

# 2019



## ANNUAL REPORT



**HH** **HELPING  
HOOPS**



**THIS REPORT  
COVERS  
THE PERIOD  
FROM  
NOVEMBER  
1 2018 TO  
NOVEMBER  
1 2019**

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# HELPING HOOPS – OUR ‘WHY’

Helping Hoops’ mission is to use basketball to inspire, empower and support children and young people from underprivileged backgrounds. We achieve this through providing free community-based programs that instill values and skills that benefit participants in their everyday lives.

Through this we aspire to create stronger and more cohesive communities and give a ‘fair go’ for the next generation of Australians.



# BY THE NUMBERS

**500+**

PROGRAM PARTICIPANTS

**650+**

SESSIONS PER YEAR

**13**

WEEKLY PROGRAM LOCATIONS

**1000**

AVERAGE TIME PER YEAR WITH EACH PARTICIPANT

**2600+**

VOLUNTEER CONTACT HOURS

**170+**

CHARITY SHOOTOUT PARTICIPANTS

**\$180K**

DONATIONS & FUNDRAISING

**25K+**

SOCIAL MEDIA FOLLOWERS

**180+**

ACTIVE VOLUNTEERS

**25%**

FEMALE PARTICIPATION

**60+**

ACTIVE MEMBERS

**1300+**

PROGRAM CONTACT HOURS PER YEAR

# REPORTS FROM OUR PEOPLE



# EXECUTIVE DIRECTOR'S REPORT ADAM MCKAY

**“THE GENERAL CONSENSUS AROUND THE COMMUNITY IS THAT WE ARE HEADING INTO A NEW AND EXCITING PHASE OF HELPING HOOPS – ACCESSING A WHOLE NEW LEVEL WHERE ANYTHING IS POSSIBLE.”**

10 years in – we will officially celebrate this milestone on May 5, 2020, however the idea of Helping Hoops began in 2009. Fast forward 10 years, and much has changed, however the reason for our existence has remained the same. Breaking down barriers, creating opportunities for children who do not have the same support as many of us enjoy – we have remained true to our mission, and our simple approach has proven effective and scalable all these years on.

2018-19 has been different. We have welcomed aboard new partners and supporters, added new programs, and matured as an organisation thanks to tireless work behind the scenes. The general consensus around the community is that we are heading into a new and exciting phase of Helping Hoops – accessing a whole new level where anything is possible. The momentum we have built is seeing countless amazing opportunities come to fruition, and I am proud of the entire team and our community for getting us to this point.

We are seen as a leader in our field. Basketball aside, the model of using sport to engage children and underprivileged communities on a weekly basis, to take these activities and put them in relevant locations that are easily accessible, to take away the barrier of

cost, to provide a platform where strong relationships are forged through ongoing and sustained engagement, and to take a long-term view of success and invest in communities year after year... these are all factors that have led to our success to date, and will be crucial to remember going forward.

With this ‘leveling up’ of Helping Hoops, I now feel I am ready to move aside and let a new leader take the helm and help navigate the next period for the charity. I will officially step aside as Executive Director on December 31, and we have already begun the search for the person who will be charged with maximising the incredible opportunities that lay before Helping Hoops. I am excited to see who this person will be, and where they take Helping Hoops from here. I will be cheering on from the sidelines as someone who is inextricably connected to the organisation and wants nothing more than to see it fulfill its potential.

I have so many people to thank. It would be unwise to attempt to do so here. Let me just say that I am grateful to a level that defies articulation. Our community of kids, coaches, volunteers, staff, funders, supporters and partners – you all have my deepest thanks. Good luck, Helping Hoops!

# PRESIDENT'S REPORT DAVID KOOPMANS

**“EVERY WEEK, 100'S OF KIDS TURN UP FOR A FEW HOURS WITH THEIR COACHES, HAVING THEIR OWN SMALL VICTORIES AND SETBACKS, LEARNING AND HAVING FUN IN THE PROCESS.”**

2019 has shown that Helping Hoops is a vibrant, growing community on every front; from programs and attendance to volunteer contributions, to partnerships and fundraising. Every week, 100's of kids turn up for a few hours with their coaches, having their own small victories and setbacks, learning and having fun in the process. The demand for programs is ever-growing, so it's our collective duty to find ways to grow Helping Hoops and bring more programs to more young people, so they get a chance to develop a passion for the game, but more importantly, build confidence and fitness, strengthen relationships and learn key life skills while having fun.

We're proud to have so many friends and supporters in organisations such as Basketball Victoria, Nike, Melbourne United, Melbourne Boomers, Ben Simmons and the Simmons family, as well as our Brand Ambassadors such as Chris Goulding, Tegan Cunningham, Chris Anstey, Ben Shewry and many, many others. Please keep up that invaluable support.

As part of our growth, there is always change, and probably one of the biggest changes is the impending change to the role of Executive Director, currently held by Adam McKay, the founder of the organisation. Adam has decided that it's time for a new person to

take on the duties of Executive Director and will be handing over the baton, for that person to grow and nurture the organisation he founded in 2009. Adam will of course always be a part of our community and we're grateful for what he has done for so many kids and the wonderful organisation he has created and nurtured over the past 10 years. We will also say goodbye to Daniel Heath, who has been our Treasurer since 2013, and has been instrumental in making the organisation more professional and financially stable. The committee has welcomed a new member in Neil Gray, and will continue to look for committee members who can help us provide support and guidance for this fantastic organisation.

None of this is possible if it wasn't for the passionate commitment of our staff, volunteers and supporters. Please continue to show your support. We're committed to show up every week for the kids, in as many places as we can get to, to ensure those who are not as fortunate as others get to enjoy basketball and learn some great life-lessons in the process. If reading this report sparks your interest and you would like to become part of our community, don't wait.

# COACH'S REPORT

## RENEE CLARKE

**“‘POWER’ IS JUST BEGINNING AND IT’S MY HOPE THAT, WITH THE RIGHT DEVELOPMENT, WE CAN MAKE THIS PROGRAM AVAILABLE TO MORE GIRLS ALL OVER THE CITY.”**

The last 12 months of Helping Hoops has given me the opportunity to expand my coaching capacity, and I am now lucky enough to be running five programs a week. I have had the opportunity to coach one of our special needs programs – Helping Hoops Croxton – which has been such a wonderful experience, it’s really opened my eyes to the vast influence Helping Hoops has to offer people from all walks of life and from all communities.

New court availability and development in the Prahran public housing has allowed us to expand our Prahran program to involve more children and create a real sense of community in the area. It’s been such a wonderful thing to see develop over the short time we have been able to access these new facilities. The future of the Prahran program is bright and I can’t wait to see what happens next.

Another one of our programs that has gone from strength to strength is our Future Werribee program. We are now seeing participation numbers averaging 25 kids per session, and a number of our kids are going further in their development and making local basketball teams and rep teams. These kids are developing a bond with each other that you can only make on a basketball court, and they’re pushing

themselves more and more each week. It has been a privilege to watch them grow and develop, not only their basketball skills, but their interpersonal skills as they acquire jobs and continue to be active members in their community.

This year we were lucky enough to run the first ever girls-only program with the inclusion of our Power Fitzroy program. This program is somewhat of a passion project for me, and it has been so amazing to watch and see these young women thrive while having their own space to do so. Power is just beginning and it’s my hope that, with the right development, we can make this program available to more girls all over the city.

As always, our programs just don’t happen without the hard work of our front office staff and also our volunteers. We are always stronger together and having such a strong foundation of volunteers who go above and beyond for these kids is what makes Helping Hoops so successful and so unique.

I am so excited for what 2020 has in store for us; I know there will be trials and tribulations, but I strongly believe that if we stick together, we’ll be ready for any challenge.

# COACH'S REPORT KELVIN BOWERS

**“I HOPE AT SOME POINT IN TIME WE CAN INCREASE THE AMOUNT OF TIME WE SPEND WITH OUR KIDS. I SEE THE POSITIVE IMPACT THAT WE MAKE, AND THE TRUST THESE KIDS GIVE US, AS PRICELESS.”**

This year has gone by so fast, but during this year the thing that stands out for both Future Footscray and North Melbourne is development. I am so proud of both programs; each week, participants played hard and together. It was great to see the same faces week after week, and that's why everyone has improved in their basketball skills, but moreover they have put value in our values and uphold them every week.

My biggest win would be at the North Melbourne program. We have two twin brothers in the program that began a year ago. They had zero basketball skills, but they came to almost every session during the year and their improvement is simply amazing!

The only challenge I faced is that I only get to spend one day a week with them. I hope at some point in time we can increase the amount of time we spend with our kids. I see the positive impact that we make, and the trust these kids give us, as priceless. I must mention that I have a superior volunteer team that ride hard for Helping Hoops. I am grateful to have such a dedicated team of volunteers that give their all to ensure each kid gets the most out of the program. We have the luxury of having volunteers that not only enjoy the program, but have excellent skills that they pass on with passion. It says so much about Helping

Hoops – we have these unique individuals that give their time for no pay and little recognition.

Another development this year, that has put Helping Hoops on the map, is our partnership with Nike. What is refreshing is that they are an active partner that engages with our programs. This partnership surely should entice other partners who are aligned with our values to join the family.

Oh, what heights we will hit, on with the show this is it. We are moving in such a wonderful direction, and I know the upcoming twelve months is going to be one heck of a ride.

# COACH'S REPORT OMAR COLES

**“THESE KIDS ARE GROWING MORE AND MORE AS INTERDEPENDENT INDIVIDUALS WHO ARE GOAL ORIENTED. THAT IN ITSELF IS SUCH AN AUDACIOUS ACHIEVEMENT.”**

We've achieved so much more than we previously planned for. The level of awareness is growing literally off the charts. We now have kids from all over Melbourne coming to practice with us regularly. We have kids from a wide variety of ages coming to participate and show their abilities.

We have parents watching intently as their child goes through the rigorous training. We have professional players from all different sporting neighbourhoods coming to see, and participate with, the kids. I'm not as familiar with the AFL as I could be, but I was able to witness the joys of Australian football on the court. This year, Charlie Curnow came to our Richmond program. It was an amazing sight to see how he and his team mates jump into a program and play along.

I've witnessed change on various levels. This year I've worked with so many different organizations that have never heard of Helping Hoops. I've been privileged enough to be the front runner that assists in merging the gap of 'their community' versus 'my community' and help to better forge 'our community!' It was an amazing experience to see the look on the kids faces at Future Footscray when Ben Simmons walked into their program! When they were able to play with

him, and have one-on-one professional interaction, I believe that it stirred something within.

The kids have become more involved in the programs. Not only are they showing up for their afternoon trainings, they are now showing up to events and assisting more with the behind the scenes aspects of Helping Hoops. They are in the office helping Adam and Teuila set up for our next event. They are volunteering their time to assist the ongoing momentum of Helping Hoops. These kids are growing more and more as interdependent individuals who are goal-oriented. That in itself is such an audacious achievement!

2019 has been an amazing year for us! When I say 'us,' I mean everyone that is part of the Helping Hoops team. We had one of our biggest turnouts at our Broadmeadows and Croxton tournament on record. We had our annual Charity Shootout at MSAC. We've had various media opportunities this year.

I'm blessed to be a part of something as memorable, magical, and beneficial as Helping Hoops. I'm also humbled to be working with a team that values growth, self-development, and the direction that our community is heading.

# HELPING HOOPS BROADMEADOWS

# OUR PROGRAMS



Helping Hoops Broadmeadows is a free basketball program for children 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 Omar Coles.

The program is in its tenth year, and has again seen a huge influx of number over the past 12 months. A number of older participants are taking on greater responsibilities, including coaching and mentoring the younger children. The group is increasingly looking for more challenging drills and activities, and this has seen a vast improvement in their skills on the court.

THIS PROGRAM IS FUNDED BY  
THE AUDSLEY FAMILY TRUST



# HELPING HOOPS CROXTON



Helping Hoops Croxton is a free basketball program for children 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 Renee Clarke.

The program is in its ninth year and has seen the group increasingly challenged in 2018-19 through even more structured activities. An increase in discipline has helped redefine what participants can achieve, and it has been a pleasure watching them surprise themselves and their families with their ability. A focus has been placed on teamwork and working together in drills, and this has seen Croxton able to play some incredibly structured and high level games.

THIS PROGRAM IS FUNDED BY  
THE MARIAN & EH FLACK TRUST



# HELPING HOOPS DANDENONG



Helping Hoops Dandenong is a free, multicultural basketball program for children living in Melbourne’s south-east. The program runs every Wednesday from 4:30 to 5:30pm and is overseen by coach Omar Coles.

The program is in its eighth year, and enjoys consistently high numbers and a diverse group of children. The group is still developing, with many still relatively new to basketball, however their skills are developing quickly thanks to their attitude and buy in to the program. Some of the older participants, along with accepting a mentoring role for the younger ones, are looking to test their skills by staying for the Helping Hoops Future Dandenong program, which runs directly after the Dandenong session.

THIS PROGRAM IS PART-FUNDED BY  
THE SHULU FOUNDATION



# HELPING HOOPS FITZROY



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

Now in its eighth year, the program has seen the younger participants step up and become more active. We have welcomed a more diverse range of children over the past 12 months, with many from a soccer background crossing sporting codes to enjoy the program. Increasingly, we are seeing more and more of the older participants join domestic and representative clubs and put the skills they have learnt to work in an organised basketball environment.

THIS PROGRAM IS FUNDED BY  
GANDEL PHILANTHROPY



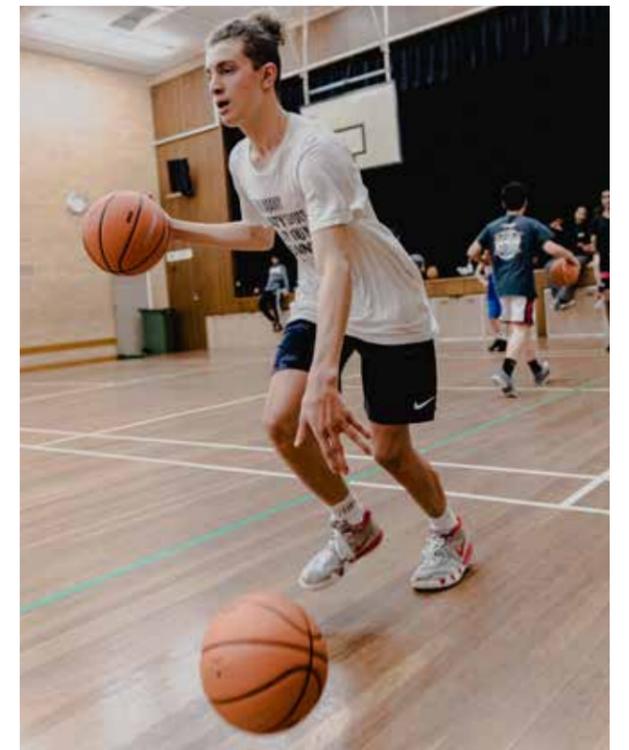
# HELPING HOOPS FUTURE DANDENONG



Helping Hoops Future Dandenong is a free, multicultural basketball program for older participants, having come from our community programs and now desiring more challenging and targeted experiences. The program runs every Wednesday from 5:30 to 7pm and is overseen by coach Omar Coles.

The program is now in its eighth year, having evolved from the Helping Hoops Dandenong program to provide the older participants a more challenging environment. There is a core group of participants who are extremely dedicated, with many coming early and asking for extra drills they can practice in their own time. Many are also hungry for the opportunity to join domestic and representative teams thanks to the skills they have learnt through their time with Helping Hoops.

THIS PROGRAM IS FUNDED BY THE  
BEN SIMMONS FAMILY FOUNDATION



# HELPING HOOPS FUTURE FOOTSCRAY



Helping Hoops Future Footscray is a free, multicultural basketball program for older participants, having come from our community programs and now desiring more challenging and targeted experiences. The program runs every Wednesday from 6 to 8pm and is overseen by coach Kelvin Bowers.

The program is in its fourth year, and has had its busiest year to date with a variety of guests coming to share their experience and expertise with the group. From Melbourne United coaches to Dave and Ben Simmons, participants have been treated to some amazing learning opportunities. The group is extremely hard working and disciplined, with leadership coming from a variety of participants. The bonds and camaraderie within Future Footscray is strong, with a healthy mix of encouragement and accountability on display every week.

THIS PROGRAM IS FUNDED BY  
THE BEN SIMMONS FAMILY FOUNDATION



# HELPING HOOPS FUTURE WERRIBEE



Helping Hoops Future Werribee is a free, multicultural basketball program for older participants, having come from our community programs and now desiring more challenging and targeted experiences. The program runs every Friday from 6 to 8pm and is overseen by coach Renee Clarke.

Now in its third year, Future Werribee has seen an explosion in the number of participants who attend on a consistent basis. Participants are extremely disciplined and hardworking, making for an inspiring, encouraging and overwhelmingly positive environment. The progress of the group has not been limited to the program alone, with many participants taking up opportunities to play organised basketball at the club and representative level. A strong camaraderie exists between all, with many participants choosing to spend time together outside the program.

THIS PROGRAM IS FUNDED BY  
THE BEN SIMMONS FAMILY FOUNDATION



# HELPING HOOPS KENSINGTON



Helping Hoops Kensington is a free, multicultural basketball program for children living in local public housing. The program runs every Thursday from 4:30 to 6:30pm and is overseen by coach Renee Clarke.

Despite being new to the Helping Hoops program schedule, Kensington has built a strong identity in a short period of time thanks to the huge demand from the local community. We have been warmly welcomed to the area by participants, and have also enjoyed great relationships with parents who are supportive of the structure and discipline the program brings to the community. It has been incredibly encouraging to see many girls and young ladies also take the opportunity to participate in Helping Hoops Kensington, with great female participation numbers from the outset.

THIS PROGRAM IS FUNDED BY  
GANDEL PHILANTHROPY



# HELPING HOOPS NORTH MELBOURNE



Helping Hoops North Melbourne is a free, multicultural basketball program for children living on the North Melbourne public housing estate. The program runs every Friday from 4 to 6pm and is overseen by coach Kelvin Bowers.

The program is in its seventh year, and has seen a vast improvement from the entire group over the past 12 months. The older participants continue to set a good example for the younger ones, making for a supportive environment akin to a family. The discipline displayed by all at Helping Hoops North Melbourne is admirable and has improved dramatically. The program is a true representation of the diverse nature of the people living in the local community, and continues to provide a space for all to belong.

THIS PROGRAM IS FUNDED BY  
THE BENNELONG FOUNDATION



# HELPING HOOPS POWER FITZROY



Helping Hoops Power Fitzroy is a free, multicultural basketball program for girls living in local public housing. The program runs every Saturday from 12 to 2pm and is overseen by coach Renee Clarke.

Helping Hoops Power Fitzroy is our newest program, having commenced in June. Power Fitzroy is unique in the Helping Hoops landscape, and aspires to engage girls and young women who would otherwise not have an opportunity to participate in our programs due to cultural or religious reasons. Although this unique approach means it may take longer to develop and grow to the participation levels we have set for it, Power Fitzroy already has a strong core group who have bought into the program and are laying the foundation for a strong future.

THIS PROGRAM IS FUNDED BY  
NIKE



# HELPING HOOPS PRAHRAN



Helping Hoops Prahran is a free, multicultural basketball program for children living on the Prahran public housing estate. The program runs every Tuesday from 5 to 7pm and is overseen by Coach Renee Clarke.

The program is in its third year, and has undergone some fundamental changes over the past 12 months thanks to the move to a new day and location (although still based on the same public housing estate). The move to the newly developed basketball court has allowed us to have more control over our environment and provide additional structure to the program. This has resulted in improvements in the behaviour and emotional regulation of participants, who are now attending in record numbers and on a more consistent basis.

THIS PROGRAM IS FUNDED BY  
THE WCF THOMAS CHARITABLE TRUST



# HELPING HOOPS RICHMOND



Helping Hoops Richmond is a free, multicultural basketball program for children living on the Richmond public housing estate. The program runs every Thursday from 4:30 to 6:30pm and is overseen by coach Omar Coles.

Now in its seventh year, the program has seen a return to the high numbers we have come to expect from Richmond. We have welcomed some regular guests from the AFL who have inspired participants to set goals and aim high, and it has been great to have access to, and build relationships with, such high calibre people. Punctuality and earning the right to participate is something that has been instilled over the past 12 months, and children are increasingly valuing what is provided to them rather than feeling a sense of entitlement.

THIS PROGRAM IS FUNDED BY  
THE JOHN & BETTY LAIDLAW LEGACY



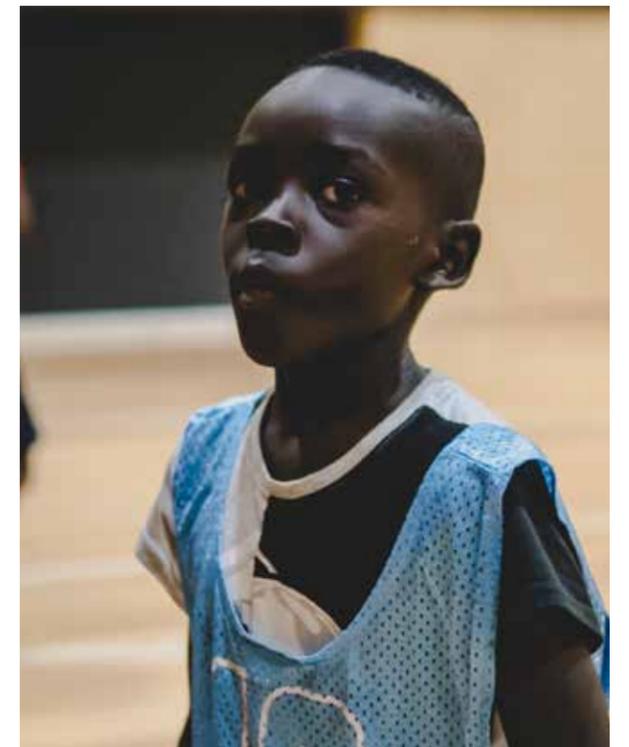
# HELPING HOOPS WERRIBEE



Helping Hoops Werribee is a free, multicultural basketball program for children living in Melbourne's outer-west. The program runs every Friday from 5 to 7pm and is overseen by Coach Omar Coles.

Now in its third year, the demand for the program is at an all-time high, with over 40 participants not uncommon on a Friday. The strong mutual respect between coaches and participants ensures the program is run effectively despite the high numbers, and we have also welcomed many parents who are eager to help. Participants constantly look to push their own boundaries, and come with the expectation that they will get better every week.

THIS PROGRAM IS FUNDED BY  
THE AUDSLEY FAMILY TRUST





# FROM A VOLUNTEER'S PERSPECTIVE CLINTON MEEHAN

**“I BELIEVE THIS EXPERIENTIAL LEARNING GROWS THEIR RESILIENCE AND ASSISTS THEM AS THEY WILL ENCOUNTER CHALLENGES BOTH ON AND OFF THE COURT.”**

I have been involved as a volunteer assistant coach for Helping Hoops since early June 2018. After coaching juniors at local domestic level for many years, Helping Hoops appealed to me after reading about their growth and positive impact within the community.

My first few weeks were not what I was expecting. On reflection, I was a little naive and after the theft of some of my belongings in the first few weeks, I realised that developing trust and a mutual respect with this group was going to take some time, and I needed to be patient and committed.

Coach Kelvin (KB) has overseen the program for nearly two years. His approach is considered, committed and values-focused. He really cares about these young men and wants the best for their futures. But how do you do this in only two hours a week?

There is a simplicity to what we provide on the surface, but after spending time with these boys, it became evident that the value of what we do runs way deeper, and there is a community need for what we provide.

There is an art to coaching, so as a volunteer coach while KB runs the sessions, I get involved in a practical

way. I believe this experiential learning grows their resilience and assists them as they will encounter challenges both on and off the court.

Our attendance rate is consistent as we see the same faces regularly, so KB and I know we are contributing positively to their young lives. We give them a tangible sense of belonging to something and being part of a team and growing as a group.

Basketball has evolved so much over the years, so tapping into what motivates these young men is intriguing, fun and at times very challenging. We want them to aspire to be great, both in life and with a basketball in their hands.

Future had some special guest coaches for 2019, but nothing would prepare us for Ben Simmons visiting in July. Ben joined in with their scrimmage and took the time to talk to the boys after the session. It was truly unique and memorable. Having a hero so accessible was a moment they won't forget. After being involved in basketball for over 30 years, for me I was just humbled to be a part of it.

I would like to thank Coach KB, Adam and Teuila for the unique opportunities 2019 has presented me as a volunteer.

# YEAR IN REVIEW





# BEN SIMMONS PARTNERSHIP

In 2019, we welcomed Ben Simmons as our latest supporter.

Ben is supporting the Helping Hoops Future program, of which there are three run every week for young people from a migrant and refugee background. Helping Hoops Future sees communities from Footscray, Werribee and Dandenong attend over 140 free basketball sessions each year which focus on using basketball as a vehicle to deliver key social outcomes and provide support to young people who are navigating a crucial time in their lives.

Helping Hoops Future does not set out to produce the next Ben Simmons, but judging from the talent on display, this is not out of the question.

Opportunity, breaking down barriers, showing kids that hard work and sacrifice are the keys to a successful life – these values and concepts are at the heart of what makes

Helping Hoops unique in the philanthropic and basketball landscape, and we are thrilled to team-up with Ben and his family who share these values.

As well as supporting Helping Hoops at a program level, Ben provides opportunities for our participants to attend his Basketball Camp in Melbourne. This will be the third year running that Helping Hoops has been able to include children who would otherwise not enjoy this fantastic opportunity.

This is the beginning of a relationship that will see Helping Hoops and Ben work together to fulfill the promises made to hundreds of children across Melbourne, and also expand Helping Hoops to help us reach even more communities who will benefit from having our support.



# CHARITY SHOOTOUT

How many free throws could you make in 15 minutes while raising money to support Helping Hoops?

That question was answered by hundreds of supporters on the weekend of October 5 & 6 at Melbourne Sports & Aquatic Centre (MSAC) in Albert Park, Melbourne. Now in its eighth year, the Charity Shootout has become the marquee event on the Helping Hoops calendar and helped raise hundreds-of-thousands of dollars to support our programs.

2019 saw a move of venue and a new partner to help us take the event to the next level. MSAC hosted the event for the first time and afforded us a larger space to activate. As part of their new partnership with Helping Hoops in 2019, Nike stepped up to help dress the larger venue and provide activities and activations for the hundreds of shooters and supporters across the weekend.

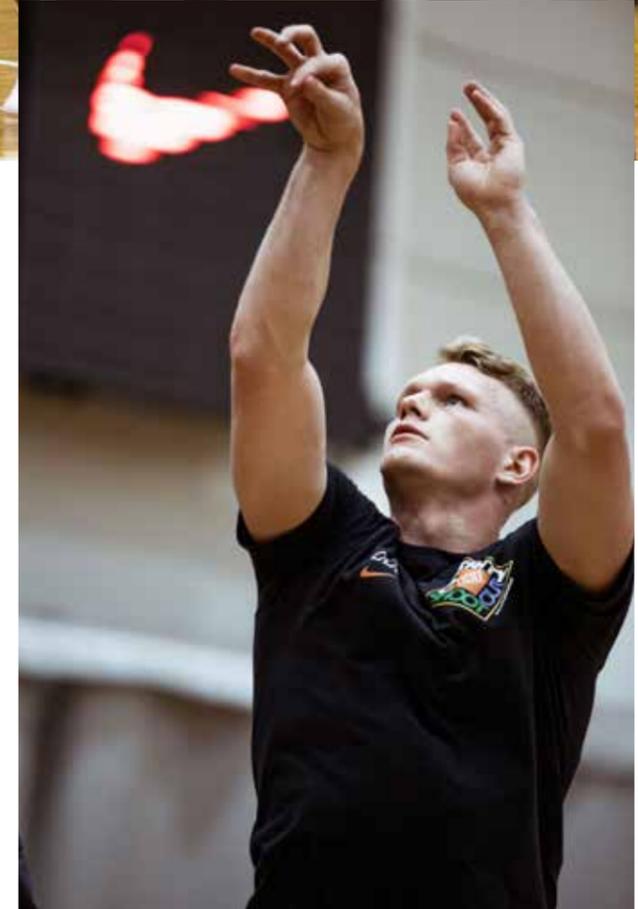
The fundraising tally for 2019 reached \$115,533, which was achieved through a combination of individual fundraisers and corporate support. Reaching this amount allows us to unlock the plans we have in 2020 to grow Helping Hoops and reach even more children and young people through our free basketball programs.

Along with our fundraising target, we also made a

combined 25,700 free throws across the weekend thanks to our supporters. Those unable to attend locally at MSAC did not miss the opportunity to shoot and fundraise by signing up to participate at their local hoop.

Saturday night's Celebrity All Star Game capped off day one of the Charity Shootout and featured members of our community teaming up with participants from around our programs. Brendon Goddard, Damon Lowry, David Simmons, Davo Hickey, Izzy Anstey, Liv Simmons, Patty Miller, Ror Akot, Tegan Cunningham, Tim Watts, and Walleldin Elnour joined some excited Helping Hoops kids and played a number of short games in front of an appreciative crowd.

We would like to thank all shooters who fundraised and helped us reach the biggest result in Charity Shootout history. Our thanks also goes to our corporate sponsors in Nike, Basketball Victoria, McDonald's, The Jim Stynes Foundation, and Obrien Real Estate. Lastly, a special thanks to the dozens of volunteers who contributed to the Shootout. We could not have run the event without you.





# NIKE PARTNERSHIP

Helping Hoops was delighted to welcome Nike as major partner in 2019.

Nike is supporting Helping Hoops Power, a weekly program for girls in Fitzroy public housing led by Coach Renee. The program is creating an inclusive environment and providing the apparel and equipment required to enable a diverse group of girls to play sport.

Along with support of the Power program, Nike will provide all Helping Hoops program participants with T-shirts, and has thrown its support behind the 2019 Charity Shootout. Nike helped bring the Charity Shootout to life by dressing the venue and providing activations and support from staff and athletes. A large donation was also made to Helping Hoops in recognition of the Charity Shootout all-time record being broken by Nike athlete, and Collingwood footballer, Adam Treloar.

Nike and Helping Hoops share a belief in the power of sport to move the world. By celebrating the pure, contagious joy of sport, together Nike and Helping Hoops aim to encourage more kids to move and play, to help them reach their greatest potential and provide a sense of belonging and community.

# HELPING HOOPS UNTOLD



2019 saw us run our first ever photography exhibition. Named Helping Hoops Untold, the event saw 80 images on display at BSIDE Gallery in Fitzroy from May 23-26. Untold was the culmination of a 12-month project in which children from across our programs were handed the camera and given the opportunity to tell their stories through photographs.

Helping Hoops Untold kicked off on the Thursday with a launch party featuring hip hop performances by kids in our Fitzroy program that was enjoyed by a packed room of people. Volunteers, coaches, funders, supporters and everyone from across our community turned up to make the night a true community event.

The Untold project came about opportunistically. We are always taking photos at programs to document the action and people that make up Helping Hoops and our community, and often, kids will ask if they can jump behind the camera and have a go. The answer until now had been no, given the delicate and costly nature of camera equipment. But then we had our mind changed during a moment of weakness when we lent out a camera and saw how careful and responsible the kids were with it.

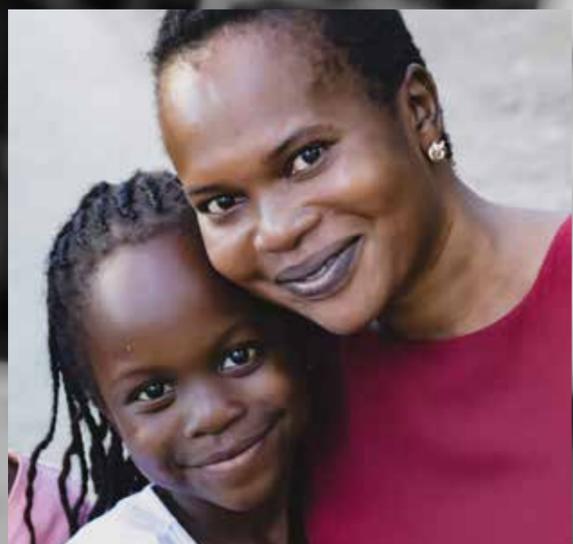
From there, the kids borrowing a camera became a regular occurrence – particularly at our public housing programs, where there is an extended community and kids often

hanging out on the side of the court ready to engage in different ways.

After teaching a few basics of how to use the equipment, along with a few ground rules, kids were allowed to roam around and shoot whatever they felt was important to them. Portraits of their friends, shots of the on-court action, images of their environment that surrounds the basketball court, or anything else they wanted to capture. What was particularly rewarding was seeing kids negotiate to have the next turn, and then be taught how to use the camera by the previous photographer. Children trying new things, learning by doing, then teaching their peers what they found is an amazing thing to see.

Thanks to Clifton Hill/North Fitzroy Community Bank Branch, Ringwood Camera House, BSIDE Gallery, Rockbare and Mono wines, Flick Foto and all who made this event possible. Special thanks to Hannah and her team for the amazing food, and Teuila for running the event and all that came with it.

We look forward to continuing the Untold project and holding another exhibition in 2020. For now, please enjoy a few selected photographs taken by our talented kids on the following pages.



# BEN SIMMONS BASKETBALL CAMP

For the third year running, Ben Simmons and his family have given Helping Hoops participants an opportunity to take part in his camp in Melbourne. 30 children from across Helping Hoops programs made their way to Mullum Mullum Stadium in Melbourne's east in August to learn from Ben and a team of talented coaches.

The camp consisted of designated stations, each focusing on a different skill delivered by coaches including Michelle Timms, CJ Bruton, Damon Lowry, Butch Hayes, Louella Tomlinson, Warrick Giddey, Lester Strong, and more. For our participants, this was a rare chance to meet and learn from some of the best in the game, who have played at the highest level, as well as enjoy the experience of meeting new people and making new friends.

Ben was extremely engaged and giving with his time. He moved between stations where he joined in as one of the campers, enjoyed a laugh with all around him, and ended both junior and senior sessions with a Q&A. Participants from our Future programs, which Ben and his family are supporting, were also given the envious opportunity to sit with Ben during the Q&A session and ask him questions.

partnership between Ben, his family and Helping Hoops. This partnership has seen over 60 children and young people attend Ben's camps since 2017, and has also expanded to include support of Helping Hoops programs in 2019. Our thanks go to Ben and his family for all they do for our community.

The support given to Helping Hoops is part of a wider



# NEW PROGRAMS

2019 saw us welcome two new programs to the Helping Hoops family.

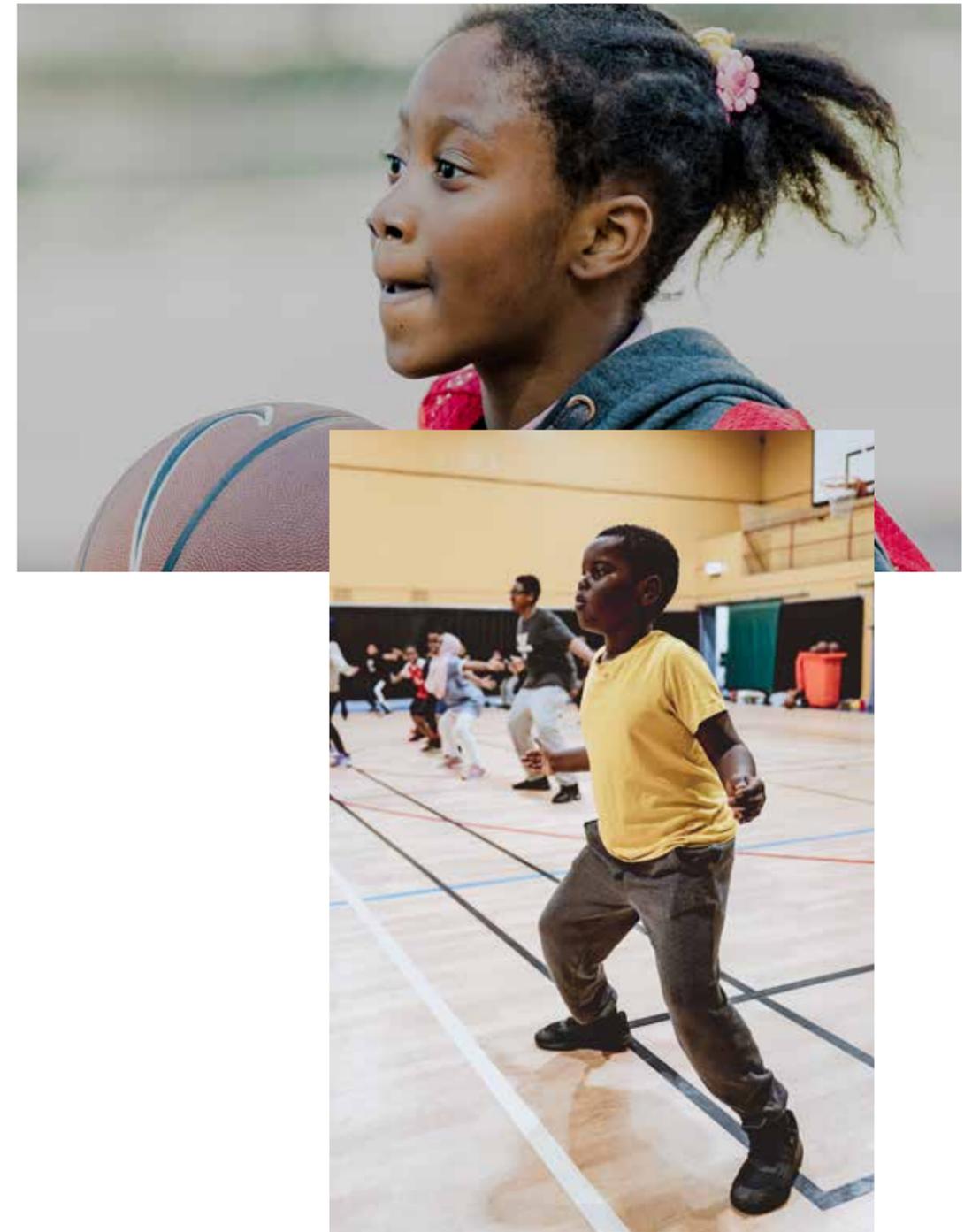
Helping Hoops Kensington, our fifth public housing program, launched in February at the Kensington Community Centre, and was instantly successful. Kensington welcomed an energetic and hungry group that grew quickly in numbers, and accepted the discipline and structure Coach Renee sought to bring to the community. Public housing programs can sometimes be dominated by boys, however we saw a large contingent of young ladies welcome the opportunity to participate from day one. This has set the tone for an inclusive environment without the need for intervention or extra program design by us.

Kensington is now one of the loudest, most energetic, and most vibrant programs within Helping Hoops. We are looking forward to developing and evolving the program in 2020, and look forward to growing with the kids as they learn together.

Sponsored by Nike, Helping Hoops Power Fitzroy kicked off in June. The 'Power' brand represents our girls-only programs, and Power Fitzroy came about after recognising young women in public housing do not always enjoy the same opportunities as their male counterparts.

The concept of creating an inclusive and welcoming environment for girls proved popular from the outset, with Power Fitzroy enjoying a strong and consistent core group, including many new faces who do not make the choice to attend our coed Helping Hoops Fitzroy program.

Headed up by Coach Renee, the program will continue to grow, although we are realistic that its unique nature may mean this growth will take longer than the explosion of participants we saw at the outset for Helping Hoops Kensington. The Power concept is one that is applicable to many of our current Helping Hoops locations, and we are eager to offer the same opportunities to girls in more communities.



# OUR HELPERS

**Charity Shootout Event Partner**  
Nike

**Charity Shootout Major Partner**  
Basketball Victoria

**Charity Shootout Community Partners**  
McDonald's  
Jim Stynes Foundation  
Obrien Real Estate

**Sporting Partners**  
Melbourne United  
Melbourne Boomers

**Funders**  
Audsley Family Trust  
Bennelong Foundation  
Ben Simmons Family Foundation  
Flora & Frank Leith Charitable Trust  
Gandel Philanthropy  
John & Betty Laidlaw Legacy  
Marian & EH Flack Charitable Trust  
Newsboys Foundation  
Sentinel Foundation  
Shulu Foundation

**Apparel Partner**  
New Era

**Community Partners**  
Goalrilla  
Business Experience Consulting

# OUR AMBASSADORS



## CHRIS GOULDING

Championship winning player with Melbourne United. Olympic representative with the Australian Boomers.



## BEN SHEWRY

Multi-award winning chef and owner of Attica Restaurant.



## CHRIS ANSTEY

NBL MVP and championship winning player. Olympic representative with the Australian Boomers. Former NBA player.



## TEGAN CUNNINGHAM

WNBL championship winning player. Current AFLW player.

# FINANCIAL REPORT



# FINANCIAL REPORT

## ASSETS & LIABILITIES STATEMENT

ASSETS	2019	2018
<b>Current Assets</b>		
<b>Cash &amp; Cash Equivalents</b>		
Cash at Bank	183,645	120,002
Total Cash & Cash Equivalents	183,645	120,002
inventories	4,282	-
<b>GST Receivable</b>	<b>325</b>	<b>1,655</b>
<b>Total Current Assets</b>	<b>188,252</b>	<b>121,657</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
<b>Trade and Other Payables</b>		
PAYG Withholding	5,154	3,243
Superannuation Payable	4,693	3,844
Total Trade and Other Payables	9,847	7,087
<b>Total Liabilities</b>	<b>9,847</b>	<b>7,087</b>
<b>Net Assets</b>	<b>178,405</b>	<b>114,570</b>
<b>Member's Funds</b>		
<b>Capital Reserve</b>		
Current Year Earnings	63,835	2,800
Retained Earnings	114,570	111,770
<b>Total Capital Reserve</b>	<b>178,405</b>	<b>114,570</b>
<b>Total Member's Funds</b>	<b>178,405</b>	<b>114,570</b>

# FINANCIAL REPORT

## INCOME STATEMENT

INCOME	2019	2018
Merchandise		
Sales	5,881	9,597
<b>Total Merchandise</b>	<b>5,881</b>	<b>9,597</b>
<b>Total Income</b>	<b>5,881</b>	<b>9,597</b>
<b>Cost of Sales</b>		
Purchases	11,011	6,256
Closing Stock	(4,282)	-
<b>Total Cost of Sales</b>	<b>6,729</b>	<b>6,256</b>
<b>Gross Surplus</b>	<b>(848)</b>	<b>3,341</b>
<b>Other Income</b>		
24 Hour Charity Shootout	92,746	66,750
Donations Received	92,923	52,318
Fees	7,992	664
Fundraising	13,233	5,166
Grants	160,747	112,200
Interest Received	160	143
Sponsorship	-	9,145
<b>Total Other Income</b>	<b>367,801</b>	<b>246,366</b>

# FINANCIAL REPORT

## EXPENDITURE STATEMENT

EXPENDITURE	2019	2018
Accountancy Fees	934	859
Advertising	4,996	2,575
Bank Charges	3,956	3,537
Contact Work	2,351	2,784
Electricity	730	972
Fundraising Expenses	64	1,151
Hire of Courts	20,597	21,496
Insurance	5,419	5,587
Internet	600	764
Office Expenses	287	296
Postage	363	1,593
Printing & Stationary	912	2,536
Rates & Taxes	895	757
Rent	15,475	10,800
Repairs & Maintenance	13	386
Staff Training & Welfare	23,091	-
Sundry Expenses	4,944	4,242
Superannuation Contributions	17,794	15,221
Telephone	2,010	553
Tool Replacement	4,138	2,162
Traveling Expenses	924	847
Uniforms	1,374	218
Wages	189,260	162,554
Water	132	211
Worker's Compensation	388	4,827
Volunteer Expenses	1,471	-
<b>Total Expenditure</b>	<b>303,118</b>	<b>246,926</b>
<b>Net Current Year Surplus After Income Tax</b>	<b>63,835</b>	<b>2,800</b>



# HOW YOU CAN HELP

## DONATE

Money helps break down barriers faced by children who might not have the same opportunities to participate in basketball. By making a tax-deductible contribution towards supporting one of our programs, you help us fulfill our commitment to the hundreds of kids who love attending each week.

## BECOME A MEMBER

Supporting young people in our community requires a team effort. We want you on our squad! Become a member by making monthly donations and enjoy great benefits.

## HOST AN EVENT

Whether it be a Charity Challenge at your work, a presentation for your group, 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.

**HEAD TO  
HELPINGHOOPS.COM.AU/HELP**

## VOLUNTEER

Whether your skills are on the basketball court or behind the scenes, we rely heavily on volunteers to keep Helping Hoops thriving. Join our team and help us help the next generation of leaders in our community.

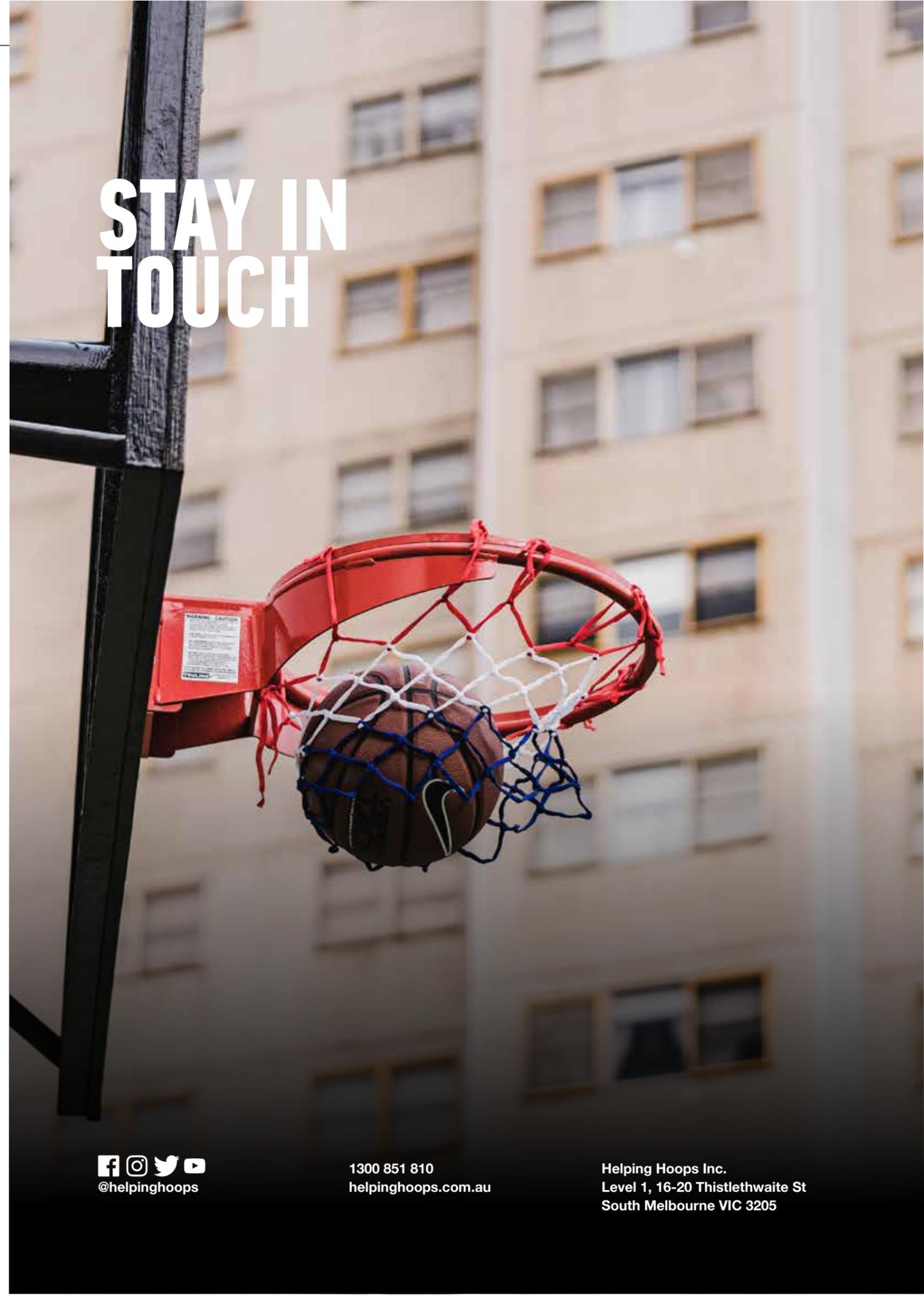
## CORPORATE SPONSORSHIP

We have different sponsorship packages available, so please contact us — we want to build the strongest team possible!

## SPREAD THE WORD

Sometimes, supporting us simply means helping us widen our audience. Follow, like, share, retweet — it's easy to help us spread the word.

# STAY IN TOUCH



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helpinghoops.com.au

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