

# ANNUAL REPORT





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Front cover image and adjacent collage courtesy of World Vision, Barefoot Initiative & APDA



Fullife Foundation

[www.fulllifefoundation.com.au](http://www.fulllifefoundation.com.au)  
[foundation@fullife.com.au](mailto:foundation@fullife.com.au)

[facebook.com/fulllifefoundation](https://facebook.com/fulllifefoundation)  
 [@fulllifefoundation](https://instagram.com/fulllifefoundation)

# CEO Report

Who in their wildest dreams (or nightmares) could have predicted how our world has changed over the last 2 years? It seems like we've slipped into an alternate universe, yet this is real, and the Covid-19 pandemic continues to devastate nations, particularly in developing countries across the globe.

While we were unable to visit Ethiopia during 2020 as planned, our partners on the ground have continued to keep us updated on the situation across the country. Ethiopia's Covid-19 response, particularly the effect on women and children in our project areas of Shurmo in the south and the Afar region in the north, continues to dominate our thoughts.

Ethiopian people have had to deal with drought, floods, an outbreak of civil war in Tigray, locust plagues, shortage of food and clean water, and on top of that, the Covid-19 pandemic. Through all of this, the Ethiopian communities we serve have shown a remarkable level of resilience, and this has meant that despite all the insurmountable challenges, they get on with life and continue to work with us to bring about improvements in maternal and child health.





So, what have we been able to achieve in the past couple of years? The projects we fund in Ethiopia occur in two broad areas, Shurmo in the south and the Afar region in the north-east.

First to Shurmo. We have funded several maternal health initiatives, ranging from constructing maternal waiting rooms, showers and toilet blocks to training and equipping maternal birthing attendants and health workers to assess and assist mothers before, during, and after birth.

Maternal death rates in Shurmo have plummeted over recent years now that pregnant women are regularly monitored at home and then brought in for an assisted birth to the health centre we funded the construction of three years ago. Having the maternal waiting room accommodation on-site now encourages pregnant women from rural areas to attend and not attempt birth in their village without medical assistance.

Additionally, we sponsor forty-five children through the INA Childlink program, which provides health and educational support for the nominated child, and assistance for the entire community.

Now to our work in the Afar, the hottest inhabited place on earth. We fund various projects through our two primary partners, the Afar Pastoralist Development Association (APDA) led by an Australian nurse and good friend of Fullife, Valerie Browning, and Barefoot Initiative.

The Afar region presents a range of challenges, so our projects and funding are tailored to the needs of the Afar people. We work through the APDA, to provide funding for safe birthing kits, iron and nutritional supplementation for malnourished pregnant women, and fund mass immunisation campaigns for people living in remote areas. One project saw over 1,000 people immunised against diseases

such as measles, diphtheria, tetanus and polio. Given that the overall immunisation rate of the Afar people is only 8%, there is plenty of work to do and lives to safeguard.

Through our friends at Barefoot Initiative, we have funded over 250 water carts that have assisted mainly disabled women to have access to water. With the addition of water filters, the water they collect is now clean and safe for the first time. Imagine that!

Also, we continue to sponsor two Afar students as they study pharmacy at a university in the capital, Addis Ababa. At the completion of their degrees, their hope is to go back to help their own people in the Afar.

As the Fullife Foundation has developed, we've found it beneficial to invest more in a smaller number of trusted partners on the ground in Ethiopia. Our approach ensures we get the maximum impact from

well-funded health projects. We chose our partners carefully, and regular visits to Ethiopia have helped us see with our own eyes the benefit of community-led and inspired projects.

One of my most memorable moments in Ethiopia was when we sat down with the community leaders in Shurmo, and just asked them what they needed from us? Their answers, while not surprising, just confirmed that our project partner, the BBBC was also listening to the locals and responding appropriately.

As we summarise and assess yet another financial year, I've reflected on the increasing challenges in running a charity in Australia. The governance around compliance, due diligence, risk management, and ensuring we have all the correct approvals in place is time-consuming but something we take seriously; we have policies and procedures on a wide range of topics.

For a small charity such as us, the workload on us as volunteers can indeed be onerous.

But then, we stand back and see the bigger picture, the reason we came into being, and the reason we keep pushing forward, which is to improve the health of women and children in Ethiopia. To help them have better and healthier lives, to give them hope, and above all, to stop women dying needlessly in childbirth.

And the truth is, you don't need a lot of money to have a life-saving impact. If I told you that a \$5 donation for a clean birthing kit could save a pregnant woman's life, would you do it? Or \$15 to provide iron supplementation for an anemic pregnant woman, or \$20 to immunise a child against vaccine-preventable diseases, would you do it?

We are incredibly grateful for our existing supporters, and we welcome the individual and corporate donors who have joined us since our last annual report; without your generosity, none of this would be possible. And we commit to using your donations wisely and for the most significant impact.

Finally, from the Fullife Foundation directors and our team of volunteers, we thank you for your trust in us as a charity, and support for the women and children of Ethiopia that we continue to serve. We count it a great honour to be able to help them through the Fullife Foundation.

And from one activist to another - spread the word! Tell others about our work and how simple it is to save and change lives!

  
Ian Shanks



Reception with Australia's Ambassador to Ethiopia, Peter Doyle, at the Residence, Ethiopia.



**“WHEN YOU INVEST IN A GIRL’S EDUCATION, SHE FEEDS HERSELF, HER CHILDREN, HER COMMUNITY AND HER NATION.”**

**Erna Solberg**

Image courtesy of APDA

# Chairperson's Report

Fullife Foundation exists to improve the health of women and children in Ethiopia, and with the help of our generous supporters, we have been able to do just that.

From funding for locally manufactured water carts and water filters providing accessible and safe drinking water to 250 households in the Afar, to constructing a waiting room for pregnant mothers and building the capacity of health workers in order to reduce mortality rates for mothers and babies in Shurmo, to providing animal feed for 550 goats to help counter the effects of severe drought in the Dulassa district, we continue to make a real and positive difference in the lives of those we serve.

In the last 12 months we have put a lot of focus on finding new and better ways of telling our story through improved marketing. This remains a key element of our 2020-2022 Strategic Plan.

We have also worked hard to develop our internal processes and systems to support our operations as well as maintain effective compliance and governance. This has included developing new and auditing existing policies, conducting regular risk assessment and reviewing our Board effectiveness. These activities will not be obvious to our supporters but are critical for us in meeting our obligations as a charity and the expectations of the community.

Our biggest priority continues to be maximising our funding so that we can achieve even greater health outcomes for the people of Ethiopia. Other future focus areas include:

- Communicating with and growing our supporter base
- Regularly auditing our internal and

external compliance obligations to ensure we are meeting them effectively

- Working collaboratively with our key project partners to ensure the most beneficial targeting of our donor funds

Thank you to all of our supporters and donor partners who provide the funds that allow such important work on the ground, as well as our committed volunteers who give of their time, expertise, energy and encouragement. We could not achieve our vision without all of you and for that, we are grateful beyond words.

As a Board, we remain committed to our vision, passionate about our work and dedicated to achieving even greater positive outcomes for the women and children of Ethiopia.

Janelle Murley  
Board Chair and Director



# The Fullife Foundation Guarantee

In recent years, a number of Australian charities have come under intense public scrutiny for their high levels of administrative and marketing expenses, resulting in only a relatively small percentage of total donations actually going to assist their intended beneficiaries.

Sadly, this has resulted in an increase in the Australian community's cynicism regarding the effectiveness of their donations, and whether their hard-earned money was actually making a difference.

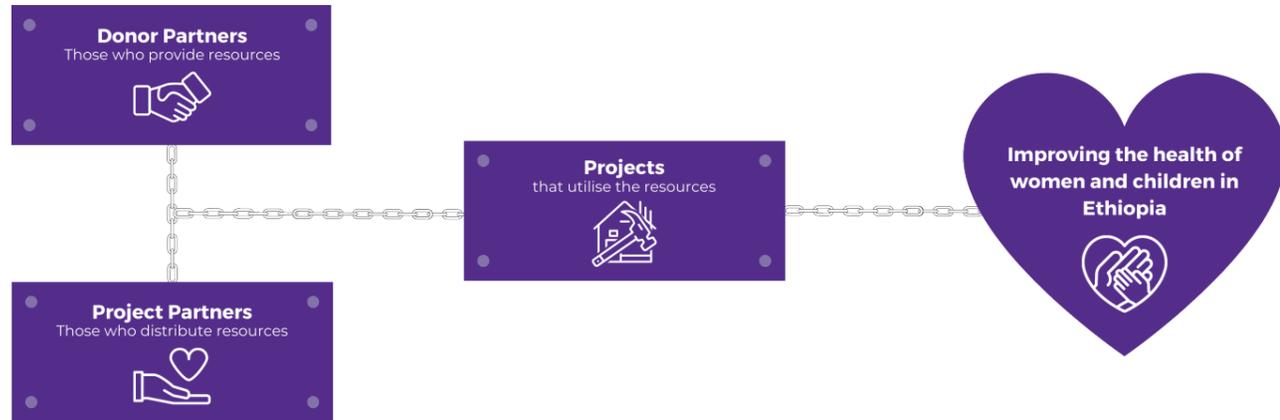
Consequently, the Fullife Foundation decided to overcome this public concern by GUARANTEEING that ALL money donated to the Fullife Foundation goes straight through to our trusted partners working on the ground in Ethiopia. Fullife Pharmacies financially cover all marketing and administrative expenses of the Fullife Foundation.

Our donors can be confident that every dollar donated goes to Ethiopia to improve the health of women and children.



# Who we are

Fullife Foundation is an organisation with a heart for others, which aims to achieve incredible things with a small committed team and a large committed network of partners and supporters/providers. We see our main role as providing a link or conduit between donor partners and project partners, to identify and support projects that improve the health of women and children in Ethiopia. This reflects our business model.



## donor partners

Our donor partners are the key to our success. Without them we would not exist. Our donors come in all shapes and sizes, but they have one thing in common – they are as passionate as we are about improving the health of women and children in Ethiopia.

You can read more about our donor partners on page 37.

## project partners

We could not possibly have the impact we do without partnering with passionate, authentic, experienced partners who are experts in the area of international development and who connect us to projects on the ground in Ethiopia.

We are extremely proud of our association with all of our current project partners and the way they align to our vision and values.

You can read more about them on page 19.

## projects

Our vision enables us to be both targeted and flexible in the types of projects we choose to fund. Our decision making is aided by very clear criteria, which ensures that we can disperse our limited resources for maximum impact.



# Vision, Mission & Values

## Vision

Our vision is to improve the health of women and children in Ethiopia.

Our clear vision helps us when making decisions about who to partner with and which projects to support.

Our targeted focus on the country of Ethiopia helps us to achieve maximum impact and not spread our limited resources too thin. To date we have supported projects to the communities of Samre, Lemo, Dullassa, Semera and Buri Kalat.

Whilst we are particularly focused on health-specific projects, we recognise that health is a complex issue which impacts, and is impacted by, many other factors such as safe drinking water, nutrition, sanitation and education.

Our funded projects will therefore reflect this interdependency.

## Mission

We achieve our vision by maintaining a focus on a few key areas, including:

- connecting those with resources to give, with those who most need them, by sourcing appropriate partners and projects
- promoting awareness and understanding of the health needs of women and children in Ethiopia
- concentrating our efforts within the health industry
- minimising costs<sup>1</sup> and maximising our contributions to our projects

<sup>1</sup> Currently all of our administration costs are funded by Mill Park Pharmacy Pty Ltd trading as Fullife Pharmacy Mill Park.

## Values

Our values are important to us. They guide the way we work, interact and make decisions. We constantly strive to hold ourselves accountable to these values and to the behaviours that we believe best reflect them.

### INTEGRITY

This value is reflected in:

- Authentic communications
- Financial transparency
- Keeping our promises

### CARE

This value is reflected in:

- Taking pride in our work
- Making decisions based on the wellbeing of our recipients
- Demonstrating genuine concern for our partners and for the people of Ethiopia

### HUMILITY

This value is reflected in:

- Emphasising outcomes, not ourselves
- Focusing on 'we'
- Adopting a true partnership approach with our partners

### COMPASSION

This value is reflected in:

- Walking in the shoes of others
- Combining talk with real action
- Responding to the greatest need

### COLLABORATION

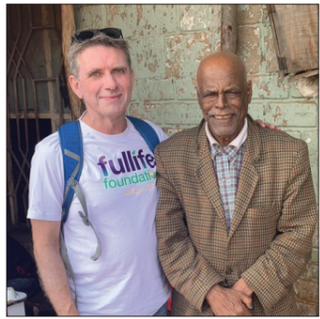
This value is reflected in:

- Understanding we need others to fulfil our vision
- Seeking to understand, then be understood
- Respecting others' gifts, ideas and input



Image courtesy of Anna Fawcus and Barefoot Initiative

# The Board



**Ian Shanks**  
Chief Executive Officer (CEO)

Ian is the founding partner and key driver of the Fullife Foundation. He is instrumental in forging relationships and partnerships and acts as the figurehead for Fullife Foundation. He also takes on the bulk of our operational responsibility.



**Janelle Murley**  
Chairperson

Janelle acts as our Chair, managing our board meetings and keeping us accountable for our actions.

With extensive experience in the not-for-profit sector, Janelle also drives the development of our strategy and oversees our governance activities including policy, compliance, risk management, relationships and contracts.



**Michelle Bou-Samra**  
Marketing and Innovation

Michelle acts as a sounding board and filter for ideas, overseeing our marketing strategy and ensuring integration between pharmacy operations, education and awareness, and fundraising.

She has travelled extensively through Ethiopia, and shares her knowledge with directors on the links between empowering communities and international and community development.



**Teresa Hooper**  
Finance and Risk

Teresa joined the board in 2018 to oversee our finances and provide sound financial advice to ensure compliance and enable growth.

Her expertise and board experience help the Fullife Foundation achieve and maintain good financial management and stewardship.

# Volunteer Team



**David Sanders**  
Barrister/Legal Counsel



**Kristi Dafos**  
Finance Officer



**Roberta Mora**  
Administration



**Sasha Shanks**  
Marketing & Graphic Design



**Julie & Vince Formica**  
#1 Supporters

# Where we work



- Buri Kalat
- Addis Ababa (capital)

*Buri Kalat*



Semera •

- Addis Ababa (capital)

*Semera*



- Addis Ababa (capital)
- Lemo

Lemo



- Dullassa
- Addis Ababa (capital)

Dullassa

# Project Partners



## International Needs Australia

A boutique charity based in Victoria, INA's vision is for a just world where all people are treated equally to reach their God-given potential. For almost 50 years, they have been committed to building innovative partnerships for community well-being and empowering women and children, focusing on three key areas: health, education and livelihoods. Their attention is on community-prioritised needs and the commitment to in-country project localisation, working with innovative partners for a holistic approach to community development; this is something we share. Working with local teams and volunteers on the ground in Ethiopia, shows respect and supports the development of more substantial and sustainable partner organisations and community

outcomes. Their thorough project proposals detailing community needs, desired outcomes, activity descriptions and budgets, have given us the confidence to support their highly impactful work in Ethiopia.

In collaboration with INA, our work is in the Lemo district of Southern Ethiopia, a rural area where there is a high incidence of maternal and infant mortality. Skilled care to identify, manage and assist in any condition or complication before, during and after childbirth is extremely low. Maternal and consequently infant and child undernutrition is a significant cause of mortality and has significant consequences for the child's future growth, health and development. Clean water, improved sanitation facilities, and good hygiene practices (WASH) are crucial in protecting mothers and babies from sickness. A lack of these services continues to cause unacceptable levels of complications, diseases, and mortality.

We have been working with INA since 2017 when we collaborated on two projects in Shurmo, in the

Lemo district. We sponsor 45 children through the Shurmo Education and Livelihood Development Project through ChildLink with the funding of \$22,680 continuing annually. This is a community development project to improve access to and quality of health services, child protection, access to education, WASH, improving food security and training in household budgeting.

In addition to child sponsorship, in 2017 the Fullife Foundation funded a project to extensively improve the Shurmo Maternal Health Centre, which provides essential outpatient services, vaccinations, maternity services, tuberculosis treatment, and family planning to over 21,000 people, including 8 schools. With a donation of \$60,000 from a private donor and in collaboration with the District Health Office and District Finance and Economic Development offices, four new rooms were constructed: pre-natal care, delivery, post-natal care and immunisation. The funds also covered the complete furnishing of the rooms with medical, equipment, furniture and a humidicrib. During our visit in 2018, we witnessed the tremendous and life-saving impact this health centre has had on the community, and this has led to us continuing our partnership

with INA on other projects.

This same visit highlighted the deplorable state of another health post, and the lack of funds available to repair or replace it. There was also no accommodation for the health workers to stay on-site throughout the night for emergency care, nor were there latrines or accessible clean water, clearly adding a health risk to the patients of the community. In 2019 your donations of over \$42,000 helped the Foundation fund the construction of the new Health Post to provide maternal and child support 24 hours 7 days a week, to over 8,000 local residents. The building now consists of three separate rooms, allowing for two treatment rooms and one for accommodation of the health team, plus a latrine conveniently accessible to the team and patients.

The National Pharmacy Students Association (NAPSA) and the Fullife Foundation jointly funded this project.

NAPSA contributed approximately \$25,000 to the construction, raised during their Charity Cup activities, with the total project costing \$67,275.



Clean water is a necessity, especially at a health post, so we were able to work with the BBBC (INA's partner on the ground) and the Shurmo Water Board to provide a more extensive distribution of clean water access to the Shurmo Health Post and the greater community. The Clean Water Project consisted of a diesel pump, a pumping room to house the pump, a 100,000 litre cement reservoir, four water points each with four taps, and several kilometres of pipes linking the project together. In a genuine effort in community engagement and empowerment, members of the local community dug the trenches and laid the pipes themselves.

This project alone has brought clean water to over 17,000 people in Shurmo and the surrounding areas for the first time, reducing water borne diseases, making water collection for the households less of a burden to the women and children, and providing access to more thorough hygiene and sanitation practices at the health post.

To help build capacity in these communities we have continued our relationship with INA, and since July 2019 we have been involved in a project called Improving Maternal and Child Health Outcomes in Lemo District.

This project has three primary objectives. Firstly, to strengthen the delivery of services at Shurmo Health Centre and its affiliated Health Posts through staff training and essential materials and equipment support. Secondly, to work with the Health Extension Workers (HEWs) and communities to encourage and support more pregnant women and their families to deliver in a facility staffed by a skilled birth attendant, to attend more antenatal and post-natal visits, and to improve the mother's nutrition and that of her infant. Thirdly, to construct a waiting room building block for women to stay for two weeks

preceding their due date, plus latrines. The four outcomes of the project are:

1. The Shurmo Health centre has strong capacity in its staff and facilities to support mothers in delivering their babies in a safe and supported environment.
2. The Health Posts surrounding Shurmo Health Centre offers a high quality of antenatal and postnatal services, and are well connected to the Health Centre.
3. Community members are aware of the importance of and prioritizing antenatal and postnatal care, institutional deliveries provided by skilled health providers, and good nutrition for pregnant and lactating women and babies.
4. Improving access to clean water and improved sanitation to all the kebeles in the target area of the project.

The project aims to improve the maternal, child and neonatal health conditions in 15 Kebeles of Lemo Woreda. The project is working on creating the demand for health services by the community and also the supply of quality services by health facilities. Pharmacy Alliance have been strong advocates and generous supporters of this program, with yearly donations of \$35,750.

The strong partnership between INA, Pharmacy Alliance and Fullife Foundation has resulted in improving the lives of approximately 11,362 people in the past year alone.

So far, we have provided \$119,465.83 to fund this fantastic project.





### Afar Pastoral Development Association (APDA)

Known as the hottest inhabited place in the world, the Afar lies in the North-eastern region of Ethiopia. The Afar people are traditionally nomadic pastoralists, and their subsistence economy depends on raising goats, camels and cows in the desert. They live in harsh conditions and are constantly faced by drought, extreme weather conditions, locust plagues and tribal rivalry. For these reasons, and due to cultural norms, practices and traditions, there are high mortality rates especially among women and children, barriers to education leading to low literacy levels, and low food security.

Access to health and social services is limited, with preventable conditions such as lower respiratory infections, diarrhoea, malnutrition, malaria and tuberculosis being five of the top ten leading causes of death in Ethiopia.

Afar women are particularly vulnerable to health issues and is where we focus most of the support and funding. Female genital cutting, while illegal in Ethiopia, is still performed on young girls causing complex and lifelong complications. Prenatal, birth and postnatal support is limited with women facing an exceptionally high risk of dying during childbirth. Additional burdens of an Afar woman include early marriage, exhausting workloads, and as carers for children, the sick and the elderly; it is a daily struggle just to survive.

Australian nurse, Valerie Browning, first went to Ethiopia in 1973 and has been living in the Afar and serving the people since 1989 after she married an Afar leader. The Afar Pastoralist Development Association (ADPA), was formed by a group of Afar leaders and continues to be run by and for the Afar people to address critical needs not being addressed by formal Government services due to the unique geography, climate, culture and lifestyle of the Afar people.

Our connection to Valerie Browning and an alignment to the work APDA do on the ground, is why we have formed a strong partnership with this amazing group of people.

The APDA works on a wide variety of projects to contribute to the development and wellbeing of the Afar people, many of them focusing on vulnerable women and children, including mobile health and vaccination, water provision and harvesting, maternal and child health activities, and education for Afar children.

### Gift of Hope

The Gift of Hope Program, was designed by the Fullife Foundation team after Valerie highlighted the dire areas of need in the communities where she works. The gift cards are a tangible and affordable way to provide customers with the opportunity to give gifts to loved ones that also have a considerable impact on a person's life; these are gifts that keep on giving.

- \$3 provides a safe birthing kit to an at-risk mother in the Afar
- \$5 provides soap for a household for four months to improve hygiene and reduce disease
- \$10 provides iron supplementation for nine months to a pregnant Afar woman
- \$20 provides all four rounds of immunisation to a child in a remote area of the Afar
- \$30 provides one month of lentils to a malnourished Afar mother so she can feed her baby
- \$50 provides education and stationery to four Afar women

Total funds raised from donations as of 30 June 2021 is \$55,153.



## Famine and Locust Plague

Locusts are the world's most dangerous migratory pests and huge swarms began moving to East Africa in 2019; these swarms are now the size of cities and have devastated huge areas of farmland across Ethiopia, especially in the Afar. A one kilometre square locust swarm consists of ~150 million locusts and can eat the same amount of food in one day as 35,000 people; they consume everything in their path.

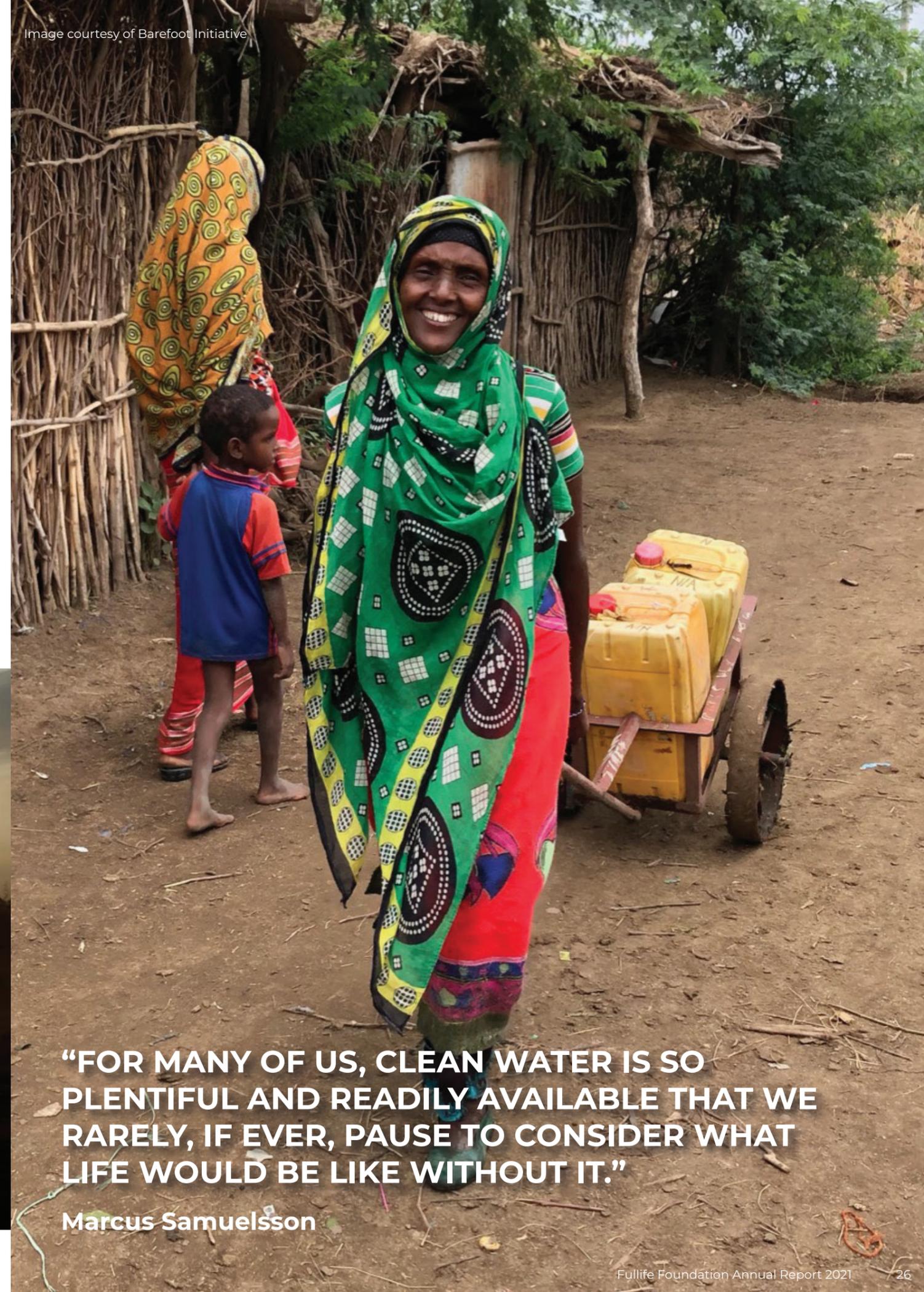
The Afar people survive on crops for food, and their livestock is their sole source of income, food and milk. With the devastation of these crops, severe food insecurity has led to food shortages and malnutrition, especially in their children, and illness or loss of their livestock. This locust plague has left these people, who survive on crops for food and income, in a critical condition.

Funding of \$22,830.30 was provided as a one-off emergency relief payment in March 2021 to provide Fammax (emergency food aid) and sugar for 300 people for 2 months and animal feed for 550 goats for 2 months, plus transport for the fodder and support for the emergency team.

APDA has worked directly with the remote communities of the Afar for decades and know their needs better than any other international aid agency. Their ability to provide immediate and direct assistance to those suffering and in need of time-critical support, is unparalleled and is why we are very strong supporters of Valerie and her team.

All images courtesy of Anna Fawcus and APDA

Image courtesy of Barefoot Initiative



**“FOR MANY OF US, CLEAN WATER IS SO PLENTIFUL AND READILY AVAILABLE THAT WE RARELY, IF EVER, PAUSE TO CONSIDER WHAT LIFE WOULD BE LIKE WITHOUT IT.”**

**Marcus Samuelsson**





## Barefoot Initiative

Community development is intended to improve the lives of people, so it is important that development starts with listening to and supporting the people of these communities. Barefoot Initiative was founded in 2004 by three Australians interested in exactly this type of development; one that is community-driven, empowering and sustainable. The name is symbolic of their goal, to work closely with communities at a ground level assisting them in realising their ideas for development. With the growth of the organisation, a new structure was formed in 2015 and now Barefoot Initiative comprises of a Board of seven passionate volunteers with a variety of skills and a common vision to assist the Afar community in their self-development.

Our shared objective with Barefoot Initiative is simple; to work closely with

communities at the ground level in Ethiopia, to listen, to support, to foster inclusion and empowerment so they become their own change makers. The mutual respect and trust with the people they serve is very strong. Through their yearly visits to the Afar where they live with the communities to gain an understanding of their current and future challenges, it is also an opportunity to share knowledge to enable the Afar people to put their development ideas into action. By building both relationships and community capacity through their on-ground local partners, they can assist with skill development, networking, training, infrastructure support and funds, so the community can materialise and own their ideas.

With the support of our donors, we have been both inspired and humbled by the projects that the team at Barefoot Initiative have implemented and the empowerment this has created within the communities of the Afar.

## Water Carts Program

During their initial visits to the Afar, the Barefoot Initiative team witnessed the burden imposed on women and girls from carrying up to 30 litres of water on their backs in goatskins, up to six times

a day, even while pregnant. Through discussions with the community the Barefoot Initiative came up with the idea to construct pilot water carts. Each cart was designed to carry about 80 litres of water with the most vulnerable households (pregnant mothers, widowed women, the elderly and people with a disability) receiving a water cart. Over the following years, feedback from the community highlighted a need for carts with a stronger and more sturdy design, also a growing need for more carts.

To accommodate the increased demand, Barefoot Initiative commissioned and trained employees from a local garage on how to make the water carts. They were modified to be smaller and sturdier and now carry 50 litres to better meet the needs of the community. Women from the communities were also taken to the garage so that they knew where to go for maintenance and to purchase more carts as needed. They now have a local supplier while also building capacity and agency within the community.

With the introduction of the water cart, trips to the Awash River can be reduced to two trips a day from six, and the men of the community now partake in collecting water for the household,

thus breaking the traditional role in Afar society where only the women and children collected the water.

During a survey conducted in 2019 by Barefoot Initiative and their on the ground partner, Waklisa Charity (who coordinates, monitors and oversees the projects), community members agreed that paying a 15% contribution towards the water cart was important as this showed value and ownership of the cart. It also helped others access a water cart as the contribution would go towards funding the construction of further carts. Barefoot Initiative and Waklisa Charity agreed it would continue to give a water cart with no contribution to families who live below the poverty income level and families who have a member with a disability.

Barefoot Initiative have a target to reach 1186 households in the 8 target villages in the Buri and Kalat kebele. To date they have provided 487 water carts, leaving 699 households that still need to be reached.

During the 2019 financial year, the Fullife Foundation through your donations funded the construction and distribution of 139 water carts. The total cost of the project was \$20,600.



Image courtesy of Barefoot Initiative and Maheder Haileselassie



Image courtesy of Barefoot Initiative and Maheder Haileselassie

## Household Water Filters Program

Water carts have changed lives in the Afar by providing greater access to water through reducing the physical burden of collecting water and by reducing the number of trips to a water source. However, they do not provide access to safe drinking water which is essential to health. According to the World Health Organisation (WHO) contaminated drinking water is estimated to cause up to 485,000 diarrhoeal deaths each year. In the Afar, diarrhoeal deaths are one of the main causes of mortality in the region. The United Nations considers universal access to clean water a basic human right, and an essential step towards improving living standards worldwide.

Witnesses to these sufferings and death, the Afar community requested the support of Barefoot Initiative and Waklisa Charity to help them find a solution to access safe drinking water. Since early 2020 different water filters have been piloted with positive feedback from the community on the Sawyer bucket water filter. Barefoot Initiative and Waklisa plan to provide a Sawyer bucket water filter to the 1186 household in the 8 target villages where they work. This includes the 487 households who have already received

a water cart. In 2020, the Fullife Foundation committed to funding an additional 250 water carts with filters.

The overall goal of this project is to support reduction of mortality rates in children under five years by providing rural Afar families access to safe drinking water. In addition, by partnering and providing support to Waklisa to implement the project, Barefoot Initiative is working towards its vision, which is to strive for sustainability in projects by localising and shifting control to Afar people and Afar run organisations.

## Pharmacy Student Scholarship Sponsorship

Inclusive and equitable education for all people is an integral part of sustainable development and is a major factor in escaping poverty. In 2010, community leaders of the Yorren requested Barefoot Initiative's support for Afar students to study at a tertiary level where acquired skills could be used to improve their communities. Barefoot Initiative was thrilled to establish a scholarship program to assist in making education accessible with students having either completed or studying in the areas of pharmacy, economics, public health, nursing, accountancy and finance.

Seventeen students (6 female) have been sponsored to date, ten of whom have graduated successfully.

The objectives for this project are to:

- Provide equal access to all for the opportunity to a tertiary education
- Eliminate gender disparities in education and provide equal opportunity to women and men to a tertiary education, with a focus on Indigenous and marginalised persons
- Strengthen the skilled human resources of the Afar by building the capacity of its youth

The Fullife Foundation commenced the sponsorship of two Afar students who have begun studying pharmacy at the University Addis Ababa for a five-year Bachelor of Pharmacy degree. The total cost for the first year of the degree for both students is \$11,224 which includes their tuition, laptops, accommodation, living expenses, and an allowance for a student liaison, who provides holistic support during their time at university. Once these students graduate, it is hoped that they will return to the Afar and use their knowledge and experiences to provide healthcare, to reduce suffering, to share knowledge, to educate and to inspire further students in their communities.

We were first drawn to Barefoot Initiative after being mesmerised by their stunning photos on social media. What has developed, is an open, honest and mutually respectful relationship between our organisations, where the primary focus is to get resources to the people of the Afar in an efficient and timely manner to help build capacity to alleviate suffering.

All images courtesy of Barefoot Initiative



**Birthing Kit Foundation Australia  
(BKFA)**

The Birthing Kit Foundation Australia is a non-profit organisation based in Adelaide, working to improve reproductive wellbeing and childbirth survival for mothers and newborns in developing countries. They provide birthing kits, education and awareness in clean birthing practices to women birthing at home in remote regions of the developing world. Their projects are community-centred and focus on achieving outcomes that are evidence-based, value for money, and integrate quality monitoring and evaluation processes. We have a shared interest in progressing the health and rights of women, their children, and families, with the aim to reduce the disparity in health care for vulnerable populations. Through their work to support capacity-building, communications, and in a management role in project partnerships, we collaborated with the BKFA to advocate the work of, and

raise funds for their partner in Ethiopia, Valerie Browning and the APDA, from 2014 to 2019.

Our initial involvement with the BKFA was in awareness raising, packing and providing funds for the clean birthing kits. These are a simple and effective tool designed to support hygienic practices and environments during childbirth in under-resourced settings. When used by a skilled birthing attendant, the contents of these kits substantially reduce the death of mothers and babies, contributing to a world in which all women and girls can become empowered and have access to a clean and safe birth.

The Fullife Foundation with the assistance of Fullife Pharmacies, Pharmacy Alliance and NAPSA, have packed kits and funded over \$18,000, which is over 54,000 clean birthing kits to mothers at risk in Ethiopia.



Each kit contains 6 disposable components:

- Soap to wash the birth attendant's hands and the mother's perineum
- Plastic Sheet to prevent the mother and newborn coming into contact with the ground or an unhygienic surface
- Gloves to cover the birth attendant's hands and provide protection from infections such as HIV for carers and care recipients
- Gauze to wipe clear the newborn baby's eyes, and to clean the mother's perineum prior to giving birth
- Cord ties to cleanly tie the umbilical cord
- Sterile blade to cut the umbilical cord and reduce risk of newborn tetanus and infection

**Safer Womanhood in the Afar**

In 2018 we undertook a project with BKFA in the Dullassa district which is in the remote far south-west of the Afar. It has a land area of just under 1477 square kilometres and is comprised of 12 kebeles (administrative sub-districts) with inconsistent and very basic infrastructure, especially those related to government healthcare and education services. The district

has only one health centre and three health posts to service an estimated population of 35,000, and with schools only taught in Amharic, a national Ethiopian language which is foreign to the Afar people.

The Afar region has poor maternal health indicators, even by national standards, with twice the number of already high maternal mortality rates in Ethiopia. The majority of births occur at home due to the distance to health facilities and lack of transportation. The Afar has the highest unskilled birth attendance in the country with traditional birth attendants remaining the preferred choice of support. This, combined with poor trust in the health system due to harmful traditions and cultural practices and a lack of prioritisation of maternal and newborn healthcare leads to inadequate health-seeking behaviour. This is influenced by low literacy levels and a subsequent lack of awareness of, and inability to make good health choices.

The goal of the Dullassa Project was to improve the maternal and newborn survival and the reproductive health of girls and mothers in the district. There were three primary objectives aimed towards this realisation of better health for the communities in 10 of the remote



sub-districts.

### 1. Strengthening the capacity and collaboration of community health teams:

The project used a community-based team of 10 Women Extension Workers (WEWS), 10 Literacy Facilitators (LFS) and three Health Extension Workers (HEWS) under the leadership of two Field Coordinators and one Project Manager, with five Traditional Birthing Attendants (TBAs) in each of the 10 sub-districts. Prior to this, mothers delivering were only supported by untrained TBAs, many of whom were guided by harmful traditional practices. 83% of the project team were females who attended training courses focusing on improving confidence, knowledge, the exchange of ideas, and increasing reproductive health outputs within the community. The team treated a total of 8,722 people of whom 39% were females in their reproductive age. Maintaining a practical and productive relationship combined with annual training ensured better health outcomes.

### 2. Reducing harm and improving reproductive health and wellbeing of mothers:

Health education on various issues including maternal health care, preventing harmful practices and general infection prevention were given to 35,438 people during the project. WEWs educated the community and raised awareness on issues around female genital mutilation, early marriage, gender-based violence and issues of reproductive health. A far literacy, whilst still low continues to be taught with 48% being females; the sessions have allowed women to openly talk about their thoughts and fears. Although there is still resistance to some maternal health aspects, due to centuries of embedded cultural practices, discussions continue to occur and changes can be seen on an ongoing basis.

### 3. Increasing maternal and newborn health seeking behaviours:

From zero referrals to 34.12% of all project deliveries have resulted in the mother being referred for higher treatment in the health centre of hospitals. Across the 10 Kebeles, 1,163 antenatal checks were performed, with 938 women having home deliveries using birthing kits and 486 being referred for a health centre of hospital for complex care. With community support women will continue to be empowered, albeit slowly, about their own health choices.

Although the project has made great advancement towards fulfilling the objectives of strengthening the rural health network of Dulassa to improve reproductive, maternal and newborn health and awareness, there is still ongoing work required to ensure the ongoing support and health of expectant mothers.

Fullife Foundation's partnership with BKFA to support ADPA realised our commitment to 'improving the health of women and children in Ethiopia', with the total fund contribution to the Dulassa project being \$209,362.92.

All images courtesy of BKFA and Rachel Glasby



**World Vision**

When the Fullife Foundation commenced, we had very little experience in the international development space. Our partnership with World Vision was pivotal in helping us navigate the not-for-profit sector while introducing us to the work of non-government organisations on the ground in Ethiopia. World Vision's advocacy and emergency relief work is well known, as is their focus on helping the world's most vulnerable children overcome poverty and experience the fullness of life: a vision we share at the Fullife Foundation.

**Child Sponsorship**

World Vision's focus on transformational development ensures projects are community-based, community-led and sustainable. Communities are empowered to set their own goals and are equipped with the resources and agency to continue progress long after World Vision has left.

Projects focus on access to safe drinking water, food security, agriculture, education, healthcare, income generation, child protection and working to cease harmful traditional practices such as early marriage and genital mutilation. Through child sponsorship programs, the whole community benefits, not only the individual child. The Fullife Foundation sponsored up to 206 children between 2012 and 2019. In an environment where children's rights are respected, these most vulnerable children can flourish, reach their highest potential, and are empowered to lift their communities out of poverty.

**Maternal Waiting Rooms**

The construction of the two maternal waiting rooms at Finarwa and Mariam Moko that were completed in 2017 has had a profound effect on improving maternal and child mortality by encouraging expectant mothers to attend a health centre and to be monitored and assisted for a safe birth. In 2019 extra beds were purchased and now each room can accommodate fourteen women at any given time. These rooms continue to provide life-saving support and care to women in Samre, and with the long-term support of the Woreda Health Authority and the Federal Ethiopian Department of

health, this health centre will be maintained and staffed into the future.

**Toilet Blocks & Sanitation Support**

In Ethiopia, on average, 51% of girls miss four school days a month during menstruation.

Social, cultural and economic barriers related to menstruation can affect their right to dignity, and therefore access to education due to insufficient access to safe, separate and private toilets, insufficient WASH facilities, poor access to sanitary cloths or pads and facilities for appropriate and private disposal of used materials, consequently leading to high absenteeism from school and falling behind their male peers.

Through our partnership with WVA, in 2019 we funded the construction of four ventilated improved pit toilets with seats, urination block, handwashing facilities and menstrual hygiene management facilities at Adikemalik High School in Medebay Zana, Northern Ethiopia.

The cost of the project was \$22,261 and has had a tremendous and positive impact on 400 girls allowing them to attend school during menstruation thereby reducing absenteeism.

The project also involved teachers training the girls on making sanitary pads from local fabrics and how to clean them for re-use. The training was in addition to training in best hygiene practices to support the infrastructure to create long term sustainable and effective change.

The education of girls who will become women, goes beyond just getting girls into school. It's about ensuring they feel safe and empowered to learn while at school, so they can achieve all levels of education to acquire the knowledge and skills to work, to earn and to adapt in a changing world. Education enables them to make decisions about their own lives, and contribute to the health, safety and prosperity of their families, communities and country.



# Donor Partners

For us to sustainably continue our work in Ethiopia, we need committed and supportive donor partners to help us achieve our vision of improving the health of women and children in Ethiopia.

We are so blessed to have partners, both corporate and individual, who not only share our vision, but also demonstrate that commitment through their donations and financial support.

Without them, the Fullife Foundation and its work would cease to exist. So, to all, we are truly grateful!



Maternal Child and Health Centre, Shurmo



## Fullife Pharmacies

The Fullife Pharmacy group has incorporated the Fullife Foundation in its retail model since its inception in 2012. It promotes the Fullife Foundation in a number of ways:

- Donation boxes at pay-points
- Donations for statutory declarations and certifications provided by Fullife Pharmacists
- Fullife Foundation days, where the pharmacy team donate their time, promote our work in a fun and relaxed atmosphere, and raise funds
- Birthing Kit packing sessions, involving local community members
- Through Club Fullife, the customer loyalty platform where over 4,000 Fullife Pharmacy customers regularly donate Club points to the Fullife Foundation
- Providing full page advertisements of Fullife Foundation activity on their flyers every two months
- The sale of Fullife Foundation water bottles, with all profits going to projects in Ethiopia

Through the Fullife Pharmacy 'Give Back'



program, 10c is donated from every transaction through each Fullife Pharmacy and Thrive at Fullife café.

Fullife Pharmacies cover all administrative and marketing expenses of the Fullife Foundation, enabling us to make our Guarantee to donors.

## Individual Donors

We have a small number of generous individual donors who prefer to remain anonymous. Some donate on a monthly basis, while others donate when they can afford it. One of these incredibly generous donors provided the \$60,000 necessary to fund the construction of the Maternal Child Health Centre in Shurmo, through INA. We were privileged to travel to Ethiopia in January 2018 to officially open this vital health centre.

We could not exist without the generous support of our donors, and look forward to more people getting involved with the Fullife Foundation in this way.

## Independent Pharmacies

In addition to our 70 Alliance Pharmacy stores, the Fullife Foundation has placed donation boxes in approximately 20 independent pharmacies around Australia. Once again, we are thankful for their support and ongoing donations from their customers.

## Chemist Pos Direct

Our relationship with Pos Direct, a company specialising in the provision of IT hardware and solutions to the pharmacy industry, goes back to 2016, and was originally based around their interest in Safe Birthing Kits.

As a result, their donations have been directed to the prevention of maternal and infant death in Ethiopia, specifically in the Afar region. We thank John and PosDirect for their generosity and support.





## Pharmacy Alliance

Pharmacy Alliance is Australia's largest independent pharmacy network that continues to grow all across Australia. Their primary goal is to provide innovative and effective retail tools and services to empower independent pharmacies to increase their profits. We have been working with their head office and pharmacy teams since 2018.

Through their ongoing benevolence, Pharmacy Alliance has grown to be our most generous corporate donor, not only financially, but also with their time and commitment to our cause. They have provided the opportunity for Ian to speak directly to their members about the work of the Fullife Foundation at their conferences, member meetings and on webinars, allowing us to bring awareness to the daily hardships some people encounter every day in Ethiopia.

At the Pharmacy Alliance Conference in 2018, Ian was able to speak about the

plight of women in the Afar. Members generously donated over \$4,000 that enabled Barefoot Initiative to provide 35 water carts to disabled and elderly women.

In addition to this, the support of the head office and Pharmacy Alliance members and their teams is ongoing. Since our partnership started, sixty-five partner pharmacies have supported our work in Ethiopia. For the first two years, this took the form of child sponsorship in Samre in the north, through World Vision. In 2020, this support was switched to funding an important Maternal and Child Health project in Shurmo in the south, through International Needs Australia. Their yearly donations of \$35,750 have enabled the project to continue, expand, and no doubt save the lives of countless mothers and their babies. Pharmacy Alliance also generously sponsored the two NAPSA students who joined us on our trip in 2019.

Over one hundred pharmacies in the group support the Foundation by currently displaying donation boxes at their counters providing both awareness and funds, with over seventy partner pharmacies supporting the Foundation by selling Gift Of Hope cards leading into Christmas 2019.

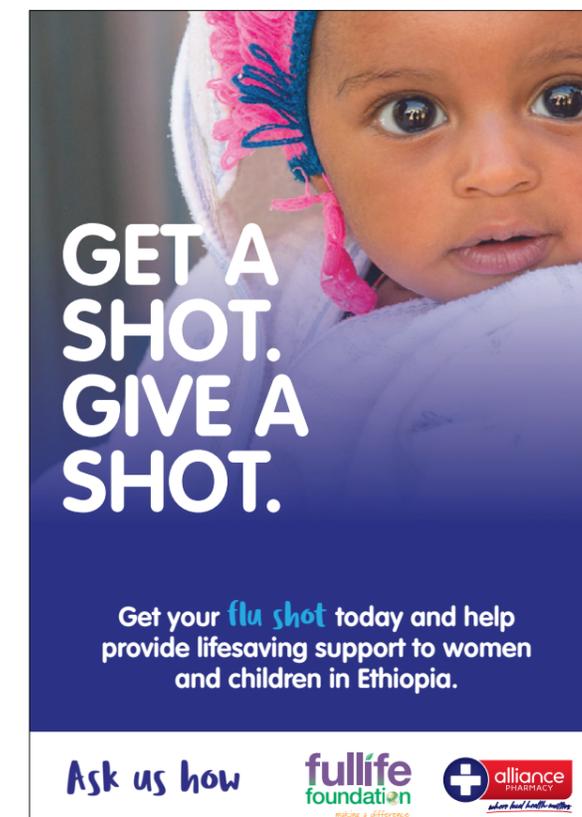
In September of the same year, the partner pharmacies became involved in Purple September to raise awareness and funds, over \$11 000 was raised by their communities.

Pharmacy Alliance's commitment to the cause also saw the Fullife Foundation as the beneficiary of their promotional events at the APP Conference in both 2019 and 2021, raising over \$1000. Attendees were encouraged to make a donation at the free coffee cart and also their green carts.

During the first half of 2021, over seventy of the partner pharmacies ran the 'Give a Jab' program for flu vaccinations, where \$1 for each vaccination was donated to the Fullife Foundation's Afar immunisation program through the Afar Pastoralists Development Association. This program included the vaccination and the funding of the entire health team, as well as the provision of health assessments and treatments to vulnerable people.

Pharmacy Alliance's continued support, generosity, encouragement and commitment has deeply impacted many women and children in the Afar, with resources that will provide ongoing benefits to the community.

A huge thank you to Simon, Paul, Darren, Nimfa, Natalie, Shane, and the entire team at head office and in all of the pharmacies; your support and awareness-spreading is vital to what we do.



APDA's mobile health and vaccination clinic





**National Australian Student's Association (NAPSA)**

The National Australian Pharmacy Students' Association (NAPSA) represents the interests of approximately 3500 members whom are undergraduate and postgraduate students studying at eighteen universities across Australia. NAPSA is run by students for students, and strives to provide many opportunities for its members.

One of NAPSA's goals is to spread pharmacy and health awareness through hosting a number of events each year. One of these is the Charity Cup, where branches compete in raising funds for a selected charity. The Fullife Foundation was honoured to be selected as the charity for 2018 where the students raised over \$25,000 as well as packing 6,000 Birthing Kits.

The funds raised by the branches for the Charity Cup supported the funding for rebuilding a health post in the southern rural town of Shurmo. The health post is the first point of contact for health checks for the community with a large focus on maternal and child wellbeing.

Jess Hsaio (past NAPSA President) and Stephanie Samios (past NAPSA Pharmacy Awareness Chair) accompanied us to Ethiopia in 2019 to visit this health post NAPSA helped fund and to experience the beauty of Ethiopia and its people; what a wonderful time we had! We are so grateful to NAPSA for spreading awareness about the work of the Fullife Foundation, and for the tireless effort of the students from all of the pharmacy schools around Australia to raise funds. Jess shares her experience travelling through Ethiopia in an article she wrote for the AJP.

### Jess's Story

*NAPSA supported Fullife Foundation for the 2018 Charity Cup campaign and raised over \$25,000 as well as packing 6,000 birthing kits. Fullife Foundation is an organisation dedicated to improving the health of women and children Ethiopia. . The funds raised by branches over the 2018 Charity Cup*

*period were able to support the funding of rebuilding a health post in the rural town of Shurmo in Ethiopia. The health post is the first point of contact for health checks for the community, with a large focus on maternal and child wellbeing.*

*During the April Easter break, past NAPSA Pharmacy Awareness Chair, Stephanie Samios, and myself travelled over to Ethiopia with Fullife Foundation Directors, Ian Shanks, Michelle Bou-Samra, Michelle's son Xavier, and CEO of International Needs Australia (INA), Pri Fernando. After getting all the necessary vaccinations and documents for the trip, it was already time to embark the 20-hour flight to Ethiopia from Brisbane.*

*On arrival at Bole Airport in Addis Ababa, the capital of Ethiopia, we realised how bright the sun was, being 2,355 metres above sea level. The higher altitude definitely showed when climbing up even just one flight of stairs. Our trip in Ethiopia had a full itinerary of visiting various Fullife Foundation projects, early childhood care and education (ECCE) centres funded by the support of the Bole Bible Baptist Church (BBBC) group, as well as squeezing in a bit of sightseeing on the last days.*

*It was an early start on the first full day in Ethiopia as we drove about five hours south of Addis Ababa to the town of Hosaena where the Fullife Foundation maternal and child health post was rebuilt. We visited the newly build site in Shurmo about 10 minutes north of the Hosaena township where we were greeted by the local school children eager to see what was going on.*

*The new health post is one block constructed of four rooms, which will serve as a consult room, maternal delivery room, clinical waiting room (admin area) and a health-extension worker waiting service room. It also has a newly built latrine and water line extension. The health post that NAPSA partially funded is part of a bigger project by Fullife Foundation, INA and BBBC, called the Integration Health and Water Project – Shurmo Program. This larger project also consisted of the construction of a new water reservoir with four water points (each with four faucets constructed) for the community to access clean water. The fantastic thing about these projects is that they are creating jobs for local people, which makes a huge impact in the community. The health post along with the potable water output will have over 20,500 direct beneficiaries!*



On the day of the official opening of the health post, the elders, leaders and women of the community all gathered to address the new health post. There were speeches from the elders of the community, leaders of the woreda (district), water board representatives, BBBC, INA, Fullife Foundation and NAPSA. Students from the high school next to the health post also gathered to listen, and their smiles during the speeches showed it all as they were the future of the community moving forward. The official opening consisted of the ribbon cutting of the health post, a traditional coffee ceremony and traditional food buffet. The community also presented NAPSA, Fullife Foundation and INA representatives with a modern variation of the traditional Hadiya attire. The rest of the day we visited various projects by both Fullife Foundation and BBBC. About 6km north of Shurmo we visited an ECCE centre (built by BBBC) and a health post which was in desperate need of an upgrade with holes in the wall, limited lighting and ventilation. We also visited the Maternal Health Centre in Shurmo sponsored by Fullife Foundation, which had been opened last year. Since the opening of the maternal health centre, it has delivered about 65 births per month and no maternal deaths since the

re-build in January 2018.

We also had the opportunity to meet with Valerie Browning AM, an Australian Nurse who now calls the Afar her home. Valerie was awarded an Order of Australia in 1999 for her service to international humanitarian aid through promoting health and literacy programs in the horn of Africa. Valerie (also known as Maalika to the Afar people) has now lived among the Afar nomads for almost 30 years and is a founding member, with her husband Ismael Ali Gardo, of the Afar Pastoralist Development Association (APDA). APDA is an organisation that aims to bring health and education to the people of the Afar region to contribute to the development and wellbeing of the Afar people. Listening to Valerie speak was an exhilarating experience, someone with an overwhelming passion and dedication even at the age of 68 and no signs of stopping.

We also received an invitation from the Australian Embassy in Ethiopia for a reception at the Ambassador's residence in Addis Ababa. We were welcomed by His excellency Mr Peter Doyle, Ambassador to Ethiopia, and members of the Australian Embassy.

On the last day of our trip, we met with three pharmacy students from the Afar region who were currently studying in the five-year degree at Addis Ababa University. Two of the students were sponsored by Fullife Foundation through the Barefoot Initiative Education Scholarship to study in Addis Ababa, which is very far from their home in the Afar region (over 500 km). The students highlighted the key issue with pharmacists currently in the Afar is that they speak Amharic and not the Afar language. Due to the communication barrier with current pharmacists working in the Afar, there is also a lack of trust from the community with reports of wrongdoing and neglect by the pharmacists. When the students become pharmacists they will be accepted into the community and be able to communicate the safe use of medicines and educate about the side effects, expiry dates and storage – a lot of what we take for granted as a given in Australia.

Being about 12,684 km from home, we also took some time to explore the city of Addis Ababa and what Ethiopia had to offer. We visited the biggest and busiest vegetable and fruit market in Addis Ababa (named Atikilt tera) and the largest open-air market in Africa

Africa (spice market, Mercato).

There was also an opportunity to try and bake some injera, a traditional Ethiopian flatbread made from fermented teff flour (a type of grain native to Ethiopia).

We would like to say a special thank you to Pharmacy Alliance for sponsoring NAPSA's trip to Ethiopia to allow us to meet the people we had helped with the opening of a new health-post in Shurmo. Our gratitude extends to Ian Shanks, director and founder of Fullife Foundation, as well as Michelle Bou-Samra, director of Fullife Foundation (and NAPSA Honorary Life Member), for making this trip happen and showing us the impact NAPSA has made on a global scale.

NAPSA would also like to acknowledge the support from International Needs Australia (INA) who have helped with the organisation of the trip and for their work on the ground in Ethiopia as well as other countries in Africa.





## Buna (Coffee) with Jess

### What has been your biggest surprise from this trip?

The biggest surprise from this trip was definitely seeing the sea of smiles from the children and community of Shurmo when we had the official opening ceremony to unveil the newly renovated/built health post. It was amazing to see all the students (both secondary and primary) gather around the tent whilst representatives gave their speeches during the ceremony. To have such a welcoming community was a joy to see and everyone we met and talked to were all so happy. I guess I was pretty surprised to see a whole community gather together to listen to what we have to say and for the opening of a new health centre for their community. It is humbling to see the community happy with what they have and comparing that to people back home.

### What have you learnt about life in Ethiopia?

The thing I learnt about life in Ethiopia is that you can still be happy even with the bare minimum. For myself I think it was a very reflecting trip being away from technology, internet and the concept of time. The people of Ethiopia were happy living their day-to-day

life without the constant reminder to check your notifications on social media, not having to rush from one meeting to another, running to catch a bus and all that we do during our day to day life in the Western countries. There is no rush and no time pressure at all.

### What key insight have you gained into women and/or children's health issues?

After having a chat to one of the ladies from the community, we learnt that a lot of the women did not have access to sanitary products when they had their period. We take it for granted here in Australia to have easy quick access to sanitary products each month. However, the women in Ethiopia use linen to make their own makeshift reusable menstrual pads. Another thing I learnt (please correct if I'm a bit off) is that children born in Ethiopia have very little access to crucial vaccinations required in early years of life. We heard from Valerie Browning and her work in the Afar region with vaccinating infants and young children which is still controversial in Ethiopia (with regards to politics).

### What is one story you are going to tell your friends/family back home?

The story I have been telling my family and friends back home is just the overwhelming support from the community on the official opening day of the health post. Standing at the front of the tent looking out at the elders, community representatives and students surrounding the entirety of the tent really hit how much of an impact we had made to their lives and their community.

### How has this trip changed you? OR What impact has this trip has on you?

Having been on this trip it has definitely opened my eyes to what life is like in developing countries. We take a lot of things for granted in Australia, like having clean running water and easy access to healthcare when needed.

A lot of the people in Ethiopia would have to trek many kilometres to have access to water which may or may not be clean and safe to use. They have limited access to primary healthcare such as medical centres for check-ups, hospitals for births and reliable pharmacies.

### Who is one person you have met that has impacted you and why?

Valerie Browning AM.

The journey she has been on as an Australian nurse and her life in the Afar for over is inspirational. As a 68 (or 69) year old Valerie still has that energy and spark in her to continue to make an impact on the lives of the Afar people. Listening to her talk was truly a fantastic moment. To hear about how far she has come when she mentioned that she was only my age (early 20's) when she first went over to Ethiopia to help with the famine and started to make her life mission to make a difference for the Afar people.

### What have you found to be the biggest difference between Australia and Ethiopia?

The one thing that hit me the most about Ethiopia life is that everything moves at a slower more relaxed pace.

No one had a strict agenda and everyone is very welcoming and I really loved that about the people.

### How do you view the Fullife Foundation, having now visited our work in Ethiopia?

I think the Fullife Foundation is a fantastic organisation. We have been very privileged to have worked with Fullife through NAPSA and its great to have Ian and Michelle as pharmacists leading the organisation. The work done by Fullife really makes a difference, you're working with the community and creating jobs for the local people and not just sending them money. They put time and a lot of thought into working closely with the community to make sure the funds are put into good use to benefit the wider community. Having visited Ethiopia and especially going to the health centre with the maternal wing built and hearing from the care worker that there has not been any deaths due to childbirth, you know that Fullife has made a difference. It's hard to explain how I feel about Fullife Foundation and having visited Ethiopia with the group I know that we (as pharmacy students) have helped make a difference in the Shurmo community. It is truly rewarding.





### Equip Pilates

Equip Pilates was founded by Matt Shanks, an Exercise Physiologist and Emma Shanks, a Midwife, in 2020.

With a shared passion for health and wellness and with a particular interest in women’s health, especially in postnatal care and uterine issues, they saw a gap in the market of safe, evidence-based exercise for women and Equip Pilates was born.

Through their two Reformer Pilates Studios in Mill Park and Donvale, and with their other allied health care wellness business, their team of exercise physiologists, osteopaths, dieticians and pilates instructors have helped their clients achieve incredible results on their health and wellness journey.

Designed to help people achieve their health and wellbeing goals, it was a non-negotiable for their business to ensure they were playing their part in the words of Jesus to “love thy neighbour” and partner with integral organisations that are helping those in need.

Equip Pilates supports the ongoing work of the Fullife Foundation through advocacy, selling of Fullife water, and every time a client purchases a class pack, an essential product is donated toward a mother in need in Ethiopia.

For weekly pilates packs, a \$3 safe birthing kit is donated. Monthly packs contribute \$5 worth of soap for four months to one household; and a \$10 donation for a yearly pack ensures nine months of iron supplementation is provided to a woman during her pregnancy.

To date, with the support of their clients, they have donated \$8,733 to the Fullife Foundation.



**“CHILDREN WITH HEALTHY MOTHERS ARE MUCH MORE LIKELY TO SURVIVE CHILDHOOD, ATTEND SCHOOL AND LIVE HEALTHY, PRODUCTIVE LIVES.”**

**Liya Kebede**

# Help us make a difference



## Make an ongoing donation



The Fullife Foundation wouldn't be able to make such a significant difference if it weren't for the generosity of those who donate, especially on an ongoing basis.

To set up an ongoing donation of your choice, please use the QR code to the left. We thank you in advance for your generosity and willingness to make a difference!

## Other ways you can help

Request a donation box for your business

Speak to us about becoming a corporate donor partner

Request a Gift of Hope stand for your business

Host a fundraising event on behalf of the Fullife Foundation

## Make a once-off donation

Every single donation makes a difference.

If you would like to help us improve the health of women and children in Ethiopia, we invite you to use the QR code to the right.

This will take you to a donations page, where you can choose the value of your donation. Thank you!



Every donation over \$2 is tax deductible. If you donate via bank transfer and require a receipt, please email your donation information to [foundation@fullife.com.au](mailto:foundation@fullife.com.au) and a receipt will be provided to you.

## Contact Us

Email	<a href="mailto:foundation@fullife.com.au">foundation@fullife.com.au</a>
Phone	0414 871 928
Postal address	7 Flora Road Donvale VIC 3111
Instagram	<a href="https://www.instagram.com/fulllifefoundation">@fulllifefoundation</a>
Facebook	<a href="https://www.facebook.com/fulllifefoundation">facebook.com/fulllifefoundation</a>

**Fullife Foundation**

ABN: 41 310 238 762

**INCOME STATEMENT**

For the year ended 30 June 2021

	Note	2021	2020
Donations and other income	3	\$286,352	\$213,714
Distributions		(\$256,788)	(\$258,335)
Other operating expenses		(\$7,996)	(\$8,067)
<b>Surplus/(defecit) for the year</b>		<b>\$21,568</b>	<b>(\$52,688)</b>

**BALANCE SHEET**

As at 30 June 2021

	Note	2021	2020
<b>ASSETS</b>			
CURRENT ASSETS			
Cash and cash equivalents	4	\$110,561	\$87,396
Trade and other receivables	5	\$691	\$2,253
<b>TOTAL CURRENT ASSETS</b>		<b>\$111,252</b>	<b>\$89,649</b>
NON-CURRENT ASSETS			
<b>TOTAL ASSETS</b>		<b>\$111,252</b>	<b>\$89,649</b>
<b>LIABILITIES</b>			
CURRENT LIABILITIES			
Other liabilities		\$35	\$ -
<b>TOTAL CURRENT LIABILITIES</b>		<b>\$35</b>	<b>\$ -</b>
NON-CURRENT LIABILITIES			
<b>TOTAL LIABILITIES</b>		<b>\$35</b>	<b>\$ -</b>
<b>NET ASSETS</b>		<b>\$111,217</b>	<b>\$89,649</b>
<b>EQUITY</b>			
Accumulated surplus		\$111,217	\$89,649
<b>TOTAL EQUITY</b>		<b>\$111,217</b>	<b>\$89,649</b>

**Fullife Foundation**

ABN: 41 310 238 762

**STATEMENT OF CHANGES IN EQUITY**

For the year ended 30 June 2021

	Accumulated Surplus	Total
<b>2021</b>		
Balance at 1 July 2020	\$89,649	\$89,649
Surplus for the year	\$21,568	\$21,568
<b>Balance at 30 June 2021</b>	<b>\$111,217</b>	<b>\$111,217</b>
<b>2020</b>		
Balance at 1 July 2019	\$142,337	\$142,337
(Defecit) for the year	(\$52,688)	(\$52,688)
<b>Balance at 30 June 2020</b>	<b>\$89,649</b>	<b>\$89,649</b>

**NOTES TO THE FINANCIAL STATEMENTS**

For the year ended 30 June 2021

The financial statements cover Fullife Foundation and have been prepared in accordance with the Trust deed to meet the needs of stakeholders and to assist in the preparation of the tax return.

The principal activities of the Trust for the year ended 30 June 2021 were providing a link or conduit between donor partners and project partners, to identify and support projects that improve the health of women and children in Ethiopia.

Comparatives are consistent with prior years, unless otherwise stated.

**1 Basis of preparation**

The Trust is non-reporting since there are unlikely to be any users who would rely on the general purpose financial statements. These financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the Australian Charities and Not-for-profits Commissions Act 2012.

The financial statements have been prepared in accordance with recognition and measurement criteria in the Australian Accounting Standards and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AAS 108 Accounting Policies and Changes in Accounting Estimates and Errors.

The significant accounting policies disclosed below are those which the directors of the trustee Company have determined are appropriate to meet the needs of members. Such accounting policies are consistent with the previous period unless otherwise stated.

The financial statements have been prepared on an accrual basis and are based on historical costs unless otherwise stated in the notes.

## Fullife Foundation

ABN: 41 310 238 762

### NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2021

#### 3 Revenue and Other Income

	2021	2020
Donations and other income	\$286,352	\$213,714

#### 4 Cash and Cash Equivalents

##### Reconciliation of cash

Cash and Cash equivalents reported in the statement of cash flows are reconciled to the equivalent items in the balance sheet as follows:

	2021	2020
Cash and cash equivalents	\$110,561	\$87,396

#### 5 Trade and Other Receivables

	2021	2020
CURRENT		
Trade receivables	\$551	\$2,113
GST receivable	\$140	\$140
Total current trade and other receivables	\$691	\$2,253

#### 6 Cash Flow Information

Reconciliation of net income to net cash provided by operating activities:

	2021	2020
Surplus/(defecit) for the year	\$21,568	(\$52,688)
Changes in assets and liabilities:		
- Decrease/(increase) in other assets	\$1,562	(\$1,756)
- Increase/(decrease) in other liabilities	\$35	\$ -
Cashflows from operations	\$23,165	(\$54,444)

#### 7 Statutory Information

The registered office and principal place of business of company is:

7 Flora Road  
Donvale VIC 3111

## Fullife Foundation

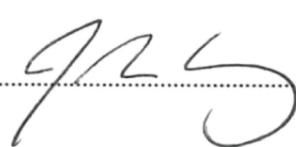
ABN: 41 310 238 762

### TRUSTEES' DECLARATION

The Trustees declare that the Trust is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlines in Note 2 to the financial statements.

The directors of the trustee company declare that:

- 1 The financial statements and notes, as set out on pages 1, are in accordance with the Australian Charities and Not-for-profits Commission Act 2012 and:
  - (a) comply with Australian Accounting Standards as stated in Note 2 and the Australian Charities and Not-for-profits Commission Regulation 2013, and
  - (b) give a true and fair view of the financial position as at 30 June 2021 and of the performance for the year ended on that date in accordance with the accounting policies described in Note 2 of the financial statements.
- 2 In the Trustees' opinion, there are reasonable grounds to believe that the Trust will be able to pay its debts as and when they become due and payable.

Trustee ..... 

Trustee ..... 

Dated 12 November 2021

## Independent Auditor's Review Report to the members of Fullife Foundation

### Report on the Financial Report

#### Conclusion

We have reviewed the financial report of Fullife Foundation, which comprises the balance sheet as at 30 June 2021, income statement, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies and other explanatory information, and the trustees' declaration.

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the accompanying financial report of Fullife Foundation does not comply with the requirements of Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012* including:

- a) giving a true and fair view of the Trust's financial position as at 30 June 2021 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*

#### Basis for conclusion

We conducted our review in accordance with ASRE 2415 *Review of a Financial Report: Company Limited by Guarantee or an Entity Reporting under the ACNC Act or Other Applicable Legislation or Regulations*. Our responsibilities are further described in the Auditor's Responsibilities for the Review of the Financial Report section of our report. We are independent of the Trust in accordance with the auditor independence and ethical requirements relevant to the review of the financial report.

#### Responsibility of the Directors' for the Financial Report

The directors of the trustee company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013* and for such internal control as the directors' determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility for the Review of the Financial Report

Our responsibility is to express a conclusion on the financial report based on our review. ASRE 2415 requires us to conclude whether we have become aware of any matter that makes us believe that the financial report is not in accordance with the Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013* including: giving a true and fair view of the Trust's financial position as at 30 June 2021 and its performance for the year ended on that date; and complying with Australian Accounting Standards and the *Australian Charities and Not-for-profits Commission Regulation 2013*.

A review of a financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

## Independent Auditor's Review Report to the members of Fullife Foundation

### Basis of Accounting

Without modifying our conclusion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the ACNC Act. As a result, the financial report may not be suitable for another purpose.

*Banks Group Assurance Pty Ltd*

Banks Group Assurance Pty Ltd, Chartered Accountants  
Authorised audit company number 294178 (ACN 115 749 598)

*Andrew Fisher*

Andrew Fisher FCA, Partner  
Registration number 306364

Melbourne  
12 November 2021

# Summary: 2018-2020

	2018-2019 FY	2019-2020 FY
<b>INCOME</b>		
Donation boxes	\$17,003	\$18,596
Company donations		\$4,127
Foundation Day events		\$774
Fullife Pharmacy membership fees	\$4,900	\$9,000
Fullife Pharmacy programs	\$4,010	\$1,700
Fullife Foundation water		\$646
Gift of Hope program	\$6,005	\$28,657
Individual donations	\$185,912	\$108,384
Interest	\$122	\$130
NAPSA	\$18,102	
Pharmacy Alliance: Head Office	\$48,240	\$37,800
POS Direct	\$3,900	\$3,900
<b>TOTAL INCOME</b>	<b>\$288,195</b>	<b>\$213,714</b>
<b>EXPENSES</b>		
Bank fees	\$436	\$746
Distribution to APDA	\$5,000	\$24,027
Distribution to Barefoot Initiative	\$26,202	\$11,204
Distribution to BKFA	\$56,712	\$71,875
Distribution to International Needs	\$66,955	\$117,448
Distribution to World Vision	\$40,320	\$33,781
Insurance	\$80	\$5,258
Legal & Accounting	\$3,850	\$1,400
Marketing	\$490	\$662
Travel	\$2,421	
<b>TOTAL EXPENSES</b>	<b>\$202,466</b>	<b>\$266,402</b>
<b>NET SURPLUS</b>	<b>\$85,730</b>	<b>-\$52,688</b>

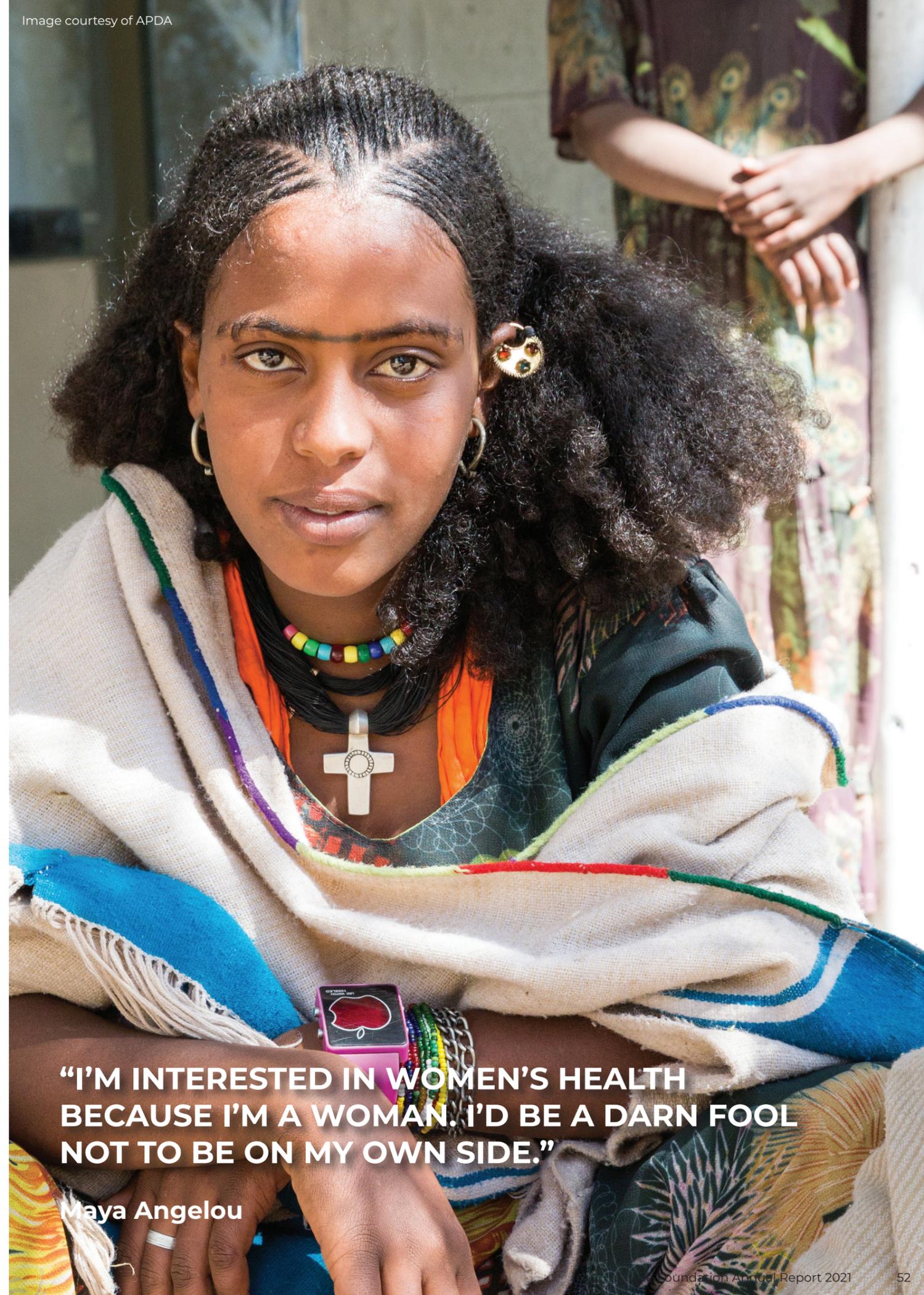


Image courtesy of APDA

**“I’M INTERESTED IN WOMEN’S HEALTH BECAUSE I’M A WOMAN. I’D BE A DARN FOOL NOT TO BE ON MY OWN SIDE.”**

**Maya Angelou**

# Registrations

Australian Company Number (ACN) is 163 217 516

Australian Business Number (ABN) is 751 632 175 16

The company is an Australian Proprietary Company limited by shares

The company acts as Trustee for the Fullife Foundation, which is a public ancillary fund (PAF)

Fullife Foundation was registered with Australian Charities and Not-for-profit Commission (ACNC) on the 9th April 2013

Fullife Foundation was granted full DGR (tax deductible) status by the Australian Taxation Office (ATO) in 2013

Registered office address: 7 Flora Road, Donvale VIC 3111

Website: <https://www.fullifefoundation.com.au>

Email: [foundation@fullife.com.au](mailto:foundation@fullife.com.au)





2021 Fullife Foundation Annual Report

[www.fullifefoundation.com.au](http://www.fullifefoundation.com.au)  
@fullifefoundation