



# GOVERNORS' PROSPECTUS

“GOVERNOR”:

*One who has the care of guardianship; a tutor; a guardian,  
representative of an organisation, business or institution.*



## FOREWORD

*I write as patron of the Sir Roden and Lady Cutler Foundation Inc. This Foundation has done, for many years, remarkable and unique work via a 'Pick Me Up' service which began back in 1998 and has grown from humble beginnings of 300 trips a year to now over 6,000. These are people who, without the Foundation, would be virtually abandoned. They are elderly people who have no way of getting to a doctor's appointment. They are veterans of several theatres of war who have no one to get them to essential services that they regularly seek.*

*The 'Pick Me Up' service provides extraordinary and unprecedented support for such worthy yet needy people in our community. Now the Foundation is seeking to inaugurate a Special Circumstances Grants Programme for those who need specialised equipment and other simple necessities of life.*

*What the Foundation is seeking is 15 Governors to outlay \$15,000 each to ensure the continual success of this wonderful charity. It is a call to arms. But I would like to think that being an exclusive Governor would be an honour and a prestigious appointment.*

*The mission of the Foundation is very straightforward: 'To provide needy Australians and their carers with the transport and financial support necessary to maintain and enhance their quality of life'. But what impresses me about the work of the Foundation is the nature of the work and the way it is carried out. The key is to treat these people with respect, patience, courtesy and dignity at a time in their life when all those qualities are often denied them.*

*The Foundation also seeks to secure the independence of such people, to enable them to remain within their home and local community but benefit from services that local networks can bring.*

*I hope you'll see fit to respond to my 'call to arms'. We would very much like to have you on board.*

WITH PERSONAL BEST WISHES,  
~ ALAN JONES AO, PATRON ~



## SIR RODEN CUTLER VC

*Sir Roden Cutler was a gallant and fine Australian who won respect and affection from all the people he met in the time that he served as Governor of New South Wales, from 1966 for a period of 15 years.*

A brief History:

- His service, both in war and in peace, was courageous distinguished and decorated.
- He joined the second AIF in 1940 and was awarded the Victoria Cross for “conspicuous and consistent gallantry against the enemy”.
- In 1941 Sir Roden was wounded and as a result his leg was amputated.
- Shortly after, he became State Secretary of the RSL and Assistant Commissioner at the Department of Repatriation.
- In 1946 Sir Roden entered the diplomatic service serving as Ambassador to the Netherlands, delegate to the United Nations General Assembly, Consul General in New York and High Commissioner in Pakistan.
- In 1966 Sir Roden was appointed Governor of NSW and was the longest serving appointee to the office (15 years)
- Sir Roden also served as President of the Scouts Association of New South Wales and gave much of his time to numerous other charities including the Red Cross, Legacy and the Bradman Museum.

In every way Sir Roden Cutler was an exceptional Australian. He was a great lover of sport, a gallant soldier and a great servant to charities and as Governor of New South Wales.

## SIR RODEN & LADY CUTLER FOUNDATION

The Sir Roden & Lady Cutler Foundation is a charity established in 1999 to help people in need who have no other means to meet their needs. It aims especially to help the elderly and physically handicapped to be mobile, and to assist with transport to and from hospital and their medical appointments.

The foundation was formed to follow Sir Roden's example of serving fellow Australians and providing for the neediest in Australia. It started in Sydney with the aim of extending services throughout NSW as the need and opportunity arise.

In its short history it has rapidly grown to meet an important community need through the 'Pick me Up Service' and Caring for Carers initiatives as well as providing essential funding through the Special Circumstances Grant.

- 1999 *Its origins arose out of the Club of St Christopher and was formed from a Kings Cross Rotary club project helping police get stranded kids home. This was incorporated in 2001 as it grew to include transport for the elderly.*
- 2001 *The Club of St Christopher was incorporated so its work can be ongoing.*
- 2002 *Lady Cutler joins as an advisor and allows the charity to take on Sir Roden's name.*
- 2003 *Name change to Sir Roden Cutler Charities Incorporated is completed.*
- 2009 *Organisation structure changed its name to Sir Roden & Lady Cutler Foundation.*



## OBJECTIVES

The objectives of the Foundation are:

- 1 To relieve persons in Australia who are in necessitous circumstances.
- 2 To relieve persons who are unable to attend to their necessities of life without transport assistance (including the infirm, the aged, the incapacitated, the disabled, the intellectually impaired and the delinquent.)
- 3 To provide to persons who, by reason of their infirmity, age or disability are immobilised, transport to hospital, medical practitioners, social workers or to other venues to obtain the necessities of life.
- 4 For the public benefit, to assist persons or organisations providing to persons in Australia direct relief in cases of disability, distress, helplessness, misfortune, poverty, sickness and suffering.

### *Vision*

To help when there is no one else who can.

### *Mission*

“To provide needy Australians and their carers with the transport and financial support necessary to maintain and enhance their quality of life”

### *Values*

- **Responsive:** Ensure the transport/mobility needs of the elderly and disabled are being supported and met in a timely manner.
- **Caring:** All people that we interact with or provide a service to will be treated with respect, patience and courtesy.
- **Independence:** The opportunity for people to remain within their home and local community and benefit from the services that local networks can bring.
- **Volunteering:** Promote and recognise giving and community service, and interaction through, sharing and co-operation between residents living and operating within our community.



Sir Roden Cutler and Sir Donald Bradman.



## THE VALUE PROPOSITION

*This is your chance to obtain a very exclusive appointment that is being offered to corporate and individual supporters.*

There is a limited number of only 15 Governor's positions nationally.

Benefits include:

### 1. Brand Building

Sir Roden Cutler is part of NSW history and the Sir Roden & Lady Cutler Foundation is a legacy to the exceptional service he has provided in his military and diplomatic career as well as to the charitable causes that he actively supported.

The Foundation brings very strong and positive brand builders for organisations and individuals that value the following image identifiers:

- Status/Prestige (this is a unique opportunity to be associated with a great Australian, as in Sir Roden Cutler VC)
- Tradition (part of history, Sir Roden was the longest serving Governor of NSW – 15 years)
- Credible (great charity, great values, great objectives)
- Responsible (effective social responsibility by ensuring the continuing service and operation of the free Pick Me Up Program that has grown to over 6,000 pick-ups per year.)
- Caring (the charity's motto says it all: "The charity that helps when there is no one else who can.")
- Respect
- Trust

This special association with the Foundation will be of particular value for newer individuals/organisations/companies that seek to accelerate the achievement of their desired brand position.

### 2. Effective Corporate Social Responsibility (CSR)

The Sir Roden & Lady Cutler Foundation is a volunteer based charity that promises its Governors and Lieutenant Governors a high level of reporting and the regular provision of copy and images that can be used to inform staff, customers and other stakeholders. A Governor or a Lieutenant Governor may direct their annual donation to a specific Special Circumstances Grant which can be incorporated into a cause marketing campaign or an internal staff payroll deduction campaign.

Sir Roden & Lady Cutler Foundation's focus on the very poor ensures a strong charitable CSR partnership that is about assisting needy people in urgent need of transport to meet their medical and health needs.

### 3. Public Recognition Opportunities

Governors and Lieutenant Governors will be provided with a range of public recognition opportunities that will regularly profile their organisation. These will be optional and customised to suit the Governor and Lieutenant Governor's brand and/or CSR strategy.

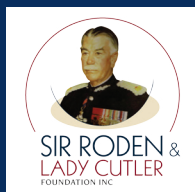
These will include:

- Exclusive membership (only 15 Governors nationally)
- Listing of Governors on Letterhead
- Web site home page listing and link to own web site (Corporation)
- Recognition Board in reception centre
- Large framed and elegant hand coloured certificate, ideal for own foyer and as a keep sake
- Photo opportunities to suit brand and CSR campaign
- Yearly Governors' balls/luncheons

### 4. Investment

- \$15,000\* per annum – Deductible Gift Recipient (DGR)
- Only 15 Governor appointments will be made nationally
- Lieutenant Governors \$5,000 per annum

\*Tax Deductible please see your tax advisor regarding your individual circumstances



*Sir Roden & Lady Cutler Foundation*  
*PO Box 198, Paddington NSW 2021*  
*Telephone: 02 9362 4430 ~ Mobile: 0411 644 530*  
*Website: [www.sirroden.org.au](http://www.sirroden.org.au) ~ Email: [info@sirroden.org.au](mailto:info@sirroden.org.au)*