



Supporting Australian charities for 10 years

It was over a coffee in 2006 that the then CEO Richard Klipin and AFA President Michael Murphy met with Jeremy Wright from MS Research Australia, to discuss how the Association could assist them in raising funds for ongoing research. At the national conference later that year the AFA ran a successful campaign selling pins for \$1,000 each. And so was the beginning of the AFA Foundation which by any standards has become a beacon of pride for all members of the AFA family.

Of course evidence of the AFA's charitable commitment goes way back to the Life Underwriters Association (LUA) days where under the guidance of Darryl Seacombe (OA) many of us stood on street corners collecting funds for the Make A Wish Foundation which after 30 years is still a recipient of the generosity of AFA members.

The success of the pin promotion proved to Michael and Richard that AFA members and the broader advisory community were philanthropic by nature and that a formal Foundation should be established.

In 2007, Michael Murphy, Richard Klipin and Brian Boggs (Vice President) approached Dr. Robb Musgrave an adviser to the concept and with the full backing of the AFA Board the Foundation quickly established itself as a recognised supporter of MS Research and Make a Wish Foundation. Brian as the inaugural Chairman was supported by Steve Currie and Colette Thunig who joined the first committee and are still heavily involved today, such is their community spirit and drive to help those in need. With Brian's vision and Steve and Colette's passion they set out to build a charitable association to represent the AFA membership, sponsors and broader advisory community.

After 6 years in the Chair raising of over \$400,000 Brian handed the batten over to Esther Althus, the 2005 Rising Star of the Year and under her guidance the AFA Foundation continued to grow in stature by expanding the charities and focusing on Australian based ones such as, Beyond Blue and Black Dog.

Following Esther and after 7 years as AFA Victorian State Chair, Pina Sciarrone accepted the role of heading up the AFA Foundation and went to work to introduce a range of parameters that defined the funding process and expanded the charitable reach to include State based charities, particularly those that members were connected to either through personal circumstances or as a fund raiser. 2014 was a record breaking year where the Foundation raised over \$120,000, twice that of the previous year.

The rest as they say is history as today the AFA Foundation has raised over \$1 million dollars since inception and is growing stronger by the day. Now under the guidance of Olivia Sarah-Le Lacheur the Foundation continues to be a core pillar of the AFA's commitment in being a community minded association that is there for all Australians in times of need.



In the last 2 years alone the AFA Foundation has raised over \$400,000 and distributed funds to over 36 State based and National charities.

Major recipients to include:-

- **Ronald McDonald House**, www.rmhc.org.au
- **Little Heros**, www.littleheroesfoundation.com.au
- **Children First Foundation**, www.childrenfirstfoundation.org.au
- **Black Dog Institute**, www.blackdoginstitute.org.au
- **Cancer Council of Australia**, acrf.com.au
- **MS Research**, www.ms.org.au

Some of the major fund raising initiatives included assembling push bikes for children living in poverty, live auctions at the National Conference, golf days and the Qld team held a Ball raising \$25,000 on the night. Whilst charities are the main beneficiaries the AFA Foundation displayed it's community spirit by providing funds to those affected by for 2011 Queensland Flood and the 2012 Christchurch earthquake

Our commitment over 10 years to national charities such as the Make a Wish Foundation, MS Research and the myriad number of small and state based charities are just a few examples of AFA's philanthropic nature. As an AFA member, Partner or corporate supporter you should stand proud and tall that the AFA Foundation, through your generosity continues to provide valuable funds to charities that make a tangible difference to so many lives.



So what has the Foundation achieved in its first 10 years? The answer is in the make-up of the advisory community and AFA Partners who recognise that we have a responsibility to our communities. That the fabric of assisting others through insurance and financial advice is interwoven with the selfless aspiration that we are in the privileged position to not only provide financial protection to Australians in times of need but to ensure our profession is recognised as a valuable contributor that can make a difference today and for next 10 years and beyond.

Under the leadership of our current Chair, Olivia Sarah Le Lacheur the AFA Foundation is in great hands to continue to engage and galvanise the AFA community to ensure the spirit of sharing remains a cornerstone of the AFA Association.

A special thank you to all who have contributed their time and support to the AFA Foundation over the last 10 years. If you wish to nominate a charity or make a contribution go to the AFA website for details.

