

EXAMPLE STORY

Health & Wellbeing
Love Thy Neighbour
Bankstown Sports



WINNER 2016

Bankstown Sports Club have been a strong supporter of Little Wings since the early days of the charity's inception. The support from the Club extends far beyond a financial contribution with the Club taking a vested interest in the success of Little Wings as a free flight service offered to seriously ill children and their families from regional NSW. The relationship with Little Wings commenced when staff at Bankstown Sports Club, spotted an article about Little Wings in the local paper. Staff identified with the cause, and finding it consistent with the values of Bankstown Sports Club and the local community reached out to Little Wings. Seeing the charity operating 'in their own backyard' (Little Wings' operational base being at Bankstown Airport) the Club were keen to 'love thy neighbour' and help in any way they could. Since then, an ongoing relationship has been formed, with the Club assisting Little Wings in a myriad of ways. The Club has assisted Little Wings financially through the ClubGRANTS program year on year, in addition to a number of other initiatives which have strengthened Little Wings ability to deliver on it's flight program.

Bankstown Mayoral Charity Dinner

In September 2015, Little Wings held its biggest fundraising event to date raising \$115,105. This event was the annual Bankstown City Council's Mayoral Charity Dinner, a fundraising event which came to fruition based upon an introduction and connection made by staff at Bankstown Sports Club. Not only did the Club introduce Little Wings to the Mayor for consideration as the benefiting charity for the annual Charity dinner, they also provided the food and venue for the night at Bankstown Sports Club's majestic Grand Ballroom. It was a hugely successful night with a financial result which exceeded everyone's expectations.

'Raise the Wings' Dinner

Big or small, the Club are always willing to offer their facilities for Little Wings fundraising events. In October 2015, a community member approached Little Wings with a desire to host a 'Raise the Wings' fundraising dinner within their network of contacts. Once again, the Grand Ballroom was offered as the venue for another successful fundraising event raising over \$5,000 for Little Wings.

Cash Housie Sessions

Every week Bankstown Sports Clubs show their support for Little Wings by hosting our cash housie sessions. Cash Housie is an important source of regular and reliable revenue for Little Wings, and with sessions being held twice a week at the Club this provides a valuable stream of income for the charity.

Meeting Room Facilities

Little Wings have made use of the wonderful facilities at Bankstown Sports Club for a number of internal functions. With no central office for Little Wings, and only a small office connected to our hangar, team meetings can be difficult to coordinate. Bankstown Sports Club has become our base, with many a team meeting being held over a coffee at the Club, along with board meetings and strategy meetings being held in the meeting room facilities.

Staff Christmas Party

Bankstown Sports Club have kindly hosted the Little Wings annual staff Christmas party, providing a welcomed opportunity for the Little Wings staff, volunteers and Board to get together as a team and celebrate the charity's accomplishments for the year. With limited ability to provide such social events for our staff this is an evening which is greatly appreciated by the entire team at Little Wings.

Family Accommodation

One of the most valued offerings of facilities offered by Bankstown Sports Club, is the Club's generous commitment to provide complimentary accommodation for families that we fly. With great pressure on charitable accommodation services such as Ronald McDonald House to meet the demand of all families from regional NSW who require assistance, there are times when a family finds themselves stranded and without accommodation. Thankfully Bankstown Sports Club with onsite accommodation at Travelodge Bankstown have come to the rescue and helped many a family in this position. More recently there was a time when a family from Narromine who we regularly fly, were disappointed to find that even Travelodge Bankstown was all booked out for the night. However Bankstown Sports Club went that extra mile and coordinated alternative accommodation for the family near the hospital at the Club's expense. Each time that a family has stayed at Travelodge Bankstown the feedback from the families has been terrific. Not only is accommodation offered but Travelodge and the Club go out of their way to make sure the family is comfortable providing extra special touches such as toys for the children and complimentary breakfast.

Staff Fundraising

Bankstown Sports Staff have raised money throughout the year in a variety of ways: o Hosting Monkey Mania Fundraising Nights - the Club at their own initiative hold a staff fundraising night twice a year for staff to bring their children to play at the kids play centre Monkey Mania. Each time raising over \$1,500, the families consistently show their support for Little Wings. o Community participation: via public events such as the City to Surf and Cole Classic, Bankstown Sports Staff have helped raise the awareness of Little Wings in the local community and raised over \$19,000 in 2015.

Sydney Thunder Cricket Raffle

Whenever Little Wings has a fundraising event the Club are always there to show their support. Recently, Little Wings held a raffle in conjunction with it's partner Sydney Thunder cricket team. Once again, Bankstown Sports Club offered their assistance through their network of contacts asking both the Men's and Women's Bankstown Cricket Clubs to sell raffle tickets to their members on our behalf.

Club Carwash

As part of the Little Wings flight service we provide ground transportation for the families from the airport to the hospital. To assist in this regard, Bankstown Sports have arranged for onsite Club Carwash to wash our Hyundai Help for Kids fleet of vehicles for free, ensuring our passengers are transported in well presented, and professional looking vehicles and ensuring our obligations to maintain the vehicles under our fleet agreement with Hyundai Help for Kids is met. Club contacts have also been utilised to assist with our recruitment of volunteer drivers with further plans to assist in this area.

Marketing Assistance

Bankstown Sports Club profile Little Wings wherever possible. From large signage in the foyer, to the production of video and photo footage for display at the Club Grants ceremony, these are all initiatives which help promote the charity. Further, not only is such promotional footage taken on our behalf, it is then selflessly and willingly provided to Little Wings for our own marketing purposes. With promotion and

awareness being a key part of our strategy for the year, this has been a great help in saving the time and expense in developing our own material. Our relationship with Bankstown Sports Club is one which we value dearly. The Club as well as everyone associated with the Club including the Board, staff, members, sporting teams, contacts, networks and connections have all embraced and supported Little Wings. As a charity located in the Club's backyard Bankstown Sports have loved thy neighbour. It seems that there is not a service or facility that Bankstown Sports has available that they have not offered to assist Little Wings. The Club has offered everything at its disposal to ensure the success of Little Wings and in turn has supported hundreds of families from regional NSW.