



Philanthropy

April 2017

Is not a word reserved only for the rich. It works when everyone gives their assets or resources to make a vision come true. We see all acts of generosity, sharing and kindness as philanthropy and the giving of time is another way to participate.

Here we are, 100 days into the new year (where on earth did that go?) and we are approaching 100 meetings that each have a story to tell from the hour of time that was given by each executive. We are in the process of collating these stories to add to the new website.

Our B2B connection platform officially went live at the end of January and we had our first clients take out subscriptions and book meetings through it. This is a great start, and validates our idea. Since then, our subscription membership has grown and we are now on a drive to ramp up to 1000 paid subscribers so we can really make a bigger impact.

On the 8th March we had an OFFICIAL LAUNCH with 60 people who came for breakfast at the new PWC Barrangaroo office. It was of course "International Womens day" and also my daughter Miah's 14th birthday, so naturally she had to speak. Can't tell you how nervous she was, but watching bravery in action taught me a lesson in overcoming fears. I was very proud of her for getting up.

Sharon Williams from Taurus marketing and a complete inspiration for me, spoke at the launch along with Jenna Laing from Philanthropy Australia discussing "The New Generation of Giving"

We also had a bit of media including write ups in the Australian newspaper. Thanks to M&C Partners for helping us to develop "A Recipe for Meeting Magic"

Alan Kohler also interviewed us on the Qantas Talking Business show which is on every Qantas plane throughout April and he also listed us in his Top 10 Savvy small businesses.

Being Lions

Have we had any failures? The answer to that is "Absolutely" Every single day!

I have lost count of the amount of people who just don't reply to emails or phone calls and the amount that have told me "No" Literally hundreds and hundreds.

It's in these moments that I get to ask myself, if what we are doing is actually worth it. Any rational person would GIVE UP!

Because Its hard!



Being prepared to overcome objections and rejection EVERYDAY is something you need to get comfortable with. Changing the world isn't that easy. If it was, everybody would be at it.

Thankfully, It reinforces the very reason why we keep doing what we do. It is because of our dreams of making a difference to millions of peoples lives. Even when we are told "No" a thousand times. Being as enthusiastic on door number 100 as you were on door number 1 is critical, because only then does inspiration appear. In our case, in the form of the executive's who say "Yes"

If you truly believe in what you are doing, you will **Never Ever Give Up!**

Be a Lion.

Growth



"What a Wonderful Idea to Combine Business With Philanthropy"
Peter Allen CEO Scentre Group

Our business first and foremost, is designed to help busy executives support the charities and causes they care about. By using an hour of their time for a regular businesses meeting, they get to make a difference to the lives of others.

What we didnt anticipate was the impact on the executives themselves which included an enriched sense of purpose, an increase in mental wellbeing and inspiring others to be kind with thier kindness. The giving of time really is contagious and goes towards having a positive impact both at work and at home.

One of our favourite stories this month was Peter Allen, CEO of Scentre Group, who own and operate the Westfield chain in Australia and NZ.

Peter also sits on the board of The Victor Chang Cardiac Research Institute in Sydney. Needless to say, Peters hour of time to meet with a clever startup, contributed \$500 that could allow Victor Chang to keep cardiac stem cells alive for a week in their laboratory for critical testing and research. Cardiovascular disease is one of Australia's biggest killers.

Like so many of our meetings that generate impact, imagine if just one life can be saved from one donation of one hour of time.

Thank You for your support Peter



In Australia, as many as 45,000 people die from heart disease every year. It remains the most common cause of hospital admissions for people aged over 65, however it can affect anyone regardless of age or gender. Through heart surgery, Dr Victor Chang was able to save hundreds of lives, but he knew that research could save thousands. True Inspiration

Success

We are approaching 100 meetings and that only means more funds going into the various charity sectors, but what is also interesting is that aside from donating thousands to charities, business is also being created. Our meaningful connections have had signed contracts and generated millions of dollars worth of real sales pipeline. We have grown and added new clients with more knocking on our door, which is great...BUT! we now need to go from the "Early Adopters" to the "Early Majority" and that requires capital and a team. **This is what's known as "Crossing the Chasm"**

We are speaking with a number of overseas investors who are looking outside of property and we would like to speak to anyone looking to invest in early stage social innovaion with traction.

Contact ben@andovergroup.com.au for a deck and a conversation - +61 418 611 161

some of our clients who we would like to thank for helping us make magic happen



"The meetmagic model gives me direct access to top executives enabling me to build immediate pipeline with a much shorter sales cycle than the old bottom up approach" Ian Hasslacher Head of Commercial TEG Analytics

Partnership



Contribution + Service + Collaboration and bringing resources together to create new solutions is the "New Philanthropy"

The thing about partnerships, is that they should be easy, not forced and they should have a shared vision.

What we have reminds me of when I was living in Japan where it was all about doing "Gentle Business". Imagine, as a decision maker, you are traveling to Melbourne. You book a **FREE UBER** and arrange for a supplier of your choice to meet you for the journey to the airport. It's quiet and peaceful inside the car. As you sip on the water, you have a meaningful conversation and listen to a story. You really like what you heard, so at the airport, you shake hands and discuss a follow up meeting.

Now stop. Not only have you helped your favourite charity and helped your business, but you also get to support the UBER accessibility program who's goal it is to make transportation more accessible to people with disabilities.! That, is Contribution, Service and Collaboration in action.

When you are in that place and space of contribution and service, problems on all levels dissolve.

Progress



Well, you know what they say. "If you are not growing, you are dying" There is no in between!

We have had a pretty busy first 3 months growing with some great meetings that have generated funds, business and also some great exposure.

Alan Kohler is the founder of Business Spectator, a business news and financial commentary website.

He is also the ABC's finance reporter, founder of the online investing publication Eureka Report and host of Qantas Talking Business.

We were very lucky not to make Alan's top 10 savvy small business list, but also to be interviewed by him. You can hear it on all Qantas planes throughout April

You will probably smile when you hear it.

It was a lot of fun recording it and I dont think anyone has ever heard Alan say "I wish I had of started that" before. [Here is a link](#)



Plans

Our goals are to hit a 1000 subscribers by the end of July and 4000 by the end of the year with a team of 11 manging the 2% who are booking

Thank You

We have a lot of people to thank for helping and supporting us along our way.

Justin from M&C Partners, Brendan and Hugo from PWC for giving us the best room in Barrangaroo for our launch, Sharon and Jenna for inspiring us, Miah for her bravery, all of our new clients for being supportive and all of the executives that said "No" and of course, all the ones that said "Yes".

We are very grateful to you all.

Most people tell us they love the idea of a platform for executives to grow their philanthropic impact and solve key business challenges at the same time, so throughout the rest of April and May, we would love to hear from decision makers and business leaders that wish to feed their soul by bringing the one resource that we all have equal amounts of...Time.

CTO, CIO, CEO, CFO CMO, CDO or CCO? We invite you join us and change the world in style.

It really is that easy to make a difference.
Be Great

