For the 2014/15 ABM Annual Report:

**Marketing & Fundraising Manager's Report**

The 2014/15 Financial Year saw solid progress made in our online presence while we continue to service our established donors and supporters through traditional hard copy publications (twice yearly magazine, Prayer Diary, Project Book, 6 monthly project updates).

This year has seen the exciting launch of a new website for ABM. Through this medium we’re able to communicate a lot more easily and a lot more immediately with our constituent base – be that donors, supporters, individual Anglicans, Australian Dioceses, our overseas Partners, sister agencies around the world or the Global Anglican Communion office.

Communication is central to our role as a marketing and fundraising department. The team has worked hard over the past few years to ensure that the realistic expectations of our supporters are met and, where we can’t meet expectation, then it is explained and an alternative solution is proffered. The number of ways we communicate has quadrupled in the past 3 years and the frequency we communicate is now almost on a daily basis.

Here are some of the communication achievements of the team over the past 12 months:

* 11 fundraising campaigns
* 1 new website
* 14 bequests received totalling more than $250,000
* 138 speaking engagements (that we know about!)
* 5 publications produced
* 22 synod representations
* 21 Diocesan representatives nurtured
* 500 ABM bags made by our Partners in the Philippines handed out
* 600+ money boxes sent out
* 1,000 pens, 800 lanyards, 1,500 bookmarks and 800 Stuck-notes sent to Anglican gatherings
* 2,300 red note books sent to 20 Diocesan Synods
* 850 USB sticks containing ABM promotional material handed out
* 70 news items posted on our website
* 207 Facebook posts about our Partners and the Church
* 241 new Facebook fans
* 95 mentions on Twitter
* 140 new twitter followers
* 11 new videos posted to ABM’s YouTube Channel
* 12 On-A-Mission eNews sent
* 6 Emergency appeals raising over $600,000
* 2 new Youth Ambassadors appointed
* 17 project updates posted on the website

May I take this opportunity to personally and publicly thank the hard work and dedication of Silvia, Viv, Liz, Mike, Lorraine, Michael and Divya, whether it’s for one day or full-time each week, who make the Communications Department the success that it is.

Christopher Brooks