



## PIF - Building a brighter future with the property industry

By Rosemary Smithson, Foundation Chief Executive Officer

The idea of building a brighter future for Australia's children is one step closer to becoming a reality with The Property Industry Foundation (PIF). Since its inception in 1997, PIF has been assisted by property professionals who donate their services, time and money to the construction of projects which will enhance a child's future.

PIF has provided a focus for uniting the property industry, through a range of events and campaigns that tap into all levels of the industry. **The PIF Regatta is now of the largest yachting regattas** in the southern hemisphere. The industry has embraced, as its own, the National Hard Hat Day initiative, which encourages employees to donate an hour of their pay to fund a building project for homeless kids.

In the past year alone, PIF donors and supporters have contributed over **\$1m with varying contributions among 20 different charity programs** working with young people at risk. This translates to practical support that ranges from specialist advice and sponsorship of youth counsellors, to refurbishments and complete new buildings to accommodate kids in need.

PIF is about relationships, communication and letting people who need to know we care about their future. We have been fortunate to attract such amazing support from across the industry, and we're very grateful for that.

The idea of literally building a better future for disadvantaged kids encapsulates the imagination of the property industry. National Hard Hat Day was a huge success this year raising over \$300,000. Employees donate an hour or more of their pay, with employers often matching their employees' contributions dollar for dollar.

The Property Industry Foundation has remained committed to the motto "This is your industry; this is your charity" establishing an important connection between charity and work.