

# 15 Annual Report



# Sammy D Foundation

Sammy D Foundation volunteers and staff value youth and we strive to ensure that no young person is neglected, ignored or given up on.

The Sammy D Foundation values positive role models and builds relationships upon mutual respect, life opportunities and resilience.

The vision of the Sammy D Foundation is to:

- Provide leadership for the South Australian community to empower our youth with the skills to make safe and informed life choices; and
- Develop a youth culture in South Australia where young people have skills, positive attitudes and role-models to support them to reach their maximum life potential.

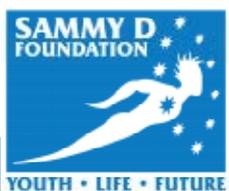
The aims of the Sammy D Foundation are to:

- Measurably reduce youth crime in South Australia;
- Raise awareness of harm-causing behaviours;
- Bring families closer together;
- Nurture positive relationships, particularly mateship; and
- Provide youth with opportunities to be successful and feel valued by their community.

Sammy D Foundation services are:

- Delivered in a positive, dynamic, energetic and responsive fashion;
- Of a high standard;
- Based on an empowerment/strengths based approach;
- Inclusive;
- Compassionate; and
- Provided with professionalism and integrity.

Sammy D Foundation Annual Report 2015  
Prepared for and on behalf of the Sammy D Foundation  
Presented at Annual General Meeting  
May 2016



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# Chairperson's Report

In a challenging year for the Sammy D Foundation, I sincerely thank all staff, board members and volunteers for their continued commitment. In a year where much of the historical funding was removed, difficult but responsible decisions were made by the directors.

The management structure was revisited and from that came the redundancies of a number of our dedicated team: David Hutton, Sandy McAllister, Kylie Scholz, Janine Hook, Aneleise Truman and Julie Cook. Many of that team did, and continue to volunteer for the Foundation and reflect both the culture developed within the Foundation as well as their personal values. We once again sincerely thank those staff for their understanding and dedication through difficult times.

Matt Skrokov and Mike George, Sammy D Foundation directors, also left the team in 2015, both retiring due to personal commitments. Both Matt and Mike have been with the Foundation almost since its inception and we sincerely thank them for their guidance and wish them and their families all the best for the future.

## Mission

The Sammy D Foundation still remains the leader in its field and is now acknowledged across the country for preventing drug and alcohol fueled violence through education. We continue to lobby for State and Federal Government funding to have our programs delivered to all schools in South Australia, but this remains a challenge.

The Foundation is capable of delivering our programs to 175 secondary schools in South Australia for \$270,000 per year, and we believe this is a small price to pay to educate approximately 20,000 of our young people.

## Corporate

We remain in our high profile premises on South Road due to the enormous generosity of the Rawlings family and Scrap Hotline. On behalf of all South Australians and the Foundation, we thank the Rawlings family for continuing their generosity once again in 2015.

## Fundraising

I would like to take this opportunity to thank our fundraising committee for delivering a fantastic Gala Dinner once again in 2015; Naomi Pearson, Janine Hook, David Hutton, Aimee Mitchell, Neil Davis, Laura Robinson and Darren Pike. I also would like to extend special thanks to John Riddell and Anthony May who continue to dedicate their time to the event.

The Red Shoe Ball, the 2015 theme of our annual Gala Dinner, was bigger and better than the previous years events. Stay tuned for what is sure to be an even more exciting event in 2016.

## Financials

2015 was a particularly challenging year for the Foundation and required directors to refocus strategies on building a sustainable model.

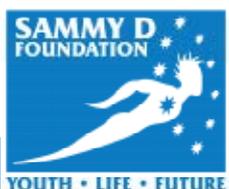
The Foundation is reliant substantially on funding from the Government, and for the majority of 2015 minimal funding was received, resulting in a dramatically lower grant figure than previous years:

- **2014 Government Funding: 361,000**
- **2015 Government Funding: 83,000**

The Board of Management is working hard on securing funding, but in addition we are building a model that becomes less reliant on that funding. As this report is being written the Board of Management are revisiting the Foundation's three year strategies and business plan.

Finally I would like to thank our auditors Bentley's Chartered Accounts and Business Advisory for their support with our end of year audit.

The Sammy D Foundation, proudly South Australian, remains the leader in our field and we call on Government and the community to continue to support the outstanding work being carried out.



# Executive Directors Report

With a significant reduction in availability for funding for community programs nationally and a highly competitive market, 2015 proved to be a tough year for the Sammy D Foundation. Many tough decisions had to be made which saw us lose some of our amazing and dedicated staff members. It is largely thanks to Foundation Partner, Scrap Hotline, and their generous gifting of our office space, that we were able to continue our work in the community during a dire financial time.

In spite of tough times, our staff and volunteers continued to work tirelessly on our programs, with their effort allowing us to reach over 16,500 young people with our messages throughout the year. This pushed our reach to more than 60,000 since the Foundation's formation. This is 60,000 young people who have heard about the effects that violence, and alcohol and drug misuse, can have on not only victims and their families, but the community as a whole.

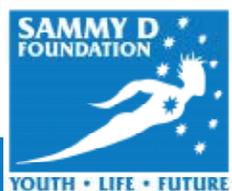
Targeting males aged 18-27 involved in the correctional services system, Transitions to Independence was a new program the Sammy D Foundation launched in 2015. Supported by the Department for Correctional Services, Transitions to Independence focused on providing participants with living skills such as finance and cleaning in the home, as well as giving an understanding of rights in relation to accommodation and employment. Positive outcomes were evident throughout the program including success gaining part-time employment and increased interest in education engagement.

The Red Shoe Ball, the Foundation's second Gala event, was themed around its outstanding entertainment headed up by 2014 Dancing With the Stars winner David Roden and his dance partner Melanie Hooper. Guests attended the event in the spirit of the Foundation's message of 'stepping up to end alcohol and drug related youth violence'. Big Band, Jazz It Up, ended the night's formalities and fundraising, allowing the opportunity for guests to dance the rest of the night away in their red shoes. The event was a great success, and we look forward to our 2016 event which is sure to be better than ever.

The end of 2015 saw the Foundation successfully compete for funding for a Department of Social Services initiative - Building Safer Communities for Women and Their Children. This funding will see the Foundation form and lead an advisory group consisting of agencies working within the domestic violence sector. The program will ascertain potential pathways for young people who may be at risk of becoming perpetrators of domestic violence.

The conclusion of 2015 still saw the Foundation under financial pressures, and we continue to seek funding in the highly competitive market, donations from the public, sponsorship from corporate supporters and to raise money through our various events.

We are as always committed to end acts of violence in the community through education with our incredible and talented educators who once again have proved themselves to be the best in the state. I could not be prouder of our team and what we have accomplished this year and look forward to kicking further goals in 2016.



# Programs

The Sammy D Foundation has three core programs; Impact, Party Wise and Connect. In 2015 these core programs have expanded with many new projects commencing within them. Pathways to Independence (PTI) and Youth Engagement Leadership Program (YELP) are examples of these projects.

In 2015, the Foundation achieved the milestone of sharing Sam's story with more than 60,000 young people and their families since its establishment. This is 60,000 young people who have heard our messages, 60,000 young people we have positively influenced in the community.

## Impact

In 2015, 79 Impact presentations were held across schools and community groups with 7,938 young people in attendance. A total of 9,940 young people engaged in the Impact program with workshops including cyber safety, anti-violence, bullying prevention and leadership.

As well as many new locations, the Foundation re-visited many schools who continue to invite our staff to educate young people on the impacts that violence can have on not only the victim, but their family and friends, the community and the perpetrator themselves. Among these schools, the team attended Parafield Gardens High School's Year 8 Camp for the fourth year running, a program we look forward to every year.

Parafield Gardens High School invites the Foundation to work with students at their Victor Harbor Camp for half a day, starting with an Impact Presentation by Executive Director, Neil Davis. Following Neil's powerful presentation, staff hold numerous workshops with students with the aim of encouraging them to be a positive part of their school and community. Workshops begin with violence prevention, which give peer leaders the opportunity to work with students to unpack the consequences of violence, risk taking behaviours and what a safe environment looks like to each of them. The final part of the session, one of our staff's favourite programs, has students and peer leaders undertaking numerous activities throughout the camp grounds, which encourage the improvement of leadership, teamwork and communication skills.

## Party Wise

In 2015, 36 Party Wise forums were delivered in school and community groups. Party Wise has quickly become one of the Foundation's most popular programs and we continue to work collaboratively with SA Police and South Australian Ambulance Service, delivering to 4,563 young people in 2015.



*Impact Presentation at Happy Valley Football Club*



*Party Wise at Whyalla High School*

## 2014 Program Highlight

On 19 September the Sammy D Foundation visited the Wiltja Residence to deliver a Party Wise Program to 60 Anangu students.

The Wiltja Residential Program provides care and accommodation to Anangu secondary students predominantly from the Anangu Pitjantjatjara Yankunytjatjara Lands communities. It is the residential component of the overall Wiltja Program and has a special emphasis on cross cultural and social learning.

Our staff had a blast at the program, even joining the Wiltja residents for a dinner of kangaroo tail and damper.

The program was received well by all participants, with outstanding feedback (below) from staff members.



*"The Sammy D presentation was highly effective and was positively received by both students and staff... What was truly remarkable was that in the days following the presentation I received unsolicited feedback from a significant number of both students and staff. In my experience this is highly unusual as there clearly was a higher than normal educational impact upon those who were in attendance. I received numerous emails from staff and had several conversations with students after the event.*

*It became clear from the feedback received and my own observations that the reason for the success of the presentation was due to its quality and more importantly its ability to directly connect and "cut through" at a highly personal level with youth regardless of their cultural background... Students were observed actively talking about the presentation with staff and their peers for days after the presentation. This fact is also somewhat out of the ordinary... This course cannot fail to resonate with all people, both young and old."*

Anthony Bennet  
Manager - Wiltja Boarding

# Connect

As always, our Connect program was in high demand during 2015. The Sammy D Foundation continued to provide support through 1:1 mentoring in a community setting as well as specifically tailored Youth Justice programs. These programs have continued to demonstrate huge success and the high number of referrals reinforces the increased need for specialised 1:1 mentoring services to provide much needed positive role modeling to young people who often lack vital support.

## Connect – Youth Mentoring Program

Connect Youth Mentoring program offers 1:1 individually tailored support to young people who are considered to be at risk of being or becoming disengaged and/or socially isolated. The program matches young people with highly trained volunteer mentors who work with these young people for between 1-2 hours per week. The mentors role is to engage their mentees in some form of recreation or pro social activity with the ultimate goal of empowering these young people to make positive lifestyle choices and to encourage community connectedness.

Youth Mentoring programs such as ours provide positive role modeling to young people who don't always have appropriate supports at home thus providing vital routine and stability during important phases of adolescence. In 2015 our Youth Mentoring program successfully engaged with 21 young people using the charitable dollar fundraised throughout the year, as well as 4 young people from the Youth Justice Community Protection Panel and 14 Connect to Re-engage participants. 17 mentees have successfully been transitioned from the program, with 4 continuing to work with their mentors and a host of new matches commencing in 2016.

## Connect to Re-engage (C2R)

The C2R program, a state government funded, early intervention and diversionary program, is designed to support 30 young people at risk of long term engagement in the Youth Justice system.

By providing young people who are experiencing initial interactions with the Youth Justice system with access to positive role models and pro social activities, the aim of this program is to increase protective factors against the development of recidivist behaviour. The program provides access to specialised mentoring and a life skill development group program based on the Duke of Edinburgh award and offers an intensive, individually tailored and heavily relational support service for young people.

After an extremely successful round in 2014 we began the second round of intake in 2015 with a total of 14 participants with the following outcomes as compared with the Key Performance Indicators (KPIs) set by the State Government :

KPI 1: 65% of participants do not re-offend during the period of the program

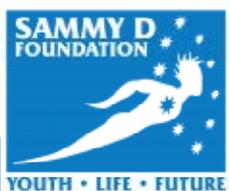
One young person offended throughout the duration of both the 2014 and 2015 cycles. Since this date the young person has demonstrated positive change and increased self-esteem.

KPI 2: 75% complete the initial mentoring stage

91% of young people completed the initial mentoring stage. Relocation affected one young person.

KPI 3: 75% complete initial mentoring and program phase

100% completed this phase. Attendance was not always consistent however all young people remained connected with the C2R in communication at times of absconding.



KPI 4: 65% complete the entire program including participation on the follow up phase  
88% of young people completed entire program.

KPI 5: 80% of young people begin or continue a pro social activity  
100% have participated in some form of pro social activity with a large portion of young people sustaining and building on pro social engagement.

100% of young people interviewed would recommend this program to other young people.

### Connect – Bright Futures (Youth Justice Community Protection Panel Mentoring)

In 2015 the Sammy D Foundation were successful in receiving funding from the Morialta Trust Inc. The 'Connect – Bright Futures' (CBS) Program delivered intensive 1:1 Transitional Mentoring designed to support 5 of Adelaide's most at risk, high needs and disadvantaged young people aged 10-18 years. The young people involved in this program had been involved in the Youth Justice system and had either participated in conferencing/diversion, were on community based Youth Justice Orders or were transitioning back into the community from detention.

This program was developed to ensure that young people at risk of long term engagement with the Youth Justice system are identified and given the opportunity to develop the necessary protective factors known to contribute to a reduction in recidivist behaviour.

The Foundation received 5 referrals with all 5 meeting the criteria for the program.

Of these 5 young people, three completed the program with a 70% attendance rate for their 1:1 mentoring sessions and a 60% participation rate for the group programming sessions.

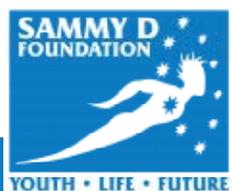
The remaining two young people could not engage with their individual mentors or attend the group programming aspect on a regular basis due to chronic homelessness and re-entry into the Adelaide Youth Training Centre (AYTC). These two young people did engage with their individual mentors for 50% of the Program and participated in the group programming sessions on two occasions.

### Connect – Dream It

Operating at Parafield Gardens High School once again, the Dream It program completed its fifth successful year supporting young people transitioning into high school. The program provided training to young people to become positive leaders within their peer groups and in a broader community setting. Now a SACE subject within the school, dance is taught within the school curriculum, with the Foundation supporting the peer leadership and transition education.



*Sammy D Connect to Re-Engage Group Programming Activities*



# Volunteers

Staff and Board Members would like to thank all of our volunteers for their ongoing support and commitment throughout 2015. The dedication shown by all of our volunteers inspires us daily, and we appreciate the time and effort they continue to put into our cause.

Our volunteers assist us to ensure the success of events, and the ease of managing office administration work, whilst helping with fundraising, engaging with the community and delivering our programs within schools.

In 2015 our incredible group of volunteers collectively contributed 3,592 volunteer hours, bringing the total of volunteer hours contributed since the founding of the Sammy D Foundation to 28,947. This is a truly outstanding feat for which we are incredibly grateful.

While we recognise and value the skills, knowledge and commitment of each and every one of our volunteers, our Honour Roll (below) acknowledges volunteers who reached significant volunteer milestones in 2015.

Along with our volunteers the Foundation would like to extend this thank you to our staff and Board members who show continued loyalty and dedication volunteering extra time at various events, community engagement activities and other Foundation work.

## 2015 Honour Roll

### 50+ Hours

Darren Pike  
Laura Robinson  
Grant Whitaker  
Daniel Whitaker  
Jess Whitaker  
Sandy McAllister  
Felicity Duncan  
Rachel Schrader

### 100+ Hours

Pam Davies  
Naomi Pearson  
Fiona Curnow  
Luke Broomhall  
Kim Stewart  
Alex Cailotto  
Paula Wilkinson  
Amy Ambagtsheer

### 200+ Hours

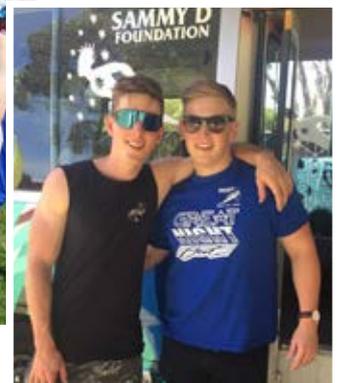
Jessie Bennie  
David Hutton  
Steve Olech  
Esther Rosen  
Shauna O'Brien  
Aneleise Truman  
Sarah Hutchinson  
Zane Treleven

### 500+ Hours

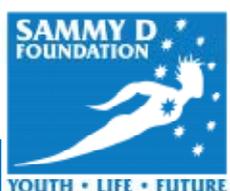
Brett Duncanson



*Sammy D volunteers and supporters at the Sunday Mail City-Bay 2015*



*Sammy D volunteers at Stereosonic*



# A Volunteer's Story

We have been volunteering with the Sammy D Foundation for approximately two years. We began our volunteering after Nat and Neil came to our football club and told Sam's story, followed by workshops. The way that Neil and the staff present programs is inspiring.

When the *Great Night Out* campaign started our mum volunteered as she was doing her Certificate 4 in youth work. We were so excited because we could volunteer together as a family for a valuable foundation. Since we started volunteering our Dad has also volunteered when needed.

We have attended programs and helped by doing collections at various events, we have helped at quiz nights and the City to Bay. The staff and other volunteers from the Foundation are amazing. We have a very special bond where we enjoy each others company like an extended family.

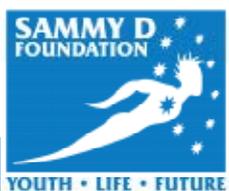
We have decided through working for the foundation that we want to go into a career where we can help people. We want to be paramedics or go into nursing. We plan to volunteer for many years to come.

Daniel and Jesse Whitaker  
Sammy D Foundation Volunteers  
Aged 16 years



Youth volunteers Daniel and Jesse Whitaker

Jesse and Daniel Whitaker at the  
City of Marion Youth Recognition Awards



# Events

## Sammy D Comedy Gala 2015

The 2015 Sammy D Comedy Gala proved as successful as previous years with over 400 guests attending the event, held at the Adelaide Town Hall. Local and international comedians donated their time to entertain, and guests did not leave disappointed. Comedians at the 2015 event included Amos Gill, Bec Hill, Dave Williams and Luke McGregor, as well as many other hilarious acts. The Foundation would like to extend special thanks to ongoing Foundation supporter, and Adelaide's very own, Michael Bowley for emceeing the event.

## Sammy D Quiz Night 2015

The Sammy D Quiz Night was bigger and better than ever in 2015, with 29 tables of guests coming along to the Latvian Hall in Goodwood for a night of trivia and friendly competition in the name of the Foundation. With the theme of 'Superheroes and Villains', guests went all out to don the gear of their favourite comic book characters and the best dressed competition was as close as we have seen. The Foundation's very own Executive Director, Neil Davis, and Chair Person, Brett Duncanson, emceed the event and had our guests buzzing with trivia, music and of course the Sammy D message.

## Sammy D Foundation Gala Dinner - Red Shoe Ball

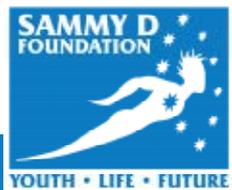
Themed around our outstanding entertainment, David Roden (2014 Dancing with the Stars winner) and his dance partner Melanie Hooper, the Red Shoe Ball was an overwhelming success. More than 250 guests attended the Adelaide Entertainment Centre for a night of dancing and dining in support of the Sammy D Foundation. Emcee, John Riddell, kept guests entertained throughout dance performances, and interviewed Adelaide professionals who underlined the importance of our work in the community. 'Jazz It Up' ended the night with some big band sounds, and were the perfect ending to what was our last event of 2015.



*Guests at the Sammy D Quiz Night 2015*



*David Roden with dance partner Melanie Hooper at the Sammy D Red Shoe Ball*



# Community Engagement

11 Jan	ATP Challenger Tour	Happy Valley
30 Jan	Schützenfest	Adelaide
31 Jan	Schützenfest	Adelaide
01 Feb	Brighton Jetty Classic	Brighton
01 Feb	36ers vs Townsville	Beverley
7 Mar	Future Music Festival	Adelaide
16 March	Morphett Vale ICC Sharks - Sam Davis Trophy	Morphett Vale
11 Apr	Sammy D Medal	Noarlunga
17 Apr	National Youth Week - Sammy D Cook Off	Woodcroft
24 April	Onkaparinga National Youth Week Launch	Noarlunga
22 May	Happy Valley Football Club Dad's Game	Happy Valley
15 Aug	AFL Round 20 - PAFC vs GWS	Adelaide
20 Sep	Sunday Mail City-Bay	Glenelg
11 Nov	Lions ICE Forum	Happy Valley
5 Dec	Stereosonic	Adelaide



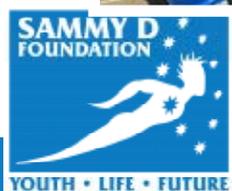
*Sammy D Volunteers at Stereosonic*



*Sammy D Volunteers at Adelaide Oval for AFL Round 20*



*Sammy D Foundation supporter Charlie Daw performing at Future Music Festival*



# Corporate Supporters

Thank you to our Corporate Supporters who have provided invaluable support and generous commitment to the Sammy D Foundation. The support of organisations assists us to continue to grow our important programs and further develop our work with at risk youth.

*Scrap Hotline*

*Cheap as Chips*

*Channel 7*

*5AA*

*Nova 91.9*

*Fresh 92.7*

*Lion*

*The Brompton, Woodville and  
Strathmore Hotels*

*Warradale Hotel*

*Smartline Personal Mortgage  
Advisers – Blackwood*

*Australian Hotels Association  
(SA)*

*Novatech*

*Apollo Print and Promotion*

*Australian Fire and First Aid*

*Allbiz Supplies*

*Norman Waterhouse Lawyers*

*Phil Hoffman Travel*

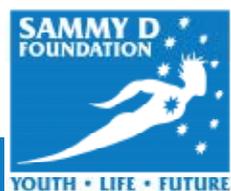
*May Real Estate*

*Hansen Yunken Leighton  
Contractors*

*Magain Real Estate  
Woodcroft*

*Bentleys Chartered Accountants  
and Business Advisory*

*GDF Suez*



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