



The Development Unit continues its various support responsibilities for MacKillop Family Services. Throughout the year, four quarterly newsletters and fifty-one staff newsletters were produced, as well as revision of publications, media materials, annual report requirements and often ad hoc publicity. The Unit is also responsible for managing our donor/supporter database (of which there are over 18,000 persons registered), trust and foundation applications, events management, advertising, fundraising, volunteer management, public relations and organisational communication.

Over the year, the Unit underwent several staffing changes culminating in the engagement of a permanent assistant and a new Manager - Martha Saw. The Unit was also relocated to the South Melbourne site at the beginning of 2002. Responsibilities of the section include all publications, media,

public relations, events, fundraising, marketing and donor management for the whole organisation.

The 2001-2002 year was the first complete year within which a full-time events coordinator was employed. Two major events were held in the latter half of 2001 - the MacKillop Family Walk and Nando's Birdman Rally. As first time public fundraising events for MacKillop Family Services, response from the community was positive and supportive of our organisation's purpose and services. A second Family Walk is scheduled for 2002 which, to date, indicates greater community participation and higher profile for the organisation.

The year has also seen a fresh face to publications and presentation materials. This is indicated through last year's Annual Report, our new Strategic Plan and a formal revision of our logo. Further releases of brochures, displays and documents will reflect the new look of MacKillop Family Services.

The Unit is looking forward to a busy year with an increase in the number of staff to four full time personnel. This will enable us to create a greater focus on our essential non-government funding sources in the form of trusts and foundations. Not only do we wish to strengthen this side of our

fundraising, but also hope to have increased our profile in the broader community through the MacKillop Family Walk which will create longer and stronger business partnerships.

Staff:
3 Full time

Volunteers

Mr Keith Bray is one of the Unit's valuable volunteers without whom our staff newsletter would not be sent 25 times per annum.

Our 30 volunteers at St Augustine's Clothing and Collectables in Geelong have continued with their commitment and dedication to providing valuable time to operate the shop in Pakington Street.

The St Vincent's Opportunity Shop in Brunswick was closed in January 2002. The 22 voluntary staff were farewelled with a



morning tea and their support of MacKillop Family Services is gratefully acknowledged.

Martha Saw
Development Manager