

**Guide
Dogs**
VICTORIA

2020

Annual Report





A year in review.

What a huge year it has been at Guide Dogs Victoria. From commencing work on our world-class campus redevelopment to finding new ways to provide vital services and keep people connected throughout the COVID-19 crisis – the team at Guide Dogs Victoria has been working around the clock. It has been a year of adaptation, innovation, and discovery for the whole Guide Dogs Victoria community.

Without the passion and ingenuity of our community, we would not be able to continue the crucial work we do every day. So, now it's time to 'paws' and reflect on the agility and dedication shown by our Clients, our employees and volunteers, and our donors during what has been an unforgettable year for all of us.

Our Vision and Mission.

To be the first choice provider of services for people with blindness or low vision that enables a lifetime of independence.

Our Purpose.

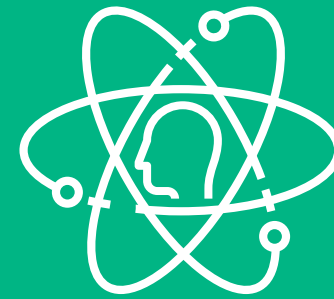
We see beyond sight loss.

We find ways to support independence.

We look for solutions to make big differences.

We create connected communities.

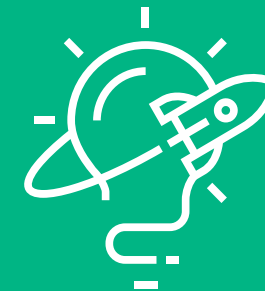
Our Values.



Our Clients come first in everything we do.



Lead with head and heart.



Never stop exploring.



Walk the talk.



Lift each other.

A message from the CEO

Creating connected communities.



This year has been a challenging one for Guide Dogs Victoria – as it has been for all Australians – but despite the unprecedented situation the world found itself in as a result of COVID-19, 2020 has still produced some positive outcomes for us and, most importantly, for the Clients we support.

In January 2020, construction commenced on our “The Future is in Sight” campus redevelopment project, a \$27 million capital campaign, funded largely through philanthropy, and designed to create a world-class sensory campus for people with blindness or low vision. Although Guide Dogs Victoria employees were quickly mobilised to work off campus in March, due to COVID-19, the wonderful construction team from Maycon were able to continue as planned and have accelerated progress over recent months, whilst our team work off site.

In April 2020, we secured a significant boost from the federal government for the funding of “The Future is in Sight” project, bringing us ever closer to unveiling the first fully accessible sensory campus in the world. This will create a sustainable future for our organisation and will enable us to deliver the quality of services our Clients deserve. I for one will be so thrilled to see the realisation of our vision and to welcome all our employees, Clients, volunteers and supporters to our innovative new campus.

Our Clients remain at the heart of everything we do and this unwavering commitment was reflected in the 3,093 Client programs delivered last year. In total, our amazing employees delivered 18,255 hours of services, utilising a truly blended Client Services approach during COVID-19. By using technologies like telepractice while our ‘in person’ capacity was restricted, we were able to continue supporting Clients – including those who were previously more ‘hard to reach’ - and enhance the depth of service for all Clients, in turn generating far better long-term outcomes.

I would sincerely like to thank our committed Senior Leadership Team and our wonderful employees, volunteers and donors for their passion and dedication to Guide Dogs Victoria and the vital support we continue to provide for those with low vision or blindness.

Much like our noble Guide Dogs, we will not be distracted by any barrier put in our way; but remain steadfastly focused on the road ahead to ensure thousands of Victorians with low vision or blindness who depend on us achieve the freedom and independence they seek.

A handwritten signature in black ink that reads "Karen Hayes".

Karen Hayes AM DSJ and Willow
CEO, Guide Dogs Victoria





A message from the Board

Banding together to make a big difference.



While it is still too early to determine the financial impact COVID-19 will have on Guide Dogs Victoria, I have no doubt that our meticulous planning, and our ability to be agile, innovative and wise in our approach to funding, projects and overarching strategic planning, will put us in good stead to weather the storm that has been 2020.

As well as moving forward with the Guide Dogs Victoria campus redevelopment – designed to increase commercial revenue and decrease our reliance on philanthropic funding – we have also implemented several long-term strategic changes to maximise every dollar we receive and create greater Client outcomes. These changes include executing year two of a diversified fundraising strategy that has included investment in digital and lottery fundraising, leveraging the Guide Dogs Victoria brand to expand into new donor demographics.

We have also established three Centres of Excellence across Guide Dogs Victoria and Guide Dogs NSW/ACT to achieve economies of scale and reduce duplication, and to strengthen our national presence through local knowledge and on-the-ground support. For example, since its inception in late 2019, the Marketing and Communications Centre of Excellence alone has delivered close to \$1 million in savings.

Last but certainly not least, we have invested in technology to increase efficiency across the organisation and to optimise Client service delivery. By introducing a hybrid model of face-to-face service delivery and telepractice support we are able to service more Clients in less time, but still provide the high-quality, personalised support they require. This has been – and will continue to be – especially critical for our regional Clients who can now benefit from more frequent check-ins with our specialists and practitioners than were previously viable due to travel time.

The passion and dedication I have witnessed from Guide Dogs Victoria employees, volunteers and donors throughout the last year has been awe-inspiring, and has not gone unnoticed by the wider community. This was evidenced by Guide Dogs Australia being named the Most Trusted Charity Brand as part of Australian Reader's Digest "Most Trusted Brands 2020"; the 7th time we have been awarded this title since being added to the annual Reader's Digest's Trusted Brands survey in 2013.

As we continue to navigate our way through the COVID-19 crisis, my belief in Guide Dogs Victoria has never been stronger. On behalf of the Guide Dogs Victoria Board, I congratulate all of you for banding together no matter the circumstances, and continuing to make a big difference in the lives of Victorians living with low vision or blindness.

Iain Edwards
Chairperson, GDV Board

A message from our Patron

Advocacy, accessibility, and acceptance.



Guide Dogs Victoria can be proud that employees, volunteers, donors, and supporters have found innovative ways to continue supporting Victorians with low vision or blindness, throughout what has been a difficult and uncertain year.

It is also pleasing that the Guide Dogs Victoria campus redevelopment has been able to continue throughout this period. It promises to be a space in which to provide the best possible services for children and adults alike. I will look forward to visiting it in the future.

As Patron, I welcome the opportunity to thank everyone connected with Guide Dogs Victoria for their continuing commitment to the health and wellbeing of the entire Guide Dogs Victoria community, and for such tireless advocacy for improved accessibility and acceptance of those with low vision or blindness.

Never has this work been more important than during the challenges thrown up in 2020.

The Honourable Linda Dessau AC
Governor of Victoria



Our Impact.

Our Clients

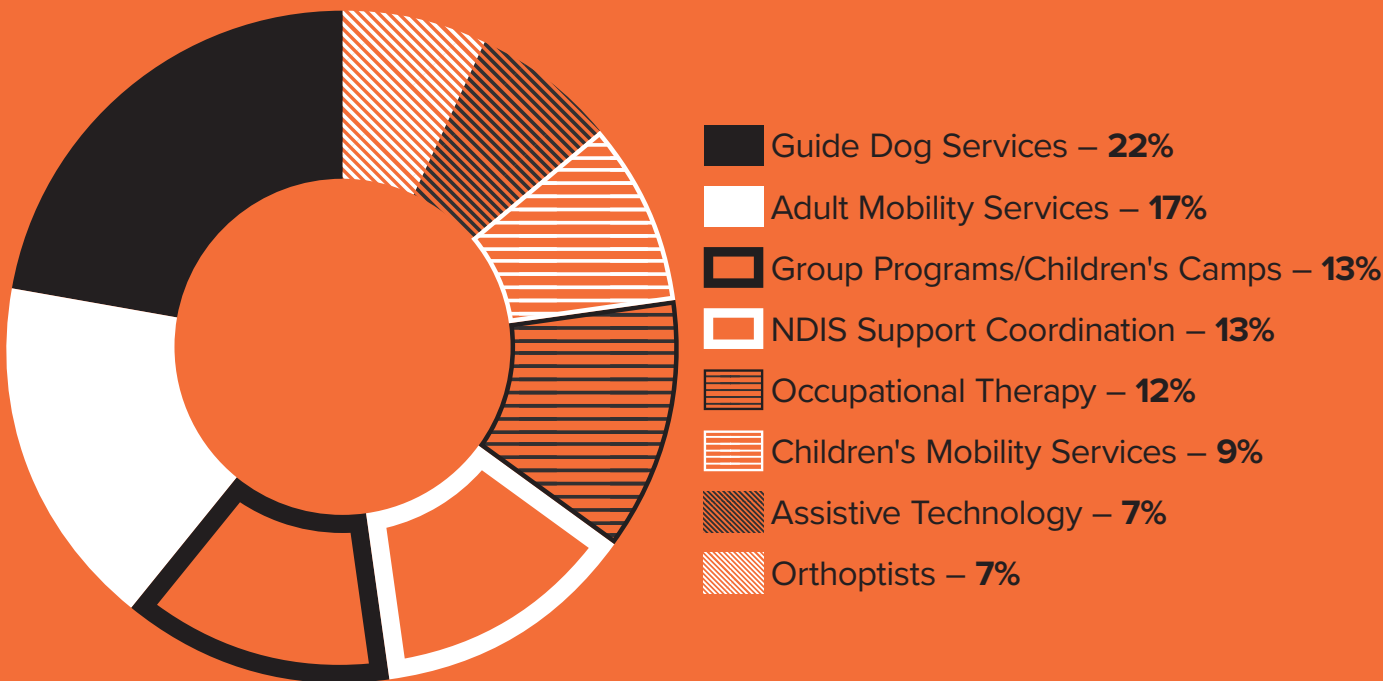


18,255 hours of Client service delivery including **4,540** hours for regional Clients.

8,573 lives positively impacted through our services. This includes Clients and their support networks.

3,093 Client programs delivered significant independence.

Services Breakdown by Category



Community Growth for Guide Dogs Australia

f +56% **@** +54% **in** +66%

Our People

154 employees with 33% being employed for over 10 years.

86% employee satisfaction.

607 volunteers.

94% volunteer satisfaction.

1.5 million volunteer hours.



Our Dogs

8,391 dog training sessions held.

234 working Guide Dogs in the community.


94 new pups into the world at our nursery, Cute HQ!

76 dogs matched with their new Handlers.



45 Guide Dogs.	14 Companion Dogs.
9 Breeding Dogs.	4 Post Traumatic Stress Disorder Dogs.
2 Ambassador Dogs.	2 Pets-as-Therapy Dogs.

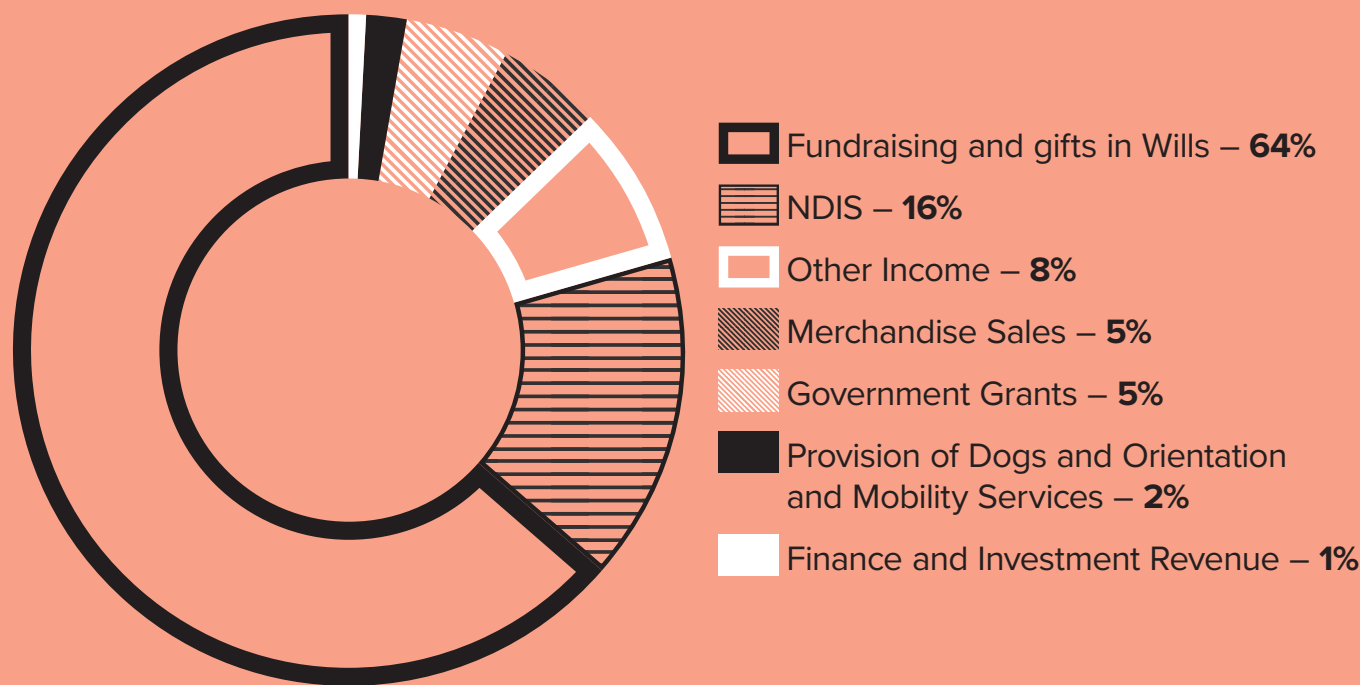
Website Data

156,561 Website visits.  **+7.1%** increase YOY.

Revenue.

Income	\$
Fundraising and gifts in wills	12,004,666
NDIS	3,088,136
Other income	1,491,395
Funding for capital purposes*	1,225,089
Government grants for services	1,052,231
Revenue from merchandise sales	1,008,125
Revenue from the provision of dogs and Orientation and Mobility Services	383,146
Finance and investment revenue	141,015
Total revenue	20,393,803

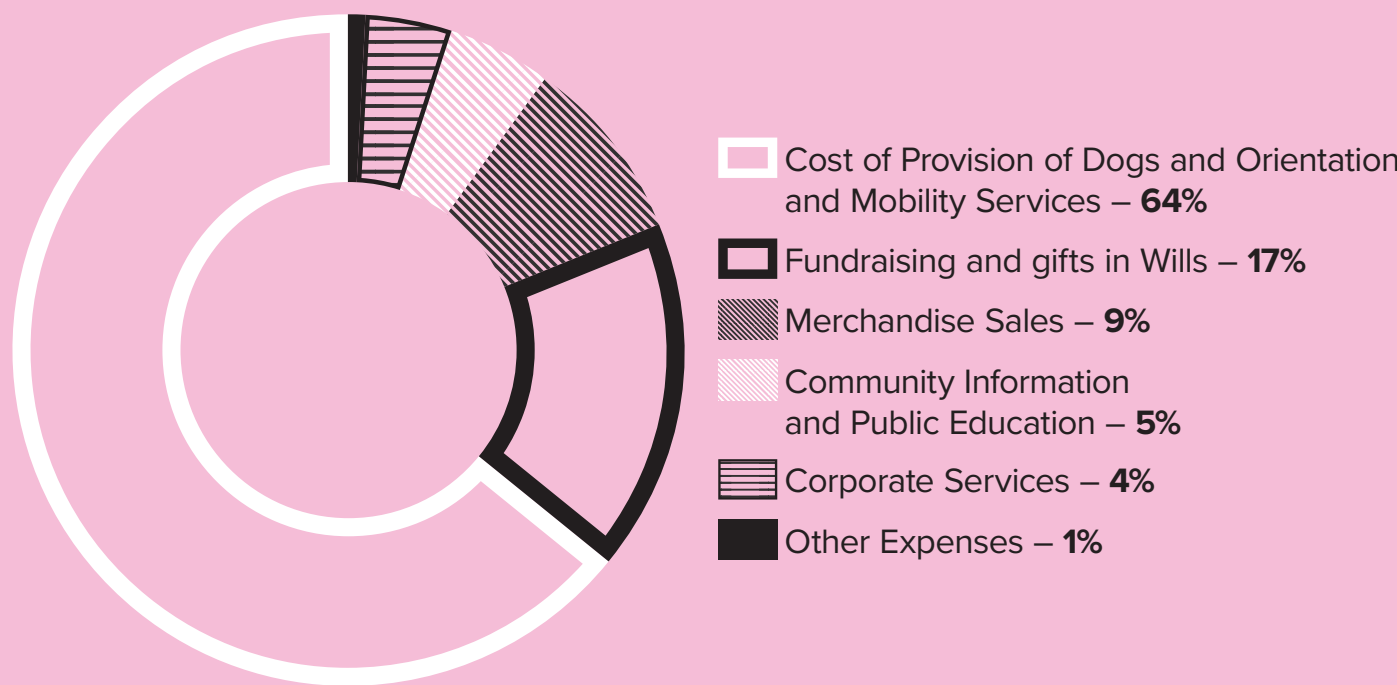
Percentage of Income excluding capital*



Expenses.

Expenditure	\$
Cost of provision of dogs and Orientation and Mobility Services	10,939,053
Cost of fundraising and gifts in Wills	2,828,603
Cost of merchandise sales	1,523,425
Community information and public education	852,352
Corporate Services	649,090
Other expenses	184,724
Total expenditure	16,977,247

Percentage of Expenditure



Thank you for your generosity.

Ada Withers
Agnes Greer
Ainslie Cummins
Alex and Geoff Kent
Alexia Patinyotis
Alfred Noel Curphey
Althea Bernet
Amelia Eliza Holland
Anita Crawcour
Anne Brewster
Anne-Elma Edyth Brown
Annie Gladys Matthews
Arline Cawthra
Audrey Lehey
Audrey Nancarrow
Barbara Fleming
Barr Family Foundation
Barry George Callaway
Beryl Collett
Betty Amsden
Foundation
Betty Brenda Spinks
Betty Lorraine Earl
Birchall Family
Foundation Trust
Bruce McDonald
Charitable Trust
Carol and Norm
Hastings
Catherine Clare Taylor
Charles and Cornelia
Goode Foundation
Charles Leonard Reid
City of Melbourne
City of Yarra
Claude Muhlethaler

Coca Cola Australia
Foundation
Colin Morgan
Collier Charitable Fund
Daryl Giles Howard
David Ernest Hill
David Murphy
Dennis Harold Frost
Department of Social
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Donald Arthur Davies
Donald Charles Doherty
Edith Grace Kemp
Edith Nagy
Edna Curwen-Walker
Edna Doris Olson
Edward Huglin
Elaine and Richard
Stradwick
Elaine Ong
Elizabeth Alice Rowe
Elizabeth Beischer
Elizabeth Bird
Ellayne Jacka
Esther May Roberts
Ethlinda Teague
Faye Jocelyn O'Neil
Flora and Frank Leith
Charitable Trust
Francis Samuel
Abrahams
Gaudry Foundation
Geoff and Helen
Handbury Foundation
Geoff Wing
Geoffrey Lee Smith

Geok Wong Charitable
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Helen Jean Burgess
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Henry William Firrell
Hilary Day
Honda Foundation
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Jean Hedges
Jennifer Ethel Harte
Jillian Bradshaw
Joe White
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John and Rose Downer
John Wagstaff
John Williams
Joseph Norman Mason
Jost Kaiser
Joy Margaret Brownlee
Joyce Cook
Joyce Kelly
Judith Hartley

June and Neville Smith
June King
Justin Twomey
Karen and Graeme
Hayes
Kel and Rosie Day
Foundation
Kenneth Henry Johnson
Kenneth M Martin
Kerin Sandra Margaret
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Margaret Wilkinson
Margaretha Kuipers
Marie De Bavay
Marjorie (Bardie)
Andrews
Marjorie Louisa Hayes
Marjorie Vivienne Jago
Mary Veronica Jones
Maud Morgan
Maureen Barbara Hearn
Mavis Florence Bowser

McLeod Family
Foundation
Merryn Anderson
Michael Teuma
Mina Louise Gallie
Miriam Myra Schilling
Mutual Trust Foundation
Nellie Klemm
Neville and Rita Brown
Noel McNamara
Noel Moore
Oswald Charles Hearne
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Viv Williams
Wendy Coghill
Wilfred and Ruby Bird
William Arthur
Shipperlee
William Mansel and
Dorothy Higgins
Winnie Palmer
Yvonne Mee

Puppy Sponsors

Thank you for your generosity.

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Leneeva Homes
- Lord Mayor’s Charitable Foundation – Eldon and Anne Foote

Phillips Foundation

Platinum FM

Robert Whalan

Sheila Cuxson

Shine On Foundation

Wendy Sammells



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Dr David Cochrane
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Guide Dogs

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