

A million ways to show we
care...

Telstra Kids Fund

Telstra Kids Fund (TKF) – a recap

Since 2002, Telstra Kids has contributed more than \$9 million to more than 8,000 local community projects that help kids play and learn.

Telstra employees are at the heart of this program, applying for \$1200 grants on behalf of non-profit groups that connect kids to:

- the arts and culture
- the environment
- play and learn and
- sport and recreation.



TKF benefits kids and communities!



Today the TKF Committee approved \$435,600 in grant funding that will directly benefit children.

Grassroots advocacy

BRILLIANTLY DIFFERENT @ THE GRASSROOTS:

STRATEGIC GRANTMAKING

Employees can direct their giving strategically. Eg 50 employees could direct 50 grants to 50 different orgs in one specific suburb – this could align to NBN battles, local area marketing efforts etc.

LOCAL STORIES

Each year, TKF coverage in over 100 grassroots local papers across Australia (approx circulation >\$3M) and also digital broadcasting channels.

CUSTOMER ADVOCACY

Grant recipients (employees and communities) will be supported to advocate their TKF story via their personal social media channels.

MORE THAN \$9 MILLION TO 8,000 LOCAL COMMUNITY PROJECTS TO HELP KIDS:

iPads help with learning
 iPads help with learning at Wauchop Pre-School Kindergarten. The school has received a grant from Telstra Kids Fund to purchase iPads for the children to use in their learning activities.

Foster kids win with Telstra fund
 Children at Foster Primary School will be able to advance their learning following a \$1200 grant from Telstra's Kids Fund. The grant means the school will be able to assist these two girls to assist an educational resource and learning aids for the children.

Grant welcome
 Children at Wauchop Pre-School Kindergarten will learn the fun way following a \$1200 grant from Telstra's Kids Fund. The grant means the pre-school will be able to purchase a range of new educational toys, helping the children learn as part of their playtime.

Books for new library books
 Junior leader at the Olinda brigade Julie de Lorna said everything the children learn as juniors is just a basic version of what the senior members learn.

Telstra fund helps children to learn
 The use of iPads in the classroom has made the kids from Andy's C&K Young Community Children's Centre. Every time they use their iPads they use their own terms for what to play with the many different characters in their curriculum.

Andrew Kelly
 We are proud to be able to help local groups through their Kids Fund. Andrew Kelly, Area general manager for Telstra Country Wide, said the grants that make positive impacts on communities are proud.

Boots are made to beat fire
 Olinda junior firefighter do Lorna with group 11, Payer Charlton, 11, with Telstra north east legend H.



Think local, think kids, be creative, have fun

It starts with an eligible Telstra employee

The application must be initiated by an Australia-based permanent employee of Telstra Group to be eligible. The Telstra employee doesn't need to be personally involved in the project or related to any of the kids involved. They just need to care enough to apply.

Local projects for local kids

Telstra Kids is a grassroots initiative. This means it focuses on supporting community-driven activities that meet the needs of kids in the local community, not a local roll-out of a regional or national program.

The project is run by a local non-profit group

The \$1,200 grant must go to a local non-profit group. Organisations that have benefited from Telstra Kids Fund grants include schools, sporting clubs, hospitals and childcare centres.

It supports kids in Australia to play & learn

The kids involved in the project must be 18 years of age or younger. It can relate to a wide range of themes: the arts & culture, education, the environment, health & wellbeing or sport & recreation.

The \$10K TKF employee grants program will be piloted in 2015 – program in development.

Thank you

