

ANNUAL REPORT

2013-2014



WHO WE ARE

Project Futures is a not-for-profit organisation whose objective is to stop human trafficking and slavery and empower individuals to take action in their own communities. We encourage and support victims and survivors of this crime towards a new future by funding services providing rescue, rehabilitation, reintegration, education and advocacy in Australia, Cambodia and Nepal, with a vision to expand the support of services globally.

Since our establishment in June 2009 until 30 June 2014, our networks have:



RAISED:
\$2,191,303



DONATED:
\$1,249,054



ADVOCACY:
\$525,824



ADMINISTRATION:
\$262,272

These funds were raised through a primarily voluntary network of young professionals, university and high school students who dedicated their time, skills and talents for the cause. In April 2013, PROJECT FUTURES employed our first full time paid CEO, Stephanie Lorenzo. PROJECT FUTURES engages many dedicated skilled volunteers and have taken on volunteer representatives in Queensland, Victoria and ACT.



STRATEGIC VISION 2013-2016

In April 2013 our Board of Directors approved a three year strategic vision that was presented by our CEO. This plan detailed PROJECT FUTURES **vision**, the **values** that comprise our organisation, **high level objectives** and our four **essential pillars** to reach these goals.

VISION

“An empowered world where every person can take action against human trafficking and exploitation.”

VALUES

Fun, motivational, passionate, energetic, empathetic, action driven, life changing, generous of time and skills, socially engaged for a purpose.

HIGH LEVEL OBJECTIVES
(to end of FY 2016)

\$4,000,000

To give in excess of \$4,000,000 to beneficiary partners;



INTERNATIONAL VOLUNTEERS

To have a global DIY program that will activate international volunteers;

NATIONAL FOOTPRINT

To have a true national footprint of active volunteers;



RECOGNISED

To be recognised in the sector as a successful social business.

FOUR STRATEGIC PILLARS:



**RAISE
AWARENESS**

This is the crucial first step in allowing the public to understand the severity of the human trafficking trade. We aim to leverage the media, social and corporate networks to create widespread awareness of this issue. Simply put, understanding who PROJECT FUTURES is.



**ENGAGE THE
GENERATIONS**

To empower and engage various generations to actively use their time, skills and talents to make a difference for this issue by generating revenue. Simply put, helping PROJECT FUTURES do.



**DEVELOP
ALLIANCES**

Leverage groups that can amplify our message across a wider audience.



**EXPAND THE
FUNDING
PLATFORM**

To expand the current funding model and directly support additional anti-trafficking organisations who work to support victims and survivors in all aspects of rehabilitation, reintegration, education and training.



OUR FINANCIAL RECORD

FOR THE FINANCIAL YEAR 2013-14

PROJECT FUTURES has broadened our fundraising income into six categories:

 <p>OFFICIAL FUNDRAISING EVENTS AND CAMPAIGNS</p>	 <p>CORPORATE PARTNERSHIPS</p>	 <p>DO-IT-YOURSELF (DIY) FUNDRAISING</p>
 <p>ONLINE DONATIONS</p>	 <p>SHOP SALES</p>	 <p>SPEAKING ENGAGEMENTS / OTHER</p>

The majority of our revenue is received through Official Fundraising Events and Campaigns in contrast to other income categories. PROJECT FUTURES is not purely a fundraising entity and focuses quite substantially on raising awareness of the issue of human trafficking and slavery. For example, our Stella Fella campaign, is a crucial part of our goal to prevent and educate the community about human trafficking and sexual exploitation. Another example is the PROJECTS FUTURES Cycle Challenges, which are relatively low-cost, while generating significant fundraising revenue and providing an additional awareness element.

In 2013 - 2014 our corporate partnership increased by 700% from \$41,000(FY-13) to \$300,000 (FY13-14). This is an exciting growth area for PROJECT FUTURES as we grow and expand our reach to target corporations and their CSR capacity.

	Fundraising Income	Fundraising Expenses	Admin Expenses	Donations to Beneficiaries	% of Admin Expenses to Income
2009-10*	\$79,000	\$0	\$0	\$79,000	N/A
2010-11	\$276,342	\$22,827	\$11,730	\$174,032	4.2%
2011-12	\$450,923	\$226,295	\$61,045	\$132,758	13.5%
2012-13	\$496,906	\$126,822	\$60,707	\$322,688	12.2%
2013-14	\$888,132	\$149,880	\$128,790	\$540,576	14.5%
Total	\$2,191,303	\$525,824	\$262,272	\$1,249,054	

* In Financial Year, 2009-10, when PROJECT FUTURES did not operate financial accounts, it raised \$79,000 which went directly to beneficiaries.

The ‘% Administration Expenses to Fundraising Income’ ratio illustrates the low administration expenses utilised in our operation. PROJECT FUTURES is of the view that we should not only be focused on low administration expenses, but overall impact. As a not for profit, we like to focus on fulfilling our strategic goals, which will always come at a cost in human resources, marketing, strategy, collateral creation and other costs.



REVENUE / FUNDRAISING

In Financial Year 2013-14, our income increased by \$391,000 or 79% driven mainly by corporate partnerships as more companies were targeted about our work.

Income Category	2013-14	%	2012-13	%
Official Fundraising Events	\$514,321	58%	\$429,005	86%
Stella Fella	\$143,418		\$79,368	
Challenger Events	\$349,135		\$248,512	
Somaly Mam in Australia	\$21,768		\$101,125	
Corporate Partnerships	\$300,130	34%	\$41,079	8%
DIY Fundraising	\$60,525	7%	\$20,905	4%
Online Donations	\$4,524		\$2,377	1%
Shop Sales	\$2,622		\$957	
Other	\$6,010	1%	\$2,583	1%
Total	\$888,132	100%	\$496,906	100%



EXPENSES / ADMINISTRATION

PROJECT FUTURES always makes a conscious effort to manage our cost lines to keep a not-for-profit standard. In 2013-2014 our fundraising income to administration costs are at 14.5%.

In January 2015, PROJECT FUTURES secured a major corporate partner to cover the full time salaries of two staff members. This is extremely exciting as we grow and engage with our audience across Australia.

Cost Category	2013-14	2012-13
Direct Fundraising Events	\$149,880	\$126,822
Salaries and Wages	\$123,655	\$49,994
Printing, Property and Stationary	\$2,875	\$5,833
Other	\$2,260	\$4,880
Total	\$278,670	\$187,529





DONATIONS TO BENEFICIARIES

Funds raised by PROJECT FUTURES support domestic and international anti-slavery organisations and their projects. Our first impact report which PROJECT FUTURES will roll out annually, is downloadable on our website. This report details the services and support work that our beneficiaries provide to victims and survivors of human trafficking and slavery.

PROJECT FUTURES supports the following organisations and their services:

**THE SALVATION ARMY'S SAFE HOUSE FOR
TRAFFICKED VICTIMS AND 'FREEDOM ADVOCATES
PROJECT' (DOMESTIC)**

**CHILDWISE "NATIONAL CHILD ABUSE PREVENTION
HELPLINE" (DOMESTIC)**

**THE NEW SOMALY MAM FUND - VOICES FOR
CHANGE, CAMBODIA (INTERNATIONAL)**

MAITI NEPAL (INTERNATIONAL)

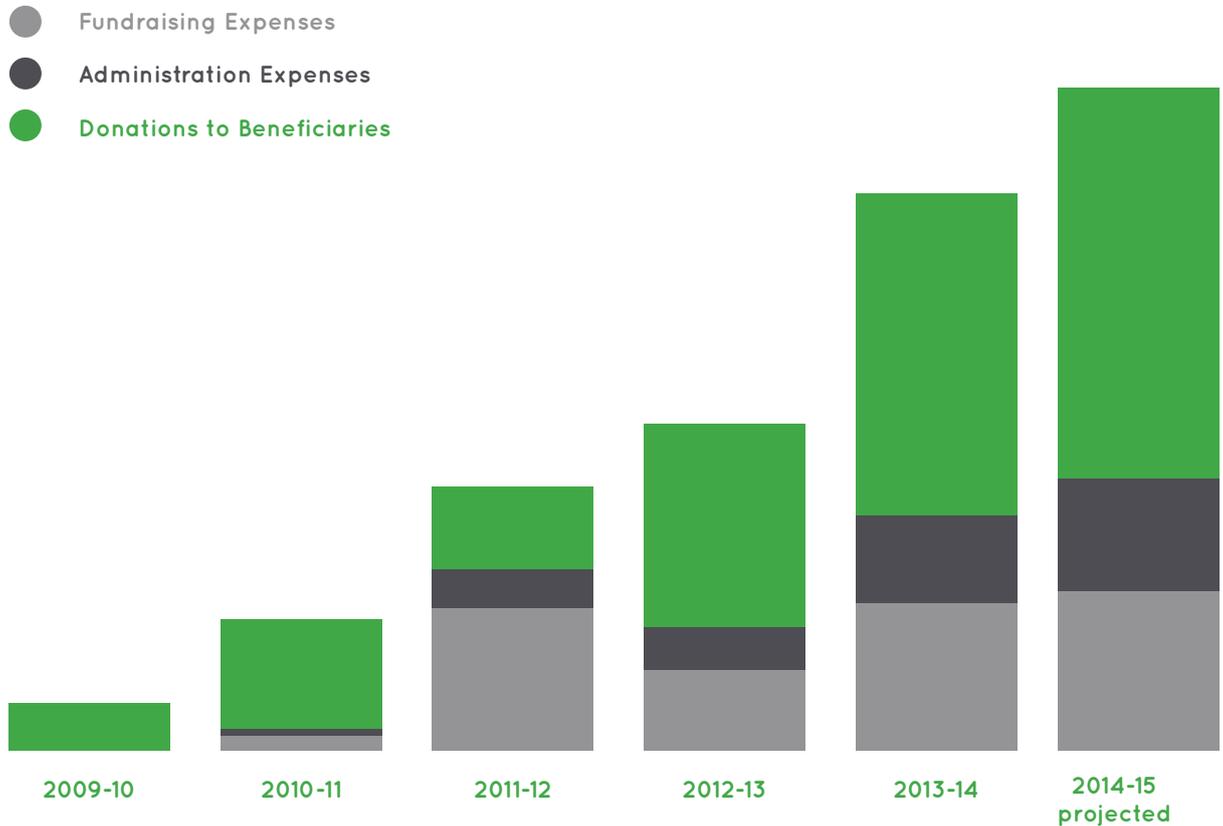
Organisation	2009-10	2010-11	2011-12	2012-13	2013-14	All years
The New Somaly Mam Fund - Voices for Change	\$79,000	\$174,032	\$38,608	\$249,828	\$280,244	\$821,712
Childwise 'National Child Abuse Prevention Helpline'			\$9,113	\$20,000	\$50,000	\$79,113
The Salvation Army's Safe House for Trafficked Victims			\$79,637	\$52,100	\$180,300	\$312,037
Maiti Nepal					\$30,032	\$30,032
All Beneficiaries	\$79,000	\$174,032	\$132,758	\$322,688	\$540,576	\$1,242,894



LOOKING FORWARD TO FINANCIAL YEAR 2014-2015

The PROJECT FUTURES three year strategy sees continued growth with an increase in corporate partnerships and events, allowing PROJECT FUTURES to also increase our funding to beneficiaries.

Projected	Fundraising Income (FI)	Fundraising Expenses (FE)	Admin Expenses (AE)	Donations to Beneficiaries	% of FI to Admin Expenses
2014-15	\$1,000,000	\$242,000	\$215,000	\$410,000	22%



IF YOU HAVE ANY QUESTIONS/COMMENTS ON THE ABOVE, PLEASE CONTACT US:

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THIS ANNUAL REPORT WAS
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