

## **Ad Hoc Grant - Be Kind Sydney Ltd - The Be Kind Sydney Dinner**

**File No: X027017**

### **Summary**

Be Kind Sydney Ltd has approached the City of Sydney to support the public launch of the Be Kind Sydney charity and fundraising dinner to be held at Sydney Town Hall on Tuesday 12 May 2020.

Be Kind Sydney Ltd is a Deductible Gift Recipient Item 1 (DGR1) charity established as a subsidiary company of the Sydney Community Foundation. The purpose of the charity is relieving poverty, suffering and misfortune of people in need in NSW, by developing, supporting and providing programs and services, including collaborating with other organisations to provide programs and services to those in need.

The Sydney Community Foundation is an independent public foundation for the Sydney community, with a purpose to build strong, safe communities. The Foundation was established in 2004 with the support of the City of Sydney through a sponsorship of \$50,000 cash and \$10,000 value-in-kind each year for three years.

The Be Kind Sydney Dinner is the public launch of Be Kind Sydney Ltd and will fundraise to support grassroots programs for vulnerable women and families across Sydney and NSW and funding to deliver programs for Be Kind Sydney Ltd.

This report recommends a \$12,730 (excluding GST) cash grant and a venue hire fee waiver of Sydney Town Hall up to the value of \$13,600. The cash grant will support the on costs of holding the event at Sydney Town Hall including equipment and staffing costs.

## **Recommendation**

It is resolved that:

- (A) Council approve a cash grant of \$12,730 (excluding GST) and venue hire waiver for Sydney Town Hall up to the value of \$13,600 (excluding GST) to Be Kind Sydney Ltd for the Be Kind Sydney Dinner; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with Be Kind Sydney Ltd in relation to the sponsorship described in (A) above.

## **Attachments**

Nil.

## Background

1. Be Kind Sydney Ltd is a subsidiary of the Sydney Community Foundation, a not for profit philanthropic foundation established in 2004 based on a feasibility study funded by The Myer Foundation and the NSW Premier's Department. The Sydney Community Foundation's objective is to encourage progressive philanthropy in the greater Sydney area through targeted grants that address social and environmental issues facing, primarily, the greater Sydney community.
2. On 15 November 2004, Council approved a sponsorship of \$50,000 cash (excluding GST) and \$10,000 value-in-kind (excluding GST) each year for three years. The sponsorship was provided to support the Sydney Community Foundation's establishment and growth, and help it to achieve its break-even target within three years. They were able to meet their contractual obligations to the City and successfully establish themselves.
3. In 2017, the Sydney Community Foundation established its own Deductible Gift Recipient Item 1 (DGR1) charity Be Kind Sydney Ltd. This subsidiary organisation is a tax deductible charity set up to directly assist the 15 per cent of the Sydney community living in poverty and those rebuilding their life after misfortune, through the design, delivery and funding of multi-year place-based programs with community partners across Sydney.
4. The Be Kind Sydney Dinner is a fundraiser to be held at Sydney Town Hall on Tuesday 12 May 2020. The City has been asked to support a fee waiver of Sydney Town Hall and on costs associated with hiring the venue.
5. Be Kind Sydney Ltd was soft launched in 2019 to major philanthropists. The Be Kind Sydney Dinner is the public launch of this ongoing fundraising campaign to support programs for women and families in need, including in the City of Sydney local area. The campaign also seeks to promote the idea of social justice across Greater Sydney and the importance of kindness as an ethos to build.
6. This event will also assist to raise the profile of the organisation amongst corporate, government and community leaders in Sydney to inspire local giving.
7. Monies raised from the fundraising dinner will support grassroots programs for vulnerable women and families across Sydney and NSW and also raise funding to deliver programs for Be Kind Sydney Ltd. The organisation is seeking to raise \$450,000 from the dinner which will contribute to the \$5,000,000 target across the broader fundraising campaign.
8. Five hundred attendees are expected, including representatives from government and NGOs, arts and recreation organisations, educational institutions, philanthropists and a range of businesses. The program is set to include high profile speakers as well as a performance from a beneficiary of Sydney Community Foundation's programs.
9. The City's cash funding will be used to cover costs including security, technical services and cloakroom staff, technical equipment and red carpet.
10. The City of Sydney will be acknowledged as a major event partner and ongoing supporter of Be Kind Sydney at the event and in the organisation's annual report, website and promotional materials.

**Strategic Alignment - Sustainable Sydney 2030**

11. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This grant is aligned with the following strategic directions and objectives:
  - (a) Direction 6 - Vibrant Local Communities and Economies - this event will support our social sustainability policy and action plan by fundraising to support grassroots programs for vulnerable women and families across Greater Sydney and NSW, including the City of Sydney local government area.

**Social / Cultural / Community**

12. This event has the potential to positively impact those most in need in the City. Funds raised by Be Kind Sydney will support programs specifically for women and children in the local government area.

**Budget Implications**

13. Funding for the grant amount of \$12,730 (excluding GST) will be drawn from the 2019/20 grants and sponsorship budget. A total of \$13,600 revenue foregone/value in kind will be allocated from the 2019/20 venue hire budget.

**Relevant Legislation**

14. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

**Critical Dates / Time Frames**

15. The Be Kind Sydney Dinner is due to be held on Tuesday 12 May 2020 at Sydney Town Hall.

**ANN HOBAN**

Director City Life

Phoebe Arthur, Grants Coordinator