



2014 CROWS FOUNDATION

# ANNUAL REPORT



children's  
foundation

# 2014 CROWS FOUNDATION ANNUAL REPORT

## ABOUT US

**The Adelaide Crows Children's Foundation was established in 2005 to provide support to our SA community. Many requests are received daily from those in need and it was determined we would concentrate our efforts on supporting SA children's charities.**

In 2014, we are pleased to announce that the Foundation has now granted over \$1,000,000 to support children in need in SA.

Also in 2014, the Crows Foundation has rebranded to closer align with the Adelaide Football Club, with a slight name change to Adelaide Crows Children's Foundation incorporating the Club's logo into our own. We have also been successful in receiving DGR 1 status allowing us to not just support SA children's charities but also extend our support to children throughout Australia and abroad and secure funding for our own AFC Indigenous programs.

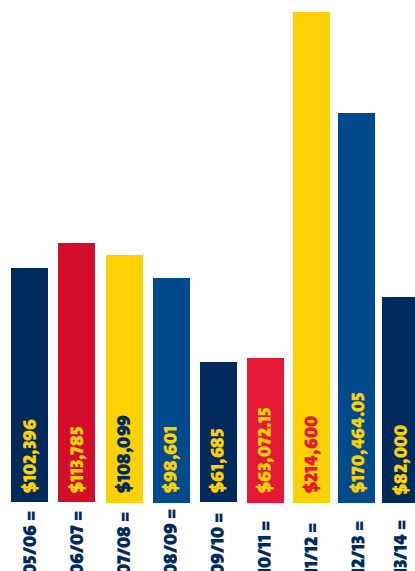
## CHARTER

With a charter to help children in need the Adelaide Crows Children's Foundation operates independently of the Adelaide Football Club and is overseen by a separate Board of Directors.

The Crows Foundation's key charter is to raise and distribute funds for children in need (eg: sick and disadvantaged children), through health, education and welfare programs.

Each year the Foundation calls for grant submissions to donate a total of \$100,000 to three worthy SA charity projects. Our goal is to truly partner with each organisation not only through dollar funding but also the priceless additional support of promotion and player involvement where possible. We aim to have a significant impact on the charities we support.

Donations since 2005 totalling \$1,014,702.



## CHAIRMAN'S REPORT

What a landmark year 2014 was for the Crows Foundation – New Logo, New Name, New License, and reaching \$1,000,000 in grants. We go into the future as the Crows Children's Foundation, with the capacity and intention to partner with other entities to achieve support for kids in need.

It was a privilege to partner with Variety - the children's charity, Operation Flinders and Down Syndrome SA and see first hand the immense value of the work they do. We were also delighted to help give them deserved exposure.

The Crows Carols signature event showcased Christine Anu was again a heart warming night shared by players, staff and supporters. Once again, the Redline Classic three day cycling tour was very successful, resulting in a \$10,000 contribution to the Crows Children's Foundation coffers. The Board deeply appreciates the selfless commitment of all those involved.

The selfless work of many players is also lauded. Through our projects and supporting less fortunate children with hospital visits and hosting young visitors to the Club, they make a priceless contribution.

We look forward with optimism. Each year the Foundation builds in profile and we hope that increasingly we will become the charity of choice for more and more of our members.

After a decade of work with enthusiastic Board members, Club staff and our recipient charities, it remains a great privilege to serve a charity which reaches out from our Crows family to the community, helping kids in need. Thank you to all who lend their support to our cause.

**Keith Conlon OAM**

## BOARD MEMBERS



**Keith Conlon**

LL.B., B.A. (University of Adelaide), OAM, Chairman

An AFC member since 1991 and Crows Ambassador, Keith Conlon gladly accepted the inaugural chairmanship of the Crows Foundation.

Keith's extensive community involvement

has included his role as inaugural Director of 5UV (now Radio Adelaide), founding Chairman of the Adelaide Girls Choir and Chairman of the One and All Appeal. Keith has worked on the Sturt Football Club Management Committee, School Councils, city planning consultative groups and government advisory committees.

He is currently serving on the University of Adelaide 140th Anniversary Advisory Committee and the SANFL Memorabilia Committee.

A part of the Adelaide media scene for four decades, Keith performed with recording group 'The Wesley Three', played drums in jazz bands and made a career in radio and television current affairs. He was researcher/ host of the long-running NWS9 'Postcards' program and worked for thirteen years on the FIVEaa breakfast radio talk team until his decision at the end of 2013 to become a freelance writer/presenter.

Keith is known as 'Mr South Australia' in recognition of his passion for his state's heritage and future. In 2012, he was a recipient of a University of Adelaide Alumnae Award.



**Garry Winter**

Director

Garry has a Bachelor of Economics with an accounting qualification and a Bachelor of Laws from the University of Adelaide. Garry also has a Masters of Taxation Law (ATAX) from the University of New South Wales and is a Chartered Tax Adviser of the Taxation Institute of Australia.

Garry was a senior partner in an Adelaide based Commercial Law firm until 2013 and now provides specialist Taxation and Business Strategy advice to a wide range of clients based in Australia and overseas through his consulting firm - W Consulting Group.

Garry provides vital input into the Crows Foundation whilst ensuring all our governance obligations are met.

# 2014 CROWS FOUNDATION ANNUAL REPORT



**Katrina Webb**  
OAM, Director

Katrina Webb OAM, Director of Silver 2 Gold High Performance Solutions, has successfully run her business in Australia and Internationally since 2000.

She has addressed the UN in New York, ING in Amsterdam and spoken to 25,000 Insurance agents throughout Indonesia. She was also one of 3 International Paralympic Committee athlete ambassadors at the London 2012 Paralympic Games.

As well as a board member for the Crows Foundation, she is a member of the Premier's Council for Women and an ambassador for several not-for-profit organisations. She is also a qualified Physiotherapist and a mother of 3 boys.

Katrina's career was established from her decade of success as an international sprinter - three Gold, two Silver and one Bronze Paralympic Medal.



**Rod Jameson**  
Director

Rod was an inaugural player of the Adelaide Football Club and now is a Crows Foundation Board Member.

Having been involved with the Club from day 1, leading the goal kicking in our inaugural year 1991 and 1997 Premiership Player, he brings a wealth of Club experience to the group.

From a business perspective, Rod has spent the past five years in the Finance Industry, currently with Westpac Premium and Heads up the Alpha Sports and entertainment brand as a Relationship Manager. Previously in the home loan industry for 3 years.

15 years of his career has been spent in the Advertising Industry with Channel 9, CODY Outdoor and Radio 5AA along with 3 years with Coopers Brewery.

Board Member and Football Director at Glenelg Football Club: 2005-2009

Currently an Ambassador for the Craniofacial Foundation and the Neil Sachse Foundation

Broadcasting nationally AFL with ABC Radio and the SANFL locally since 2000 to current.



**Nigel Smart**  
Chief Operating Officer

Background:

Chief Operating Officer, Adelaide Football Club 2013 - Current.

Chief Executive Officer, Variety 2012 - 2013.

Chairman Slingsby Theatre Company.

National Sales & Marketing Manager Jobs Statewide / Excel Recruitment/Rexco People 2008 - 2012.

Inaugural AFC player 1991-2004; played 310 AFL games.

All Australian three times 1991, 1993, 1998.

AFL & AFC Life Member.

SANFL Hall of Fame Member.



**Darrin Johnson**  
General Manager Commercial and Community Projects

Background:

General Manager Commercial and Community Projects, Adelaide Football Club 2013 - Current.

Director Marketing and Business Development, Heart Foundation 1998 - 2013. Vice President Fundraising Institute South Australia (SA) 2012 - current.

Chairman Fundraising Committee Sarcoma and Bone Cancer Research Foundation 2012 - current.



**Bob Foord**  
Director

Current Directorships:

Chairman - Proud Australia Group

Chairman - Travel Auctions Australia

Chairman - Adelaide Entertainment Centre

Director - Hockey SA

Previous Directorships:

Chairman John Fawcett Foundation (Indonesia) 2003 - 2012.

Director Australian Rainforest Foundation 2003 - 2010.

Past Board Member SA Travel Agency Licensing Board.

Chairman South Australian Tourism Commission 2004 - 2011.

# 2014 CROWS FOUNDATION ANNUAL REPORT

## STAFF



**Louise McDonald**

Joined the AFC in 2010 and currently runs the Club's Bequest Program and administers the operations of the Crows Foundation.

Louise comes from a charity background after working for the Bone Growth Foundation, based in the Women's & Children's Hospital for 11 years previous.

## 2014 CHARITY PARTNERS



**Variety – The Children's Charity**  
\$50,000

The Variety Show of Hearts Scholarship program assists children who are sick, disadvantaged or have special needs to fulfil their talents in the field of sport, the arts and education. Previous recipients have gone on to represent Australia in the Paralympics and have performed in leading National musicals. We enjoyed sharing the individual journeys of some of this year's 27 scholarship children,

Children like Aidan Barry (pictured) who receives additional support to pursue his love of golf – Aidan teed off with Brent Reilly

and Jarryd Lyons on Adelaide Oval and was most impressive! Jorga, pictured with Tex, receives support to continue her passion for ballet.



Several scholarship students also took part in our pre match entertainment by performing as our 'Little Chicks' for the day, thank you for making our match days so rewarding.



**Down Syndrome SA**  
\$15,000



The Foundation is also proud to have funded Down Syndrome SA's inaugural 'Club Jungle' program, which enables up to 100 children aged 5 – 13 years, to participate in this fun and exciting exercise program. Once a week for 42 weeks these children had the opportunity to jump into foam pits, swing from ropes like Tarzan, tumble, roll and play

in the jungle. Patrick Dangerfield, James Podsiadly, Sam Jacobs and Daniel Talia attended the very first Club Jungle session in August and we are not sure who had more fun – the players, the children or the parents!



This session aired on the Today Show, showcasing the great work of the Crows Foundation and our players in the SA community to a national audience.

**Operation Flinders**  
\$16,500



Our third charity partner, Operation Flinders, take 'at risk' youth into an isolated environment where self-discipline, cooperation, leadership, teamwork and trust are intrinsic to survival. The Foundation's funding supported 10 children in the Operation Flinders March camp, trekking through the Flinders Ranges for 8 days. Upon the students return a graduation ceremony was held here at the Club, participants were full of praise for the program and parents amazed at the life changing results.

State League ruckman, Jack Osborn took part in the camp over a weekend - "It was only a two-day trip, but in some ways it felt like the trip of a lifetime". Jack felt truly moved by the experience and has since taken up youth mentoring and confirmed that this will be his career path once his footy days are over.

The Crows Foundation has continued to support Asthma Foundation SA with its 'Tackling Asthma' campaign, helping them to raise over \$20,000 for children's asthma education.

# 2014 CROWS FOUNDATION ANNUAL REPORT

## EVENTS

### 2014 Crows Foundation Christmas Carols

Iconic Australian artist Christine Anu dazzled nearly 1,000 fans at the Crows Foundation Christmas Carols on Wednesday December 17th. Crows fans of all ages packed onto The Shed floor for the popular event, headlined this year by Christine Anu and hosted by former player Andrew Crowell and Channel 7 personality Amelia Mulcahy.



The players sang (or attempted) Rudolph the Red-nosed Reindeer with the help of Crows Foundation Chairman Keith Conlon, and Nathan van Berlo returned to the stage to introduce the Club's newest recruits. Coach Phil Walsh recapped the pre-season so far and Scott Thompson and Patrick Dangerfield talked about their Christmas plans.

One of the Foundation's nominated charities in 2014, Down Syndrome SA, showed off their dance moves, with the Dance Down Performance Team earning a standing ovation from the audience.

Father Christmas paid a visit, with Taylor Walker and James Podsiadly acting as his 'helpers'.

Carol-goers also generously donated more than 500 presents to the Toyota Christmas Tree with these generous gifts distributed to The Smith Family and Time for Kids this Christmas.

We thank the City of Charles Sturt Council, Pallet Co and Clinical Cosmetic Solutions for their ongoing support of the Christmas Carols.

### Redline Cycling Classic – October 20, 21 & 22

Thank you to the Redline Cycling group who raised over \$10,000 in their October ride to contribute to the Foundation's funding in season 2015.

The Foundation has now been lucky enough to be the recipient charity for this ride for 4

years in a row, with a total of over \$50,000 being raised to date. Thank you to all the riders and support crew and a special thanks to Stephen Sanders for his great support.



### The Adelaide Football Club

Last but not least we would be remiss not to acknowledge the fantastic ongoing support of the Adelaide Football Club.

The AFC have this year donated \$50,000 to support our work. This annual contribution results in the Foundation being in a position to support our community with up to \$100,000 of funding every year.

This \$50,000 donation is in addition to the Club covering all staff costs of the Foundation and providing players to support events and promotions which is invaluable to all involved.



### Crows Cook Off

This very unique event has been held at Shiki Restaurant, Intercontinental Adelaide, for the third year in a row. Many thanks to David Leon of Morgan Stanley for hosting and driving such a great event. The night raised over \$11,000 for the Foundation, where 40 guests were treated to sensational Japanese cuisine prepared and cooked by players Nathan van Berlo, Eddie Betts, Sam Kerridge and Tom Lynch. The players were judged on their presentation and cooking talent with Eddie Betts being awarded master chef of the night!





# **FINANCIAL REPORT**

Adelaide Crows Foundation Limited  
Year Ended 31 October 2014

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**ADELAIDE CROWS FOUNDATION LIMITED****STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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	Note	2014 \$	2013 \$
Donations and bequests		96,621	170,848
Fundraising		38,926	42,664
Merchandise sales		-	0
Fundraising expenses		(22,618)	(15,114)
Merchandise expenses		(460)	(1,431)
Administration expenses		(9,785)	(6,492)
Donations to other charitable organisations	2(a)	(87,000)	(165,187)
<b>Surplus from ordinary activities</b>		<b>15,684</b>	<b>25,288</b>
Other comprehensive income		-	-
<b>Total comprehensive income for the year</b>		<b>15,684</b>	<b>25,288</b>

The accompanying notes form part of these financial statements.

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**ADELAIDE CROWS FOUNDATION LIMITED****STATEMENT OF FINANCIAL POSITION  
AS AT 31 OCTOBER 2014**

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	Note	2014 \$	2013 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	124,610	166,954
Trade and other receivables	4	60,113	5,079
<b>TOTAL CURRENT ASSETS</b>		<u>184,723</u>	<u>172,033</u>
<b>TOTAL ASSETS</b>		<u>184,723</u>	<u>172,033</u>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	5	304	3,298
<b>TOTAL CURRENT LIABILITIES</b>		<u>304</u>	<u>3,298</u>
<b>TOTAL LIABILITIES</b>		<u>304</u>	<u>3,298</u>
<b>NET ASSETS</b>		<u>184,419</u>	<u>168,735</u>
<b>EQUITY</b>			
Retained earnings		184,419	168,735
<b>TOTAL EQUITY</b>		<u>184,419</u>	<u>168,735</u>

The accompanying notes form part of these financial statements.

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**ADELAIDE CROWS FOUNDATION LIMITED**

**STATEMENT OF RECOGNISED INCOME AND EXPENDITURE  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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	<b>Retained Earnings \$</b>	<b>Total \$</b>
<b>Balance at 31 October 2012</b>	143,447	143,447
Total comprehensive income for the year	<u>25,288</u>	<u>25,288</u>
<b>Balance at 31 October 2013</b>	<u>168,735</u>	<u>168,735</u>
Total comprehensive income for the year	<u>15,684</u>	<u>15,684</u>
<b>Balance at 31 October 2014</b>	<u>184,419</u>	<u>184,419</u>

**The accompanying notes form part of these financial statements.**

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**ADELAIDE CROWS FOUNDATION LIMITED****STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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	Note	2014 \$	2013 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from donations, bequests and fundraising		83,076	210,205
Payments to suppliers and other charitable organisations		<u>(125,420)</u>	<u>(235,311)</u>
<b>Net cash provided by operating activities</b>	<b>6</b>	<u><u>(42,344)</u></u>	<u><u>(25,106)</u></u>
Net increase / (decrease) in cash held		<u>(42,344)</u>	<u>(25,106)</u>
Cash at the beginning of the financial year		<u>166,954</u>	<u>192,060</u>
Cash at the end of the financial year	<b>3</b>	<u><u>124,610</u></u>	<u><u>166,954</u></u>

The accompanying notes form part of these financial statements.

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**ADELAIDE CROWS FOUNDATION LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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**NOTE 1 - STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES**

The financial report is a general purposed financial report that has been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations), other authoritative pronouncements of the Australian Accounting Standards Board and the Corporations Act 2001.

The financial statements are for the Adelaide Crows Foundation Limited (the "Company") as an individual entity incorporated and domiciled in Australia. The Company is limited by guarantee. Adelaide Crows Foundation Limited is a not-for-profit entity for the purpose of preparing the financial statements.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions material accounting policies adopted in the presentation of this financial report are presented below and have been consistently applied unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs modified by the revaluation of selected non-current assets and financial instruments for which the fair value basis of accounting has been applied.

The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by measurement at fair value of selected non-current assets, financial assets and financial liabilities.

**The accompanying notes form part of these financial statements.**

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**ADELAIDE CROWS FOUNDATION LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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**NOTE 1 - STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES CONT**

**Accounting Policies**

**(a) Revenue**

Donations and bequests are recognised as revenue when received unless they are designated for a specific purpose, where they are carried forward as prepaid income on the Statement of Financial Position. Revenue from the fundraising is recognised upon the completion of the fundraising event held. Interest revenue and distribution income from investments is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

All revenue is stated net of the amount of goods and services tax (GST).

**(b) Income Tax**

No provision for income tax has been raised as the entity is exempt from income tax under Div 50 of the *Income Tax Assessment Act 1997*.

**(c) Cash and cash equivalents**

Cash and cash equivalents include cash on hand, deposits held at-call with banks.

**(d) Trade and other receivables**

Trade receivables are recognised initially at fair value. Trade receivables are generally due for settlement within 30 days.

**(e) Comparative Figures**

Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year.

**(f) Goods and Services Tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

Cash flows are included in the Statement of Cash Flows on a gross basis. The GST components of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are classified as operating cash flows.

**(g) Trade and other payables**

These amounts represent liabilities for goods and services provided to the foundation prior to end of financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition. Trade and other payables are presented as current liabilities unless payment is not due within 12 months from the reporting date.

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**ADELAIDE CROWS FOUNDATION LIMITED****NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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	2014 \$	2013 \$
<b>NOTE 2 - PROFIT FROM ORDINARY ACTIVITIES</b>		
<b>(a) Donations to other charitable organisations:</b>		
- Foundation 21	-	(455)
- Youth Opportunities	-	14,395
- Variety	35,000	-
- Childhood Cancer	500	-
- Down Syndrome SA	10,000	-
- Operation Flinders	11,500	-
- Cystic Fibrosis	-	1,340
- Grant WCH Grant NY Marathon	-	14,186
- Riding for disabled Tin Rattle	-	630
- Asthma Foundation SA	5,000	10,000
- Camp Quality	-	9,091
- Leukaemia Foundation	25,000	116,000
	<hr/>	<hr/>
Total donations to other charitable organisations	87,000	165,187
	<hr/>	<hr/>
<b>NOTE 3 - CASH AND CASH EQUIVALENTS</b>		
Cash at bank	124,610	166,954
	<hr/>	<hr/>
<b>NOTE 4 - TRADE AND OTHER RECEIVABLES</b>		
Trade receivables	57,879	5,079
GST Receivable	2,234	-
	<hr/>	<hr/>
	60,113	5,079
	<hr/>	<hr/>
<b>NOTE 5 - TRADE AND OTHER PAYABLES</b>		
Trade payables	-	1,098
GST payable	304	-
Accruals	-	2,200
	<hr/>	<hr/>
Total trade and other payables	304	3,298
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**ADELAIDE CROWS FOUNDATION LIMITED****NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2014**

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	2014	2013
	\$	\$
<b>NOTE 6 - CASH FLOW INFORMATION</b>		
<b>Reconciliation of cash flow from operations with surplus</b>		
Operating Surplus/(Deficit)	15,684	25,288
Changes in assets and liabilities:		
Decrease/(Increase) in receivables and other assets	(55,034)	(4,557)
Increase/(Decrease) in trade and other payables	(2,994)	(45,837)
Cash flow (used in) / provided by operating activities	<u>(42,344)</u>	<u>(25,106)</u>

**NOTE 7 - RELATED PARTY TRANSACTIONS**

During the financial year the following persons held positions as directors of the company:

K A Conlon OAM (Chairman)  
K L Webb  
G S Winter  
R P Jameson  
R Foord  
N Smart  
D Johnson

Directors have been in office from the beginning of the financial year unless otherwise stated.

**NOTE 8 - MEMBER GUARANTEE**

The company is limited by guarantee. If the company is wound up, the Constitution states that each member is required to contribute a maximum of \$0.10 each towards meeting any outstanding obligations of the company. At 31 October 2014 the number of members was 8.

**NOTE 9 - COMPANY DETAILS**

The registered office and principal place of business of the company is:

Adelaide Crows Foundation Ltd  
105 West Lakes Boulevard  
West Lakes SA 5021  
ACN 008 101 568

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# THANK YOU TO ALL OF OUR SPONSORS AND DONORS

In particular City of Charles Sturt,  
PalletCo and Clinical Cosmetic Solutions.



CITY OF  
CHARLES  
STURT

**PALLETCO**) SA  
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