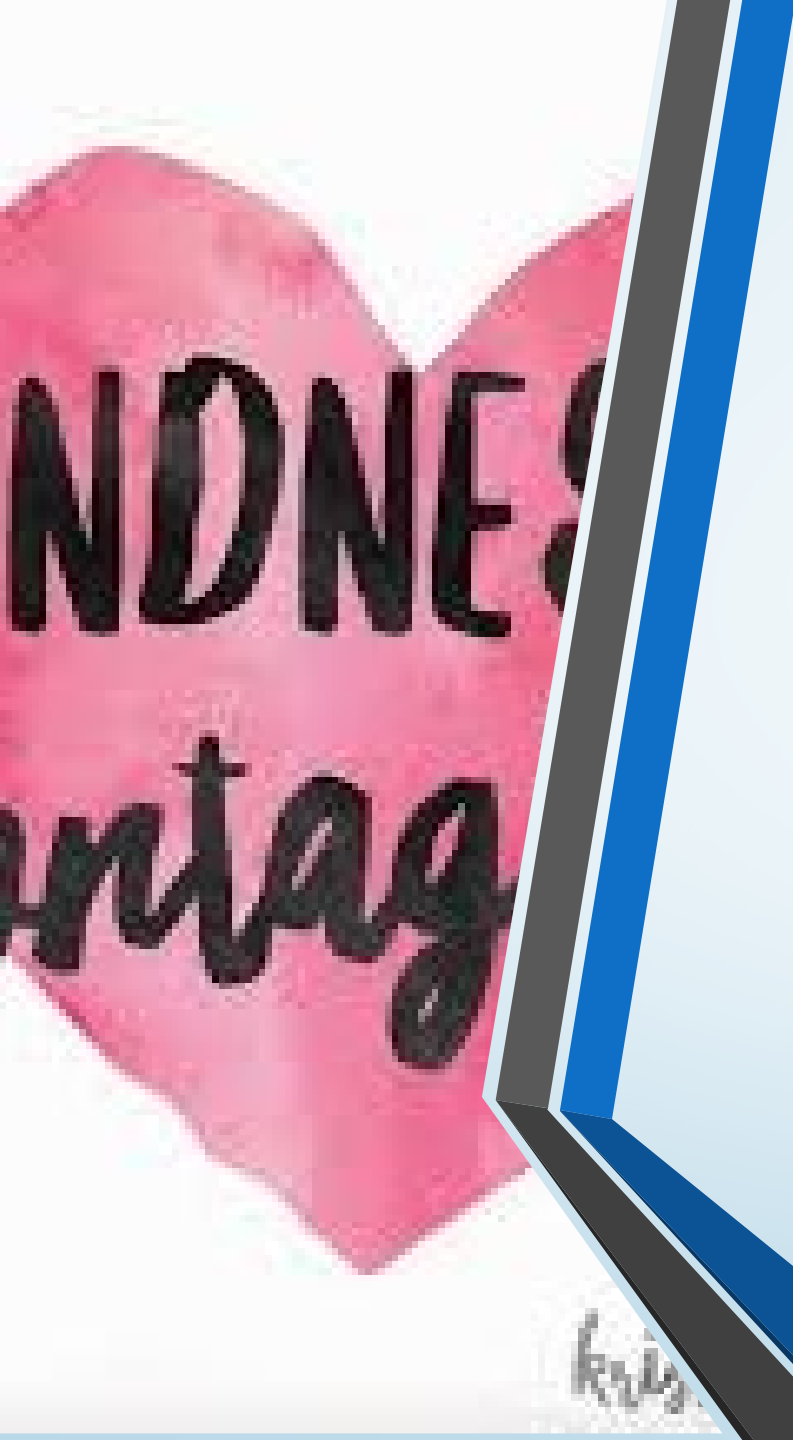


**THE APCO FOUNDATION PTY LTD  
WILL AS A GROUP**  
Involving support office staff, retail partners  
and their employees,  
Focus on kindness in our Apco communities by  
giving financial support to individuals, families  
and projects.

**APCO FOUNDATION  
CHAIRPERSONS REPORT 2023**

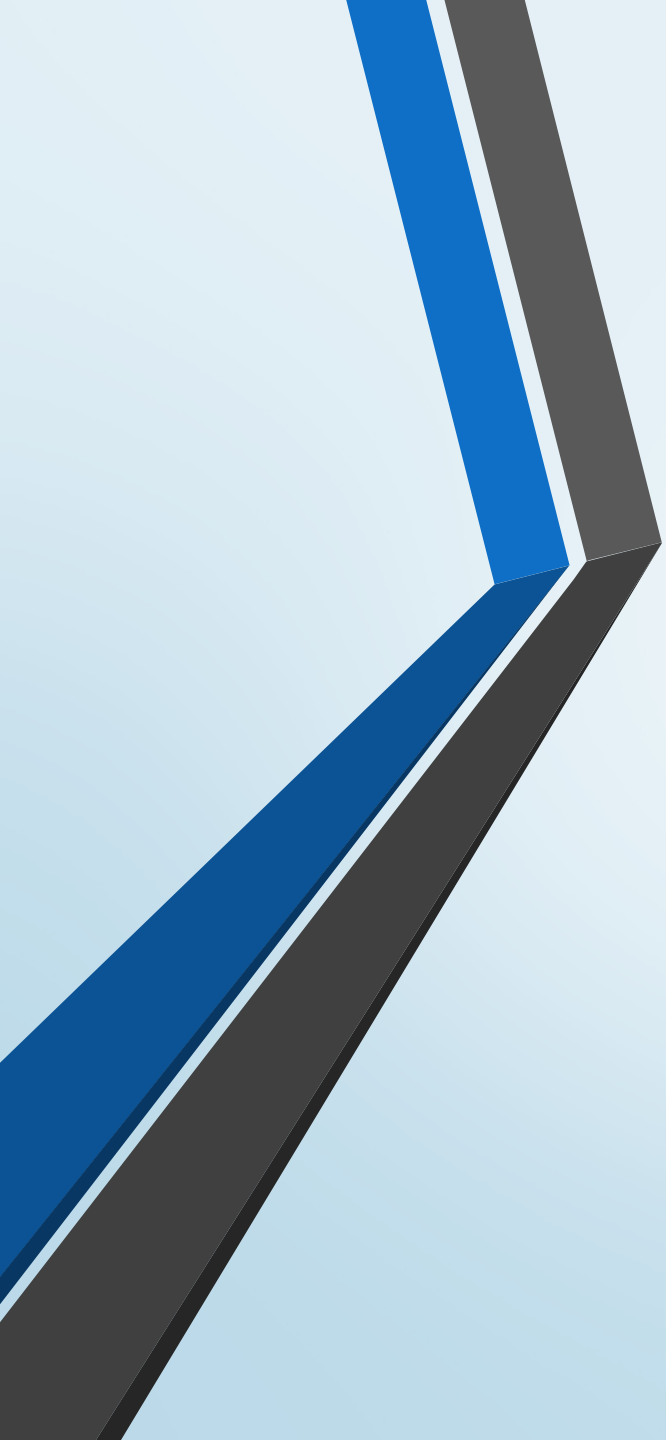




It can take one act of Kindness to change someone's life. It took us 9 years to give away one million dollars and has taken us only 2 years to give away another half a million. In the last 12 months many people have received an Act of Kindness from the APCO Foundation. We refer often to our mission statement and constitution as we listen to and decide on all our requests.



It's been a great year for the foundation. We have a wonderful well-balanced board that speak up and have the best interests of the foundation and the APCO communities in their sights. We have grown and developed so much over the past year because of this board, and I cannot thank them enough for their work and thoughtful consideration they bring every month. We have put in place procedures and policies to help guide us through the many different requests that come to our table each month.



Last month we said goodbye to 3 of our board members. Brendan Bilogrevic was a member of our board as our vice-treasurer and we will miss him. His hard work and dedication were greatly appreciated. We are indebted to him for his guidance and expertise in this area. Brendan has gone travelling with his new wife and we wish him a wonderful safe adventure.

Juli Baldwin also had to resign due to a change in her job. Juli was involved with the foundation even before she became a board member. In particular we have Juli to thank for the care packs during the pandemic. These care packs made a huge difference in peoples lives in this time and without Juli it would not have been possible. Juli's heart is one of the kindest I have ever met and losing her from the board will be difficult. Juli had great contacts around Geelong and her influence on the board has been significant. Juli will be greatly missed by us all.

Yoland Marshall returned to the board after being a founding member of the board in 2013 for 2 years. Yoland's expertise and experience were significant in the early year's and we were hoping that she would be able to help us out again. Yoland accepted a job and has young children, is studying and also a retail operator at Skipton street Ballarat with her husband Brent. Yoland is just one of those people who just keep looking after others and doing everything for everyone else. Exactly the person we look for in a board member, but Yoland will return to us when her life settles a little bit. It is not goodbye just a temporary leave. We would love another retail partner on the board so if you are interested, please give myself or one of the board members a ring.

We have two new board members since last year. Kellie Struth our very own support office Head of Marketing and Category. Kellie has been instrumental in the growth of the foundation since she arrived at APCO. Kellie has grown the foundation significantly by looking for opportunities for the foundation to improve its income. Our recent very successful Giving Day could not have happened without her support and that of her wonderful team. The board look forward to Kellie's expertise helping us to shape our success.

APCO'S CFO Fiona Rowan has stepped in to help the foundation our new treasurer. The board know that Fiona's expertise and experience in this area will be of great value to us and we are very grateful for her support and already Fiona has made decisions that have made the day to day running of the foundation easier. We know that Fiona's contribution to the board will be significant.



## 10 YEARS OF THE APCO FOUNDATION

To all of my board I say thank you for your kindness and your dedication. I am so passionate about what we do and being able to do it with such wonderful people makes my work so much easier.

As we mark this wonderful milestone of 10 years as a foundation I am filled with a deep sense of gratitude and appreciation of my family. My parents and my brothers have supported the idea and the reality of this foundation and have worked with us to build and grow the foundation from strength to strength.

Through the ups and down, challenges and triumphs I have had unwavering support from my family. My husband and my children have supported me all the way and I am deeply grateful to them.

My sisters and I have shared a journey that has left me with a deep sense of gratitude and appreciation for each of them. We have built an unbreakable bond that I treasure beyond words. Your unique strengths insights and contributions have enriched every project and event we have undertaken. I am truly fortunate to have sisters who have stood by me and believed in our shared vision.



**CO Founda**  
**Fuel for a Cause**

Our goals last year were to increase our communication and awareness of the foundation.

- In the community
- With support office
- All our employees.

One of the main ways we have been doing this is with our snapshot which we publish after every board meeting. This is to help grow awareness and transparency for what we are doing at board level. Support Office and Kellie's Marketing team have been invaluable here. They have supported us with the Go Boards, Social media and a whole month dedicated to the foundation.

Giving Day was on the 25<sup>th</sup> July and technically not included in my report for this year. I have to mention it though as Jade Augustine and the marketing team including Christian, Jess and Kellie worked very hard for the months leading up to this event and we had an extremely successful day! This day created awareness in all our sites and the communities around those sites.

More to come about this in the future.



**WE RAISED \$348,263.84 AN ABSOLUTE RECORD!**

**WE DONATED BACK INTO THE COMMUNITY \$276,600 ANOTHER RECORD!**



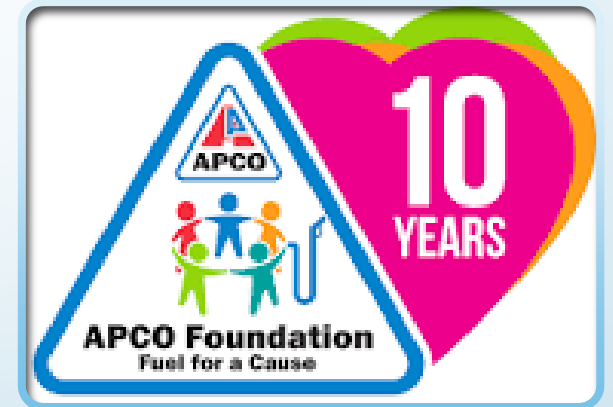
# GROWING THE FOUNDATION

To raise this money takes a team. Employing Jade Augustine to run these events for us has been invaluable. The Foundation has been employing Jade Augustine from Joyful Marketing as Development Co Ordinator for one day a week. Jade has been crucial to the success of the foundation over the past year.

Jade has introduced Golf day, Giving Day, APCO Foundation Lolly Bags and growing the amount of money raised in race day and wine walk. Jade has added over \$180,000 to the foundation since she joined us and she is not finished yet!! Jade continues to work with Support office to increase our social media presence with the support of Jess Gregson. The Go Boards at our APCO Sites are even more amazing and Jade and Jess have utilized them for the Foundation, Kindness Champs, and our Events.

# MONTHLY SNAPSHOT

The monthly snapshot is fantastic! I need to give a special mention to Christian Benci from support office here. We could not achieve our goal of awareness without Christian. From videos, photography, snapshots, emails, posters, banners and all else marketing he manages to find time to help us and it is due to Kellie Christian, Jess and their team that the foundations awareness is growing so much.







Our Wine Walk Saturday 11<sup>th</sup> February RAISED \$81,021.80.

What a day! 750 wine walkers, 8 gorgeous venues including a ride on the Sky Wheel, music, canapes and wine! Throw in some breweries and distilleries and the day was an amazing success. Our Wineries were amazing and so supportive of what we do.

Wineries that support our communities deserve recognition for their efforts in giving back and making a positive impact. Lets support these amazing people and the venues that hosted them if you get the opportunity. A complete list of these venues and wineries are listed at the end of my report. A massive thank you to Pure Wax for coming back on board as a major sponsor.

# OUR VENUES AND OUR WINERIES

PLEASE SUPPORT OUR WINE WALK COMMUNITY.

## OUR VENUES

THE BOAT SHED

THE INN

THE YACHT CLUB

SAILORS REST

THE SKY WHEEL

FISHERMENS PIER

THE HYGIEA

THE WHARF SHED

AUSTINS

BANKS ROAD

BELLARINE DISTILLERY

BELL BEACH BREWERY

BIANCO ROSSO

BLACKMANS BREWERY

BREWICOLO BREWERY

BURNT ACRE

BYRONSVALE

CAMPBELL WINES

CHAS COLE CELLABRATIONS

GREAT OCEAN ROAD GIN

JACK RABBIT

LEURA PARK ESTATE

MAYGARS HILL

NURRINGA WINERY

PIZZINI

PROVENANCE WINES

SCOTCHMANS HILL

SIX FOOT SIX

TIMBOON DISTILLERY

YES SAID THE SEAL



WINE WALK

2023



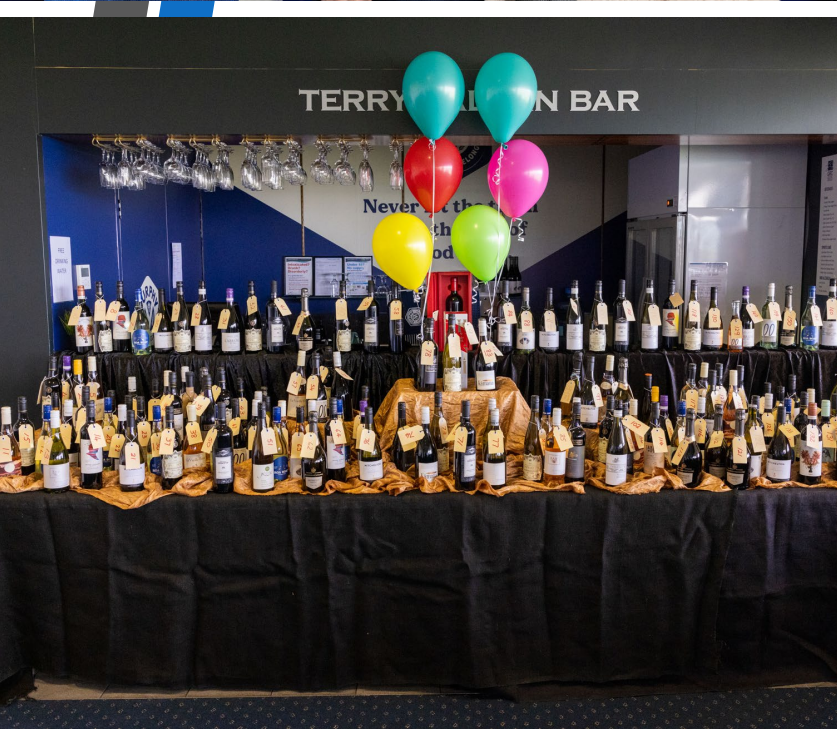
# RACE FOR A REASON 2023

**Race for a Reason Friday May 12<sup>th</sup>. \$76,210.01  
was raised!**

Jade did a wonderful job and along with our special guests Ian Cover, Tom King and Dermott Brereton created a day that had everyone have a wonderful time. Our wine wall and our auction raised a lot of money. To everyone who donated to our auction thank you for your generosity.

It means such a lot to us that you are prepared to help us and support the Foundation. Special thanks to Chas Cole, Cellarbrations and our Wineries that donated to our wine wall.





# GOLFING FOR GOOD

Our Inaugural GOLF DAY raised **\$29,849.02** at the beautiful Curlewis course. Thank you to Eric Hancock from ASAHI who gave us such support for this day. ASAHI have been a strong supporter of the Foundation, supporting everything we do.

We had Robert Dipierdomenico come along, play a few holes and have a chat with the crowd. The day could not have been colder, but the golfing teams did not let that stop them having a fantastic day.

A special thank you to the beautiful Curlewis Golf club for supporting this day! Such a beautiful place to stay even if you did not play golf! Congratulations to the Coulter Legal team for winning the day! Will they go back to back? Can't wait to see!





# HOW ELSE DID WE RAISE OUR MONEY?

WE HAVE PURE WAX BACK ON BOARD AND THAT HAS BEEN FANTASTIC! THEY PAY US \$500 A WEEK PER SITE WHERE THEY ON SELL THEIR AMAZING PRODUCT TO OUR CUSTOMERS. **\$11,500 RAISED**

APCO OIL 10 c for every oil sold RAISED \$1625.40

APCO CHILL WATER 10 c for every bottle sold Raised \$5278.40

22C TUESDAYS (22 CENTS FROM EVERY COFFEE AT EVERY SITE SOLD ON TUESDAYS GOES TO THE FOUNDATION. **RAISED \$ 44,556.60**

STAFF COFFEE DONATIONS RAISED \$5250

SITE DONATION TINS RAISED \$16,837.95





**KINDNESS  
CHAMPS  
RAISED  
\$28,471.49  
THANK YOU  
TO OUR  
TRADE  
PARTNERS!**

We have a Kindness Champ every month from APCO'S corporate partners. They donate an amount of money to the APCO FOUNDATION from the sale of their products in every APCO site. Please know your efforts are noticed and appreciated. The impact you make is a testament to your values and a shining example of how businesses can make a meaningful impact on society.



**MARS WRIGLEY**



Good food, Good life



# WHO DID WE DONATE TO



- The boards monthly donations were to
- COTTAGE BY THE SEA **\$1000** per month
- MELI **\$3000** per month for an emergency relief fund available for an hour on Monday mornings.
- FEED ME BELLARINE GEELONG AND SURF COAST **\$2000** per month.
- An annual donation from Race day gives **\$10,000** to COPS N KIDS
- I have included the complete list and amounts in an attachment at the end of this report.

# COMPLETE LIST OF DONATIONS 2022/2023



SITE	SITE DONATIONS	AMOUNT
Newcomb	Lifeline	\$ 3,000.00
North Geelong	Sharing Tullis Smile Fund	\$ 3,000.00
Warrnambool	11 year old granddaughter diagnosed with leukaemia	\$ 3,000.00
East Geelong	Woman homeless by putting husband incare	\$ 1,000.00
East Geelong	Elderly woman on hard times and unable to pay bills	\$ 2,000.00
Kangaroo Flat	Bendigo Hospital	\$ 1,000.00
kangaroo Flat	Young man in need of help	\$ 2,000.00
Barwon Heads	Young man in accident in need of help	\$ 3,000.00
Ballarat Main Road	Woman with depression and medical conditions.	\$ 1,000.00
Strathdale	Family with a child fighting cancer.	\$ 3,000.00
Ballarat Skipton St	45 year old woman with cancer and 4 children	\$ 3,000.00
Hoppers Crossing	Woman with Breast cancer having chemotheapy	\$ 3,000.00
South Geelong	A Young person in need of help to set up their home after an accident.	\$ 2,000.00
Highton	Single mum with mental health issues and homeless with children	\$ 1,000.00
Epping	From Us 2 You	\$ 3,000.00
Bacchus Marsh	Family in need of support	\$ 3,000.00
Cranbourne North	Life Gate	\$ 1,000.00
Cranbourne West	Out Post	\$ 3,000.00
Mildura	Sunassist	\$ 2,500.00
Mildura	Mildura Specialist School	\$ 500.00
Thomastown	Hayden's Helping Hands	\$ 3,000.00
Shepparton	Starlight Children's Foundation	\$ 1,000.00
Shepparton	Zoe's Fight	\$ 1,000.00
Chas Cole Geelong	Woman with aggressive cancer needing a lot of treatment.	\$ 3,000.00
	SITE DONATION TOTAL	\$ 52,000.00

<b>FOUNDATION BOARD</b>	
Bendigo Health- Gift Cards	\$ 1,000.00
Child with medical condition only one parent able to work	\$ 1,500.00
Meli -Gift Cards	\$ 10,000.00
Geelong Arts Centre	\$ 7,500.00
Shepparton Flood Support	\$ 10,000.00
Shepparton Flood Support	\$ 10,000.00
Shepparton Flood Support	\$ 2,000.00
Shepparton Flood Support	\$ 2,000.00
Shepparton Flood Support	\$ 10,000.00
Shepparton Flood Support	\$ 10,000.00
Shepparton Flood Support	\$ 10,000.00
Shepparton Flood Support	\$ 4,000.00
Shepparton Flood Support	\$ 1,000.00
Shepparton Flood Support	\$ 2,000.00
Shepparton Flood Support	\$ 5,000.00
Shepparton Flood Support	\$ 4,000.00
Shepparton Flood Support	\$ 2,000.00
Shepparton Flood Support	\$ 8,000.00
Shepparton Flood Support	\$ 4,000.00

Family home burnt hown	\$	3,000.00
Warrnambool and District Hospice	\$	1,500.00
Bethany Giving Tree	\$	5,000.00
Young man in accident needing support	\$	5,000.00
Geelong Youth Engagement	\$	3,000.00
3216 Connect	\$	4,000.00
Education Activity Centre	\$	5,000.00
Woman who needed financial help to get back on her feet	\$	2,000.00
Bluebird Foundation	\$	5,000.00
Woman fleeing domestic violence and homeless	\$	2,000.00
Elderly couple lost everything in a fire	\$	3,000.00
Woman with advanced cancer needing financial help	\$	2,000.00
Empowerment Challenge	\$	500.00
Woman with complex health issues needing help.	\$	500.00
Salvation Army Outreach Van	\$	5,000.00
MELI (BETHANY)	\$	3,000.00
Anam Cara House	\$	5,000.00
MELI (BETHANY)	\$	3,000.00
The Gianna Centre	\$	1,500.00
MELI (BETHANY)	\$	3,000.00
Child with bone marrow transplant	\$	3,000.00
Single mum fleeing domestic violence	\$	1,600.00
FEED ME BELLARINE \$2,000 a month plus \$10,000 May 23	\$	34,000.00
COTTAGE BY THE SEA \$ 1,000 a month plus \$8,000 28/2/23	\$	20,000.00
BOARD	\$	224,600.00
SITES	\$	52,000.00
TOTAL	\$	276,600.00



We could not run the foundation without the kindness and generosity of Support Office. There is no one at Support Office that would not go the extra mile for the foundation. From the kitchen, IT, Marketing, maintenance and our wonderful drivers they all contribute to the foundation over the year.



I just want to thank the APCO community from the bottom of my heart for your contributions to the foundation and for your help in growing us.



We could not do this without everyone pulling together and the kindness of all.

**SHARON GLEESON**

**APCO FOUNDATION CHAIR 2023**