



IAA & Reach

A message from the General Manager of Reach, Katherine Ellis

Thanks once again to all you great people from IAA – your continued, generous support of Reach in 2007 has made a huge difference to us, and therefore to the lives of thousands of young people!

This year Reach has grown even bigger, and is now truly a national organization, running programs for nearly 60,000 young people in hundreds of locations right across Australia.

IAA and Reach have an excellent match of organisational values, and IAA's support is incredibly important to us, in many different ways. In 2007, IAA's support of Reach has included:

- Individual donations from IAA ARs/employees, and matched by IAA, totaling over \$60,000!
- Two tables (16 people) of people at our very special 2007 event, 'The March of the Penguins' presented by Reach Co-Founders Jim Stynes and Paul Currie. Special thanks to Don McLardy!
- Tables at our inaugural Queensland Breakfast, the Melbourne Breakfast, and the Reach Ball. Murray Rogash also helped out on the Queensland Breakfast committee.
- Ian Carr provided Reach with a fabulous new video camera and accessories, and the Reach Crew with 10 more i-pod portable speaker systems that they use when running workshops around Australia.
- Don McLardy organised a Melbourne Football Club Coterie event contributing \$10,000 to Reach.
- Ian Carr and Fred Allsopp organised and provided Reach's contents insurance, and also organised national coverage for our activities.
- Don McLardy's office worked with our Body Corporate to reduce its insurance cost by \$20,000, a large portion of which is a saving to Reach!
- Several IAA children have also attended our programs this year, and a special mention to Sarah McLardy who organised four tables (40 people) for the Reach Crew's Mali Fundraiser Breakfast!

IAA and its AR's provided in excess of \$100,000 for support of The Reach Foundation last year and we thank you!

Katherine Ellis

General Manager, The Reach Foundation



The Reach Foundation

About Reach

Often the biggest barrier between a teenager and his or her goals is a lack of self-belief and support. To encourage this essential self-confidence Reach run workshops, weekends away and large-scale events instilling feelings of self-belief in teenagers. Reach's specially trained "Crew" of inspirational young leaders run 16 different programs for nearly 60,000 young people across Australia each year, helping them connect with each other.

Reach believes that every young person has something special to offer that is often hidden behind fear, anger or hurt. By creating an encouraging, supportive and stimulating environment, teenagers discover for themselves they can do anything they set their minds to. Independent research shows that Reach helps teenagers to improve overall levels of self-esteem, optimism, and feelings of control over their lives.

Reach, a non-profit organisation, was established in 1994 by Jim Stynes OAM (AFL Brownlow Medalist, youth motivator, and Victorian of the Year 2003) and Paul Currie (drama coach and film director).

By creating "safe spaces" and a positive peer group experience for young people, Reach provides an environment where they can have a great time, develop trust and openness, and feel comfortable enough to express their concerns, discuss their aspirations and recognise that they are not alone.

Since its inception, Reach has run preventative programs to positively impact on over 350,000 young Australians. Reach seeks to build young people's confidence and self-esteem, in order to prevent negative emotions and destructive behaviours that can lead to problems such as alcohol and drug abuse, delinquency and suicide.

By not focusing on the actual behaviour, but rather understanding the reasons behind it, the origins of negative behaviour are identified, and through a personal empowerment process, the young person is able to redirect their energy towards more positive outcomes.

Donate to Reach

A donation to Reach is an investment in the future of the young people of Australia. You can choose for your donation to help Reach in a number of different ways. We're extremely appreciative of any contribution, big or small, that will help us to continue offering our programs to more young people around the country. Download a Reach Donation Form here ... http://www.reach.org.au/fileadmin/images/for-the-olds/Reach_Donation_Form.pdf