

EVERY  
CHILD'S  
Potential

2020  
ARDOCH  
CORPORATE  
VOLUNTEERING  
PROGRAMS

# ABOUT ARDOCH

Ardoch is a children's education charity focused on improving educational outcomes for children and young people in disadvantaged communities. Our 2025 vision is to become Australia's most impactful education partner supporting children in disadvantaged communities.

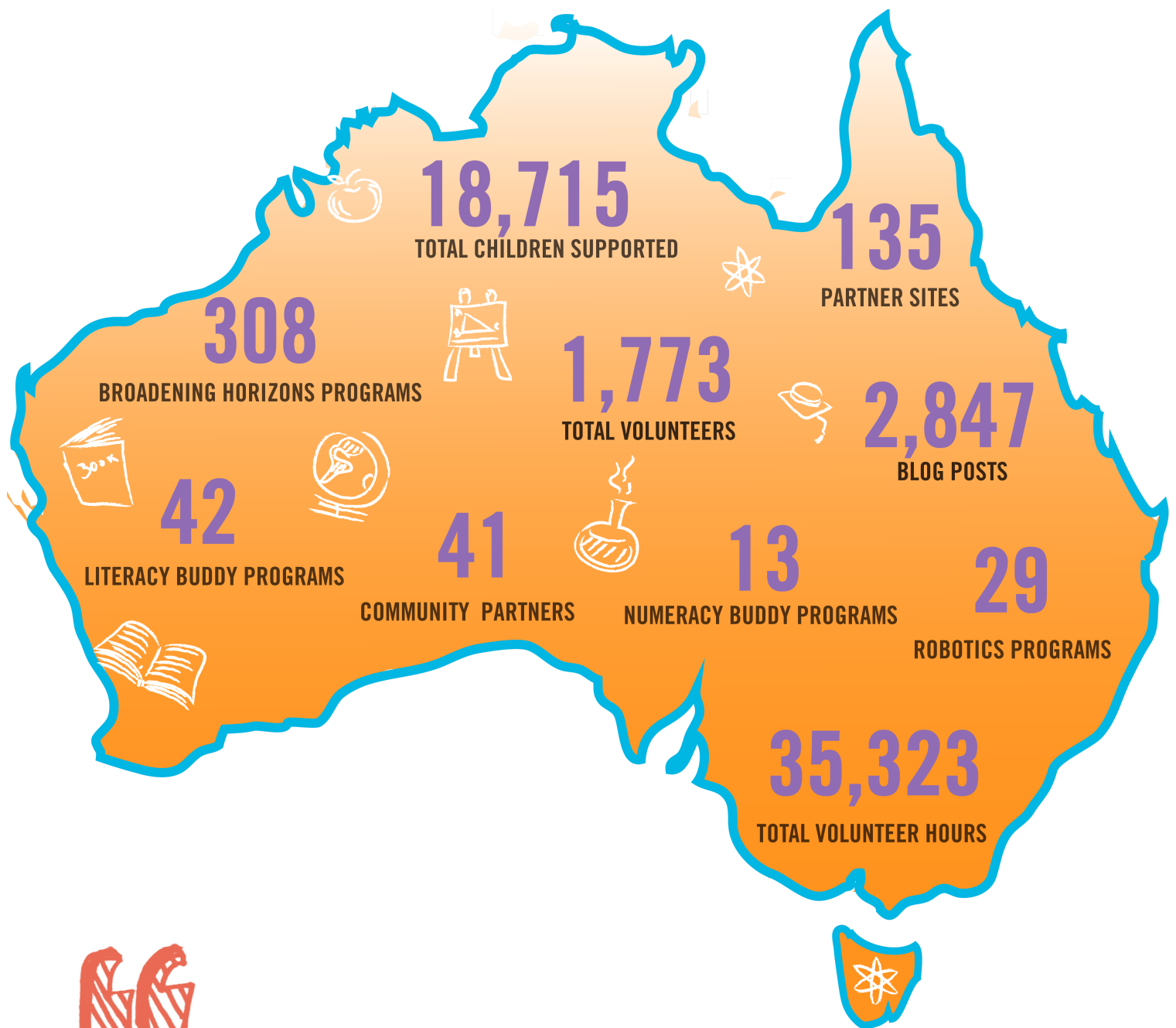
Our mission is that every child's potential should be realised through full participation in education. This belief inspires us to increase engagement in education, build aspirations and enhance learning outcomes of children in disadvantaged communities. We mobilise community and workplace volunteers to support schools and early childhood services. We also advocate for and seek to influence policy change to reduce inequity in education.

Ardoch has worked for over 30 years to build the capacity of secondary and primary schools, early years services and communities. Ardoch's programs support the education of children by developing skills in literacy and STEM (science, technology, engineering and maths), providing positive adult role models and increasing aspirations by broadening the horizons of children and young people.

We rely on the support of philanthropy, corporate partners and the community to raise over \$3 million each year. More than 90 percent of our revenue comes from fundraising efforts.



# Our 2019 highlights



We mobilise community and workplace volunteers to support schools and early childhood services.

With a team of less than 20 paid staff and an annual turnover of \$2M cash revenue, we have significant impact through our award winning volunteer programs



- Kylee Bates, Ardoch CEO



# LITERACY BUDDIES

IT'S THE WRITE THING TO DO

## WHY LITERACY BUDDIES IS IMPORTANT?

Multiple studies in Australia have demonstrated an unacceptable link between the socio-economic status of students and their educational outcomes. Specifically, reading skills of Australian 15 year-olds have slipped backwards in the last decade (PISA, 2012) and according to the Grattan Report the gap of 2 years between more and less disadvantaged year 9 students is predominantly due to economic disadvantage in Victoria.

**Reading changes lives, it opens doors to opportunity, imagination and empowerment, breaking the cycle of poverty and crime but we have to start early.**

**Program Investment: \$10,500**



Ardoch developed the Literacy Buddies® program 20 years ago and has since grown this program to now deliver over 40 per year in Victoria, NSW WA and QLD with diverse organisations as valued partners. Ardoch's Literacy Buddies® program is a letter exchange program where we match a class of approximately 25-30 primary school students with a corporate partner pairing individual students 'Little Buddies' and your corporate volunteers 'Big Buddies'. They will exchange monthly letters through the year and visit each other twice, once at the school and once at your office. The program is designed to give the children a real life context to practice their writing and composition skills and to increase engagement and confidence in literacy. The exchange is also aimed at building the aspirations of the children by bringing them in contact with positive working role models.

# NUMERACY BUDDIES

## SUPPORT THAT COUNTS



Numeracy Buddies was rolled out in 2016 and matches a class of primary school students 'Little Buddies' with a team of workplace volunteers. The 'Big' and 'Little Buddies' then solve maths problems together through an on-line blog.

It helps children improve their maths skills by allowing them to verbalise key concepts, and by making maths an interactive and fun activity. It also builds the aspirations of the students by introducing them to positive working role models, which they may lack in their immediate surroundings.

The program runs over two terms and includes a visit to the school and also at the Big Buddies' workplace.

**Program Investment: \$6,500**

### WHY IS NUMERACY BUDDIES IMPORTANT?

In today's society, children are preparing for a changing future workforce. Children need opportunities to develop innovation, problem solving, critical analysis and creative thinking skills, but students in disadvantaged communities miss out and can become disengaged. Research shows the importance of engaging primary students in STEM so interest continues through secondary school into work and study pathways.

99  
**75% of the fastest growing occupations require science, technology, engineering and maths skills, yet only 16% of Australia's tertiary graduates have STEM degrees (PwC, 2015).**

# PROGRAM IMPACT

In January 2018, Ardoch engaged Nous Group (Nous) to conduct an independent evaluation of its Literacy Buddies® and Numeracy Buddies programs.

In consultation with Ardoch, Nous designed a pre and post program survey to capture data from teachers on the functional achievement and classroom engagement of each student. The post program survey also asked teachers to assess for each student whether the program had contributed to progress in these areas.

## LITERACY BUDDIES®

**70%** of teachers attributed student participation in Literacy Buddies® as contributing to.....

**53%**

of students progressing **twice as much** as expected in a six month period and of these, **34%** making two year's academic progress

Students who completed **six** or more Literacy Buddies® letters demonstrated more **academic progress**



Of the four areas of the literacy curriculum, Literacy Buddies® had the most significant positive impact on **grammar** and **coherence**

**49%**

of the students making progress in their **self-belief, interest, persistence, and ability to identify and use strengths**

## NUMERACY BUDDIES

**63%** of teachers attributed student participation in Numeracy Buddies as contributing to.....

The typical student making strong progress in **self-belief, understanding strengths and persistence**



**66%**

of students progressing **twice as much** as expected over six months, in the numeracy curriculum field of **data**

The **typical student** progressing **twice as much** as expected over six months, in the numeracy curriculum field of **algebra**

$$\frac{y}{\cos x}$$



Teachers think Numeracy Buddies has more of an impact on **girls** than boys



Linking adult mentors with students in the classroom through regular correspondence is found to be a valuable intervention to support student academic progress and engagement.





# SUSTAINABLE DEVELOPMENT GOALS



**“The Sustainable Development Goals are the fundamental cornerstone to secure future economic and business growth... It is not possible to have a strong, functioning business in a world of increasing inequality, poverty and climate change.”**



- Paul Polman, Unilever CEO and Commissioner, Business and Sustainable Development Commission.

Our mission is to ensure that every child has the opportunity to realise their potential through full participation in education. This is in line with the 2030 Global Goals for sustainable development, specifically we focus on Goal 4: Quality Education, which aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Education liberates the intellect, unlocks the imagination and is fundamental for self-respect. It is the key to prosperity and opens a world of opportunities, making it possible for each of us to contribute to a progressive, healthy society.



**Our Programs work towards having the greatest impact in these key targets areas:**

TARGET 4-2	TARGET 4-4	TARGET 4-6
A white icon on a red background showing two stylized human figures, one larger and one smaller, standing next to three small squares labeled 'A', 'B', and 'C'.	A white icon on a red background showing three stylized human figures: a woman, a person in a wheelchair, and a man wearing a hard hat.	A white icon on a red background showing two stylized human figures, one larger and one smaller, each holding an open book.
EQUAL ACCESS TO QUALITY PRE-PRIMARY EDUCATION	INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS	UNIVERSAL LITERACY AND NUMERACY

# THE BUSINESS CASE FOR CORPORATE VOLUNTEERING



**“Corporate Volunteering is positively related to employee engagement, organisational commitment and job satisfaction. This presents companies with an excellent tool to impact not only the communities, but also employees’ wellbeing and the financial bottom line.”**

- Associate Professor Dr Debbie Haski-Leventhal, MGSM corporate volunteering report

High-performing companies are finding ways to enrich the employee experience leading to purposeful, productive and meaningful work. The 2017 Deloitte Global Human Capital Trends report has identified “Employee Experience” as a key trend in a rapidly changing area of work and reflects seismic changes in the world of business. Understanding and improving the employee experience is critical for companies operating in a highly competitive global economy, and providing an engaging experience will help companies succeed in attracting and retaining skilled employees.

Research shows that corporate volunteering programs are a strategic asset to help achieve business goals and it is increasingly important, especially within the growing millennial workforce, for employers to be seen as socially responsible. A recent research study by the Macquarie Graduate School of Management surveyed 4127 employees from 10 companies. The findings indicate that it is very important for employees to work for a company that is socially responsible (78%) and employees who participate in corporate volunteering were significantly more committed to remain at their employer than those who had not volunteered (64% vs 57%).

**79% of respondents rate “Employee Experience” as important or very important.**





## FOR MORE INFORMATION PLEASE CONTACT

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**ARDOCH**

REALISING CHILDREN'S POTENTIAL  
THROUGH EDUCATION