

# Annual Report

## 2019-2020



strengthening families, changing lives





If we could give them three things, it would be  
the confidence to always know their self-worth,  
the strength to follow their dreams, and  
the ability to know how truly deeply loved they are.





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# Chairman and CEO's Reflections



The past year has proven to be one of growth and achievement, which has been led by the previous year's implementation of the Department of Communities & Justice Permanency Support Program. WCF has settled in well to this huge reform within the sector and we are proud to be achieving successful outcomes in Adoption, Restoration and Guardianship.

We have supported 5 restorations, 2 guardianships and 1 adoption so far, which have been successful. We continue to work through another 20 restorations, 4 adoptions and 2 guardianships, which are all at various stages of their permanency pathway.

We need to commend all our Management and Staff, along with our Carers, in supporting and enabling the processes of providing more children with greater stability and direction in their lives.

The Black Summer bushfires had a terrible impact on the thousands of people living on the South Coast, and unfortunately we were badly impacted by a terrifying bushfire on New Years Eve which turned our 120 acre property from a naturally vegetated wonderland for children, into a 'lunar' type landscape devoid of any greenery, grass, undergrowth and tree foliage. We unfortunately also lost our first cottage constructed on the farm, which was donated by the Property Industry Foundation during 2001. The cottage had provided a safe and stable home for many young sibling groups of children over the past 16 years and although the loss was great, we have been provided with numerous happy memories of the growth of many children and young people as the cottage played a significant part in their healing.

The good news is that our second cottage also donated by the Property Industry Foundation,

although bordered by a large number of trees, was miraculously protected and stood out like a beacon in the midst of the carnage caused by the fires. The experience brought home to us, our Board Members and our staff and carers the significance of the loss of so many people who lost their homes, many of which were lived in for most of their lives. We can certainly understand and appreciate that the devastation of their loss would be far more personal than ours. Fortunately, we were completely covered by our insurance and approval has been given for the rebuild of a new 6-bedroom home. We must commend our Insurance Company CGU Insurance and Kathy from Macey's Insurance Brokers for the complete co-operation and assistance they provided in making this claim and approval a most seamless one.

As with the whole community, we were engulfed in the restrictions placed upon us by the COVID-19 pandemic, which had a significant personal and structural effect on our staff and carers. We successfully transitioned to working from home and, whilst the change certainly came with its challenges, we are confident in saying we have done, and continue to do, an excellent job in ensuring our children, young people, carers and families are still supported. We have learnt a lot during COVID-19 and we have documented our health and safety practices for our offices. We would like to acknowledge the enormity of work that was undertaken to keep everyone safe, and we are deeply appreciative of the outstanding work by our HR Department. This program was responsible for our COVIDSafe practices and is headed up by Alicia Morris, who demonstrated a daily commitment in ensuring that our organisation, our carers and our children in care were safeguarded and protected against any COVID-19 outbreak.

We are pleased to say that we have had no positive tests, and everyone has played their role in following our safety measures in workplaces and in the community, supporting the safety of our entire workforce and the people we support. In particular we would like to sincerely thank our front line workers, who through the nature of our work, went about their tasks to meet the needs of our children, young people and families, even knowing the elevated risks they were placing themselves at.

Our school remains an essential part of our Strategic Plan and whilst 2020 was the year we were going to do significant work on this, its progress has been on temporary hold due to bushfires and the COVID-19 pandemic. In the meantime, we have actively sought tenders for the cost of building the school and are very excited that things are moving forward again. We have a number of staff coming up to their 10 years of service to the foundation next year but on this occasion, we wish to thank Suellen Emerton for her 17 years of continued loyalty and work ethic in the Administration of the Foundation.

We look forward to the coming year and the implementation of our Strategic Plan and trust the difficulties of 2020 will be put well behind us all.

On a personal note from each of us:

One of the highlights of the year was our founder and chairman Bill Campbell's release of his autobiography "Rejected No more". After spending the last 10 years with the Campbell family - Bill, Dawn and Donna, it has been a privilege to learn and understand the path they have travelled as a family, and in particular for Bill. Bill is the how and the why of this wonderful Foundation and I have been honoured to witness and work alongside a man of great courage, determination and inspiration. Bill's book will be one of the great legacies of William Campbell Foundation and I cannot thank him enough for sharing his resilience, hurt, strength and love in this book. I have great admiration and respect for you Bill.

WCF's journey is a collective effort of devoted staff, passionate leaders, supportive carers, inspiring children and young people, loving families, compassionate donors and like-minded partners. We are both honoured and blessed to have everyone in the agency as part of the WCF team.

**Sonia Liddicoat**  
Chief Executive Officer

My Autobiography was finalised and printed ready for the official Book Launch in December 2019. The launch was memorable due to the overwhelming support I received from so many and was the result of three and a half years of research and discovery of my own, and that of my sisters, childhood. It confirmed many things that had happened and the effect they had on our lives.

In some ways, it was quite therapeutic as it revealed many truths and was also at times quite emotionally draining and very difficult to process the trauma that I was encased in for almost 55 years of my life. It was a joint effort with the support of my dear wife Dawn, who spent many hours giving me comfort and assistance in analysing the emotional confusion that kept arising from the different periods of my life. Without Carol Preston's contribution in formatting and typing out every word of the 600 page book, it would not have materialised and I will be forever grateful to her.

The book has received some positive reviews, some of which are as follows:



I have been really enjoying reading Bill's book and discovering his story and how it has contributed to the beginning of the WC Foundation. - Chloe



I have been so moved by Bill's story. This is so worth reading! Achingly sad and yet so hopeful at the same time! I am amazed by his resilience and perseverance and his ultimate discovery of faith! What a legacy! - Andrea

The first pages got tears in my eyes..I so could feel the abandonment and identify with him. Our past is not always easy and reading Bills brought back to me the many disappointments I experienced as well as the healing. Thank you Bill for sharing this with us. - Ryan



These reviews confirm the validity of writing the book, with healing to others who have experienced similar trauma.

I cannot finish my report without recognising the enormous contribution that our CEO Sonia Liddicoat provides the Foundation. Her commitment, diligence and discernment are largely responsible for the success of the Foundation.

**Bill Campbell, OAM, JP**  
Founder & Chairman



# Our Board



## What do you enjoy about being a board member?

I enjoy being a Board member as I can be completely involved in the decision making on the present growth and the future achievements of the Foundation in providing a safe stable environment for children and young people in need of protection and healing in their lives.

## What is one word to describe WCF? Christianity.

It defines us as an organisation who is governed by a moral compass in all our decision making and gives us a discipline to keep decency and respect at the forefront of all we do.

- Bill Campbell, OAM, JP

## What do you enjoy about being a board member?

I enjoy being a Board member as it allows me to witness children's lives changing from abuse and neglect to becoming nurtured and loved and experiencing a happiness that all children have a birthright to expect.

## What is one word to describe WCF? Compassion.

It shows the love, care and understanding every child needs in their lives.

- Dawn Campbell



## What do you enjoy about being a board member?

Being a Board member is very rewarding. To be involved in making plans for the Foundation's future assists directly in caring and helping children and young people in our care to a full life. To receive positive feedback from children, carers and staff helps us know we are definitely creating those positive opportunities for them.

## What is one word to describe WCF? Positive.

In every area of WCF it is easy to see positivity. Staff and carers always seek to reach positive outcomes for children even through difficult times. WCF also embraces growth and takes on new programs to create innovative support and services for children and young people.

- Donna Jones



## What is one word to describe WCF? Compassionate.

Bill and Dawn had a vision to develop a non for profit organisation to improve the opportunities and lives for disadvantaged young people. They showed compassion and understanding of what was required and established the William Campbell Foundation. In doing so they employed like minded people to ensure these young people thrived to become happy and confident individuals. They engaged the support of enthusiastic and compassionate carers to guide these young people through their, sometimes very difficult, journey.

Bill and Dawn, together with their CEO are able to continue to lead a group of very compassionate people who are committed to supporting and creating positive opportunities to empower children, young people, individual and families.

- Kerrie Lindsay

## What do you enjoy about being a board member?

I became a board member because I'm extremely passionate about creating positive opportunities for children, young people, individuals and families. Since 1998 I've worked with many local schools and community services to help improve the lives of those less fortunate and in need.

I believe all individuals need to be listened to, feel safe, loved and secure. I also wanted to join the board to become more involved with "The William Campbell College" a purpose built special assistance school because I'm a big believer in education and this school.

- Deena Patino



## What do you enjoy about being a board member?

Working with like minded people to ensure the best opportunities for children and young people in the care of WCF is what I enjoy most about being a board member.

## What is one word to describe WCF? Resilient.

Despite all the challenges that WCF have faced over the years, we continue to be leaders in the foster care space.

- Kim Jones





# Compassion

I enjoy that even though I don't work face to face with children, young people, families and carers, I still feel like my work supports them and keeps them informed and connected.

**- Andreas, Digital Communications Officer**

I enjoy working collaboratively to help young people experience their potential.  
I also enjoy the friendships that I have made with William Campbell staff.

**- Shannon, Clinician**

I joined WCF in February of this year after working in Banking for 16 years. In my role within the finance team, I have been able to apply my banking knowledge in a meaningful way to assist our staff who are supporting our kids and families.

I have felt warmly welcomed by all at WCF and are thrilled to be part of a workplace that values its people and encourages them to be their best. I am looking forward to getting out to meet more staff face to face and building on my skills in finance.

**- Alicia, Payroll & Accounting Clerk**

Taking the time to reflect on the question, what do I like about working for William Campbell Foundation, brings the following to mind...

Every child, every young person and every sibling group needs to know that at least one person is there for them. Unconditionally there for them. One person will accept them. One person will advocate for them. One person will love them. One person will empower them. One person will support them. One person will hear them. One person who they can confide in, trust, and feel safe with. One person who understands their life story and acknowledges that their past is within the identity. But that their future and opportunity is what is ahead too.

WCF is made up of many individuals in different working and contributing sectors. I'm proud to be a part of an agency which not only provides 'one person' for the child/young person/sibling group but instead a passionate and supportive community made of staff, board members, and carers who have the child/young person at the heart of what they do.

**- Eloise, Permanency Support Program Caseworker**

# Reflection

# Respect

# Christianity

I have worked with WCF for nearly a year now, and I didn't really understand how supportive the agency was until I experienced some difficulty in my personal life. My teammates and staff across our offices reached out and offered their support to me, including staff that I don't regularly have contact with.

I love the culture here, we have lunch together, go grab a coffee and we all listen to each other. During the COVID-19 lockdown, it was great to work here, as my team made a conscious effort to touch base every day with each other! The best thing about working at WCF is the people, we are here for each other, to celebrate the wins and lift you up when you're feeling down.

**- Keisha, Permanency Support Program Caseworker**

To me the best thing about working at WCF is the people. Being able to work alongside such a lovely bunch of people with the same goal in mind is what makes it all the more worthwhile. The office environment is a warm and friendly place and everyone in the office works together like a close-knit work family.

**- Ashlea, Family Support Services Coordinator**

The best thing about working at WCF is the sense of belonging within the agency, where everyone is inclusive and collaborative.

**- Kim, HR Coordinator**

I first began working with WFC, as a casual in the Family Support Services team. This team provided me the opportunity to work casually, build and grow my strengths and knowledge in the field and carry out my university degree. Soon after having my first child, I returned to the agency, working and completing the last subject of my degree, which then lead me to working full time as one of the Family Support Services coordinators. The opportunity arise within the agency for me to then join the Carer Assessment and Recruitment team. I happily and eagerly accepted the new role and have recently completed the training to become accredited in assessing carers for the agency.

WCF have supported all of my choices and decisions, while providing guidance and the opportunity to continue to grow and further my skills as a now qualified social worker. I feel content, happy and proud to be apart of an agency that allows the personal and professional development of the staff, all while we engage and provide the best possible care for our children, young people, families and carers. It is a privilege to be involved in an agency that strives to provide stability and support to children and families, while working with a team of compassionate and fun people.

**- Amanda, Carer Assessment and Recruitment Caseworker**

# Stability

# Accountability

Through Christ-centered care we are committed to supporting and creating positive opportunities to empower children, young people, individuals and families.

Through Christ-centered care we are committed to supporting and creating positive opportunities to empower children, young people, individuals and families.



110

Children and Young People

105

Dedicated Carers

64

Children and Young People supported by the Clinical Team

49

Children and young people attended SWAG and SHINE Camps

39

Children and young people attended Kids Club and Homework Hub

73

Children and young people supported by the Chaplaincy and Wellbeing Program

52

Full time and Part time Staff

34

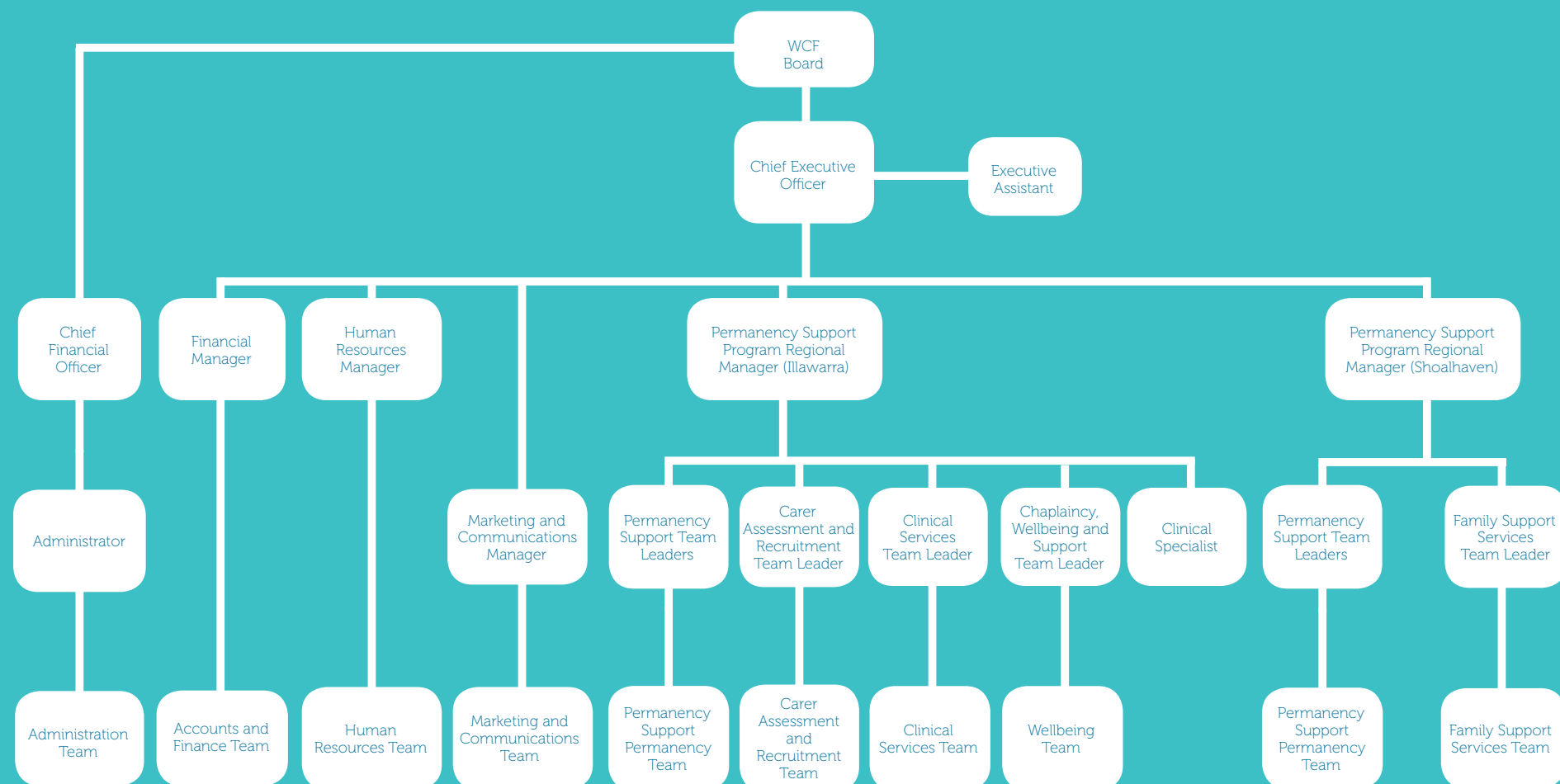
Casual Staff

85

Families supported through our Family Support Services



## Our Organisation





# Q & A with Bec Gallagher

We asked Bec, one of our Wellbeing and Support Officers, about her role, her passion and how she came to be at William Campbell Foundation.

I love my job. It is great when we get to work with the kids. I get to do Kids Club, Homework Club, mentoring and education support.

Kids club are a great chance for kids to meet each other, form relationships, gain new experiences, learn about God and learn about themselves in a fun environment. It has been a great opportunity to be able to support these kids.

A child, who has only been in care for a few months, she has said that when she comes to Kids Club she feels like part of a family and she really enjoys her time because she feels like she can be with people who understand her and are just like her.

When you hear a story like that, it just makes me realise the importance of what we are doing. We are not just another organisation and that these children matter and they belong. They belong in a family, they belong as part of our organisation and it has been incredible to see, especially with that child who hasn't been here for long, straight away she was put into the William Campbell family. She isn't just a number, her story matters.

A passion of mine it is to help children who are disadvantaged, who haven't really had the best start in life and to just change their future. With Homework club, we help support the children by just doing homework with them. It has been such a great experience. At first, I was like oh no homework, no kid ever wants to do homework but we have made it such as fun experience where the kids are really excited to come. We do homework, play games we just build relationships.

Homework club provides us another opportunity to support the educational needs of our kids but also support the Carers. We have been able to work with the schools and the teachers so we aren't doubling up on things but focusing on what that child needs and what are the skills they are

lacking in the classroom that we can help support in a small environment.

It has been great to see the confidence of these children really flourish through. We have children who have no self-worth and think that when it comes to education, they can't attempt anything but now they are flourishing, they are trying new things, they are attempting work and it is good to see them smiling and just enjoying the time that they are learning together.

I love my job at William Campbell Foundation and when I say it is a dream job, I mean it. It is so exciting. I remember 2 years ago I got to experience WCF for the first time when I got to go along to one of their camps. I went to the SHINE camps for the girls where I got to meet Rachael Riddington for the first time as well as the girls. I just couldn't believe that these people existed. I had been praying that I would get used to help young people. I could be a voice to tell them that their past doesn't dictate their future and that the tests they are going through now will end up being a part of their story.

I kept praying that I would get to work with disadvantaged kids and kids who really needed that extra love and support. Then the opportunity came up where I got to come here and it is seriously the best place ever. I feel like I am apart of a family, I feel supported, I feel cared about and I get to make a difference.



William Campbell believe in the best for children, we pray for them, we love them, we give them an environment that they can flourish in.

It has been amazing to see. It has been great to see the work that William Campbell do.

Family  
Fun Day  
NAIDOC

Homework  
Club  
Kids  
Club



SHINE &  
SWAG  
Camps

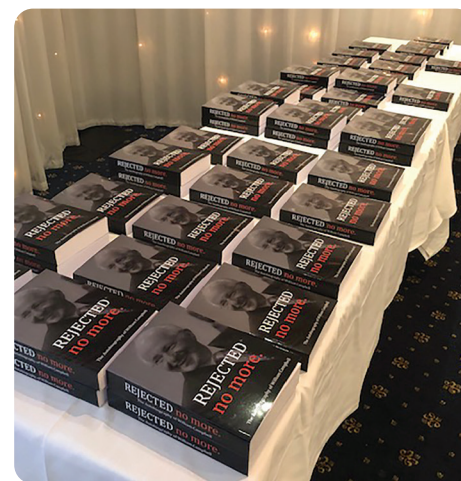




# What a year...

From passing our Accreditation to the release of Bill's Book - Rejected no more - to the fires and COVID-19, we have had a **big year**.

However, this did not stop us in providing support to children, young people, individuals and families.





# Our Supporters

Your support has enabled us to help children and young people in our local communities who are in need.

Plaztech Industries  
Oatley Uniting Church Op Shop  
Commonwealth Bank of Australia  
Kells the Lawyers  
Good360  
Levers  
Carol Preston  
The Bible Society  
Koorong  
Ray White Kiama  
Cupitt's Winery  
i98FM  
Win TV  
Central Hair and Beauty  
Woolworths Kiama  
Oak Flats and Shellharbour Community Bank  
Branches Bendigo Bank  
Berry Country Women's Association  
Fiona Jones  
Rotary Club of Bomaderry  
The Martin Family  
The Smith Family  
The Clegg Family  
The Tapping Family  
South Coast Business and Financial Solutions



Farm Buddies Animal Nursery  
Esther, Abby and Noah  
Colourful Castles  
A Taste of Paradise Farm  
Christine Hillman-Keyes  
Jerry and Marion Hessenberger  
Kiama Downs Pharmacy  
Anne Elliott  
Creative Visions  
Pillar Clothing Co  
Starfish Education Centre  
Bomaderry Bowling Club  
SHINE Ladies Albion Park  
Awaken Church Wollongong Central  
Sel F Less  
Increase Church  
Nikki and Hudson  
Pineapple Painting  
BNS Party Stuff



# Financial Report

I am delighted to report that William Campbell Foundation continues to achieve steady growth and strength in our Financial position, while achieving great outcomes for children and young people that we have the honour of having in our care. We continue to maintain our strong Governance over our procedures and expenditure is closely monitored by management to keep in line with our budget expectations.

## THE YEAR IN REVIEW

Looking back over the financial year it was a year when our Head Office Finance & Administration Team have shown amazing teamwork and are a great example of co-operation and working together. They all have such a caring and supportive attitude for each other showing it is really what makes a totally cohesive and committed team. Our Finance Manager Jane Russell and our Administrator Suellen Emerton show great leadership and set wonderful examples of their whole of Agency support for all those working with our children and young people every day.

We had news that shocked every one of us on New Years Eve when our 1st Farm cottage at Nowra Hill was completely destroyed in the South Coast bushfires along with the complete farm property reduced to a blackened landscape. We are however, most grateful that there was no injury to anyone and our second cottage on the farm was saved due to the awesome work of the NSW Rural Fire Service. We are forever grateful to them for their tireless commitment to us and all the community.

Fortunately we had sufficient insurance cover over the house, contents, tractor, farm fencing and equipment to enable us to rebuild a 6 bedroom home for children and their carers during the next financial year.

Following that news of course COVID-19 arrived with all of its disruption. Due to William Campbell Foundation being an essential service in the care and protection of children, we were able to continue our work and did not suffer any loss of our funding stream from the Department of Justice & Communities.

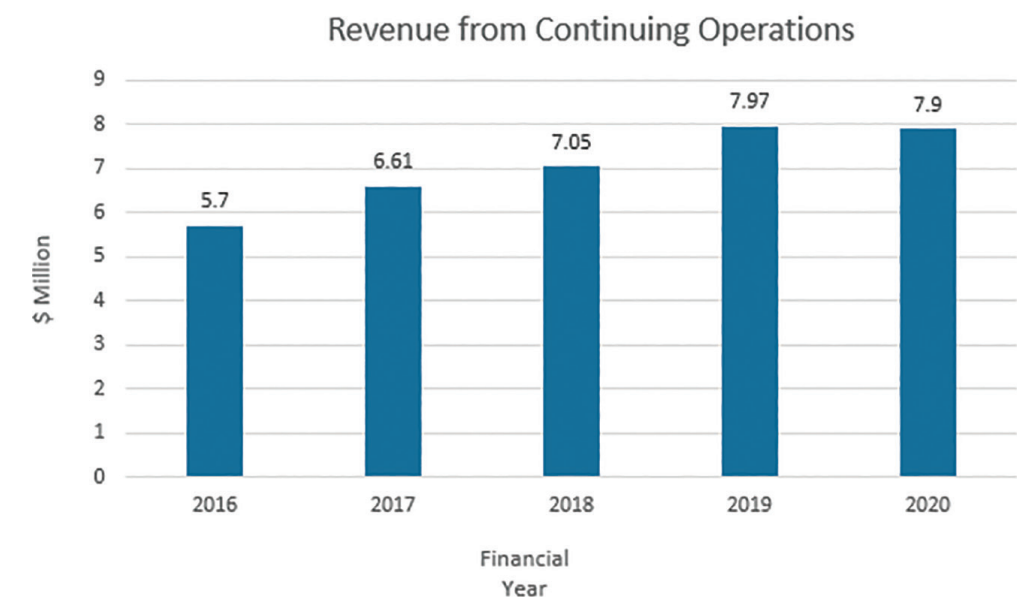
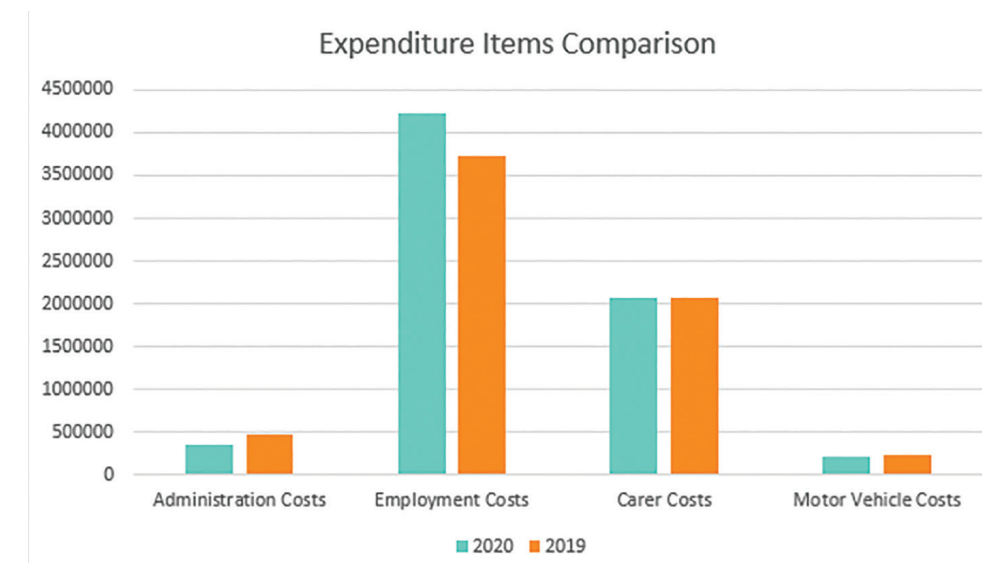
## FINANCIAL RESULTS

Our Audited Financial Report for the year ended 30th June 2020 shows a surplus for the year of \$1,405,143. This includes other income of \$1,097,801 being the Insurance claim proceeds. These funds have been set aside in reserves to provide for the rebuilding of the cottage on the farm. These funds will also cover the replacement of contents for the house, farm tractor and repairs to farm industrial shed. It will also cover complete re-fencing of the farm property.

Key features of our 2020 results –

Total Revenue - \$7.90 million, a decrease of 0.3%

Expenditure Total - \$7.49 million. Increase of 5%



## THE YEAR AHEAD

The year ahead looks exciting for us all. We will have the construction of our replacement Cottage One completed together with all repairs to the property. Our Farm Manager will be working hard on re-establishing the lost habitat for all the beautiful wildlife we had living on the farm and for the children we have in care to enjoy and explore.

We will be actively progressing all the areas of our 'Special Assistance School'. We will be completing the very big task of the school registration submission with NESA with the construction of the school to begin!

Our Finance team will be growing with new staff appointed to manage an increasing workload, due to growth in program areas and the preparations for the school.

The best part will be to watch the further advancement of our Founder's vision unfold.

Donna Jones  
Chief Financial Officer





## Independent Audit Report to the members of WILLIAM CAMPBELL FOUNDATION

### Report on the Audit of the Financial Report

#### Report on the requirements of the NSW Charitable Fundraising Act 1991 and NSW Charitable Fundraising Regulations 2008

We have audited the financial report of WILLIAM CAMPBELL FOUNDATION, which comprises the statement of financial position as at 30 June 2020, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the responsible persons' declaration.

In our opinion the financial report of WILLIAM CAMPBELL FOUNDATION has been prepared in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) giving a true and fair view of the Registered Entity's financial position as at 30 June 2020 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

#### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Registered Entity in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our report on the requirements of the NSW Charitable Fundraising Act 1991 and NSW Charitable Fundraising Regulations 2008.

#### Responsibilities of Responsible Entities for the Financial Report

The responsible entities of the Registered Entity are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards and the ACNC Act, and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible entities are responsible for assessing the Registered Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intends to liquidate the Registered Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Registered Entity's financial reporting process.



## Independent Audit Report to the members of WILLIAM CAMPBELL FOUNDATION

### Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

#### Report on the requirements of the NSW Charitable Fundraising Act 1991 and NSW Charitable Fundraising Regulations 2008

We have audited the financial report as required by Section 24(2) of the *NSW Charitable Fundraising Act 1991*. The directors are responsible for the preparation and presentation of the financial report in accordance with the *NSW Charitable Fundraising Act 1991* and the *NSW Charitable Fundraising Regulations 2008*. Our responsibility is to express an opinion on the financial report based on our audit.

#### Auditor's Opinion.

In our opinion:

(a) the financial report has been properly drawn up and associated records have been properly kept, during the financial year ended 30 June 2020 in accordance with:

- (i) sections 20(1), 22(13) of the *NSW Charitable Fundraising Act 1991*; and,
- (ii) sections 7, 9(6) and 10 of the *NSW Charitable Fundraising Regulations 2008*.

(b) the money received as a result of fundraising appeals conducted by the Registered Entity during the financial year ended 30 June 2020 has been properly accounted for and applied in accordance with the above mentioned Act and Regulations.

WSC Group - Audit - Pty Ltd

A F Gilbert, CA

Director

Dated this 28<sup>th</sup> day of October 2020



# Annual Report 2019-2020

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