

A photograph of a woman with long brown hair, smiling warmly and hugging a young child with blonde hair from behind. The woman is wearing a dark blue top, and the child is wearing a light blue shirt. The background is a bright, slightly blurred indoor setting. The bottom right of the image features abstract, overlapping geometric shapes in dark blue and red.

Crossway Lifecare Annual Report **2014**



Director's Report



2014 represented a year of strong growth and encouraging levels of community impact for Crossway LifeCare Ltd. We engaged with 626 clients and grew our team of volunteers working in the Braybrook, Box Hill and Burwood East communities to 98. This growth is a sign that our reputation is becoming more established in our community. However, for me, the key question is: What impact are we having in the lives of our clients?

We want to see people flourish emotionally, economically, socially and spiritually and in 2014 we introduced a comprehensive Impact Evaluation Framework to measure impact for all our services. This evaluation is vital for us to demonstrate our success, reflect on our practice and develop our strategies to bring transformation in the community. We measure impact in two ways.

First, using questionnaires before and after our intervention, we survey our clients to see whether their wellbeing or resilience has been improved. Second, we measure progress towards significant social, emotional, economic and/or spiritual goals (such as reducing anxiety or finding employment) developed with each of our clients. We aim to see success – flourishing - in both these categories.

In 2014 we were able to finalise the interlinking of our services to provide a truly holistic service for our clients. In addition, we collaborated closely with other organizations such as Mission Australia (MA COACH), Safe Futures (LifeCare Women's Service) and Forest Hill College, working very closely to share best practice and resources whilst accepting and making referrals for our mutual clients.

Toby Baxter

LifeCare Services



Christina Lim, Manager, LifeCare Services

In 2014, LifeCare continued to transform lives in the community through its holistic and integrated services. Our interlinked core services and programs for individuals and families achieved significant positive impact for those who were struggling in our community.

LifeCare COACH (Creating Opportunities And Casting Hope) recruits volunteers through local networks, trains them to become life coaches/mentors and matches them with struggling families or young people and is licensed by Mission Australia. In 2014, over 80 volunteer coaches engaged in walking alongside disadvantaged youth and families in our community. With these amazing commitments from our volunteers, we saw an average of 75 participants being coached at any one time throughout the entire year with over 80 participants graduating successfully.

LifeCare Financial Care aims to break cycles of poverty by supporting and empowering people to take control and responsibility for their financial situations. B-Empowered is a financial coaching program which provides one-to-one support to people who are facing financial struggles. In 2014, we supported over 25 clients through the program with many achieving significant financial goals such as 10% reduction in debt.

LifeCare Counselling offers professional counselling and psychological services to people in our community at a cost that they can afford. The government's initiative of providing Medicare Rebate under the Mental Health Plan

continues to impact the demand for psychological services. LifeCare was delighted to have another psychologist joining our team of counsellors and psychologists. LifeCare was also proud to be acknowledged by the Federal Government for its significant work with couples, and received approval to deliver couples counselling under the Government's "Stronger Relationships" initiative. During the year we worked with over 500 clients, completing 2,723 counselling sessions.

LifeCare Women's Centre - Single Mums' Program aims to help women and children who are struggling from broken relationships (particularly those affected by domestic violence and abuse) to rebuild their lives and thrive. The holistic structure of the program supports the physical, emotional and spiritual wellbeing of single mums and their children through therapeutic groupwork and life skills training. The Centre opened in May and by the end of the year, 14 women and their children had completed the program with their lives being greatly strengthened in this short period.

LifeCare B-Together Communities provides opportunities for the people we help to meet together regularly. Communities form as people go on to care for one another. One successful event is the monthly B-Together dinners which saw many isolated individuals and families connected with others in the community. In 2014, it was fantastic to see around 60 people attending the B-Together dinners each month.



Debbie Uy, Operations & Marketing Manager

Operations

LifeCare had a number of notable quantitative achievements in our programs during 2014.

2014 LifeCare Key Performance

- 2723** Counselling sessions
- 98** Volunteers in various LifeCare programs
- 78** Active cases of families and young people in COACH
- 17** Active cases of clients on B-Empower program

2014 & 2015 LifeCare Impact Measures

COACH

Participants		Graduations		Average % Resilience Increase (over 12 months)	
2013-14	2015 Target	2013-14	2015 Target	2013-14	2015 Target
98	90	83%	80%	15%	17%

B-Empowered

Participants		Graduations		No. of Clients Achieving Financial Goals	
2014	2015 Target	2014	2015 Target	2014	2015 Target
26	40	70%	75%	15%	20%

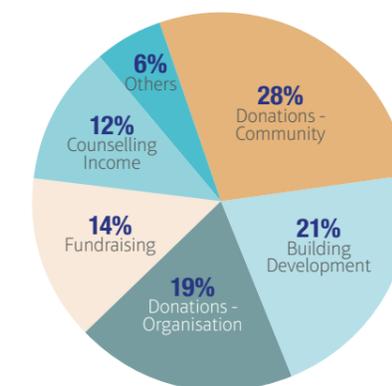
Counselling and LifeCare Women's Center

Counselling Clients		Lifecare Women's Center Clients		Wellbeing % Increase (Over counselling episode)	
2014	2015 Target	2014	2015 Target	2014	2015 Target
486	504	16	25	10%	10%

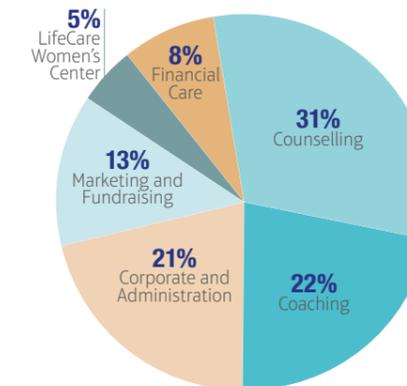
B-Together Communities

Participants		Communities	
2014	2015 Target	2014	2015 Target
47	50	1	3

2014 saw continued support from Crossway Baptist Church, which provides significant assistance to all LifeCare services through subsidies, and received donations from individual and corporate donors and generous in-kind donations and support from volunteers.



Revenue
\$1,264,000



Expenses
\$1,080,000

Going Forward

LifeCare services are a direct response to pressing needs in our community. We aim to address these needs with a focus on prevention. Our impact goals for 2015 can be summarized as follows:

Service	Total Participants	Graduates	Resilience Wellbeing Increase	Clients Achieving Goals	New Community Groups	Volunteers	New Leaders
COACH	90	36	17%	29	2	90	2
B-Empowered	40	21	NA	19	NA	10	1
LifeCare Women's Centre	25	16	15%	11	1	10	1
Counselling	504	220	10%	176	NA	15	NA
B-Together	65	NA	NA	NA	1	25	2
Total	724	293	NA	255	3	150	6

Thank you

As well as being an extraordinary year for the impact that we had, we would like to take this opportunity to say a big thank you to all the people who have donated their time, energy and money to Crossway LifeCare Ltd.



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