



Executive Director's Report: 2013-14

As at 30th June 2014

On its 3rd year, the 2013-14 year for Frontline Foundation Inc. continues to be a year of foundational activities and positioning for growth. The following initiatives are the highlights for the year:

Formal Launch of Frontline Foundation Inc.

Frontline Foundation was formally launched in a special high tea event in Melrose Melbourne Convention and Reception Centre on 15 June 2014. The event focussed on introducing the Foundation's core vision and strategy, values and mission, as well as its pilot community development initiative, the *"Let Us Sell Goods Livelihood Project"* for the Badjao community in Batangas, Philippines.

The formal launch was preceded by the signing of the strategic partnership agreement between Frontline Foundation and ACC International Relief (ACCIR) in November 2013.

This event is a culmination of three years of hard work to make a God-given dream become a reality. It was attended by over 150 people including representatives from ACCIR (Colin Dyer, Project Coach and Nicolette Ranieri, Programs Manager).

Establishment of a Strategic Partnership with ACC International Relief (ACCIR)

Frontline Foundation has finally signed a strategic partnership agreement with ACC International Relief (ACCIR) in November 2013 after an 18-month process of negotiations and adherence to stringent compliance requirements. This strategic partnership is required to facilitate the receipt of tax deductible donations and to assist in the implementation of Frontline Foundation's overseas aid programs and activities (where such programs and activities are approved by ACCIR). *Refer to Attachment 1 for a copy of the strategic partnership agreement.*

ACCIR is the Aid and Development arm of the Australian Christian Churches (ACC). Their three (3) core activities are:

1. Community Development - by addressing the issues of poverty and injustice through supporting holistic development initiatives
2. Disaster Relief - through immediate support in the wake of natural disasters, both in Australia and in developing countries)
3. Children's Programs - through community-based care for children in need offering support for education, healthcare and other necessities).

The process commenced in July 2012 with an initial meeting between Frontline Foundation (Maria Teresa Abadilla, CEO and Founder, and Jan Moody, Head of Projects) and ACCIR (Chad Irons, General Manager, and Nicolette Ranieri, Programs Manager).

Establishment of Frontline Social Services (Philippines)

A new non-government organisation (NGO) named Frontline Social Services was established in September 2013 to serve as the local project coordinator for Frontline Foundation Inc (Australia). Frontline Social Services (Philippines) has a direct reporting line to Frontline Foundation Inc (Australia).

As part of ACCIR's compliance requirements, to implement a project in the Philippines, it was imperative that the local NGO selected to be the project coordinator for Frontline has obtained a license from DSWD (Department of Social Welfare and Development). This is currently underway.

Badjao Community Development Project (Pilot Project 1)

As part of establishing a strategic partnership with ACCIR, Frontline Foundation proposed a pilot community development initiative, the *"Let Us Sell Goods Livelihood Project"* for the Badjao community in Batangas, Philippines. The project proposal has been reviewed and approved by the ACCIR Project Review Committee (PRC) in November 2013.

The *"Let Us Sell Goods Livelihood Project"* is a cooperative-like livelihood project wherein a capital of certain amount, in cash, is being lent to a Badjao family under certain length of time, terms and conditions. The start-up capital for the buy-and-sell business is aimed at providing an income to these families to sustain their daily needs and help them rise above poverty and lack. The project manager for this livelihood project is Pastor Albert Santiago.

Project funding required is \$8,000. To date, a total funding of \$6,200 has been given in two releases: (1) Release 1 - \$4,000 (26 November 2013) and (2) Release 2 - \$2,200 (10 May 2014).

As part of the ACCIR strategic partnership reporting requirements, bi-annual progress reports have been submitted to ACCIR. *Refer to the following attachments for the progress reports: Attachment 2 (for the reporting period 1 July – 31 December) and Attachment 3 (for the reporting period 1 January – 30 June).*

The proposal targeted to support 34 families. As of 30 June 2014, 54 families have been supported and have extended to two additional Badjao communities.

Frontline Organisation Development Project (Pilot Project 2)

As a newly commenced not for profit international aid organisation, Frontline needed to set the right strategies and foundations (such as people, processes and systems, structure and technology) in place in order to achieve its goals and be effective, efficient and viable in the long-term. Furthermore, it needed to ensure it adheres to laws and internationally recognised guidelines in the area of overseas development activities. The other pilot project - Frontline Organisation Development Project – is intended to address this both for Australia and the Philippines. The project proposal has been reviewed and approved by the ACCIR Project Review Committee (PRC) in November 2013.

Project funding required is AUD 5,800. To date, a total funding of \$1,200 has been given in two releases: (1) Release 1 - \$900 (27 February 2014) and (2) Release 2 - \$300 (10 May 2014). The funds have been focussed on the establishment of Frontline Social Services (Philippines) which included local registrations, set up of bank accounts and project support. This is ongoing as the DSWD registration is currently underway.

Establishment of Frontline Foundation Website and Social Media Presence

With the official launch of Frontline Foundation planned for June 2014, it was important for purposes of effective communications and marketing to deploy a solid website with a member management system and a donation functionality that can encompass social media (facebook, youtube, etc), blogs, events and news into one easy solution.

After three months of dedicated work, the Frontline Foundation Communications, Website and Social Media consolidated team, with the support of strategic partner Seek Digital Solutions, successfully delivered the Frontline Foundation website in May 2014: <http://www.frontlinefoundation.org.au>.

Furthermore, a Frontline Foundation facebook page has been set up in April 2014

<https://www.facebook.com/frontlinefoundation>, a Frontline Foundation youtube channel has established in May 2014 <http://www.youtube.com/user/frontlinefndninc>

and a monthly Frontline Foundation Newsletter has been set up in July 2014 using MailChimp, an email marketing service provider.

It is important that we create a strong partnership between generous involved parties and needy communities. It is important that Frontline Foundation continue to inspire and build hope so the people can have the motivation to create a positive change within their neighbourhood or village.

Train the Trainer

A training program “Community Development Planning Train the Trainer” training was conducted in Quezon City, Philippines, in June 2014 following the successful launch of Frontline Foundation.

This program was developed by the Australian Christian Churches International Relief (ACCIR) in Australia and was conducted by Maria Teresa Abadilla, CEO and Founder, and Jan Moody, Head of Projects. The workshop was provided free of charge for 12 local members and ran from 21-24 June 2014.

Participants for this training would be prepared to facilitate planning workshops with targeted communities which will become the basis for their community development plans. These plans will include future community development projects which may require funding from NGOs like Frontline Foundation.

The four-day program was aimed to define development as holistic sustainable change. The journey to progress begins with empowering a group of people to engage in the process of improving their social, economic, physical, spiritual and environmental situation.

The desired outcome of the action plan is to empower, build capacity and strengthen the community to take ownership, initiative and responsibility over their own development.

Among the skills imparted was training facilitation, understanding of community-driven development planning, breaking down development goals, identifying community assets, and the ability to motivate and address any issues that might arise.

Financial Performance

Funding sources for Frontline during this financial year were the following:

- Radiant Missions (from 2013 Radiant Women’s Conference)
- Major Partners (David Reid and Connect City Church (CCC))
- Donors (from June 2014 Frontline Foundation Formal Launch)

Overall, 2013-14 was a good foundational and positioning year for Frontline Foundation. For more detail on our financial performance, please refer to our Summary Financial Report by the Treasurer.

Our Future Ahead

The last three years (2011 – 2014) has been foundational and positioning for growth. For the next seven years (2014 – 2021), the focus in on **“Growing for Position”**.

Key strategic initiatives for the next three years (2014 - 2017) are:

1. Completion of the 2 pilot projects: Badjao Community Development Project and Frontline Organisational Development Project (Australia and Philippines).
2. Strategy Development: 2014-2017 Overall Strategy and Direction (to extend international aid beyond the Philippine, including locally in Melbourne)
3. Fundraising, Donor Management and Marketing Strategy Development and Implementation
4. Training Strategy Development and Implementation - Train the Trainers (facilitators for the community development planning workshops)
5. 2014-2015 Project Development and Implementation. After the completion of the pilot community project, two communities are planned to be supported in coordination with Connect City Church (CCC) Philippines.
 - Barangay Magang, Daet, Camarines Norte (2014 - 2016)
 - Barangay San Luis, Cogeo, Antipolo, Rizal (2015 – 2017)

We have a strong commitment to help communities and individuals experience real and holistic transformation as we work with them to alleviate poverty and support the needy.

Thank you for your support.

Maria Teresa Abadilla

CEO and Founder



Committee of Management (Board)

As at 30th June 2014

Chair

Maria Teresa Abadilla

CEO and Founder, Frontline Foundation

Treasurer

Nenita Go

Finance Officer, Frontline Foundation

Secretary

Cenalyne Cortez

Board Secretary, Connect City Church (CCC) Committee of Management

Corporate Services Officer, Frontline Foundation

Member

Jeanette Moody

Pastor, Connect City Church (CCC) Main Campus

Head of Projects, Frontline Foundation

Ordained Pastor, Australian Christian Churches (ACC)

Member

Maximino Flores

Pastor, Connect City Church (CCC) West Campus

Ordained Pastor, Australian Christian Churches (ACC)

Member

Ernesto Iradiel

Pastor, Connect City Church (CCC) East and South-East Campuses

Ordained Pastor, Australian Christian Churches (ACC)

Member of ACC Multinational Executive Team

Member

Allan Vitug

Pastor, Connect City Church (CCC) Main Campus