



What's our catch 22?

Social return on investment

Helping people adapt to our changing climate

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Social return on investment

Green Cross Australia motivates people to take life changing journeys.

Over the past four years, 164,516 Australians have joined our networks accessing 655,293 pages of media rich, research based sustainability and resilience materials.

For every **\$22** invested in Green Cross, somewhere in Australia, someone will be inspired to take a practical step towards a secure and sustainable future.

We can measure change because people tell us what they are doing.

Australians may be polarised about what is causing climate change but we need not be paralysed when it comes to adapting to climate change impacts or supporting transition to a clean energy mix.

If you like what we are doing, join us: [donate](#), [volunteer](#), [partner](#) or [help to distribute our message](#)...

think + act + share = change



About Green Cross Australia

We help people adapt to our changing climate in ways that foster a global values shift towards a secure and sustainable future.

We are proud members of an international heritage with a distinctive history. In 1993 Mikhail Gorbachev founded Green Cross International to address the world's most pressing environmental challenges by reconnecting humanity to the environment. 30 Green Cross offices worldwide work towards this vision.

In Australia we work with respected business, research, community and government partners to deliver world class digital projects that inspire Australians to cultivate environmental values and take practical actions towards a safe and sustainable world.

Our Project Hub is delivering exciting projects:

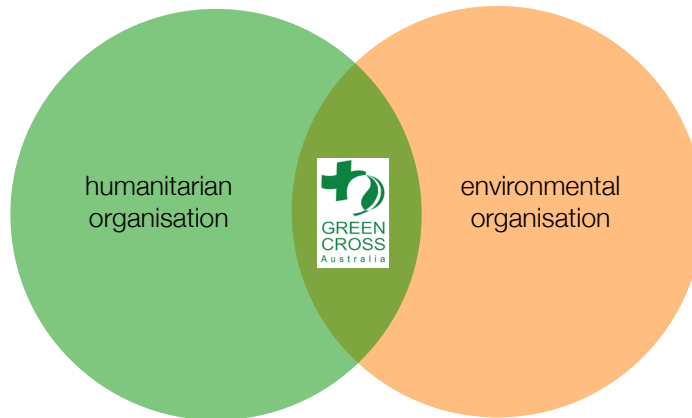
Harden Up – Protecting Queensland	Witness King Tides	Build It Back Green	Green Lane Diary	Future Sparks	Extreme Weather Heroes
<p>How can you be ready for severe weather? We help prepare people for severe weather events to protect families, properties and communities through our interactive disaster resilience portal. www.hardenup.org</p>	<p>How do we make climate change relevant? We raise awareness about the affects of climate change on our oceans and coastal communities through a fun and meaningful community photography initiative. www.witnesskingtides.org</p>	<p>How does your community recover after natural disasters? We help disaster affected communities build back sustainably, by providing them with tools and resources to become more resilient. www.builditbackgreen.org</p>	<p>Who is the biggest influencer at home? We inspire primary school children to take every day actions to make a difference through our award winning environmental education program. www.greenlanediary.org</p>	<p>What will your world look like when you're in charge? We raise awareness about clean energy options for the future through a national video competition for school children. www.futuresparks.org.au</p>	<p>Did you know the average age for emergency volunteers is over 50? We work with young people to inspire a new generation of Australians to become emergency volunteers using the power of social networking. www.extremeweatherheroes.org</p>





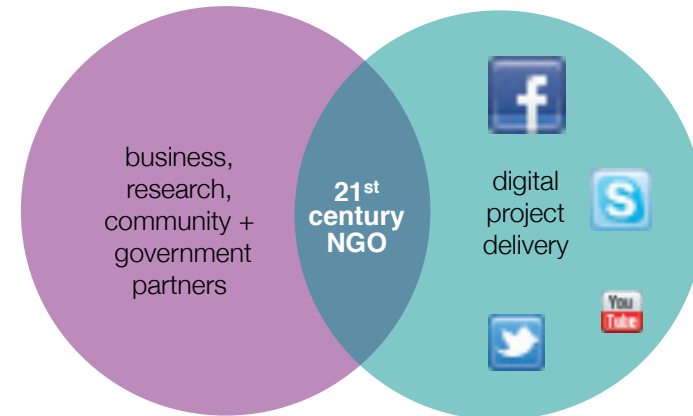
What is unique about us?

We are not an advocacy group – rather we partner with the community, researchers, government and businesses to empower ordinary Australians to take actions that advance our mission.



Green Cross addresses the human dimensions of environmental stresses. We build community resilience to environmental pressures and enhance community safety.

We **integrate mitigation and adaptation** by inspiring people to respond to climate impacts by adopting environmental values and sustainable lifestyles.



We were born in Australia in a digital age so our business model is based on online engagement, social media and partner-based project delivery.

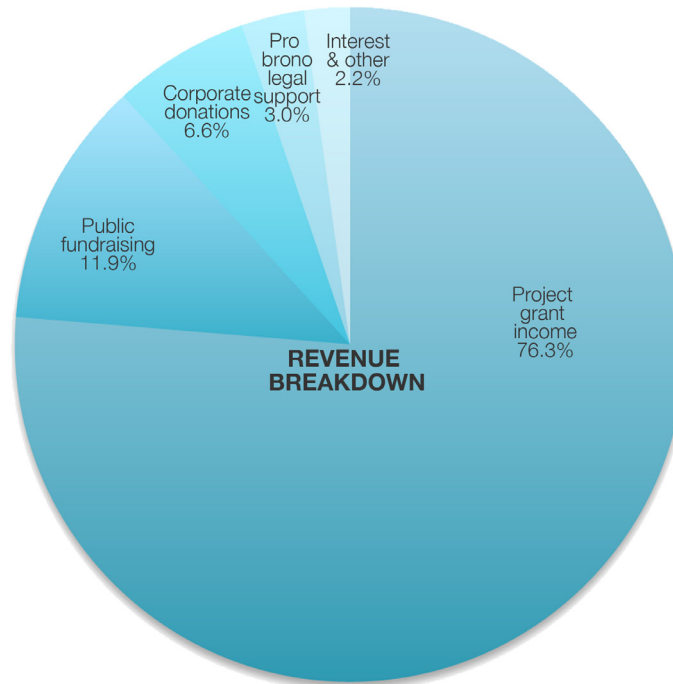
By leveraging the capacity of our many partners rather than duplicating efforts, we include the very best content and outreach in our networks. Think of Green Cross as a “**network enabling organisation**”.



2011 financial results

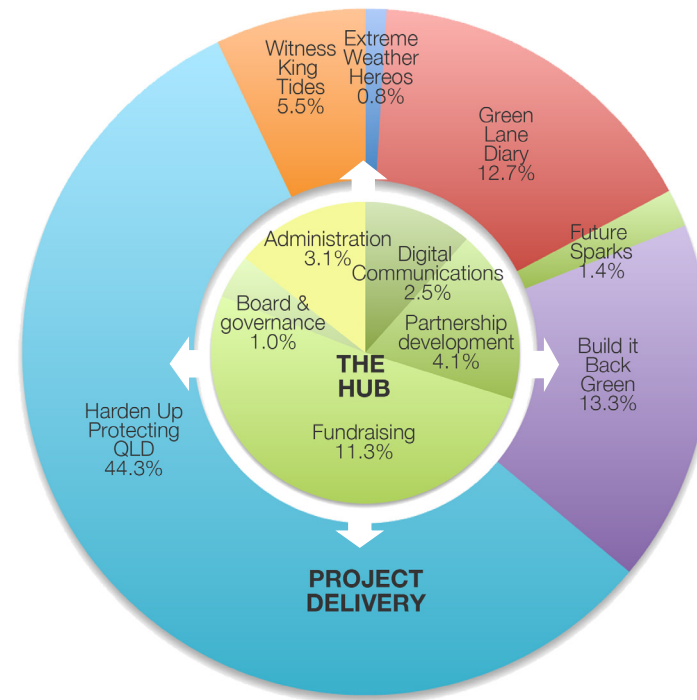
In 2011 we spent 78% of our income on delivering projects that directly help people adapt to our changing climate.

Our Project Hub builds scalable rich media platforms and partnerships that are growing yearly, enabling direct project funding to grow over time. Administration costs are low because we rely on volunteers, and corporate and government partners support our costs. Our Project Hub helps to build and to deliver projects together with our many partners.



INCOME
\$824,241

Our Project Hub, Board Directors and Advisory Panel members raised \$824,241 in 2011. This includes 76.3% in grant income and 11.9% in public fundraising. In 2011 Green Cross generated a modest surplus of \$38,542.



EXPENSES
\$785,699

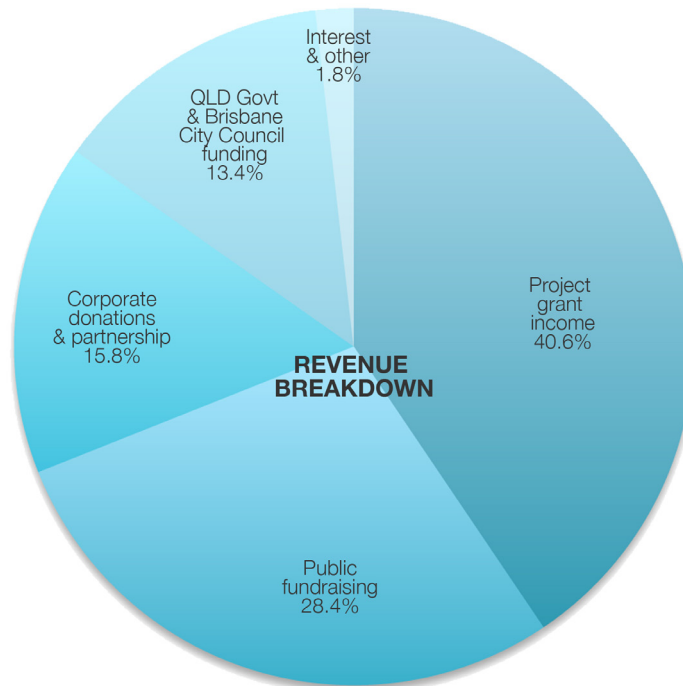
We invested \$173,263 or 22.1% of 2011 expenses in our Project Hub, which built partnerships, inspired volunteers and developed our communications. \$612,436 or 77.9% was invested into six projects that are changing hearts, minds and lives.



2008 - 2011 financial results

In 2007 we received bi-partisan start-up funding from Brisbane City Council and the Queensland Government. Since 2008, our Project Hub has developed our outreach capacity gradually, supported by one of Australia's best [Board of Directors](#).

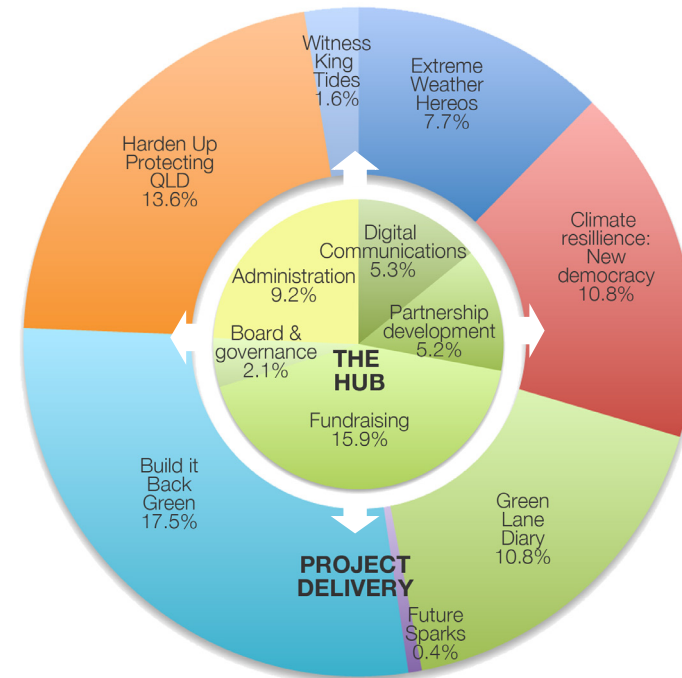
The **Project Hub** now employs six full time staff and works with Australia's most respected researchers, digital strategists and corporate and community leaders and volunteers to deliver projects that directly help people adapt to our changing climate. Here are our four year results. [Audited annual results are available here](#).



2008 – 2011 INCOME

\$2,551,675

Green Cross's unique model delivered \$2.55 million in income over four years, including during the peak of the GFC. This included 41% in grant income and 28% in public fundraising. Green Cross has managed start up and scale-up funding tightly, generating a modest surplus since 2007 through public funds.



2008 – 2011 EXPENSES

\$2,678,614

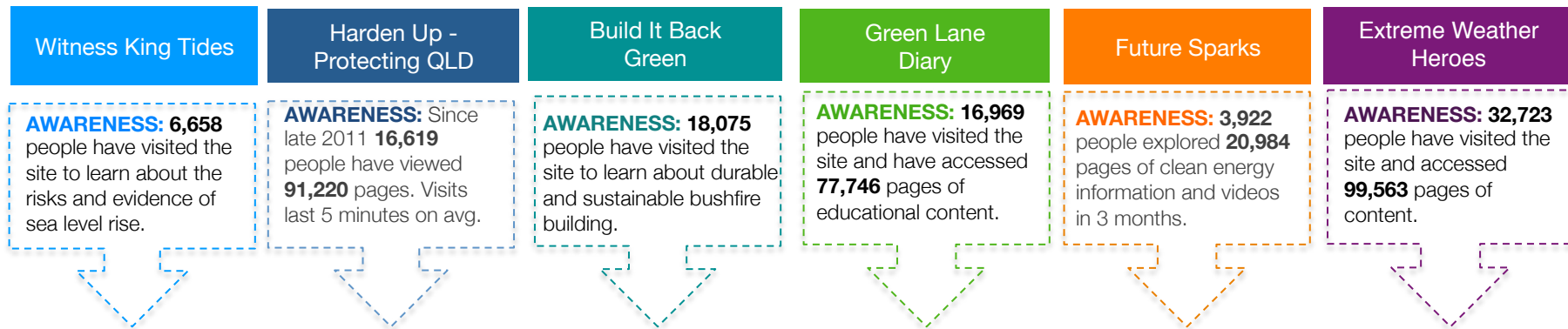
We invested \$1,669,627 in direct project delivery since 2008. Our Project Hub invested \$1,008,987 or 37.7% of expenses in partnership, outreach and content development. Because our partners are now involved in multiple projects and our platforms are scaling year by year, our model is built to achieve leverage.



Empowering Australia with world-class digital journeys

Since our projects commenced in 2008, Green Cross Australia has raised the awareness of **164,516** people through award winning websites that include rich educational and research materials.

This diverse audience – ranging from coastal communities and young emergency volunteers to bushfire affected Australians and primary school students - has accessed **655,293** pages of award winning, personally empowering materials.



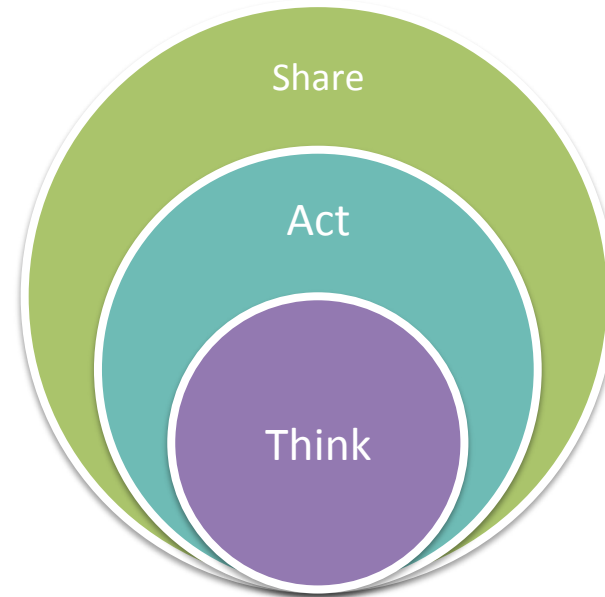
Our Hub website www.greencrossaustralia.org has attracted an audience of **69,550** since 2008. It's a place where our people and the stories, research, activities and partnerships behind our project websites come alive for the public.



Actions speak louder than words

Our mantra, Think + Act + Share = Change, is key to every project we deliver.

We believe the power of our projects is empowering Australians to take practical action. So we don't just focus on awareness, we encourage people to take action, and then give them the tools via social media to share their actions with their friends.



Our Hub and project audiences delve deep into content, 30% return to our sites, and they spend up to 5 minutes on each site, each visit. Green Cross Australia fosters deep connections with the people that we inspire – which helps to explain how we motivate them to take action to advance our mission.

[We have won five major web awards](#) including a New York City judged [prestigious international award](#) for Build it Back Green and [Best Education Website in Australia](#) for Green Lane Diary.

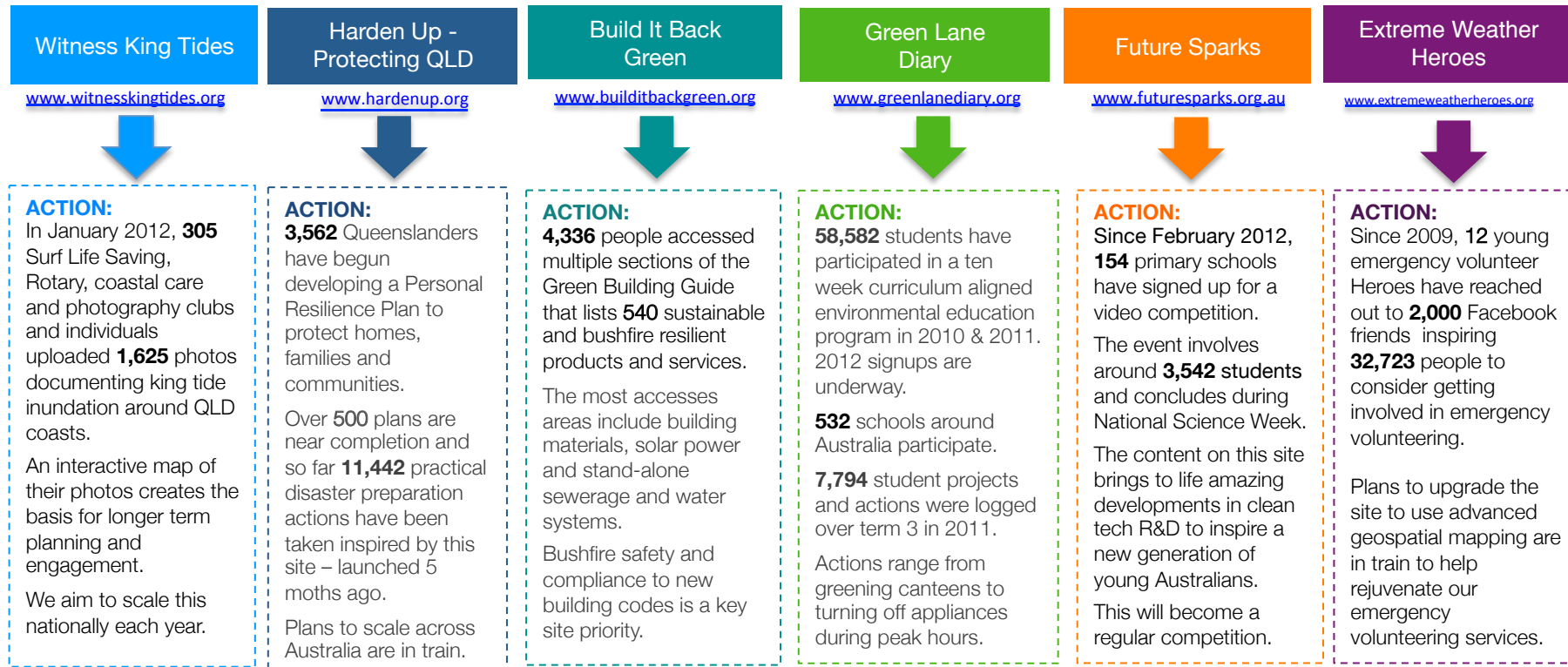


Social return on investment: turning awareness into action

\$2.68m invested over 4 years = 119,972 practical actions across Australia

From deep personal awareness, Green Cross networks inspire action.

Our projects have catalysed **119,972** practical actions to advance our mission of fostering a secure and sustainable future. With support from the public and grants, we have invested \$2.68 million to achieve this result since 2008.



For every \$22 invested in Green Cross, somewhere in Australia, someone will be inspired to take practical action towards a secure and sustainable future.



So what's the catch?

We don't need to be paralysed just because we are polarised about climate change.

[CSIRO research shows](#) that 88% of Australians believe that climate change is happening. While 46.5% of them believe that humans are significantly contributing to it, 42.2% believe its just a natural fluctuation in earth's temperatures.

Intuitively, Australians know we need to prepare for a very different 21st century.

Green Cross motivates Australians towards self-reliance to severe weather, while encouraging the community to adopt environmental values and practices that will sustain our communities through the warmer decades with more intense extreme weather and growth pressures that lie ahead.

For every \$22 invested in Green Cross, somewhere in Australia, someone will be inspired to take practical action towards a secure and sustainable future.

With ongoing support from our partners, funders and the public, given our leveraged and scalable model – the sky is the limit.

[Join us.](#)

