

23 April 2020

Social purpose organisations empowered to RESET 2020 with free online program launched today

A free online support and advice program designed specifically for social purpose organisations has been launched today, thanks to a new partnership between The Xfactor Collective and Equity Trustees.

The program – RESET 2020 - is supported through the Sector Capacity Building Fund, which brings together funding from more than X philanthropic trusts managed by Equity Trustees to target granting at capacity building projects and programs in the for-purpose sector.

In 2019 Equity Trustees was the leading source of trustee philanthropic funding in Australia. Jodi Kennedy, General Manager, Charitable Trusts and Philanthropy, Equity Trustees said the structure of charitable trusts – often created in perpetuity – meant they were one of the few sources of funds which could be relied on in uncertain times.

“Charitable trusts, like all funds which rely on investment of money, are of course subject to market conditions. But they remain in place distributing what income they can to their designated causes and programs; We’re proud to be entrusted to keep funds moving into the for-purpose sector,” said Ms Kennedy.

RESET 2020 will be delivered through bi-weekly live broadcasts and interactive Q&A sessions featuring subject matter specialists offering practical, relevant support and sharing insights and inspiring case studies.

The topics will be informed by a national *Impact+Need Research Study* to map the ongoing impacts of Covid-19, and the changing needs of social sector organisations, which launches today. The research will be repeated at three intervals over the coming year to continue to track evolving needs and determine what further support may be required.

All social sector organisations are invited to [participate in the research study and register for the RESET 2020 Program](#). The initial program for May and June will be announced on 7 May. All sessions will be recorded for playback.

The Xfactor Collective is a growing national network of 50+ specialist consultants and businesses, working across 300 areas of specialisation. RESET 2020 delivers on the Collective’s mission to improve the wellbeing of all social changemakers by creating opportunities to access support and advice in an equitable way.

Ms Kennedy said the Collective’s ability to bring together proven subject matter specialists to address issues that are top of mind for the sector was an innovative approach at a challenging time.

“This is such a challenging time and it’s important to take a holistic approach to knowledge sharing. Through this partnership, we aim to empower all organisations through ensuring they have access to very practical advice and support from seasoned professionals to help them reset and continue to support their beneficiaries – no matter their size, focus or location.”

Julia Keady, CEO and Founder of The Xfactor Collective, said in many ways, the Collective was made for this kind of situation.



“As a collaborative, integrated and complementary network, we are uniquely placed to help organisations during times of change, challenge and transformation. We are honoured to be able to leverage our collective experience to walk alongside leaders and support the reinvention and the recalibration of their organisations, as they work out their new normal.

“Our specialists range from technologists to psychologists, with 80% of our specialists having ‘been in the trenches’ themselves as organisation leaders, and with 35% of our specialists having rural and regional experience – an important and often overlooked group.

“These live and interactive sessions will address real challenges and real-life situations, share inspiring examples of how others are responding, and provide a forum to ask questions, so that together we can respond to the challenges and the opportunities that this pandemic presents.”

RESET 2020 programming will initially begin with 12 live broadcasts and Q&A sessions over May and June, featuring 15 subject matter specialists across a broad range of topics from change and culture, communications and marketing, governance and strategy, technology and e-commerce.

RESET 2020 is supported by a growing group of outreach partners including Philanthropy Australia, the Australian Charities and Not-for-profits Commission, Foundation for Rural and Regional Renewal, Fundraising Institute of Australia, Australian Community Philanthropy, Lord Mayor’s Charitable Foundation, Social Change Central, Non Profit Alliance and Pro Bono Australia.

The *Impact+Need Research Study* is being managed by Specialist Research Agency and Foundation Member of the Collective, Survey Matters. Survey Matters is fully compliant with the Australian Privacy Act and the National Privacy Principles contained in the Act. In addition to adhering to the Australian privacy laws and regulations, Survey Matters Privacy Policy also extends to the European Union’s General Data Protection Regulation 2016/679 (GDPR), so organisations who take part in this research can be sure their information is kept confidential and secure.

More information about [RESET2020](#) and [Philanthropy at Equity Trustees](#) is available online. More about the Sector Capacity Building program of Equity Trustees is available in the 2019 Annual Giving Review [available here](#).

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