



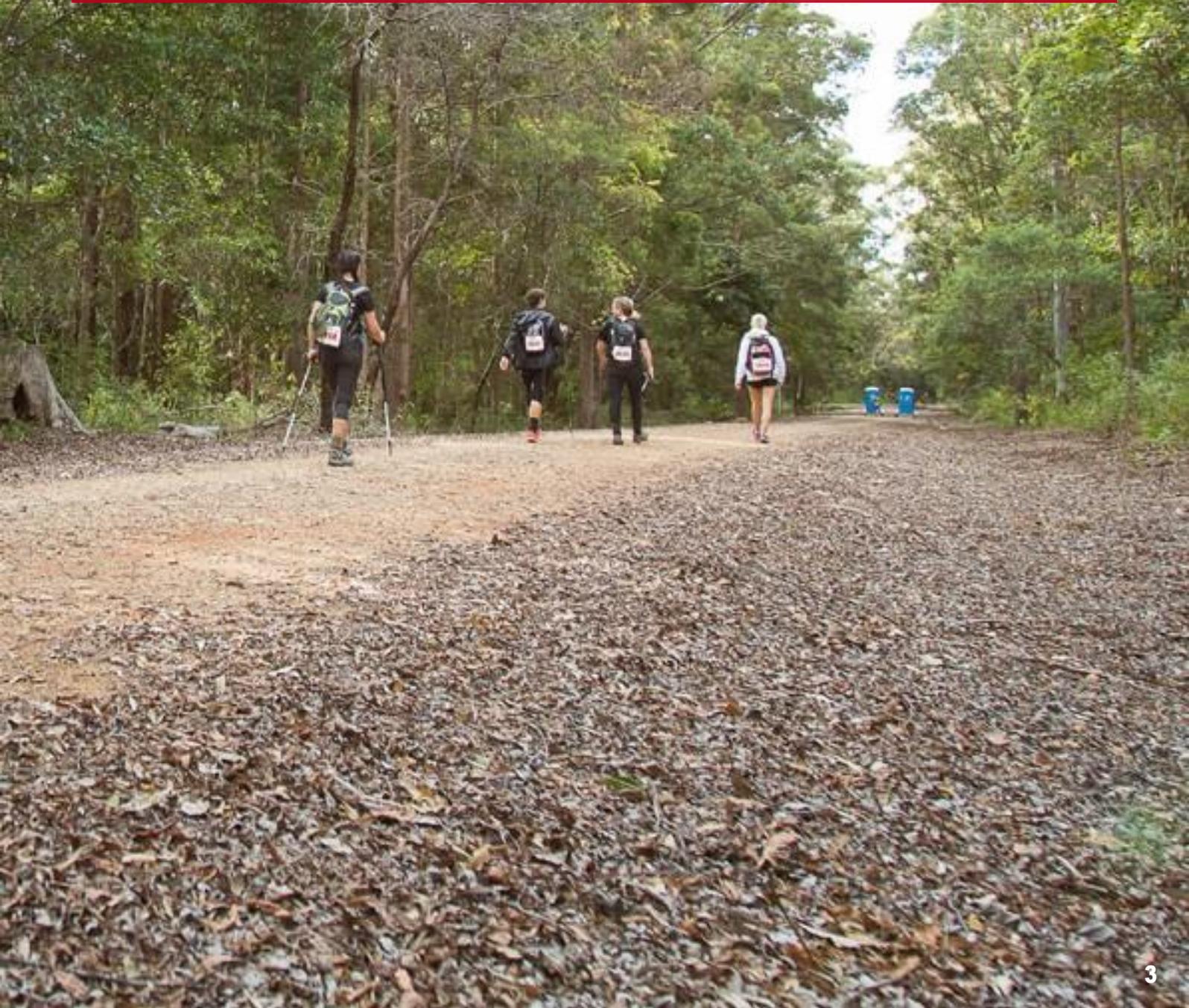
KOKODA YOUTH  
—FOUNDATION—  
*Changing Lives*

2017 ANNUAL REPORT



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# CHAIRMAN'S STATEMENT

## DOUG HENDERSON

Continuing my personal journey of wellness I've sustained positive results for 2017. Again this is largely due to the ongoing support received from my family and friends whom I feel forever grateful to be surrounded. Whilst the focus remains on improving my health, Kokoda Youth Foundation runs in my veins and hence I'm involved by way of support for the team who are now steering the daily operations. 2017 has certainly been a positive one bringing about a new team focused on growth and creation. With the addition of marketing and Community Engagement the abundance of opportunities to pursue are exciting.

Whilst the future is bright I'd like to take this opportunity to say a heartfelt thank you to all of those people who make this foundation so solid...our wonderful group of volunteers. We are so blessed to have such a large group of supporters and in fact there's too many of you to name personally. In saying that I'd like to take this opportunity to acknowledge one very special person who has dedicated a number of years to supporting Kokoda, Darryl Todd. Sadly we bid farewell to our beloved Kokoda Family member in August this year. You may be familiar with Darryl on event weekends madly sorting the radio communications for the Kokoda Challenge or operating Hillbrook Checkpoint for the Brisbane Kokoda Challenge. Darryl, along with his family members, have been avid volunteers with the Kokoda Youth Foundation for many years now and hence they have become part of the furniture. The events won't be the same without him and we couldn't be more grateful to have known such a kind and generous man who gave so much. Darryl's family will keep the Kokoda flag flying with his daughter, Tamara, being a graduated Kokoda Kid from 2012. Like we always say, once a Kokoda Kid, always a Kokoda Kid.

A huge thanks to Darryl, Viv and family along with all of the volunteers for your huge contribution. When we say we wouldn't be able to do it without you, it's true. Can you imagine the Kokoda Challenge Events with no checkpoints! That's a long 96km with no happy faces to give a few words of encouragement. Picture the Kokoda Challenge Youth Program with no volunteer leaders. It just wouldn't work without your generosity of time and contribution. So a huge thank you from me and the team at KYF, you make this all possible.

**“2017 has certainly been a positive one  
bringing about a new team focused on  
growth and creation”**

Doug Henderson





**“Focus for 2017 has been to build the foundations for strong, healthy long-term growth.”**

Raeleigh Olive

# CEO'S STATEMENT

## RAELEIGH OLIVE

Focus for 2017 has been to build the foundations for strong, healthy long-term growth.

## STRATEGIC THEMES

### **1. Get back to basics and ensure that growth is consistent across all key areas of KYF:**

2018 has seen a positive impact made on approx 4202 youth across the various activities:

- 50 Kokoda Kids
- 20 OTRT kids in Melbourne
- 12 OTRT kids on the Gold Coast
- 2121 camp participants having a unique experience of the outdoors at CK
- 1720 school kids participating in the Kokoda Challenge Events

The most significant increase shown above is within the Youth Services area that of 45% compared to number of young people engaged across KYF youth programs in 2016. Overall we have an increase of 22% of young people participating across all KYF activities.

### **2. Integration across all areas of KYF operation**

Where ever possible this year we have united as a KYF team to engage in Kokoda Challenge Events, KCYP and Camp Kokoda. The Camp Kokoda team have assisted at both Brisbane and Gold Coast Kokoda Challenges, the Events team has assisted at Camp Kokoda, Laura, Camp Kokoda Manager, has engaged with KCYP and attended the PNG trip walking the track with the Brisbane/Logan track team and the Kokoda Kids and Leaders lead by Dan have engaged in Community service working bee at Camp Kokoda.

### **3. Raise the overall profile of Kokoda Youth Foundation to strengthen sponsorship, fundraising and political support.**

With the introduction of a Community Engagement officer, KYF are in the presentation phase of a marketing strategy to commence raising the profile of KYF. The aim of the strategy is to equip our internal team with tools in order to activate and strengthen relationships and tell our story to anyone who will listen. Long term intention of the Community Engagment role is to become the conduit through which other parts of the KYF are introduced to community and corporate organisations.

### **4. Key staff positions filled so that the organisation can move forward with confidence.**

The buzz word for 2017 has been recruitment and training. Given KYF activities span across the Youth Sector, mass participation sporting events and outdoor education there is a such a variety of skill sets required in order to meet outcomes. This variety of activity also means a large volume of tasks is undertaken by an incredibly effective team who all strive to assist in their capacity to achieve the vision and mission of 'Changing Lives through the Kokoda Spirit'. For 2017 KYF has experienced a growth in full time team members of 80% (4 people) along with a reduction in turnover by 17% in 2017 demonstrating an improvement in staff retention. KYF has been so fortunate during this process to have found some proactive people willing and able to engage with the Foundation and promote growth strategies.



## GOALS

### Camp Kokoda

- To increase school visitation numbers – the team at Camp Kokoda have achieved an increase of 32% visitation numbers in 2017 compared to 2016 totalling 2121 participants in 2017
- Improve Camp Infrastructure – The Board have approved capital investment of an extension to the main equipment shed at the property to become the new office location. This will increase the capacity of the team at Camp Kokoda by enabling operation from one location. The extension also includes a covered cement area running the length of the shed to be utilised as a shade area when school camps are in attendance and as an undercover storage area when not in use by school camps. In addition, an archery activity has been introduced and we have applied, through a funding opportunity for a low ropes course which will be announced

### Events

- To continue existing Gold Coast Offerings: With the many changes occurring due to a weather event in March 2017 the Gold Coast Kokoda Challenge was completed successfully with a new start line and alternative track through Army land that increased the Challenge intensity.
- Upgrade Brisbane event offerings: A new 48km distance was introduced for Brisbane Kokoda Challenge for 2017 which achieved catering to an increased number of schools who utilise this as an overflow for the Jim Stillman Cup 48km distance on the Gold Coast.
- Review Melbourne event offerings: The decision from the Board was to leave Melbourne as an offering and remain consistent in marketing. The numbers for 2017 increased by 21% with a total of 96 additional people at the start line in Ferntree Gully.
- Improve volunteer base: The current marketing strategy which is in presentation phase includes a review of the systems in which we communicate to our external stakeholders including volunteers. The intention of the new systems will assist with recruitment and retention of a volunteer following.

### Youth Programs



- Increase KCYP numbers: 2017 has seen 4 cohorts of KCYP in Tweed, Gold Coast, Logan and Brisbane with a total of 50 Kokoda Kids which is an increase from 2 cohorts in 2016 with a total of 26 Kokoda Kids.
- Increase OTRT numbers: 2017 has seen a small decline in OTRT programs being facilitated. Numbers in Melbourne have increased by 50% with a strong program being facilitated in partnership with Frankston City Council. Programs facilitated on the Gold Coast decreased from three in 2016 down to one in 2017. On completion of this program KYF realised that the OTRT program structure needed realignment to the Kokoda ethos for future growth in 2018 on receipt of funding from the Accor Community Fund.
- Improve leader recruitment: Leader recruitment commenced on completion of the Kokoda Challenge with a letter to all 96km participants in congratulations for completion of a bucket list event and assistance for setting the next big goal of involvement with leadership in the youth programs. This letter was then reinforced by a Facebook promotion resulting in a strong number of applications in October 2017. Contact has been made with several RTO's (Training organisations) who offer qualifications within the youth sector and have students sourcing vocational training in order to complete their studies. The KCYP offers the perfect opportunity for these students to engage in youth leadership whilst completing their qualifications.
- Ensure staffing structure meets organisation needs: goal for 2017 was to create a flat structure organisational chart. This has been achieved for most activities aside from lacking one or two full time instructors for the team at Camp Kokoda. Output is high for a small team of 10 full time staff members however with the implementation of systems things should be streamlined in 2018.
- Ensure existing headquarters meets organisation needs: Camp Kokoda is receiving a new location for their office to ensure efficiency in their team. The headquarters at Ashmore is ample for the current team. Considering we are a youth based organisation we lack space for young people to hang out and this is something to consider for future growth.

#### **Head Office**

# YOUTH SERVICES

## DANN HOLLINGSHEAD

In what can only be described as a successful 2017 the KCYP saw 53 Kokoda Kids in 4 branches across Brisbane, Logan, Gold Coast and the Tweed who were led by an incredible team of 18 leaders with a well balanced mix of youth and experience.

The Kokoda Kids kicked off in May with most displaying the Kokoda spirit right from the start which was only enhanced by a 2 Day wilderness camp that included various activities such as the sugar glider, high ropes, team bonding games, a night walk, canoeing then finished the weekend off with each branch performing a team chant.

As we moved through the weeks with minimal fuss while building self-belief and confidence through hard work, resilience, team work as well as learning the importance that exercise and good nutrition has on our lives we moved into the 96km Gold Coast Challenge. Each Kokoda Kid pushed themselves to their personal limits and really happy to report everyone involved gave their heart and soul that resulted in 41 out of the 50 starters managing to cross the finish line. Another pleasing aspect of the Kokoda Challenge in 2017 was how well the parent/support crew came together- their organisation and ability to get the job done to increase their child's chance of success was first class.

In early August the KCYP turned attention towards the trip to Papua New Guinea. Leaders and KYF staff worked really hard in solving any issues that came up in the lead up including any passport issues, equipment shortages, medical expenses, anxieties, questions or concerns which all led to facilitating a successful trip for all involved. Our volunteer leaders and Kokoda Kids performed admirably along with our trekking partners at Getaway under some exhausting conditions. A big well done and congratulations must go out to all.

With a high attendance rate the Kokoda Kids are now fully entrenched in their community service commitments already working hard at the 'Day for Darryl' event, performing maintenance work at Brookfield Showgrounds, revegetation at Springfield national park and a working bee at camp Kokoda to name a few.

Some Kokoda Kids have since gone on to higher honours with many receiving awards and accolades within their school and communities with some graduating to school captain. 6 Kokoda Kids were recently involved with a speaking engagement with a local radio station that saw them display their pride and passion for the whole community to see as they shared their Kokoda stories.

2017 KCYP has been a successful year with some challenges along the way but has provided a strong launching pad into the future as we continue to define and strengthen what we do well in order to create a united Program from the KYF staff to our extremely valuable volunteer leaders down to our parent/support crew as we continue to build and grow while using the values of the Kokoda spirit.

## ON THE RIGHT TRACK

Outcomes Summary - Attendance, Group Identity and Therapeutic Alliance.

Of the 13 Students that commenced the program 12 students graduated and one student withdrew after attending the first group session. Attendance was excellent with only four instances of a prior unexplained absence. Students attended each session in their "Kokoda Uniform" and with the exception of Currumbin State School students, were transported by their primary caregivers. It is my assessment that each student did experience a sense of belonging and group identity. While antisocial behaviour and interpersonal conflict was not an uncommon occurrence, given the cohort type, there were no instances of sustained or persistent conflict. As issues or conflicts arose they were dealt with and resolved on the day in the context of the wider group. Resolution was actively and publicly celebrated. This technique of positively re-framing individual issues as being significant to the entire group and therefore a learning opportunity for each group member was a powerful learning tool as well as effective in preventing individuals from becoming isolated or ostracised. The graduation event demonstrated student's personal pride in their development and a connected sense of community pride in their group.

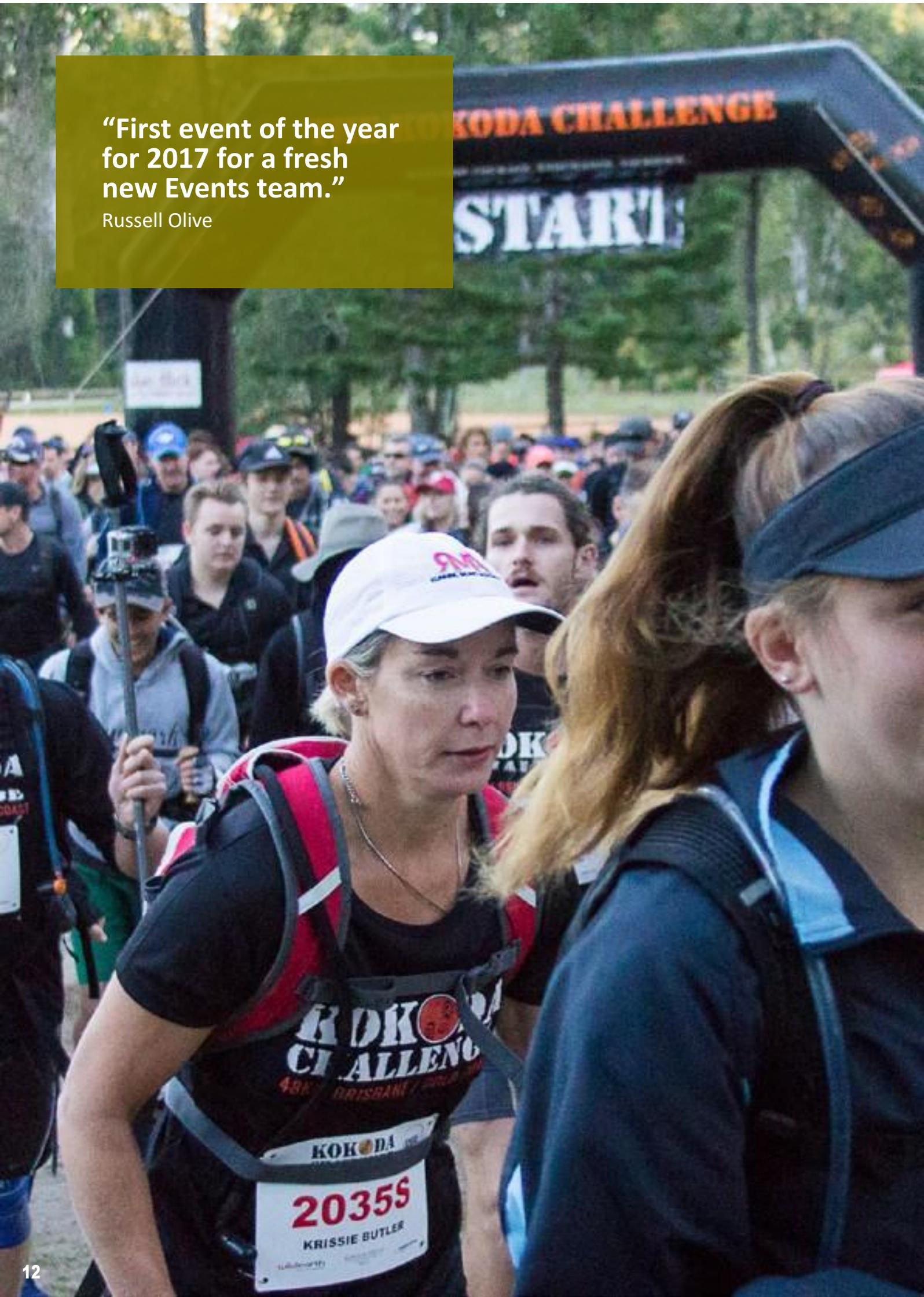


## Key Outcomes

- 🏆 Lived experience of being an accepted member of a positive and respectful group
- 🏆 Development of a new therapeutic alliance with an adult mentor
- 🏆 Repeated instances of respectful conflict resolution linked to personal growth
- 🏆 The graduation event as a community celebration of individual achievement

“First event of the year for 2017 for a fresh new Events team.”

Russell Olive





# KOKODA CHALLENGE EVENTS

## RUSSELL OLIVE + KATE SOUTHWELL

### BRISBANE

First event of the year for 2017 for a fresh new Events team. This year's challenge for the team was to increase our registrations and to include the 48km distance to help with the overflow from the Gold Coast event. With the co-operation of Queensland parks we were able to come up with a suitable and challenging track that was underestimated by a few that were brave enough to attempt the longer distance.

The new course added two new checkpoints and a schedule change to a Saturday start with the last participants being a school team who crossed the finish line in the early hours of Sunday morning. The event started on time at 0:700 with the last team to cross the line at 01:20 on Sunday morning 3 hours faster the estimated calculations of fastest/slowest times. Due to the unusual circumstances of the 2016 event being washed out by a weather event and rescheduled the registrations were reopened to suit the September date. Given that there were minimal refunds given at 50% of the registration fee, it's difficult to get a true indication of our growth for the 2017 event. We had 1628 people register for 2017 and a contribution of \$113 827.

## GOLD COAST

The Kokoda Challenge event for 2017 experienced many changes with a new start line, and various sections of the track altered to account for the damage caused in March by Cyclone Debbie. The Gold Coast City Council encouraged us to utilise an alternate direction for the start of our 96km event. This new direction allowed us to reduce the closure time on Somerset Drive. Whilst investigating the new direction ascertained that the Mudgeeraba Bowls Club was a suitable venue for both a new start line location and a pre-registration site. This achieved avoiding any negative impact with the local Netball Association who have, in past years, experienced struggles to accommodate their schedule around the start of our event.

Once the new start line was approved the course and logistics were significantly impacted by a major weather event called Cyclone Debbie. The impact of this cyclone caused the following:

ARMY LAND washed away 50 mtrs of Tarlington Range Road – new area offered by the department of defense added an extra 6km of track to the course.

WATERFALL CREEK track was severely damaged and deemed as too risky to utilize due to an inability to access the area in case of emergency. This section was taken out of the course at the request of National Parks.

PAIGES PINNACLE track from Polly's Kitchen experienced severe erosion – National parks requested closing that part of course from 5:00pm on the Saturday to avoid participants walking this section in the dark. Due to limited funding National Parks couldn't guarantee repairing this section in time for our event.

**“The aim of KYF was to maintain the integrity of the course as best we could.”**

Russell Olive



After consultation with the CEO and Board members KYF approached National Parks with the possibility of funding the repairs to Paiges Pinnacle to result in allowing this section for use during the event.

The aim of KYF was to maintain the integrity of the course as best we could. National Parks approval was obtained and with the use of a parks approved contractor the works were undertaken at a cost of \$11, 500.

With all the changes to the Kokoda Challenge course, at the request of the stakeholders, we had to increase our facilities to suit the numbers of participants and support crews. Extra toilets and waste facilities had to be supplied at all checkpoints and support crew points.

Event Day commenced on time this year with 1427 people including open teams and Stan Bisset school teams embarking on an adventure from the new start line.

48km events including open teams and Jim Stillman school teams saw a total of 1165 start at Numinbah hall with all events commencing at their respective times.

Given all the changes and adjustments for this year's Kokoda Challenge the KYF team were distracted from marketing activities and therefore the event experienced a reduction in entrants for our 96km open teams. The ripple effect is the impact this reduction in entrants has on fundraising and hence the contribution to the foundation this year compared to last years is reduced. There was bound to be some impact with a new team taking on the event this year and given six months to organise. The opportunity for 2018 events is bright given the team have experience and time to promote.





**“It’s always a pleasure to do this event in such an important location being the home of the 39th Battalion and the memorial.”**

Russell Olive

## MELBOURNE

After a hectic Gold Coast Challenge we hit the ground running and with a determination to increase our numbers for the Melbourne Challenge. Even though the event fell in the school holidays we managed to increase our numbers by 96 participants. It’s always a pleasure to do this event in such an important location being the home of the 39th Battalion and the memorial for those who fought in such a monumental conflict. We were graced with Bill Stewart to do the ODE for the start of the challenge and he had the time to sit and enjoy some morning tea with us and share his story. Mary Holloway attended the event to present the Peter Holloway cup named after her father’s. She then graciously spent the day handing out dog tags to all our participants. To top off the day Capt. Allan “Kanga” Moore was able to present his own trophy to the first school team to cross the line for the 30km.

What a proud moment it was for this team of students to receive their trophy in person. None of this would’ve been possible if it wasn’t for the support of Allan Jameson who tirelessly taxied these heroes to our event.

The Melbourne Kokoda Challenge contributes to the On the Right Track program facilitated in conjunction with Frankston City Council. The events success relies on our wonderful group of volunteers including the youth program participants along with the team from Getaway Trekking and Adventures. These tireless volunteers and young people assist in track marking the course, staffing checkpoints and assisting at the finish line on the day of the event. This year our contribution of \$86,147 was an increase of \$10,247 on previous year.



## ACCOR HOTELS RACE TO SURVIVE

The Accor Hotels Race to Survive theme for this year was Bush to the Beach. Four days of action packed challenges of which Kokoda Youth Foundation had the privilege to facilitate a 25km trek on day two. Being a Community Fund partner gave us a chance to introduce the Accor team to our KCYP family and demonstrate how their fundraising makes a positive impact to young Australians.

The course was a challenging 25km starting from the base of Polly's Kitchen, they inclined their first major hill and over to the Scout Den facility on the banks of Hinze Dam where the group took place in a team blind folded canoe activity. After disembarking the canoes, teams of 4 headed up the postmans track (major hill number2) through Laurie Bird and Charlie Clarks properties to one of the best views of the Gold Coast.

Stopping to appreciate the incredible view the teams continue to incline up to the second checkpoint to take on a water bomb activity, rest and recharge the batteries. The final stretch pushed all competitors to their limits, but the help of our Kokoda Kids gave them the inspiration to push through and complete the day at Numinbah Hall where all soaked their sore bodies in the nearby freshwater creek.

The team at Kokoda Youth Foundation continued to follow the event teams through their 4-day journey which then embarked on a Raw Challenge experience and ended with the Surf Life Savers providing activities at the famous Surfers Paradise beach. Such a great team building event for Accor Hotels and one that we also thoroughly enjoyed being a part of.

# CAMP KOKODA

## LAURA FARNAN

Camp Kokoda is commencing its 6th year of operation and is striving within the Outdoor Industry. Camp Kokoda has gained another 11 clients in 2017 and our School holiday programs have been extremely popular to the point we are running a minimum of 3 a year.

Camp Kokoda has welcomed more clients on board this year including QLD Scouts, St Johns Lismore, Runcorn State School, Mt Maria and Dakabin State School.

We have been working alongside Sunshine tafe, having certificate 4 students do their prac placement/work experience alongside one of our instructional staff. As a result of this we now have 4 of those students who are now qualified working permanently for us. Welcome Brandan, Sam, Jordan and Jakeb.

We would like to take this opportunity to thank all the permanent instructional staff that have completed another year with Camp Kokoda doing a sterling job. The instructional staff are the front line of Camp Kokoda and thanks to what they put in is what our clients are fortunate enough to get out of the Camp Kokoda experience.

We sadly farewell Stephanie Cameron, Steph has worked for Camp Kokoda for just over 2 years and is moving on to be a director for another centre. We wish Steph all the best.

This year we welcome Michele Fowler our new administration officer. Michele has been in the Boonah region for 30 years and brings a vibrant, humorous energy to the team with lots of local knowledge.





This year at Camp Kokoda we have introduced Mt Barney Journey based expeditions, Archery, a new expedition route and in 2018 will be introducing our new tower challenge activity.

Camp Kokoda was fortunate enough to get an annual burn off this year but unfortunate in which the way it happened which was caused by an out of control fire in the next valley over and did cause damage to the property items and campsites we are now needing to replace.

In September our Camp Manager Laura Farnan joined in with our KCYP group and went and completed the Kokoda Track. This was a great personal achievement for Laura and fantastic learning experience from a professional development point of view.

This has given Laura a broader understanding of the entire program including the training leading up to PNG she commence with the groups in May.

In January 2018 the construction of our new office will commence along with other infrastructure plans to permanently move our administration office out at camp where soon Michele and Laura will be located.

In 2018 we endeavour to increase our clientele, continue to introduce exciting new activities as well as maintain our reputation for unique programing, staff and training.

**“This year at Camp Kokoda we have introduced Mt Barney Journey based expeditions, Archery, a new expedition route and in 2018 will be introducing our new tower challenge activity..”**

Laura Farnan

# MARKETING + COMMUNITY ENGAGEMENT

## MARKETING TEAM

### REFLECTIONS

When reflecting on 2017 marketing activity the 3 words that best describe the past 6 months with the newly appointed team of two are 'engagement', 'exposure' and 'evaluation'. A considerable amount of time has been invested in building engagement (both online and offline), which has in turn increased KYFs exposure to new audiences. Furthermore, KYF has evaluated its marketing and formulated a marketing strategy and social media plan which identifies opportunities to ensure it protects its long term legacy in what is a fiercely competitive environment for Not- for-profits and adventure events and camps.

The headline achievements include: Television, Radio + Newspaper Media Coverage,

This year marked a significant achievement in the increase of FREE media exposure KYF gained. More than 205 minutes of free television and radio exposure was covered for important KYF activities including Anzac Day, the GC Kokoda Challenge and pre and post PNG. These activities were covered by Channel 7, 9, ABC radio and other community radio stations and broadcasted to Brisbane and Gold Coast locals and beyond. Channel 9 also gave KYF Queensland wide coverage for the PNG departure. For these opportunities alone this equated to 227,000 views (est.) on social media.

This excludes the listen / view stats on Television and Radio which aren't able to be obtained from the media.



 IN 11 MONTHS – PUBLISHED 130+ VIDEOS | 172 MINUTES 563,000 VIEWS (65%  2016)

 IN 11 MONTHS – 2185% INCREASE MINUTES VIEWED (189.3K IN 2017 VS 8282 IN 2016)

 IN 80 HOURS - 74 MINUTES KYF OWNED VIDEOS PUBLISHED FOR GCKC EST. 242,000 VIEWS

 LAUNCHED 16 FACEBOOK LIVES FOR BNE ADGC EVENTS LEADING TO 74,300 VIEWS

## SOCIAL MEDIA

Emphasis in 2017 was placed on publishing video content to drive engagement + increase exposure and through this KYF has grown its Facebook fan base by 18% (21,200 YTD vs 18,000 in January 2017) and Instagram fan base by 20% (2148 YTD vs 1700) .

Since January to date we have run 79 Facebook Advertising Campaigns resulting in reach to 1,041,250 people who viewed these ads in excess of 4.5 million times. The conversions of these ads reflected in the increase in participation of our events, particularly Melbourne.

Since July we have also focused on refreshing our Instagram strategy by creating a consistent posting schedule, colour scheme and persona.

Rather than focusing on the behind the scenes of KYF we have pushed to create an inspiring and value adding feed our Kokodians can engage and relate with.

Since implementing this strategy we have seen a notable increase in our Instagram following.

In addition to Camp Kokoda's printed marketing of their School Holiday and School Program Camps we have continued to provide support from a digital means via Wix Shoutouts and Facebook posts through our Kokoda Challenge Events and Camp Kokoda Facebook Pages.

KCYP has also seen a year of trials in the digital marketing realm with the introduction of paid Facebook Advertising to drive leader recruitment. During September we ran 2 Campaigns reaching 18,802 people who viewed these in excess of 35,000 times and resulted in 275 clicks and an influx of leader applications.





## COMMUNITY ENGAGEMENT

The KYF Board created a new 'Community Engagement' role in 2017 focused on developing a marketing strategy, raising awareness of the KYF brand and building long term relationships with existing and new audiences, particularly corporates. This role commenced in August and in 3 months there's been a number of activities, meetings and events all with the aim of promoting KYFs why through storytelling.

Some highlights have included:

- Meetings with NAB, Multiplex, Accor, Brisbane City Council, Fernwood Fitness, Violaia and others
- Activation of 'KYF brand ambassadors' through facilitation of 4 KCYP parent focus groups
- Collaborations with other related Not-for-profits (one which led to NewsCorp exposure)
- A repaired & re-engaged relationship with main sponsor after negative dynamic (+1yr MOU sign)
- Marketing strategy formulated including current state assessment and future opportunities
- Participation at local networking events including Chamber of Commerce, small business events and Ted X Brisbane attracting an est. 80 - 600 SEQ businesses (per event) including corporates



## INCREASED PARTICIPATION

Through ruthless digital marketing strategies KYF saw an increase in participation at the start line for each event:

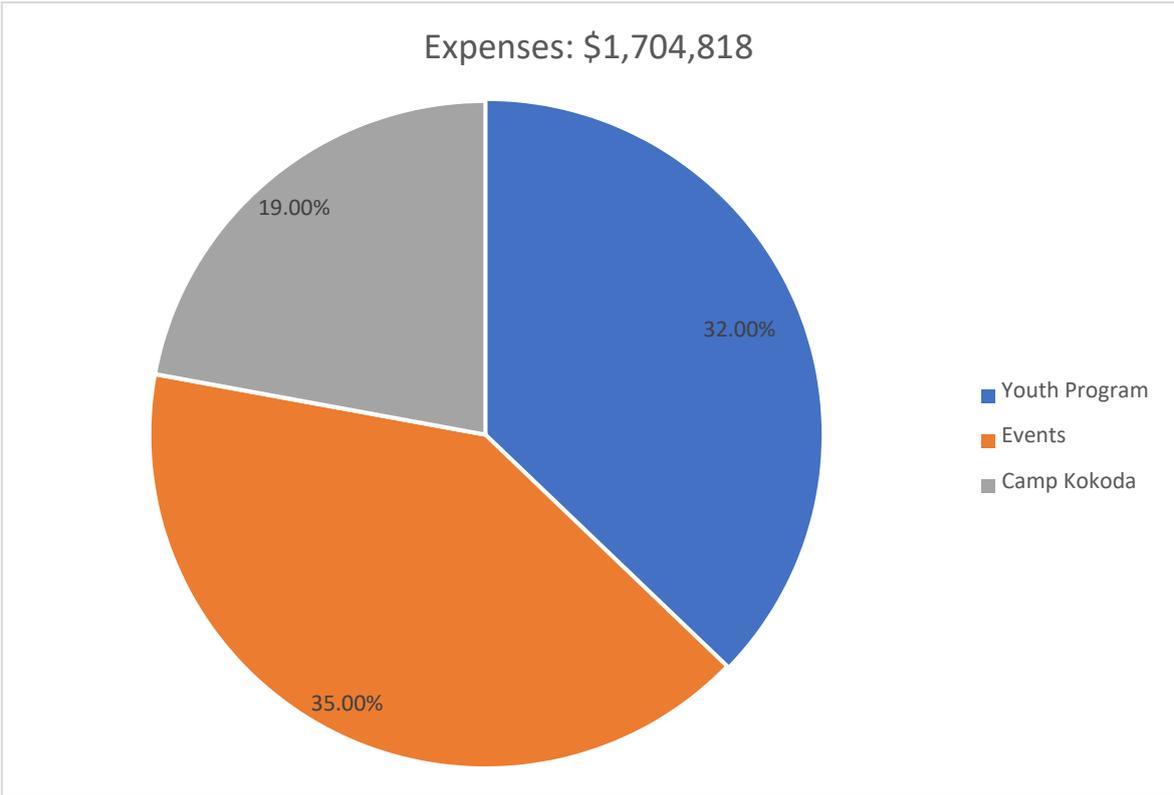
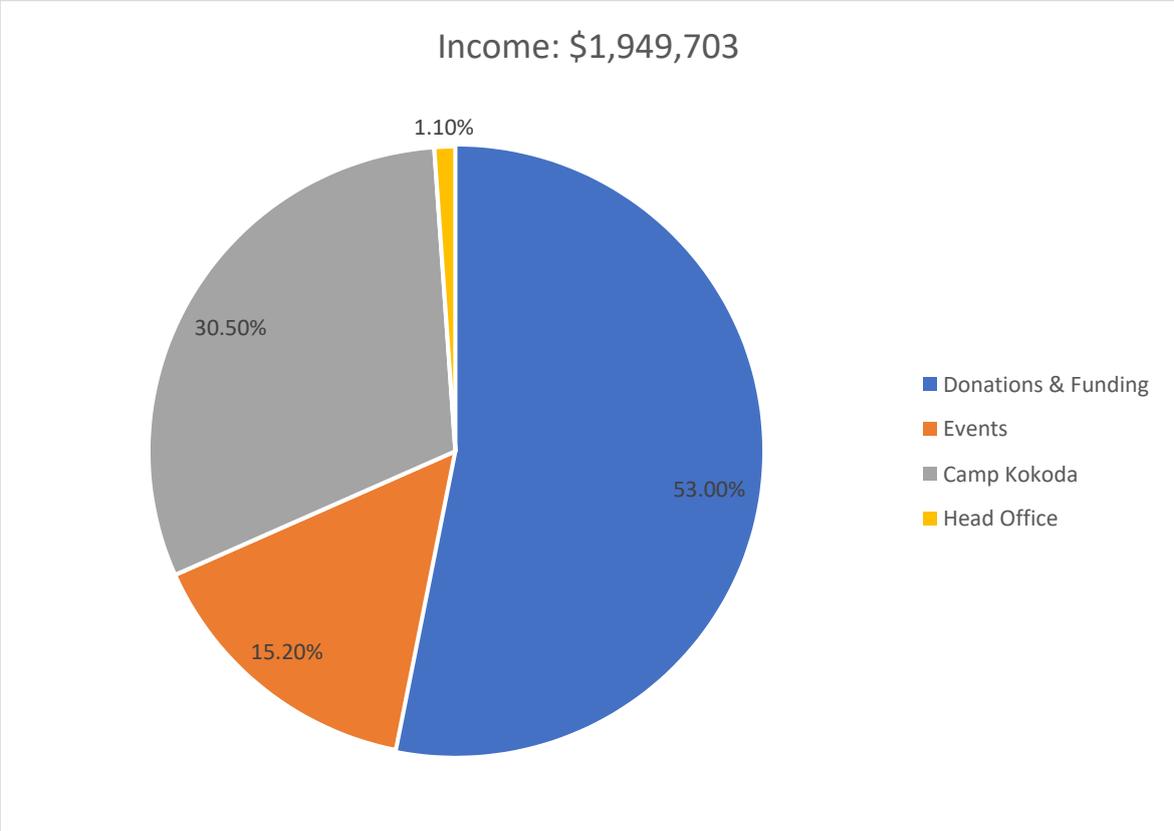
- Melbourne Kokoda Challenge – Additional 96 people at the start line in 2017
- Brisbane Kokoda Challenge- Additional 373 people
- GC event Kokoda Challenge – 2, 342 People Registered. While we saw a decline by 80 teams in our open events we were again close to sell out in our School Cup categories.

## INCENTIVES TO REWARD LOYAL COMMUNITY AND SECURE 2018 TEAMS EARLY

For the first time in Kokoda Challenge history, KYF launched a 25% VIP offer to all 2017 and 2016 past participants and volunteers which led to securing 50 teams for 2018 1 year in advance. Each month since July KYF has remained above the year on year comparisons for 2017 and 2016 event actuals stats over this month-to-month time period.

# AUDITORS FINANCIAL REPORT

## Year Ending June 2017



KOKODA YOUTH  
— FOUNDATION —  
*Changing Lives*