

29th May 2024

Memo to Church Council

Update re Establishment of Kingsway Welfare Foundation

Approvals and Next Steps.

Background

The GWUC Finance Committee met on 11th May and during that meeting reviewed the progress in the establishment of The Kingsway Welfare Foundation as a vehicle for seeking donations and funding from a variety of sources to facilitate the independent funding of our Welfare Coordinator.

We had previously sought the approval and agreement of the Church Council to the recommendations of the Finance Committee to establish a separate organization and to seek registration of this vehicle as a Charity and to then progress and seek ATO approval of exempt tax status and be approved and recognized as a DGR.

These actions were progressed and approved through the generous pro bono commitment of Helen Boucher who progressed these functions. We achieved registration as a Charity in December 2023, and then in mid-January 2024 we were advised of our success in having the Kingsway Welfare Foundation confirmed with Tax Free Status. This was several months beyond our original estimates, but a particularly good outcome.

After this Andrew Adams established a Bank Account from February to April 2024 and all Committee members have now provided the necessary documentation to enable them to participate as signatories on the Account.

In April 2024 Andrew was able to lodge an amount of \$6,050 which represents our first deposit to the foundation, and this will be applied over three years 2024-2026.

We are also establishing a separate Xero Account to manage the accounting for Deposits, meet expenditures, and eventually transfer funds to meet the Salary costs of our part-time Welfare Coordinator. The cost for the first 12 months will be met by the writer as a separate donation to the Kingsway Welfare Foundation.

Committee to Manage and Oversee the KWF.

The Finance Committee has approached and coopted several members to form a committee to manage the technical aspects, complete the financial operations,

The Committee consists of the following people, who have volunteered:

Andrew Adams	Secretary / Executive
Joanne Boldiston	Administration
Ben Kreiger	Accounting
Jane Adams	Admin / Support.
Elinor De Garza	Welfare coordinator. (To be replaced)

We are approaching Ramoun Aboud, our current Welfare coordinator to replace Elinor De Garza.

We have approached Stephen Emms to join the Committee, he has agreed and will upon joining replace Jane. Stephen brings a wealth of Business and Finance Experience to the group.

Next Steps- How to Create a Marketing Capability and Marketing Plan.

We had previously indicated that the Finance Committee would progress and negotiate all the functions and administrative requirements to set up this facility but was not resourced and equipped to market and solicit funds from both individuals within the local geographic environment and or those who may benefit from the Tax-Free status.

That remains the situation and there is a need to define a Marketing person or persons who can develop the strategy and materials to be employed in seeking to approach both corporates, businesses, and individuals to establish a plan and communications strategy and then to go out and approach/ solicit from a variety of people and organizations.

Who can be approached, and which groups are off-limits?

Whilst this remains an associated group to raise funds and effectively take the cost of the Welfare Coordinator off the GWUC books, we are also conscious the Uniting Church has protocols for some organizations, such as “entertainment organizations,” including Smoking Groups, Gambling and Gaming organizations etc.

We have not approached Rotary or similar groups. We have not sought to approach politicians or government representatives.

We have deliberately not proceeded with any definition or development of a marketing plan to progress the methods or the approach to organizations.

It was the commitment of the finance committee having gained the approval of the Church Council, to proceed and finalize all the technical and administrative requirements to facilitate the creation of a Foundation, independent of the Church to then provide a means of harnessing and advertising the Foundation's role in seeking donations and gifts which would be applied to meeting the Cost of the Welfare Coordinator's role.

That has been finalized. GWUC now needs (through The Kingsway Welfare Foundation) to develop and progress a marketing strategy and plan to make this scheme available to those within close geographic proximity and/or those who may wish to donate and use the Tax-Free status.

We need some real marketing expertise to assist the technical and financial experts and to support the Kingsway Welfare Foundation Committee. We (the Finance Committee) lack those skills within our Finance Committee complement and within our contacts.

In advancing this premise we also need guidance and assistance as to which organizations may be approached, which are not appropriate or applicable, and believe that Church Council would value input to these issues, notwithstanding the Kingsway Welfare Foundation is a separate legal entity.

We also need to relate to the Communications Committee as we have done nothing to establish either a Web page or social media platform items as part of our broader marketing and communications decisions in going forward as to how we seek to promote and market this field and product to our community and the broader Glen Waverley Market and businesses and corporations within the local Geographic area.

A timely Request to Seek input and Guidance.

This document provides a timely update as to the processes completed and actions initiated to deliver the required administration and legal processes. These have been f.

-We have completed the administrative details.

-We can and will finalize the Committee.

-We have received the first income and sourced these funds.

-We have established the Xero Accounting records system for KWF.

The following areas of action and expertise are essential to implement the KWF and market it across the local business community.

-Do we have access to any people with specific Marketing / Sales Expertise?

-Are there organizations, with exposures that are unacceptable that KWF should be aware of and careful in terms of approaches?

-Do we have people who could develop/assist with the establishment of a Marketing Plan and promotional materials?

-Are there any other bodies or people whom we should inform of this process and our initiatives before we progress

-How do we specify the groups we seek to approach?

Recommendations.

This document advises that our technical and administrative processes to establish the Kingsway Welfare Foundation as envisaged in our prior communications and correspondence, have been finalised. It is for information of Church Council / Finance Committee

That part has been successfully finalized, albeit later than we indicated in prior correspondence.

We need to move forward and establish a Marketing Plan and Strategy and then progressively implement that over the balance of our budget year (June- December 2024) and to repeat or expand the approach processes and mechanisms in early 2024.

We also need to finalize the changes to the committee, and these will be completed in June 2024.

Seek guidance and input as to the definition of people who are known and capable of establishing a Marketing Strategy and Materials and then develop a plan to implement.

Do we have people within our community who are known to have this background?

We would appreciate the review and hopefully the support of the Church Council together with any commentary and guidance regarding our Marketing.

We also need to consider our approach using social media and through both web pages and associated materials on social media.

As a group, we commend the work of Helen and Andrew with other members of our committee.

Finally, we want to welcome any other commentary or suggested actions from Church Council to this group and the KWF committee as well as other areas where you may seek further input/information.

Ken M Coutts

GWUC Treasurer



Current details for ABN 28 711 032 379

ABN details

Entity name:	Kingsway Welfare Foundation
ABN status:	Active from 07 Sep 2022
Entity type:	Other Incorporated Entity
Goods & Services Tax (GST):	Not currently registered for GST
Main business location:	VIC 3150

Australian Charities and Not-for-profits Commission (ACNC)

Kingsway Welfare Foundation is registered with the [Australian Charities and Not-for-profits Commission \(ACNC\)](#) as follows:

ACNC registration	From
Registered as a charity view ACNC registration	07 Sep 2022

Charity tax concession status

Kingsway Welfare Foundation is a [Public Benevolent Institution](#) endorsed to access the following tax concession:

Tax concession	From
GST Concession	07 Sep 2022
Income Tax Exemption	07 Sep 2022
FBT Exemption	07 Sep 2022

Deductible gift recipient status

Kingsway Welfare Foundation is endorsed as a Deductible Gift Recipient (DGR) from **07 Sep 2022**. It is covered by [Item 1](#) of the table in section 30-15 of the *Income Tax Assessment Act 1997*.



Important

Please read [Deductible Gift Recipient \(DGR\)](#) information before making a gift.

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From: kmcoutts@bigpond.net.au
Sent: Monday, 15 January 2024 2:17 PM
To: 'Helen Boucher'
Cc: kmcoutts@bigpond.net.au; kmcoutts7@gmail.com; Andrew Adams
Subject: RE: Success - Kingsway Welfare Foundation - Thank you.

Helen,

RE: Success - Kingsway Welfare Foundation - Thank you!

Thank you again for all of your work. I agree with Andrew's comments. This is a significant step for GWUC and we are blessed to have outstanding professionals to make it happen.

Much appreciated.

Regards

KenC

From: Helen Boucher <Helen.Boucher@sawarddawson.com.au>
Sent: Monday, January 15, 2024 10:46 AM
To: kmcoutts@bigpond.net.au
Cc: kmcoutts7@gmail.com; Andrew Adams <andrewadams700@gmail.com>
Subject: RE: Success - Kingsway Welfare Foundation - Thank you.

Hi Ken and Andrew,

To follow up on this application, I have heard from the ATO and the foundation now:

- is Income tax exempt;
- is classified as a Public Benevolent Institution; and
- Is classified as a Deductible Gift Recipient

I have attached a copy of the ATO register search that shows that these tax exemptions are now current.

This is the final registration and now the foundation can receive donations and issue tax deductible receipts.

The foundation is not registered for GST as the volume of transactions would be small. The work it would take to prepare a BAS would be a lot compared to the value of tax credits that would be received back.

Thanks,

Helen Boucher

Director - Audit and Assurance

Please note that I work Monday, Tuesday and Thursday



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