportsmart, donated \$40 to Helping Hoops for every three-point shot made by Melbourne United. The sponsorship was capped at \$10,000, and United did not let us down, as they scored their 250th three in February to help us reach the target.

Among the highlights of the campaign was an incredible 22 three-point effort by United against Adelaide.

The sponsorship is continuing for the 2015-16 NBL season, with Sportsmart again the benefactor. Melbourne United have had a tremendous start to the season, with many threes going down so far. This season, however, there is no cap, and we are excited to see how much we can raise thanks to the generosity of Sportsmart.

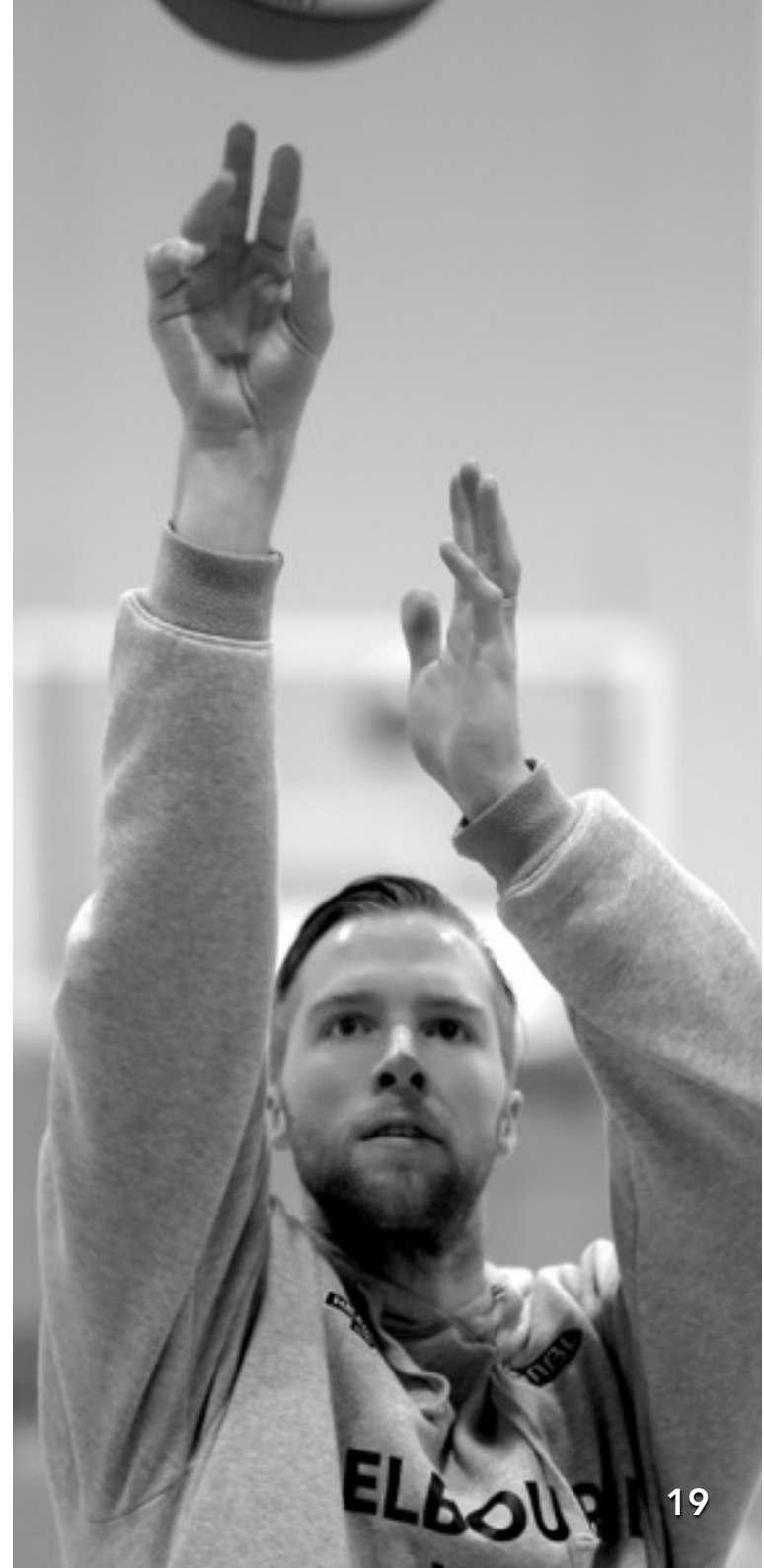
Lakers Donate to Helping Hoops

For a number of years, the Los Angeles Lakers have generously donated signed items to Helping Hoops. Past items have included signed basketballs, photographs, player jerseys, books and other promotional items.

This relationship has continued in 2014-15, with the Lakers surprising us this time around with something truly special. In early 2015, we were fortunate to receive a custom-made Lakers jersey featuring Helping Hoops in place of the player name and signatures from the entire 2014-15 player roster.

This one-of-one item will not be auctioned or given away to our supporters, as has been the case with past Laker donations. Instead, the signed Lakers-Helping Hoops jersey will take pride of place in the Helping Hoops office and be treasured as the truly special item it is.

Thanks goes to Jason in LA for his big heart and continued support of Helping Hoops.





Melbourne United Partnership

Helping Hoops has continued our relationship with Melbourne United in 2014-15 as an Official Charity Partner. This has allowed our children the chance to meet players and attend games, and has also seen Helping Hoops maintain a game-day presence at all United home games.

Melbourne United point guard, Stephen Dennis, visited Helping Hoops Richmond in January to play basketball with our kids and hand out some prizes. Stephen also spoke to the group about the challenges he faced with his recent achilles injury, and what lessons basketball has taught him on and off the court. Stephen has supported Helping Hoops in the past by participating in the 2014 24 Hour Charity Shootout, where he shot an impressive 294 free throws in 15 minutes.

United forward, David Barlow, was a guest at the 2015 24 Hour Charity Shootout, where he teamed up with Helping Hoops coach, Omar Coles, to compete in a free throw shooting competition named the Frantic Five. Each team competed for five

minutes to see how many foul shots they could make in a double-elimination tournament. Although team Barlow-Coles did not come out victors, David's attendance and representation of Melbourne United at the event was very much appreciated.

We have also enjoyed getting involved at United home games through shooting activities and activations for children and families to enjoy before going inside to watch the team play. During the 2014-15 season, a competition was run in which children were given Helping Hoops stickers and encouraged to post a photo of them holding their sticker online for the chance to win a jersey signed by Steve Nash. The 2015-16 season has seen the introduction of the Helping Hoops Zone in the stadium foyer, complete with arcade basketball games. This year's prize is a jersey signed by the entire Melbourne United team.

We have enjoyed working with Melbourne United and value the opportunity to connect with the broader basketball public through the partnership.





School Holiday Tournaments

School holiday tournaments are a great opportunity to consolidate values taught to our participants, build on relationships with the children and the local community, and provide a reward-for-effort for those who attend on a weekly basis. Here are a few highlights.

January saw us run the first ever Helping Hoops Richmond Tournament for children participating in our Richmond program from the local public housing estate. Although the 36-degree heat did keep numbers down, and force us to shorten games, the weather could not dampen the spirits of the participants, who enjoyed a midday clinic, BBQ and afternoon competition.

The tournament featured four teams of boys and girls, as well as some eager Helping Hoops volunteers. In the end, the blue team came out victors, but the day was all about community and having fun with friends.

Thanks to all the Helping Hoops volunteers who helped on the day. Big thanks also to our ambassador, Ben Shewry, who lent his support to the tournament.

The 2015 Fitzroy Tournament collaborated with the Spectacle Festival, held by Yarra Youth Services, and saw the Atherton Gardens Public Housing Estate transformed into a carnival full of DJs, artists, food, and, of course, basketball. Over 30 children from our Fitzroy program competed across junior and senior divisions, with the themes of fun and sportsmanship on display all afternoon. Coaches Omar, Renee and Mike all helped referee games, while Helping Hoops volunteers helped score and ensure the day ran to plan. Thanks goes to Yarra Youth Services and all involved who made this year's tournament a success.

There are plans to expand the number of school holiday tournaments, and we look forward to bringing the event to every Helping Hoops program in 2016.





Culture Kings Charity Shootout

National streetwear retailer, Culture Kings, have stepped up to support Helping Hoops, not only through their sponsorship of Helping Hoops uniforms, but also through their own version of our hugely successful 24 Hour Charity Shootout: The Culture Kings x Helping Hoops Charity Shootout.

The event saw Culture Kings customers donate to shoot as many free throws as they could in 60 seconds on a special Culture Kings hoop while DJs spun tunes and staff kept careful count of shots. On offer for the winner was a \$500 gift card generously donated by the store.

The leaderboard was custom-made with a photo of Shaquille O'Neal just to add a touch of irony to an event that was all about being good at shooting free throws. Helping Hoops videos were shown on the big screen showcasing our 320-plus free weekly basketball session for disadvantaged and disabled children each year. Culture Kings also made 8-foot tall

Helping Hoops banners to ensure all attending knew just who we are.

We thank Culture Kings for their support and look forward to bringing you more updates from our partnership in the future.

Molten Ensures Basketballs Keep Bouncing

Molten has been a long-term supporter of Helping Hoops through its yearly donation of balls. As the industry-standard for basketballs, it is a privilege to be able to provide our coaches and participants with high quality equipment to ensure our programs run smoothly.

Molten contributes 50 basketballs each year free of charge, which allows the money saved from purchasing balls to be diverted into more programs and initiatives for children in need. We are lucky to have Molten in our corner and look forward to putting their invaluable contribution to good use on the basketball court.





Combine Showcases Talents of Helping Hoops' Best

In 2013, Helping Hoops ran its first Combine in partnership with the Longhorns Basketball Club for participants from the Helping Hoops Sunshine program. The basic concept of the Combine was to provide children, mostly from a South Sudanese Australian background, the opportunity to gain data on athletic performance and enjoy the experience of being treated as a student-athlete.

The Helping Hoops Combine returned again in December, 2014, and took a huge step forward with the support of Academy League – a Melbourne company which specialises in the testing of athletes by using the latest laser gate technology. We are excited to partner with Academy League as many of the Helping Hoops Sunshine participants have high aspirations of playing basketball in the USA, and accurate, standardised and internationally recognised data is essential to helping them access opportunities in the US high school and college systems.

The 2014 Helping Hoops Combine saw Academy League gather data across areas, such as vertical leap, basketball agility, sprints and endurance. Participants enjoyed the lights and motion of the high-tech laser gate technology, as well as the chance to see where they ranked in their group.

Helping Hoops Ambassador, Chris Anstey, was on hand to support and gave the young athletes advice including working hard every day as if the person who will give them an opportunity was watching.

Thanks to Academy League, Chris, and the all the volunteers on hand who made the Combine a big success. We look forward to continuing our partnership with Academy League in the future.





South Sudanese Australian Summer Slam

Twice a year, the South Sudanese Australian National Basketball Association (SSANBA) holds national tournaments for their community, and Helping Hoops is proud to sponsor both tournaments through the contribution of volunteers, expertise, and items to assist. Not only are the SSANBA's aims in line with Helping Hoops', but many participants in our programs compete across multiple teams.

The 2014 December instalment of the tournament, the Summer Slam, was held on the weekend of December 19-21, and featured a record 40 teams from all over Australia competing across four divisions. Helping Hoops sent up three volunteers to assist in statistics, coaching, and the filming of video footage. The three days of competition culminated in Sunday's finals, with Sydney maximising the home court advantage to win three-out-of-four titles.

The Slam Dunk Contest, which was held on the first day of the tournament for the first time to ensure the best dunkers were available and fresh to perform, featured

some of the most athletic talent from around the country, but ultimately it was a familiar face who won. Helping Hoops participant, Bol Bak, soared to defend his National Classic title, which he won in July's National Classic tournament.

The Summer Slam and July's National Classic are not only two of the most exciting tournaments in Australian basketball, but are also important events for the South Sudanese Australian community. Maintaining a sense of community and cultural identity, whilst celebrating the fact that we are all Australian, is a key feature of the work the South Sudanese Australian National Basketball Association undertakes.

We would like to thank all players, coaches, team managers, referees, parents, supporters, and guests of honour for attending and making the Summer Slam the huge success it was. Thank you to the tournament organisers in Sydney who have set the bar high in 2014 with two great events.





Women's Development Coach

Over the past five years, Helping Hoops has witnessed first-hand the challenges and barriers faced by girls from a multicultural, migrant and refugee background. Recently, a focus has been placed on boosting female participation. The message of "Girls Play Too" has seen a jump in female attendance, but more work remains to be done to ensure girls enjoy the same benefits and opportunities as their male counterparts.

In early 2015, we announced the appointment of Renee Clarke to the newly created position of Women's Development Coach. Renee, who has volunteered with Helping Hoops for the past two years, comes from a strong basketball, coaching and youth development background having been part of the game for over half her life. Renee has represented her state in national titles and successfully run basketball camps for children.

Renee's role sees her work across multiple Helping Hoops programs to create an inclusive and welcoming environment for

girls, as well as taking the proactive step of getting out into schools and community groups to push the "Girls Play Too" message and ensure female participants are aware of the opportunities open to them through Helping Hoops.

The creation of the position has only been made possible through a grant from the Grosvenor Foundation and the Victorian Women's Benevolent Trust. The Victorian Women's Trust works towards a just and humane society in which women enjoy full participation as citizens. They believe that by creating a better world for women, we create a better world for men, children, families and communities. We thank them for their support and look forward to sharing the results Renee has been able to achieve through her role.





Getting Up-Close with WNBL Stars

It has been wonderful to give girls from Helping Hoops programs the opportunity to not only watch WNBL games, but also meet the players and receive words of inspiration.

In January, a group from Helping Hoops Fitzroy were treated to a day out at the Melbourne Boomers WNBL game. The day included a catered corporate box to watch the Boomers take on Adelaide, a half-time interview in front of the crowd, helping draw the raffle, and a chance to meet the players after the game. The children were also given their very own Boomers uniform.

All this was thanks to April and Michelle at White Line Images. April and Michelle say about the opportunity,

“We believe that sport can play such an important role in strengthening communities. When we heard about Helping Hoops and the work they were doing with kids who really needed it, we wanted to show support for them in some small way. By providing an

opportunity for a handful of children to attend a Melbourne Boomers WNBL game, we hope that we’ve been able to provide these kids with a positive life experience and a chance to be inspired by some really talented female athletes.”

Cross-town rivals, the Dandenong Rangers, which is home to our ambassador, Tegan Cunningham, also provided fantastic opportunities for Helping Hoops girls during the 2014-15 season. Groups attended two games and watched Tegan and her team from court-side seats. Children also had a chance to compete in quarter-time on-court activities that made them feel as special as we think they are.

Attending post-game functions also provided the chance to meet and chat with Rangers players, such as Tegan, WNBA star, Cappie Pondexter, and WNBA championship winner and perennial Opal, Penny Taylor.

We have thoroughly enjoyed our experiences with both WNBL clubs, and look forward to giving even more children such opportunities in the near future.





OMAR COLES

At over 205 centimetres tall, Omar is by far our tallest coach, yet is a gentle giant in nature. After completing his college playing career with the University of Toledo in Ohio, Omar played overseas in Canada. Omar also has five years of experience in the US Navy, which has instilled values such as discipline and work ethic – values he emphasises at Helping Hoops. Omar heads up the Helping Hoops Fitzroy and Dandenong programs.



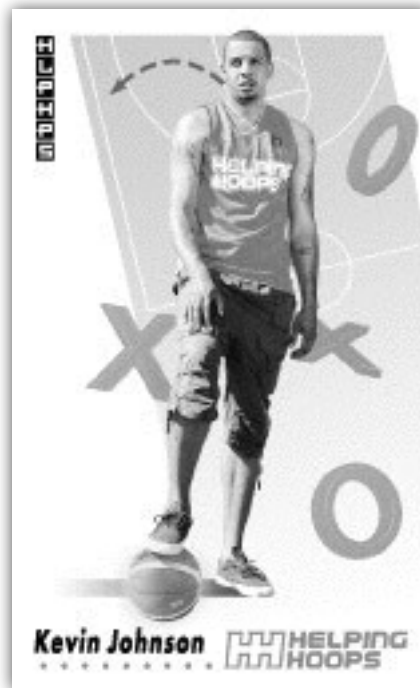
RENEE CLARKE

Renee has been a part of the game for over half her life, having started playing at 12 in Queensland and going on to represent her state in national titles. Adding to her playing duties, Renee has run successful basketball camps for children, as well as working within the NBL arena.

As our Women's Development Coach, Renee works across multiple programs to ensure girls enjoy the same opportunities as boys at Helping Hoops.

KEVIN JOHNSON

Kevin "Butter" Johnson has playing experience in over 10 countries, including being involved in the NBA Cares program overseas. He has a strong community focus coming from the Bronx, New York, and relates to the situations facing our kids. Kevin's passion and energy are testament to his dedication to positively impacting the lives of kids facing disadvantage. Kevin heads up the Helping Hoops Broadmeadows, Croxton, Richmond and North Melbourne programs.



ERIC MINERVE

Eric has years of experience developing young talent at the junior and representative level. His ability to teach the technical aspects of the game in an easy to understand manner makes him a great addition to our team. Eric has worked as Head Coach at the Waverley Falcons, and has developed excellent relationships with dozens of players from a South Sudanese Australian background through this program.

Eric heads up the Helping Hoops Sunshine program.

FROM A VOLUNTEER'S PERSPECTIVE

Volunteering at Helping Hoops is a world that allows you to engage with a community that you would otherwise not have access to. Helping Hoops has taken chaotic, secluded communities, with a wealth of potential, and created a place of unity, care and direction.

I have been an Assistant Coach for three-and-a-half years and perhaps became comfortable and complacent in that role. With the departure of a great mentor and coach, Mike Spears, came an opportunity for myself to take on more responsibility. For me that added responsibility was taking on the coaching role at the Richmond and North Melbourne programs.

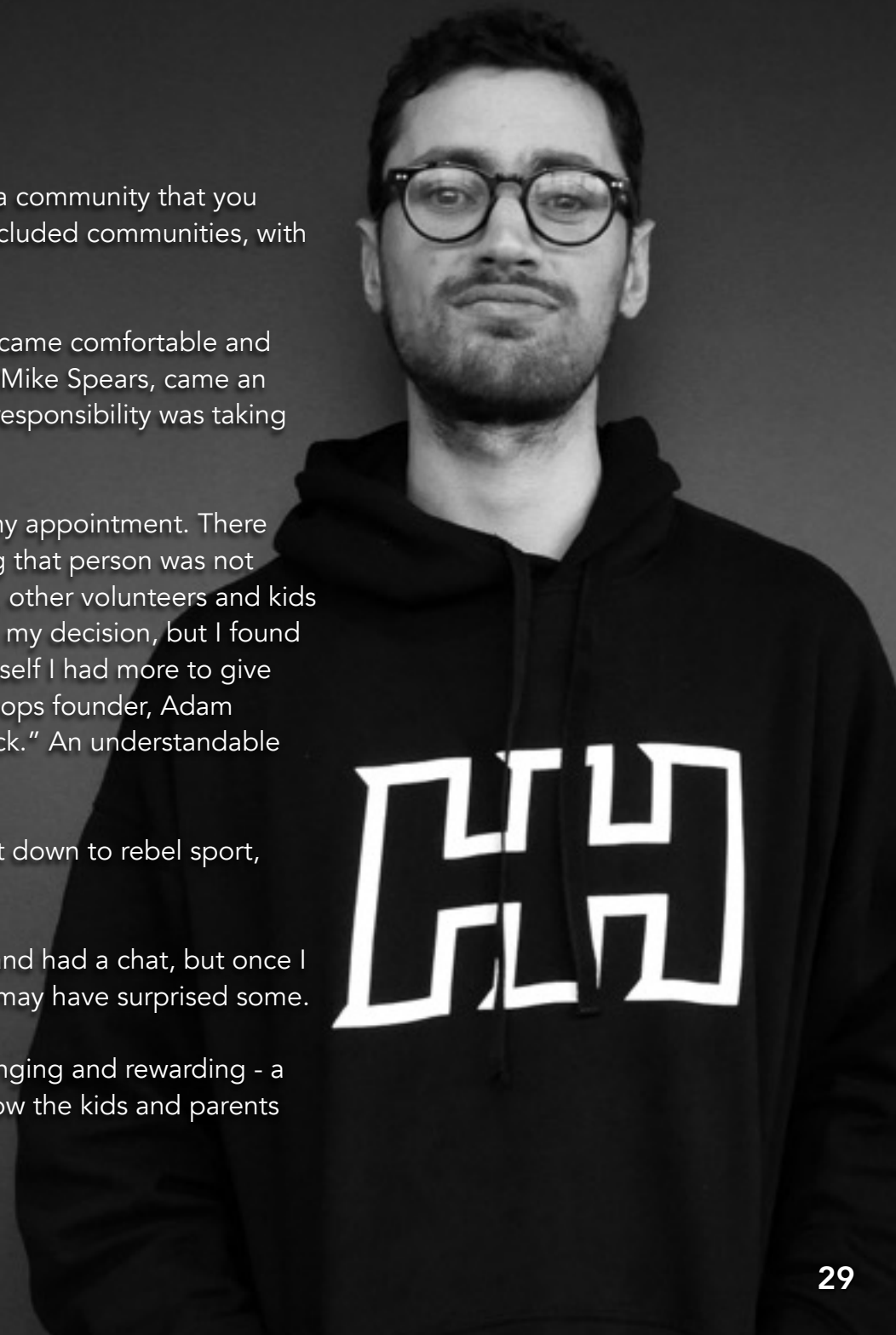
I had never been given the helm or given any real responsibility prior to my appointment. There was no real reason to be any more than a supporter to Mike Spears. Being that person was not going to cut it as head coach. I remember weeks before Mike's departure, other volunteers and kids were asking if I was going to be the new coach. I wasn't sure and it wasn't my decision, but I found myself coming into the role naturally week-by-week, and I knew within myself I had more to give but hadn't shown anything more than being a sidekick. In fact Helping Hoops founder, Adam McKay, fuelled my fire with the words, "You'll probably always be a sidekick." An understandable statement given what I had shown, but I knew I had more.

The first week rolled round and I came prepared. Bought my whistle, went down to rebel sport, bought some cones, Helping Hoops balls in the boot all set, ready to go.

There were some nerves before I got the kids in the middle of the court and had a chat, but once I asserted myself, I found an intensity and level of volume in my voice that may have surprised some.

In short, my role as head coach for the 4-5 week duration was both challenging and rewarding - a craft that I'd like to continue to master. It was also a pleasure to get to know the kids and parents on another level. I look forward to more roles like this one in the future.

- Steve Bacash



A black and white photograph of four young girls on a basketball court. The girls are smiling and posing for the camera. Two girls are standing in the background, wearing baseball caps; one cap says 'LAKERS' and the other 'Discovery of America'. They are both making peace signs. Two girls are crouching in the foreground. The girl on the left is wearing a light-colored long-sleeved shirt and a baseball cap, also making a peace sign. The girl on the right is wearing a floral patterned shirt and a wide-brimmed hat. The background shows a basketball court with other people and a fence.

ABOUT OUR PROGRAMS

HELPING HOOPS SUNSHINE

Helping Hoops Sunshine is a free, multicultural basketball program for kids living in Melbourne's west. The program runs every Monday from 5 to 7pm and is overseen by Coach Eric Minerve.

The program is in its fifth year and has diversified greatly in 2015 to accommodate a wide range of ages, cultural backgrounds and abilities. The introduction of Coach Eric to the program has resulted in greater attention to detail and technical coaching that is in high demand amongst the incredibly talented pool of participants in Melbourne's west.



Helping Hoops Sunshine is funded
by the Newsboys Foundation.



HELPING HOOPS FITZROY

Helping Hoops Fitzroy is a free, multicultural basketball program for kids living on the Atherton Gardens public housing estate. The program runs every Monday from 5 to 7pm and is overseen by Coach Omar Coles.

The program is in its fourth year and continues to provide a supportive environment where children feel a strong sense of community and belonging. Helping Hoops Fitzroy has continued to provide opportunities for girls in 2014-15, with more females than males attending on a weekly basis.



Helping Hoops Fitzroy is
part-funded by Bendigo Band
Clifton Hill / North Fitzroy.



HELPING HOOPS BROADMEADOWS

Helping Hoops Broadmeadows is a free basketball program for kids with an intellectual disability living in Melbourne's north-west. The program runs every Tuesday from 3 to 4pm and 5 to 6pm and is overseen by Coach Kevin Johnson.

The program, now in its sixth year, has welcomed Kevin as its new coach in 2015. Coach Kevin has quickly built strong relationships with the group and has brought a new level of energy and enthusiasm to an already successful program. Seeing the group improve and grow continues to impress all involved.



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



HELPING HOOPS DANDENONG

Helping Hoops Dandenong is a free, multicultural basketball program for kids living in Melbourne's south-east. The program runs every Wednesday from 5 to 7pm and is overseen by Coach Omar Coles.

Despite the diverse nature of age and ability in the group, children support and encourage each other, making for a fantastic atmosphere. We have seen individuals and the group as a whole grow to take on more leadership qualities, as well as develop their basketball skills. We look forward to seeing how they continue to develop over the next 12 months.



Helping Hoops Dandenong is funded by the Jack Brockhoff Foundation.



HELPING HOOPS CROXTON

Helping Hoops Croxton is a free basketball program for kids with an intellectual disability living in Melbourne's north. The program runs every Wednesday from 3 to 4pm and 5 to 6pm and is overseen by Coach Kevin Johnson.

As with Helping Hoops Broadmeadows, Croxton has seen new coach, Kevin, build a strong rapport with children and volunteers, and quickly learn how to tune his skill set to suit the group. The program is in its fifth year, and it is an ongoing privilege to watch the participants grow on and off the court. We look forward to Wednesdays as much as they do.



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



HELPING HOOPS RICHMOND

Helping Hoops Richmond is a free, multicultural basketball program for kids living on the Richmond public housing estate. The program runs every Thursday from 4 to 6pm and is overseen by Coach Kevin Johnson.

The program, in its third year, has welcomed Coach Kevin with open arms, and the group continues to improve on their basketball skills while maintaining the sense of fun that Richmond is known for. It is still not uncommon for girls to outnumber boys on a weekly basis, and the truly inclusive and multicultural nature of the program makes it a great place to be.



Helping Hoops Richmond is funded
by the John & Betty Laidlaw Legacy.



HELPING HOOPS NORTH MELBOURNE

Helping Hoops North Melbourne is a free, multicultural basketball program for kids living on the North Melbourne public housing estate. The program runs every Friday from 4 to 6pm and is overseen by Coach Kevin Johnson.

The program is in its third year and has seen an influx of girls over the past twelve months to now make it equally popular with both male and female participants. The group has improved their on-court and off-court skills dramatically, with attitudes, listening skills and overall behaviour at an all-time high.



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





MEET OUR AMBASSADORS

BEN SHEWRY

Ben Shewry is not only the Head Chef and owner of the all-conquering Attica restaurant in Melbourne, but 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 has raised over \$75,000 over the past two years. 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 \$25,000 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.



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 helped 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 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.





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.



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 renown University of Miami, where he helped the Hurricanes make it to the NCAA Tournament as a Junior.

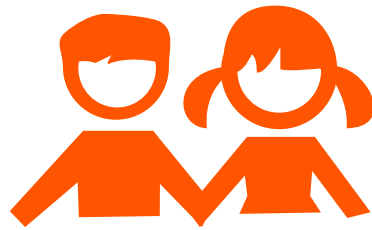
Lance has spent time getting to know the children at various Helping Hoops programs, where his love of the game and genuine, humble, and caring nature has made him a popular guest amongst participants and staff alike.

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.

BY THE NUMBERS



320+
SESSIONS
EVERY
YEAR



290+
ACTIVE
WEEKLY
PARTICIPANTS



80+
ACTIVE
VOLUNTEERS
IN PAST 12
MONTHS



12K+
SOCIAL
MEDIA
FOLLOWERS



60,000+
REACHED
THROUGH
MELBOURNE
UNITED
PARTNERSHIP



\$125K+
IN
DONATIONS
AND
FUNDRAISING



150+
PARTICIPANTS
IN THE 2015
24 HOUR
CHARITY
SHOOTOUT



1,800+
VOLUNTEER
HOURS
CONTRIBUTED

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 2015, 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 2015 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 14th day of September 2015

FINANCIAL REPORT

PROFIT & LOSS

| | 2015 \$ | 2014 \$ |
|--------------------------|------------------|------------------|
| INCOME | | |
| FUNDRAISING | 16,011.06 | 16,773.10 |
| GRANTS | 74,464.09 | 92,557.91 |
| DONATIONS | 48,404.40 | 18,062.54 |
| 24 HOUR CHARITY SHOOTOUT | 60,275.26 | 69,879.06 |
| SPONSORSHIP | 4,181.82 | - |
| HOOPS | 1,181.92 | - |
| INTEREST RECEIVED | 252.44 | 81.31 |
| OTHER REVENUE | 1,612.50 | 127.27 |
| | <hr/> 206,383.49 | <hr/> 197,481.19 |

EXPENDITURE

| | | |
|------------------------------|--------------------|--------------------|
| ACCOUNTANCY FEES | 807.75 | - |
| ADVERTISING | 740.39 | 4,881.42 |
| BANK CHARGES | 767.10 | 826.55 |
| CLEANING | - | 210.00 |
| COACHING | 50,040.00 | 44,725.00 |
| CONTRACT WORK | 864.14 | 7,101.11 |
| DATA PROCESSING | - | 168.50 |
| DONATIONS | - | 100.00 |
| ELECTRICITY | 551.89 | 114.90 |
| FUNDRAISING EXPENSES | 7,726.80 | 2,898.94 |
| FREIGHT & CARTAGE | 429.58 | 475.51 |
| GST WRITTEN OFF | 20.00 | (0.54) |
| HIRE OF COURTS | 10,788.19 | 10,182.17 |
| INSURANCE | 4,046.09 | 3,511.08 |
| INTERNET | 1,182.78 | - |
| LICENSING FEES | - | 46.73 |
| MISC EXPENDITURE | 1,539.44 | 716.02 |
| PRINTING & STATIONERY | 4,116.17 | 1,811.28 |
| RATES & TAXES | 400.25 | - |
| RENT | 5,280.00 | 3,448.18 |
| STAFF TRAINING & WELFARE | - | 418.18 |
| SUPERANNUATION CONTRIBUTIONS | 12,639.63 | 4,507.00 |
| TELEPHONE | 322.41 | 439.68 |
| TOOL REPLACEMENT | 507.27 | 103.86 |
| TRAVELING EXPENSES | 122.55 | 52.27 |
| TROPHIES | 170.00 | 141.82 |
| UNIFORMS | 3,789.09 | 855.46 |
| WAGES | 75,795.90 | 45,400.00 |
| WATER | 160.40 | 23.27 |
| WORKERS COMPENSATION | 2,791.51 | 855.08 |
| | <hr/> 185,599.33 | <hr/> 134,013.47 |
| NET PROFIT | \$20,784.16 | \$63,467.72 |



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.

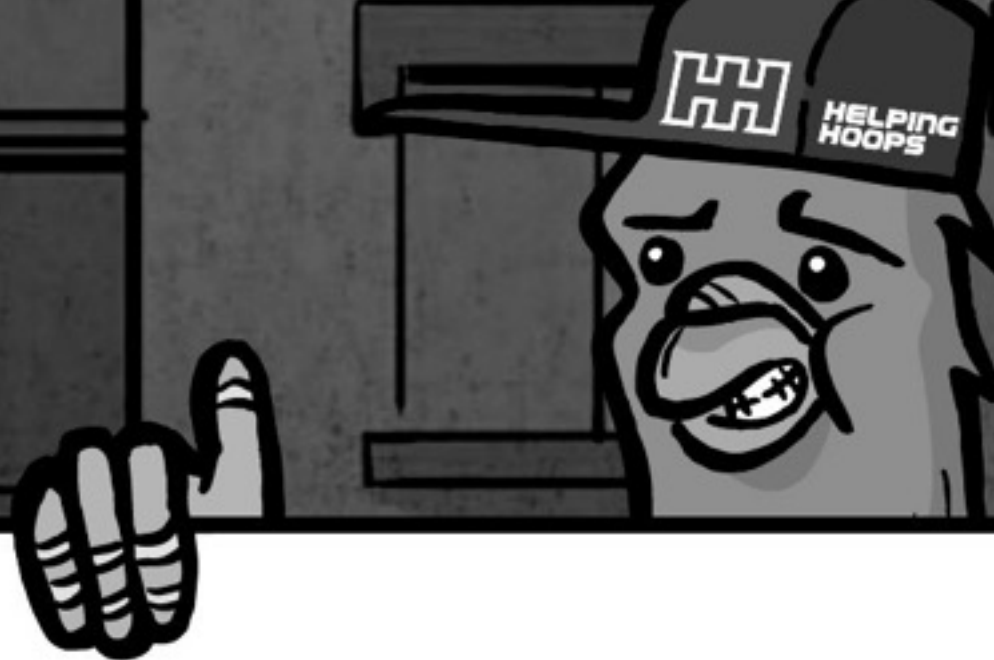
Find out which event best suits you at helpinghoops.com.au/hostanevent

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





PRINCIPLE
DESIGN



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 |

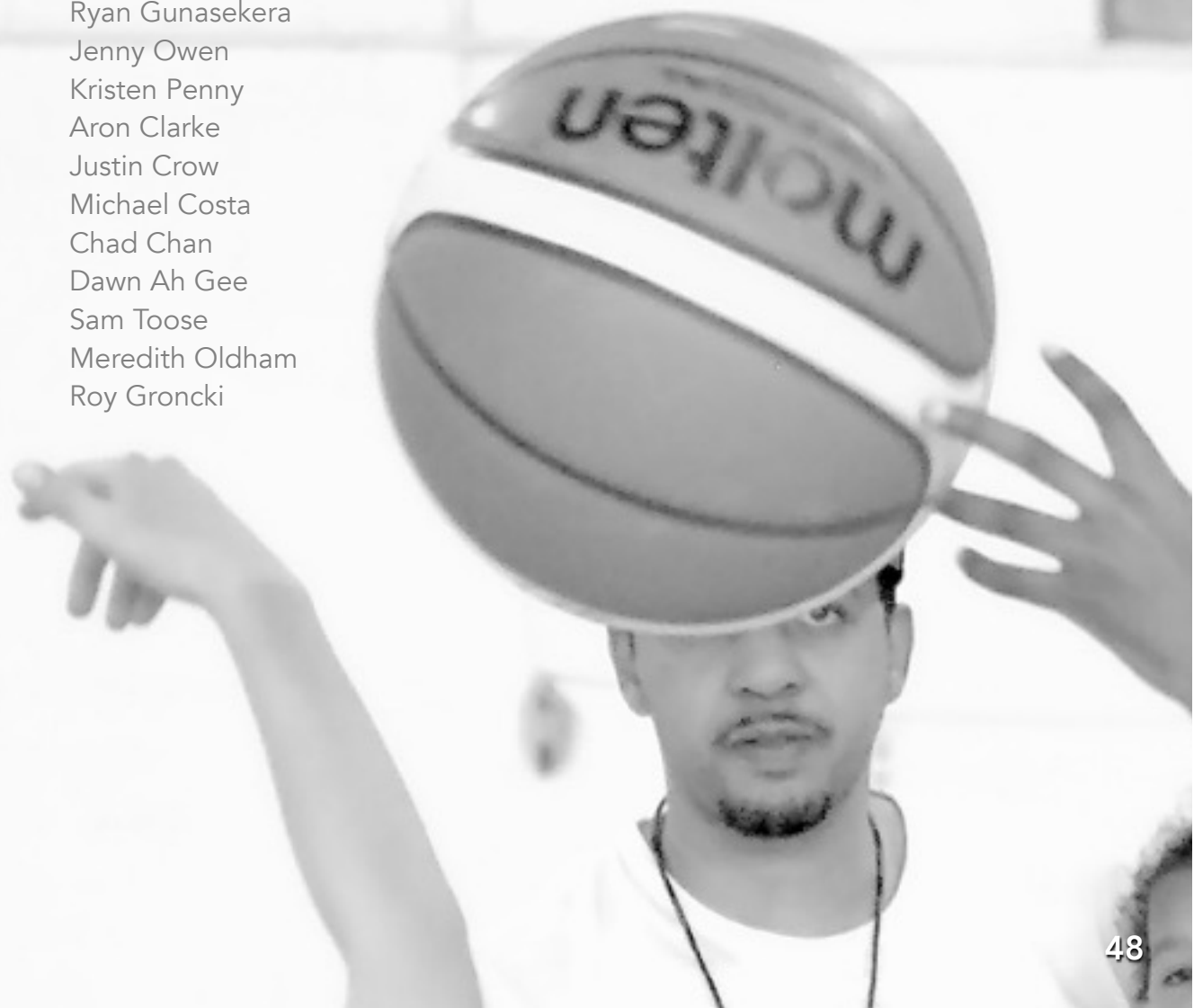
STAFF

| | |
|--|--|
| Executive Director | Adam McKay |
| Coaches | Omar Coles Kevin Johnson Eric Minerve |
| Women's Development Coach | Renee Clarke |
| Administration & Community Engagement Manager | Sandra Tay |
| Volunteer Video Producer | Samuel Kwong |
| Ambassadors | Ben Shewry Tegan Cunningham Chris Anstey Lance Hurdle |



VOLUNTEER ASSISTANT COACHES

Stephen Bacash
Luke Meney
Ryan Gunasekera
Jenny Owen
Kristen Penny
Aron Clarke
Justin Crow
Michael Costa
Chad Chan
Dawn Ah Gee
Sam Toose
Meredith Oldham
Roy Groncki





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and stories we post daily from Helping Hoops
programs and events.



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helpinghoops.com.au

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