

# The Male Bag Foundation



## Introducing the Foundation

### Our mission

To create a better world for men and the people who love them

### Background

**The Male Bag Foundation Ltd** - purpose-built charity with a clear mission and strategy

The Foundation is an incorporated not-for-profit charity developed to raise funds for much needed specialist equipment and services to reduce the incidence of prostate cancer in regional Australia. It uses Postie motorbike rides to build awareness and raise funds for targeted outcomes. Our brand and activities resonate with major corporates, farmers and regional communities.

The first ride was from Perth to Melbourne in 2013. The Foundation was established on 2 February 2015 (ABN: 52602823496) and donations are Tax Deductible. The Board comprises volunteer Directors, there are no employees so that 100% of donations go targeted outcomes.

Our Chairman is Mr Robert Glover and our Patron is Dr David Parkin OAM.

**Objectives and achievements** - boosting awareness in men's health and reducing prostate cancer deaths in regional Australia

Our rides have raised over \$1.3 million and fast-tracked the delivery of Transperineal Biopsy Machines (TBMs) and specialist care to hospitals in Bairnsdale, Ballarat, Bendigo, Dubbo, Griffith and Wagga Wagga.

We estimate around 400 men per week use a TBM facilitated by our efforts.

In October 2019 the Foundation is partnering with Barwon Health to facilitate a TBM to service public patients in Victoria's South West (Portland to Queenscliffe).

Riders cover the costs of each event, and day to day operations are managed by volunteers and professional advice is provided pro-bono.

**Making a difference** - facilitating the early detection and reducing the impact of prostate cancer on men, families and regional communities

Men in regional and rural communities don't like going to the major cities for medical treatment and many ignore the early signs of prostate cancer. Early biopsies in regional hospitals using the latest technology followed by quick treatment saves lives.

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## Grant and Partnering Steps

**1** In principal partnership between regional hospital and Male Bag Foundation

### In-principle understanding

Hospital is seeking to commission a Transperineal Biopsy Machine (TBM) within 18 months and will contribute funds. Costs assist in determining a Grant from the MBF.

**2** Hospital confirms TBM costs and commissioning arrangements

### Equipment, cost and timing confirmed by hospital

TBM purchase and commissioning arrangements confirmed by hospital. Hospital applies for a MBF Grant.

**3** Hospital & Foundation Memorandum of Understanding

### Memorandum of Understanding (MOU)

With MBF Board approval, basic MOU signed by MBF and Hospital. MOU sets out funding contributions, timing and joint promotions (typically October). Joint media release to comments MBF fund raising.

**4** The Big Ride in region, grant presentation, Men's Health promotion

### MBF Postie Bike Ride and Grant Presentation

Postie Ride in the regional to showcase men's health, joint promotions, grant awarded (typically October). Grant representatives attend the Annual MBF Dinner (Melbourne, typically May). TBM commissioned by 30 June.

## The Foundation gratefully acknowledges its major sponsors and supporters

### Major Sponsors

The APCO Foundation, On Time Group & Logistics, Harvey Norman, Peter Stevens Motors, Minijumbuk, Deakin University, Fox Footy, Windermere Family Services, Australia Post, Budget, Nissan Motor Company, Taltarni Wines, The Mathieson Group, Haynes Paints, John King Homes

### Supporters

On Time Logistics, The Creative Design Shop Pty Ltd, AirBiz Aviation Strategies, Mark 1 Motorcycles, Best Solutions, Wilderness Wear, PLK Advisory, Orbit Chemicals, Track on Promotional

## Contacts

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