



# Your Impact

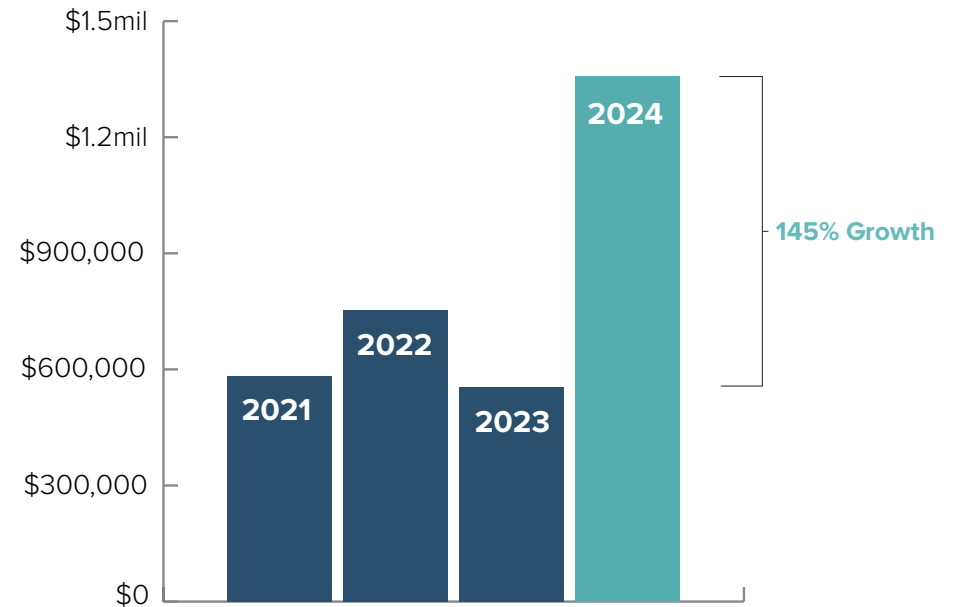
The financial year of 2024 has been one of astounding growth for Give Freedom, with an impressive **145 per cent increase** in overall revenue. It is an extraordinary achievement and we cannot thank you enough for your support in achieving this.

As anticipated, operational revenue has remained fairly steady, while program income has increased from \$178,718 in 2023 to \$1,010,769 in the 2024 financial year.

This is largely due to the official launch of The Pokhara Project. While we were expecting and hoping to achieve significant revenue growth at this time, this result has far exceeded our expectations!

This has been achieved through a combination of regular giving from committed donors and some substantial one-off major gifts. The ultimate outcome of your generosity is that more money is going directly to support the work of our Field Partner, 3 Angels Nepal, and The Pokhara Project.

Once again, we are forever thankful to our generous supporters—this simply isn't possible without you!



Total Revenue Income





# Program Expenditure

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Program expenditure was tightly focused this financial year, with significant spend for the completion of the riverworks—a key milestone for The Pokhara Project, which marks the completion of the first step of construction. These important works stabilised the banks along a 250-metre stretch of the Seti River—taking us one step closer to seeing The Pokhara Project become a reality. Over 99% of program funds this financial year were disbursed to completing this work.

**After a successful appeal last year to meet our Field Partner's emergency needs, this year we have continued to focus on the long-term goal of building The Pokhara Project. This will allow 3 Angels Nepal to be fully sustainable, increasing their capacity and impact of their established anti-human trafficking work and meeting their needs for many years to come.**

Key appeals during the year were met with a generous response—the End of Financial Year Appeal raising \$185,458 and the Christmas Appeal \$39,170.

These strong appeal results, the official launch of The Pokhara Project, and generous major donor gifts allowed an unexpected and exciting increase in program funds raised this financial year. The success of these appeals and events will be significant in enabling the construction of Stage 1 to begin as soon as possible.



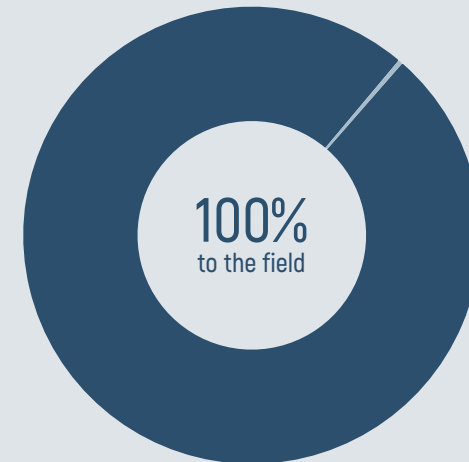
## Income

| ITEM                        | FY 2024            | FY 2023          |
|-----------------------------|--------------------|------------------|
| Program Donations           | \$1,010,769        | \$178,718        |
| <b>Total Program Income</b> | <b>\$1,010,769</b> | <b>\$178,718</b> |

## Expenditure

| ITEM   | FY 2024          | FY 2023            |
|--|------------------|--------------------|
| <b>The Pokhara Project</b>                               |                  |                    |
| Architect Fees   | \$963            | \$1,595            |
| Riverworks   | \$291,221        | \$237,210          |
| <b>The Pokhara Project Total</b>                         | <b>\$292,184</b> | <b>\$238,805</b>   |
| <b>Disaster Relief and Other Emergency Support</b>       |                  |                    |
| Emergency Support—Child Relief                           |                  | \$66,000           |
| Emergency Support—Digital Teaching Boards                |                  | \$7,387            |
| Emergency Support—General                                |                  | \$290              |
| Emergency Support—Playground Repair                      |                  | \$2,250            |
| Emergency Support—Toilet Block                           |                  | \$4,929            |
| <b>Disaster Relief and Other Emergency Support Total</b> |                  | <b>\$80,856</b>    |
| <b>Total Program Expenses</b>                            | <b>\$292,184</b> | <b>\$319,661</b>   |
| <b>Program Funding Profit/(Loss)</b>                     | <b>\$718,585</b> | <b>(\$140,943)</b> |

## Program Expenditure Summary 2024



- 99.67% The Pokhara Project—Riverworks
- 0.33% The Pokhara Project—Architect Fees



# Operational Expenditure

Once again, our most significant operational investment this financial year was personnel. While there have been some changes in this space, our main goal is always to achieve the right fit for each role, bringing in experienced professionals with not-for-profit and international development expertise.

As we grow and strengthen our standing as an established Australian charity, we will continue to expand our team to achieve our vision, in line with operational and program revenue. As we have now established our strong foundations, we have been able to reduce some initial marketing and business expenses. The launch of The Pokhara Project and its associated resources resulted in a small operational expenditure increase.

Alongside achieving a significant 145 per cent increase in overall revenue this financial year, we are also pleased to report that we have reached our goal for the Give Freedom Foundation too—in just our second year.

**Every \$1 invested by our Give Freedom Foundation members this year has raised \$4—quadrupling the impact.**

We are forever grateful to our dedicated Give Freedom Foundation members, whose wholehearted commitment to cover all administration and marketing costs sustains, among other things, our all-important 100% Giving Model—our promise to supporters like you that every dollar given goes directly to the Field.

## Income

| ITEM                              | FY 2024          | FY 2023          |
|-----------------------------------|------------------|------------------|
| Give Freedom Foundation Donations | \$347,500        | \$376,000        |
| <b>Total Operational Income:</b>  | <b>\$347,500</b> | <b>\$376,000</b> |

## Expenditure

| ITEM                                   | FY 2024         | FY 2023         |
|--|-----------------|-----------------|
| <b>Business</b>                        |                 |                 |
| <i>Accounting and auditors fees</i>    | \$2,290         | \$3,350         |
| <i>Bank fees (donation processing)</i> | \$4,420         | \$2,079         |
| <i>CRM—Raiser's Edge NXT</i>           | \$8,159         | \$8,130         |
| <i>Insurance</i>                       | \$3,378         | \$2,952         |
| <i>Recruitment</i>                     | \$480           | \$185           |
| <i>Software</i>                        | \$1,027         | \$1,075         |
| <i>Staff amenities</i>                 | \$451           | \$13            |
| <i>Trademarking and IP</i>             | \$287           | \$1,000         |
| <i>Travel—International</i>            | \$5,405         | \$9,275         |
| <b>Business Total</b>                  | <b>\$25,897</b> | <b>\$28,059</b> |



## Expenditure

| ITEM                                     | FY 2024          | FY 2023          |
|--|------------------|------------------|
| <b>Marketing</b>                         |                  |                  |
| <i>Advertising and marketing</i>         | \$4,487          | \$3,281          |
| <i>Events</i>                            | \$10,025         | \$5,797          |
| <i>Printing</i>                          | \$9,952          | \$3,781          |
| <i>Media production</i>                  | \$8,844          | \$6,201          |
| <i>Website development</i>               | \$2,650          | \$10,499         |
| <b>Marketing Total</b>                   | <b>\$35,958</b>  | <b>\$29,559</b>  |
| <b>Personnel</b>                         |                  |                  |
| <i>Personnel</i>                         | \$276,749        | \$262,846        |
| <b>Personnel Total</b>                   | <b>\$276,749</b> | <b>\$262,846</b> |
| <b>Total Operational Expenditure</b>     | <b>\$338,604</b> | <b>\$320,464</b> |
| <b>Operational Funding Profit/(Loss)</b> | <b>\$8,896</b>   | <b>\$55,536</b>  |

## Operational Expenditure Summary 2024



- 81.73% Personnel
- 10.62% Marketing
- 7.65% Business