





MESSAGE FROM OUR CHAIR GAYE HAMILTON

The Western Bulldogs Football Club is an integral part of Melbourne's west and has established the Western Bulldogs Community Foundation to enable strong and targeted support to our community.

Using the power and trust of the Bulldogs brand, the Western Bulldogs Community Foundation is able to deliver tailored programs to areas of need throughout our heartland and beyond.

We deliver an outstanding range of events and services to the community with a team of dedicated and skilled staff who go above and beyond on a regular basis.

Our main areas of focus are: Health and Wellbeing, Youth Leadership, Diversity and Social Inclusion and Community Advocacy.

Our goal is to make a positive difference to our community and help everyone to be their best.



We cannot possibly do that alone and so, to our current partners and supporters, we say a very big thank you. In particular we offer our gratitude to our Major Partner WorkSafe Victoria, who work tirelessly to ensure all Victorians can return home safely from work each day.

To those who would like to join us on this journey, we would welcome you to our Bulldogs family. Together we are a formidable team.

I look forward to continuing the great work of the Foundation with our valuable partners.



BAINS





PERRY



HENNESSY









RIGNEY





RECHTER AM



TAING OAM







@WBFCfoundation

Learn more about the WBCF at westernbulldogs.com.au/foundation or contact foundation@westernbulldogs.com.au.



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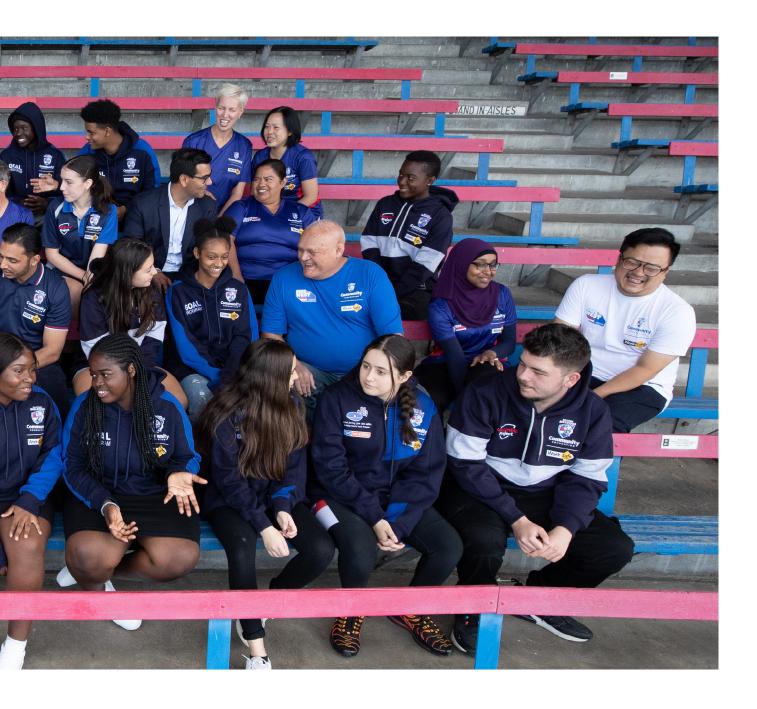
If I didn't have the Bulldogs' programs, I wouldn't know what to do with myself. It has really helped me settle into the country I now call home.

MEH POE
CALD PLAY PARTICIPANT



WHO WE ARE

More than just a football club, the Western Bulldogs has a long-standing history as the community club of the AFL. The Western Bulldogs Community Foundation is the club's community arm that utilises the trusted brand of our football club to deliver life changing programs. At its core the Foundation delivers demonstrated impact in the areas of health and wellbeing, youth leadership, cultural diversity, social inclusion and community advocacy. Across Melbourne and Victoria's west, we reach over 20,000 community members each year including direct capacity building for over 4,000 participants in our targeted programs. This critical work is underpinned by a whole of Club commitment that is strongly supported by all three levels of government and a range of corporate and community partners. Our programs are independently and academically evaluated to ensure we meet the everchanging needs of our community, and we are always evolving our content and delivery methods to be best practice. We strive every day to create an impact that inspires.



WHAT WE DO

Like our players, our community is courageous, strong and resilient, but some just need a hand to take the next step. That's where we come in. The Club is central to the community of Victoria's west, and the Foundation plays a pivotal role in helping our people reach their full potential, and ensuring they are accepted regardless of their gender, ability, race or faith.

Through the delivery of targeted programs, we are able to provide people in the western suburbs of Melbourne and the western region of Victoria with the tools to succeed and thrive within their community.

HOW WE DO IT

We believe that sport is one of the most powerful tools to bring together and connect people. We leverage our privileged position to utilise the Bulldogs brand as a platform to engage a wide range of participants and positively influence their lives. But that is only one part of the equation.

To ensure our programs are as effective and accessible as possible, we work with key government, corporate and community agencies from all over Victoria's west to deliver our programs to over 3100 people annually. Furthermore, through our partnership with Victoria University, our programs are consistently evaluated to ensure our content and delivery methods are run according to best practice and are meeting the needs of our communities.

At the WBCF we recognise that the west is a diverse community with varying needs. To ensure our programs are reflective of the needs of those within our backyard, we have worked tirelessly to identify and perfect our program delivery across four key pillars: Health & Wellbeing, Youth Leadership, Diversity and Social Inclusion and Community Advocacy.

OUR STREAMS AND PROGRAMS



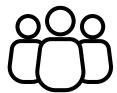








YEARLY IMPACT



20₀0000 PEOPLE ENGAGED WITH



35000 PROGRAM PARTICIPANTS



OUR PARTICIPANTS ARE FROM 78 DIFFERENT COUNTRIES AND SPEAK 75 DIFFERENT LANGUAGES



与60分 PROGRAM SESSIONS DELIVERED



100分 PROGRAM PARTNERS







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As a single mum, I've never really had much free time for myself without my son. I now feel it is ok to ask friends to help watch my son so that I can do something beneficial for myself. Previously, I always felt a bit isolated always putting my son first and not asking for help.

DOTW PARTICIPANT



HEALTH AND WELLBEING

At its core, our Health and Wellbeing pillar aims to empower men and women in the west to lead healthier lives by providing education, physical activity opportunities and a supportive social network through our Sons and Daughters of the West Programs. In partnership with local and peak organisations, we deliver Sons and Daughters of the West to over 4,000+ participants annually.

We strive to address the health inequalities that exist in western Victoria through the development of evidence based and co-designed health promotion programs.







SONS AND DAUGHTERS OF THE WEST

Sons of the West and Daughters of the West are two of Australia's leading health promotion programs.

These free programs are run over a 10-week period and aim to educate men and women on key issues impacting their health, including nutrition, mental health, respectful relationships, and intercultural understanding.

Each week comprises one hour of interactive health education, followed by an hour of physical activity catering to all abilities.

The Health and Wellbeing team works closely with local partners to ensure the program is inclusive, fun and addresses the health needs of the local community.





Thanks to research and evaluation from Victoria University, we know that Sons & Daughters of the West:

- · Engages hard-to-reach populations
- · Increases physical activity
- · Promotes ongoing community participation
- · Increases psychological wellbeing and mental health
- · Results in positive health behaviour change
- · Increases awareness of gender inequality
- · Increases confidence and feelings of self-worth



ANNE & GEORGIE'S STORY DAUGHTERS OF THE WEST

Anne Gallagher says she and daughter Georgie were "embraced with open arms" upon joining the Daughters of the West program for the first time.

Georgie was born with Rubinstein-Taybi syndrome, before being diagnosed with juvenile idiopathic arthritis at age 10.

Looking for ways to help Georgie stay as active as possible, Anne said the DOTW program was the perfect opportunity.

"I was really inspired by the program – particularly for Georgie, because there is research out there that shows young people with disability often aren't as mobile or as physically active as they should be," Anne said.

"Because of that, their health outcomes aren't as good so they're more prone to heart disease (and other) things.

"For me I'm really keen to keep being involved and being engaged, because I need it for myself but I also want Georgie to be fit and active.

"We found it incredibly beneficial and just want to encourage any woman out there to get involved."

The pair, who were part of the Maribyrnong City Council program, said they were left awestruck by the sense of inclusiveness displayed by their fellow participants.

"Everybody was so welcoming and inclusive – I worried that we were interfering, but they were really welcoming and invited Georgie (and myself) to join," Anne said.

"The staff and volunteers were eager to help and to make us feel welcome and included – it's a non-judgemental environment (that) allowed us all to feel safe and comfortable to be ourselves.

"(They reassured us) that it was OK to go at our own pace, whilst encouraging and supporting each other and having a laugh along the way."

"We've celebrated diversity and were astounded at the numerous and richness of our varied backgrounds."

Anne said the Zumba sessions were a highlight, while the method in which the trainers made exercises fun was helpful.

She said her and Georgie learnt so much about nutrition too, that it even caused some lifestyle and diet changes.

"There's a great balance of interactive learning and fun exercise sessions," Anne explained.

"We learnt about healthy food, how to read food labels and how much sugar is in soft drink – which has shocked us into abstinence.

Anne also achieved new accomplishments in preparing healthy meals.

"This was a feat for me - not being the best cook - and my family are ever grateful for improving my skills and teaching me a recipe that I can't possibly burn," she said.

The mother and daughter duo also acquired resources including where to find walking groups, and health education and support networks to assist transitioning their progress into the wide world.

As the pair played audience to poignant stories during Womens' Health Week, Anne said there is more than the laughter and camaraderie of the program that will leave an everlasting memory.

"Courageous women came and shared their personal stories with us."

"Their openness and willingness to show their vulnerabilities touched our hearts and was a true inspiration to us all, as were the honest reflections bravely shared by our fellow participants."

It is moments and memories like these that Anne and Georgie will cherish from their involvement in the DOTW program.

YOUTH LEADERSHIP

Our Youth Leadership & Development pillar strives to provide young people with hands on opportunities to become engaged in a learning pathway and grow as social leaders. Dedicated to shaping our future leaders, we support young people to join us on a journey to increase self-awareness, social awareness and ultimately community impact. These programs support over 200 young people annually and draw on their resilience and energy to lead and solve problems within their own community.



YOUTH LEADERSHIP PROJECT

The Youth Leadership Project is a free program available to males and females aged 14 to 16 who live in Victoria's west.

The intensive six-month program offers practical and theorybased activities designed to enhance participants' capacities in leadership, teamwork, communication, goal setting, support networks, resilience and community engagement.

The program uses the Western Bulldogs Football Club as a vehicle to inspire, educate and mentor leaders for social change in Victoria's west by providing nominated young people with an exciting range of life, civic and sport experiences in which to learn and develop from. The program culminates in a social impact project, where participants choose from a select range of topics and develop a specified project or initiative to help make a difference in their respective communities.

Multiple projects have received awards for their innovation and ability to drive fundraising.





Thanks to research completed by Victoria University, we found that the young people involved in the program are extremely positive about their experience. They formed strong connections to each other, felt more confident, and developed a better understanding of themselves and their capabilities. Having the opportunity to examine what a leader is, how young people can be leaders in their communities, and developing their personal leadership style is very valuable to the young people.

...everyone can be a leader as long as you try and you take time to be a leader.

YLP PARTICIPANT, 2019



This wasn't usually something girls would learn in Asian communities... we would learn cooking or housework.

LOTP PARTICIPANT, 2019





NALLEI-JERRING LEADERSHIP PROGRAM

Nallei-Jerring is a free program available to Indigenous males and females aged 13-15 who live in Victoria's west. The targeted program works with Indigenous youth to build connections and strengthen their self-understanding of culture and identity. The program is delivered through a variety of interactive and cultural workshops by specialist WBCF staff, community agencies and Aboriginal and Torres Strait Islander Elders, with the aim to improve leadership skills and employability, and bring them closer to their Indigenous heritage.



LEADERS OF THE PACK

Leaders of the Pack (LotP) is a dynamic development program for multicultural youth in Melbourne's west, aged between 13-15. The focus of this program is to create a safe and welcoming environment that supports participants' personal development and goal setting while celebrating their diversity.

Young people meet weekly, with each workshop focused on developing a range of life skills that work towards shaping strong, community minded young leaders. Through the Club's resources, physical activity sessions are incorporated which are primarily focused on AFL fundamentals, helping create a more seamless transition to sporting clubs and improve social connectivity.



EVIE CRAWFORD'S STORY YOUTH LEADERSHIP MENTAL HEALTH BOOK

Aspiring leader Evie Crawford didn't think she'd be the co-author of a book, let alone joint-winner of a City of Ballarat Award in 2019.

But being part of the Western Bulldogs Community Foundation's Youth Leadership Project made that happen.

Partnered with fellow teenagers Daisy Rogers and Molly Coleman, the Ballarat-based trio decided they would write a book as part of the project.

"We had to come up with a community-based project, and I can't remember exactly how (we came up with it) but being high-school students, we understood how hard that (time) can be," Crawford said.

"All of us struggled with mental health and all of those things, so I think we just wanted to angle (our project) back to youth."

The trio developed their book, titled 'Charlie Beats His Blues', with the aim of providing a practical resource for young people going through tough times.

The book was such a success that it saw them win the Group Project Award at the City of Ballarat awards night in October last year.

The award recognizes a group of young people who have volunteered to develop or implement a project which has benefitted both the young people involved and the broader community.

Crawford admits it came as a surprise to the three of them.

"We'd been made aware that Kelly through the Youth Leadership Project had nominated us for it, but I don't think any of us expected it to be the winner or anything like that," she said.

"We didn't even expect to get the book finished in time, let alone win an award.

"In the sessions we mainly worked on writing it, but the hardest bit was trying to find time to get graphics done – that took about two to three weeks."

Crawford discovered the Youth Leadership Project program through school, after some members of the leadership team recommended her for it.

"They thought I'd fit into it quite well, based on things I'd done (with leadership) at school," she said.

"I've always been quite interested in (moving) up in leadership, so it was a nice opportunity to be made aware of."

Crawford said the program has "definitely had a positive impact" on her and her life, and made her realise there's more than one type of leadership style.

She also said she's now got some life-long friends as well.

"So many people are taught that if you are a leader, this is the (one) way to do it – but the program taught me that every type of leadership is different," Crawford said.

"I personally learnt there are so many different ways I can go about it, that suits me and my style of leadership."

"Even making friends and knowing you have that support group there – I made so many friends through the program that I can (go ages) without talking to, but know they're always there."



DIVERSITY AND SOCIAL INCLUSION

Our Diversity & Social Inclusion pillar aims to actively encourage social change by building self-reliant and connected communities that participate in, and contribute back to, our diverse society.

For generations, Melbourne's west has been the first place that hundreds of thousands of immigrants to Australia have called home. Our region has some of Australia's highest rates of citizens born overseas and is the most culturally diverse area in the state. People from more than 130 different nations have made their new home in Melbourne's west.

We also have a large Indigenous population in the western suburbs of Melbourne, as well as across western Victoria. We celebrate diversity as an integral part of a united and cohesive community and aim to engage with multicultural, Indigenous and all abilities communities via innovative programs.

CALDPLAY PROGRAM

Our CALDPlay Program provides over 2000 migrants and refugees each year with local sports-based experiences that help introduce and integrate them into our community. It aims to facilitate a self-reliant and connected community participating in, and contributing to, Australian society.

The program supports new Australians in accessing mainstream services through the unifying power of sport, introducing Australian culture and values, while promoting personal wellbeing and social connectedness. The program offers a range of community focused health sessions, leadership opportunities and youth and employability programs with a focus on meaningful partnerships and referral pathways with organisations and services in the west.







CALDPlay helped me to get experience and learn new skills. I met new people and new friends which made me confident to speak English.

CALDPLAY PARTICIPANT, 2019

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The GOAL program was just about everyone coming together and having fun, I never thought I'd have such a sense of belonging.

GOAL PROGRAM PARTICIPANT, 2019

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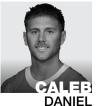
GOAL PROGRAM

In 2018, the Club launched its very own African Action Plan in response to the misleading public narrative of an 'African gang crisis' and the impact this had on our community. This led to the development and implementation of GOAL, a mentoring program which focuses on pairing African youth with esteemed leaders within the community, including Western Bulldogs AFL and AFLW players. Over a 12-week program, various workshops aim to provide participants with a foundational understanding of goal setting, what it means to be a leader, how to increase employability and connection with others from their community.

Research completed by Victoria University shows that the GOAL Program creates:

- · An inclusive and supportive environment
- · Friendship and trust with those in their community
- · A sense of the value of education

Players that have been mentors within the GOAL program



FITZGERALD



JOHANNISEN



DURYEA



KEATH



KHAMIS













Shemsiya Waritu originally thought the Western Bulldogs Community Foundation's CALDPlay program would be a waste of time for her.

Having moved from her home country of Ethiopia in search of a safer and better life in Australia, Waritu said despite the challenges of leaving loved ones behind, she knew she was making the right decision for her and her family.

"I am from where everything is taken away from you - if you try to speak up for your rights or for others you could get killed, you could be sent to jail,"

"When I found out I was moving to Australia, I knew I was moving to a better place."

Upon moving to Wyndham in Melbourne's west, Waritu was given the opportunity to go to school, but discovered that even the basic level of education was a struggle for her – having had no prior knowledge of English.

She came across the CALDPlay program, and despite having never played sport and feeling she wouldn't be able to participate wearing a headscarf and long skirt, decided to give it a go.

"It was the first day I exercised in my life – running around, laughing a lot and just being silly," Waritu recalled of her first CALDPlay session.

"I really, really enjoyed it and didn't want it to finish.

"(I also learnt that) nothing can stop you from doing what you want - the only thing that will stop you is yourself."

Not only did the program help her integrate and improve her understanding of English, it made her feel like a good role model for her kids.

"Being introduced to the Western Bulldogs helped me find myself and it showed me that I can do anything."

Following her experience in CALDPlay, Waritu went on to participate in Daughters of the West, before becoming a Volunteer for the Foundation which then led to casual employment.

Her children have also started to participate in programs, with her son part of the 2020 GOAL Mentoring Program.

This is just one wonderful example of the important pathways between programs at the WBCF, as well as the ways in which learnings can extend far beyond the individual participants to impact the wider community.

Shemsiya Waritu's participation across all the different WBCF programs has opened up so many doors for her, and she can't wait to continue to add to her story.

COMMUNITY ADVOCACY

Our fourth pillar is based on Community Advocacy. While our program delivery is strongly focused across our three key pillars, the Foundation and the Western Bulldogs Football Club are committed to ensuring we are leveraging our privileged position to take action on prevalent issues that are impacting our community.

As part of our Community Advocacy program, we work closely with the Club on delivering key match days and events including: AFLW Pride game, AFL & AFLW Indigenous Rounds and the WBFC Community Camp.



BEST ON GROUND

Thanks to the success of our programs across the West, the WBCF have delivered versions of our programs outside of our key regions through a social enterprise model that generates funds to subsidise costs of running the programs across our heartland.

Sons of the West programs have been run in Sunbury, Whittlesea and the regional town of Maryborough. The proven model has even been brought to the corporate health and wellbeing space, delivering mental health content for the Westgate Tunnel Project and City of Ballarat.

We also offer leadership and development programs in secondary schools to improve leadership abilities and community connections of young people. These programs have been successfully implemented in schools across regional Victoria and metropolitan Melbourne.



EVIDENCE BASED PROGRAMS

In 2016, the Western Bulldogs Community Foundation (WBCF) and Victoria University (VU) established an innovative, industry first partnership. VU staff and students work with the Foundation to help build strong and vibrant communities in Victoria's west. The partnership not only provides VU students with industry-based placement opportunities but assists in evaluating the WBCF programs with high quality research. In addition, VU and the WBCF collaborate on key events such as International Women's Day to engage the wider community and use both organisations' position for community advocacy.

To ensure all programs are achieving the desired outcomes, the WBCF has been working with VU through a variety of research projects and evaluations which focus on some of the most prevalent issues in Victoria's west. Student researchers work in partnership with the WBCF to professionally and independently evaluate programs. The research and evaluation projects provide an evidence base which demonstrates that the Foundation is making a profound impact across the region.

COVID RESPONSE

In response to the COVID-19 pandemic, in 2020 the Western Bulldogs Community Foundation needed to seek alternative ways to reinforce and leverage our mission of creating experiences that inspire and connect our community. Through an extensive consultation process, we successfully developed and implemented a digital transformation strategy that enhanced connectivity and continued to support those residing in our heartland during these times of social deprivation.





Through this strategy, the WBCF was able to:

- · shift delivery of our core programs to online platforms
- · introduce a new Play On Webinar series
- · develop a stronger digital footprint through heightened social media activity
- · digitally connect our community through the implementation of the 'Connecting the West' campaign
- · create additional leverage opportunities for both our corporate and program delivery partners

Whilst the shift in program delivery was in response to the global climate, we have continued to apply elements of our digital strategy to optimise and extend our capacity across Victoria's west. Our aim is to ensure that those in our community, no matter where they live, have the opportunity to access our programs and improve their mental and physical wellbeing

OUR FUTURE TOGETHERBUILDING STRENGTH THROUGH BELONGING

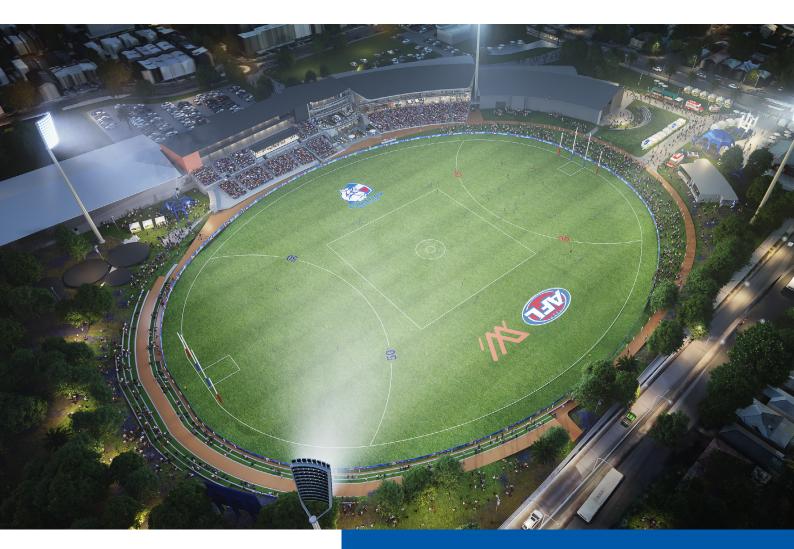
Thanks to the support of our partners in Government, business, health and education, the Community Foundation's reach and impact continues to grow.

We are building on new opportunities for partnered program delivery and growth that have been identified across the west of Melbourne and regional Victoria, including expanded application of our successful social enterprise model.

The redevelopment of the VU Whitten Oval precinct, due to commence in early 2022, will deliver extensive new community facilities enabling even higher levels of engagement and participation.

It will ensure that new generations are provided with the opportunity to benefit from programs and services with a strong focus on women's and men's health, youth leadership, social inclusion, community development and events.

Together with our partners we are building strength through belonging, founded on the Western Bulldogs absolute commitment to fostering positive change and community wellbeing.



FUNDRAISING & PHILANTHROPY

There are many ways you can support the Western Bulldogs Community Foundation to ensure our work continues to grow and evolve.

As a registered DGR entity, donations to the Western Bulldogs Community Foundation over \$2 are tax-deductible, with funds spread across the Foundation and its programs.

Types of donations include:

One-off donation – make a one-time donation via our online donation platform. Once processed, you will receive the appropriate recognition and a tax receipt.

Recurring donation – help ensure the sustainability of the Community Foundation by setting up a fortnightly, monthly or annual donation. Your regular gift will be recognised accordingly and with a tax receipt. To set up a recurring donation, please contact us.

Fundraise for the Community Foundation – hosting a fundraising event, a peer-to-peer fundraiser or a Crowdfunder, and want to contribute your funds to the Western Bulldogs Community Foundation? We love these initiatives and want to be involved in the promotion so it can be as successful as possible. Please contact us for more information.

Bequest/Future Gift – Sometimes the best gift is a gift that lasts forever. Leaving a bequest to the Western Bulldogs Community Foundation will safeguard the security of the Foundation for our future generations, ensuring the life-changing programs that the Foundation delivers will continue to save even more lives.

For more information on any of our Fundraising opportunities please contact us via **fundraising@westernbulldogs.com.au**.









CHIEF EXECUTIVE WORKSAFE VICTORIA COLIN RADFORD

WorkSafe has been the proud Major Sponsor of the Western Bulldogs Community Foundation since 2019.

Our partnership is built on a shared sense of community and a passion for protecting and enhancing the health, safety and wellbeing of those living and working in the west.

For so many people, their footy club can be a vital lifeline when times are tough. Footy clubs are more than just the camaraderie and connection that comes from bringing people from all walks of life together in a shared love of the game. They can be a source of hope and courage, determination and pride, resilience and strength - a place to belong and feel safe.

Safety is why WorkSafe exists: to help prevent people from becoming sick or injured on the job and to support those injured at work return when it is safe to do so. It is not just physical injuries we are aiming to prevent. Mental injury, in particular, is one of the biggest challenges for us all - not just for workplaces, but the broader community.

Unless we remain vigilant, a workplace injury can happen to anyone at any time. Young workers, older workers, men, women, office workers, tradies, farmers. Those who come from culturally and linguistically diverse backgrounds, whose inexperience, uncertainty or inability to speak up can put them at risk of serious injury.

That's why this partnership remains so important because, with your help, we need to spread the safety message. Because everyone deserves to return home safe from work every day, regardless of their job or background.

When workers are safe, we'll see them doing what they love; whether it's participating in one of the programs offered by the Western Bulldogs Community Foundation, or on the sidelines watching the Doggies. We'll see them participating fully in work and life, empowered and proud of the contribution they can make to their community.

Colin Radford Chief Executive WorkSafe Victoria

CORPORATE PARTNERS





















GOVERNMENT PARTNERS



































PROGRAM PARTNERS





































COMMUNITY PARTNERS

AFL Ladder Arabic Welfare Africause Australia Post Badminton Victoria Ballarat Community Health Ballarat Health Services Bannockburn & District Connected Communities batyr Beyond Blue Bowls Victoria Braybrook Community Hub BreastScreen Victoria Brophy Family &

Youth Services

Brotherhood of St Laurence Cancer Council Victoria Carers Australia Victoria Careers Education

Association of Victoria Centre for Multicultural Youth Child Wise Cirquit Health CoHealth Diabetes Victoria Djerriwarrh . Health Services Doxa EJ Whitten Foundation Footscray Diwali Foundation House

Gamblers Help headspace HealthWest Heart Foundation Hepburn Shire Council Hobsons Bay Settlement Network Horsham Rural City Council Indian Association IPC Health Lacrosse Victoria Irish Chamber of Commerce Jack Brockhoff Foundation Jean Hailes Latitude

Laverton Youth Foundation Lead West Life! Lifesaving Victoria Melbourne City Mission Melbourne Legacy Mercy Health Metropolitan Fire Brigade Mildura Rural Multicultural Arts Victoria Nethall Victoria North Western Melbourne PHN Origin Tennis Orygen Reclink

Respin Rotary Salvation Army Sport and Life Training SEDA Spectrum State Schools Relief Sunshine Youth Space Tennis Australia Tweddle Uniting **Employment Services** Victoria Police Victorian Women's Trust Volunteer West Warrnambool College Water Well Project WCIG

Western Edge Youth Arts Western Health Western Private Hospital Western United FC Western Victoria PHN Women's Health West Women's Health Grampians Wynbay Bulldogs Wyndham Humanitarian Network WYPIN YLab YAC Vic Youth Activating Youth







Learn more about the WBCF at westernbulldogs.com.au/foundation or contact foundation@westernbulldogs.com.au.