

Red Earth Community Foundation

Strategic Plan

2025-2027

RED EARTH
Community Foundation



Our Vision

Proud and prosperous regions

Our Purpose

Red Earth Community Foundation invests in people to transform their communities and inspire positive futures

Our Values

We care

We have courage

We collaborate

We have commitment

Partnering for Generational Impact

Who is Red Earth?

Red Earth Community Foundation is a trusted regional platform for philanthropic investment in people and place. We exist to strengthen rural communities by developing local leadership, fostering resilience, and enabling long-term, community-led solutions.

Based in Queensland's South Burnett, we work with families, businesses, and organisations to direct resources where they matter most – creating measurable impact today while building a legacy for tomorrow.

Red Earth connects philanthropic vision to local action, ensuring every contribution drives lasting, intergenerational change – and supports our bold vision for proud, prosperous regional communities.

Why Red Earth Community Foundation?

In a world of accelerating change, rural communities face immense pressure – but also extraordinary opportunity. At Red Earth Community Foundation, we believe that the key to resilient, thriving communities lies in investing in people.

For over a decade, Red Earth has championed leadership, connection, and innovation. We grow the people who grow their communities. We invest in leadership, vision, and capacity – enabling rural people to not just survive change, but to lead and celebrate it.

Why Partner with Red Earth?

- **Trusted Leadership Development:** Our alumni are shaping agriculture, health, business, education, and civic life across the region.
- **Deep Local Trust:** We work side by side with communities – as convenors, collaborators, and catalysts.
- **Future-Focused:** We prepare our region for the next 5, 20, 50, and 100 years and beyond through vision and capability building.
- **Sustainable Impact:** Investing in people creates ripple effects – stronger leaders, stronger communities, lasting prosperity.

A Living Legacy: Philanthropy That Lasts

By leveraging Red Earth's charitable fund structure – whether through your own named sub-fund or direct contributions to the Red Earth Future Fund – your investment becomes a catalyst for lasting regional transformation.

With our Deductible Gift Recipient (DGR1) status, individuals, families, businesses, and philanthropists can make tax-effective contributions that grow impact over time.

Red Earth amplifies resilience by

- **Growing** future ready leaders equipped for complexity
- **Strengthening** resilience in times of disruption
- **Ensuring** generational renewal of rural leadership
- **Creating** adaptive communities ready to seize opportunity

This is more than giving – it's building a legacy of leadership, resilience, and opportunity for generations to come.

Part of a National Movement

As a proud member of **Community Foundations Australia**, Red Earth is part of a national network of over 50 foundations unlocking community potential. Together, we harness local assets – relationships, resources, and leadership – to build social infrastructure and invest in regional futures.

Let's Grow a Legacy Together

Partner with Red Earth to shape the future of the Burnett Inland – and beyond.

Ready to Find Out More?

Reach out to Red Earth via email: info@redearth.org.au or visit our website

www.redearth.org.au

Our Strategic Pillars



Celebration

We celebrate our communities by sharing local stories, opportunities, and achievements, while showcasing Red Earth's impact and inspiring a new wave of giving through impactful campaigns.



Investing in People

We believe local people have the skills, confidence, capability and networks to develop and deliver place-based solutions to lead the future of their regions and communities. Investing in people is at the core of Red Earth's purpose.



Future Ready Communities

We lead with purpose by investing in people and communities to ensure they are future ready. As a trusted partner, we champion innovative, community-led, place-based solutions that foster resilience and long-term prosperity across generations.



Strong Organisation

We are a dynamic, innovative, and sustainable organisation, investing in our people, processes, and systems to drive impact and resilience.

Celebration



We celebrate our communities by sharing local stories, opportunities, and achievements, while showcasing Red Earth's impact and inspiring a new wave of giving through impactful campaigns.

Strategic Priorities

Develop and tell Red Earth's story

Position Red Earth's impact

Promote and position Red Earth as connected to rural, regional communities and people

Goals

Implement Communication and Engagement Strategy

Release case studies celebrating impact and investment

Host events and participate in opportunities to **showcase** our investment in people and community-based solutions

Amplify and celebrate leadership development in the region

Inspire through thought leadership articles

Investing in People



Local people have skills, confidence, capability and networks to develop and deliver place-based solutions to lead the future of their regions and communities.

Strategic Priorities

Deliver annual Red Earth Community Leadership Program

Build capacity of people to lead change and capacity of community to embrace change

Activate leadership program Alumni Network

Invest in young people to inspire their future in the regions

Create opportunities for emerging leaders in order to embed local leadership in the regions

Goals

Further develop Red Earth Community Leadership Program model and **explore** delivering program outside region

Empower Alumni through regular offerings

Celebrate Alumni stories of success and growth

Deliver Cherbourg Leadership Program, with **transition** to Cherbourg-owned and facilitated model by 2028

Identify support initiatives for Burnett Inland youth, including **hosting** regional Youth Forum in 2026



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Strategic Priorities

Harness regional diversity and capacity, bringing people together to lead their futures

Build strategic philanthropic partnerships and resources to amplify impact

Partner with like-minded communities

Inspire community investment, enabling long-term prosperity

Connect people, resources and opportunities for the future

Goals

Co-design next steps from Red Earth Leadership Forums

Release Red Earth's Philanthropic Partnership Prospectus

Collaborate with Alumni, advocates and partners to strengthen networks and relationships and build a pipeline of opportunities

Launch workplace giving initiative

Auspice multiple rounds of community funding

Establish several community sub-funds that reflect the diverse strengths of the Burnett Inland

Inspire investment through modelling and storytelling

Celebrate those who invest in their communities

Strong Organisation



We are a dynamic, innovative, and sustainable organisation, investing in our people, processes, and systems to drive impact and resilience.

Strategic Priorities

Inspire staff, board and Alumni to be strong advocates of Red Earth, its programs, and its impact

Secure a well-resourced organisational structure which supports, values and invests in our team, and has the processes, platforms and governance to deliver professionally and with excellence

Align opportunities, projects, income streams and sustainable funding with our strategic plan

Ensure Red Earth is future proof, sustainable and robust

Goals

Proactively **develop** response strategies, shovel-ready projects, actionable plans and fee-for-service products

Explore networks, capacity building and mentoring opportunities for the Red Earth team and regularly **review** processes and resources

Amplify Red Earth's clear strategic direction

Strengthen and **celebrate** strong relationships with funding bodies and investors

Establish Red Earth as the partner of choice for community funds being invested in the region as part of the energy transition

Local Philanthropy: Giving to and through Red Earth

Investing Where Your Heart Is

At Red Earth Community Foundation, philanthropy isn't just a concept—it's the heartbeat of our community. It's how we transform potential into progress and dreams into reality. Our unique model empowers people, businesses, and organisations to reinvest in their community, creating a ripple effect of generosity and growth long into the future.

Small Acts, Big Impact

Take the inspiring story of a Kingaroy high school student. As a teenager, her community rallied to support her journey to compete in sporting events. Today, she's paying it forward by establishing a sub-fund within Red Earth's philanthropic platform, ensuring future young athletes have the resources to chase their dreams. This is the essence of local philanthropy: turning small acts of kindness into legacies of opportunity.

Community-Driven Solutions

Philanthropy isn't just about giving; it's about addressing real challenges and seizing new opportunities. One powerful example is a local fundraising initiative that raised an impressive \$70,000 in 2024 to enhance access to mental health services in the South Burnett. What began as a vision from community leaders to improve local support quickly gained the backing of residents and the business sector, proving that when we unite around a shared cause, we can achieve extraordinary results. Red Earth also supports community-driven fundraising efforts by auspicing initiatives that bring people together in support of critical causes.

Rich in Resources, Richer in Generosity

At Red Earth, philanthropy is simple yet profoundly impactful. Our Red Earth Future Fund, launched in 2023, invites individuals, families, and businesses to reinvest wealth. These investments become drivers of transformative change—supporting scholarships for aspiring leaders, creating a legacy of progress for generations to come.

The Invitation to Make a Difference

Imagine the possibilities: the success of your business funding education for a young mind, or your family's contribution building a better tomorrow for the Burnett Inland. Philanthropy is more than a transaction—it's a gift to the future, an inheritance of hope and opportunity. Join us in shaping the future of our region.

It's never been easier to give back to the place we love.



To be kept updated about Red Earth,
please subscribe to our mailing list via
our website www.redearth.org.au

*To find out more about any of our programs, our
philanthropic structure that enables you to give to
and through Red Earth, or simply to learn more about
the Burnett Inland's own Red Earth Community
Foundation, reach out to any of our board members
or team. We'd love to connect with you.*

RED EARTH
Community Foundation



Investing in people

as a catalyst for a **thriving** Burnett Inland

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