

SIR RODEN & LADY CUTLER FOUNDATION

Helping out when no one else can

SIR RODEN & LADY
CUTLER
FOUNDATION INC





ALAN JONES AO
Patron

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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 13,500. 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 Sponsors to ensure the continual success of this wonderful charity. It is a call to arms. But I would like to think that being a sponsor 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 ~

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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 'FREE Medical Transport Service' as well as providing essential funding through the Special Circumstances Grant.



- The Club of St Christopher was incorporated so its work can be ongoing.
- Lady Cutler joins as an advisor and allows the charity to take on Sir Roden's name.

Organisation structure changed its name to Sir Roden & Lady Cutler Foundation.

Exceeds over 9,000 bookings covering the communities in the Sydney Metropolitan basin including the Eastern Suburbs, Southern Suburbs and Inner West regions.

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. 400 bookings registered.

2001

2003

Name change to Sir Roden Cutler Charities Incorporated is completed.

2009

2012

Expands its operation and Free "Pick Me Up" service to the Inner West of Sydney.

2016

2021

- Car fleet increased to 10.
- Partnership with Community Clubs throughout Sydney established to further expand the service into Sydney West, South West and Northern suburbs areas.
- 13,500 FREE trips averaged per annum.
- Over 80 strong Volunteers working for the 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 those 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.

THE VALUE PROPOSITION

This is your chance to obtain a very special opportunity that is being offered to corporate and individual supporters

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 9,000 bookings per year.)
- **CARING** (the charity's motto says it all: " the charity that helps when no one else can")
- **RESPECT & TRUST**

2. EFFECTIVE CORPORATE SOCIAL RESPONSIBILITY (CSR)

The Sir Roden & Lady Cutler Foundation is a volunteer based community charity that promises its Sponsors a high level of reporting and the regular provision of copy and images that can be used to inform staff, customers and other stakeholders.

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

Sponsors will be provided with an arrange of public opportunities that will regularly profile their organisation. These will be optional & customised to suit the organisation or individuals brand and/or corporate social responsibility(CSR) strategy.

SIR RODEN & LADY CUTLER FOUNDATION SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP - \$125,000 P.A

- Exclusive Brand Signage rights on all Vehicles.
- Website home page listing & link to official corporate website.
- Listing of Sponsor on all Stationery & Newsletters.
- Naming Rights to annual Golf Day including registration for two (2) Teams.
- Invite & Public recognition on all other Foundation Functions & Events.
- Photo Opportunities to suit brand & CSR campaigns.
- Committee representation.

GOLD SPONSOR - \$75,000 P.A

- Brand Signage on Vehicles.
- Website home page listing and link to official corporate website.
- Listing of Sponsor on all Stationery & Newsletters.
- Invite to all other Foundation Functions & Events.
- Golf Day Registration for one (1) team.
- Photo opportunities to suit brand & CSR Campaigns.

SILVER SPONSOR - \$50,000 P.A

- Website home page listing & link to official corporate website. Listing of Sponsor on all Stationery & newsletters.
- Invite to all other Foundation Events.
- Golf Day Registration for one (1) team.
- Photo opportunities to suit brand & CSR campaigns.

GOVERNOR - \$15,000*

- One of only 15 available (to commemorate Sir Roden's 15 years as Governor of NSW).
- Exclusive & prestige appointment.
- Personalised & unique Governors Medal
- Acknowledgment on SRLCF official Website & on all Stationery and Newsletters.
- Invite to Annual Governors Function at Government House.
- Invite to all other Foundation Functions & Events.

LIEUTENANT GOVERNOR - \$5,000*

- Acknowledgement on SRLCF website.
- Invite to Governors Function at Government House.
- Invite to all other Foundation Functions & Events.

SPONSOR A VOLUNTEER - \$1,000**

- Acknowledgement on SRLCF website.
- Brand or name acknowledgment on sponsored volunteers uniform

*Please note Governor & Lieutenant Governor sponsorships are for a minimal 3 year period.

**Volunteer sponsorships are on a per year basis



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