



Sydney, NSW

www.schoolaid.org.au

Purpose

To empower kids to help kids in need, inspiring a spirit of action and giving among primary school kids (aged 8-12 years) across Australia.

Rationale for SVA Investment

Many children around the world are extremely under-privileged and lack basic necessities, either as a result of a crisis or on-going poverty. Despite being a wealthy country, with the means to help many of these children, there is not a strong culture of philanthropic giving in Australia, with Australians contributing less to philanthropic causes than comparable countries.

SchoolAid is an online philanthropy program that empowers kids to help other kids in need. It provides opportunities for Australian primary school students to respond rapidly to urgent humanitarian situations affecting their peers (e.g. in Banda Aceh, following the 2005 tsunami and in Victoria, following the 2009 bushfires).

SchoolAid's work involves engaging with primary school students, teachers and principals and inspiring them to get involved in philanthropy. SchoolAid programs stimulate students to think more broadly and actively about giving and how they can make a difference in their own communities and beyond, and then helps them to do so by providing resources to support student-led giving.

SVA believes SchoolAid's dedicated role in encouraging a culture of student-led philanthropy in primary school kids is crucial to growing Australia's levels of philanthropic giving.

Historical Achievement

By the end of 2008, SchoolAid had raised over \$1.5m for projects in devastated areas such as Beslan, Russia following the school hostage crisis (2004), Banda Aceh, Indonesia following the tsunami (2005), North Queensland following Cyclone Larry (2006), and Burma following Cyclone Nargis (2008).



Growth Goals as agreed with SVA

SchoolAid's strategy (FY09 - FY11)

To build awareness and understanding of SchoolAid, its mission and programs among the key stakeholder groups: 8-12 year olds, primary school teachers and principals and parents.

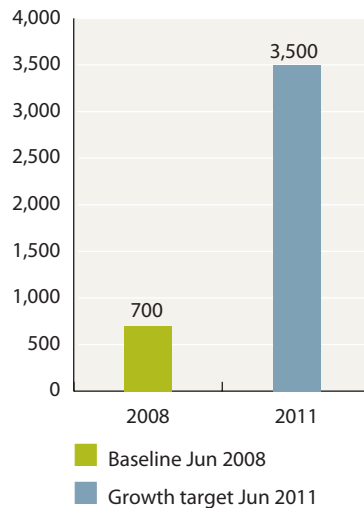
Goals

1. Build and leverage SchoolAid's primary school network and a thriving online community of 8-12 year olds.
2. Connect with and empower primary school kids to drive emergency appeals and local initiatives.
3. Positively influence target market attitudes as a result of participation in SchoolAid appeals and programs.

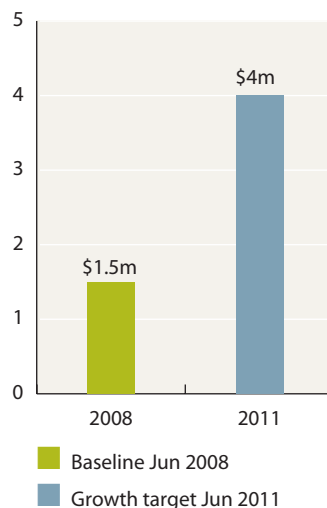
Performance Indicators

- By the end of FY11, SchoolAid aims to engage 3,500 primary schools in its programs raising a cumulative total of \$4m for causes helping kids around the world.

No. of participating schools



Cumulative \$s raised (million)



Full detailed performance indicators are contained in SchoolAid's Strategic Plan.

Venture Team

Board members

Rob Irving (Chair)
Sean Gordon (Founder)
Lisa Cotton
Martin Dagleish
Tony McGruther
Tony Ryan
Richard Sauerman
Greg Sharman

Julie Urquhart, CEO

Julie joined SchoolAid as its inaugural CEO in January 2008.

She has had extensive executive and senior management experience in the public, private and non-profit sectors, most recently as Head of Community & Reputation with the Commonwealth Bank and CEO of the Dymocks Literacy Foundation.

Her personal breadth of experience in the philanthropic world underscores her belief in the importance of getting children involved in philanthropy from an early age as the foundation for a lifelong commitment to helping those in need.