

**embargoed until** Saturday, 18 July 2009  
8:00 am AWST

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## LOCAL HERO BACKS FREMANTLE'S FUTURE

One of the AFL's most esteemed players and Western Australian local hero, Peter Bell made a philanthropic donation on behalf of his family this week towards the establishment of a sustainable fund to support a vibrant Fremantle community.

It is hoped the new 'Fremantle Fund' will become a core central philanthropic agency to assist the community growth of Fremantle into the future.

Major businesses, prominent Fremantle people, local government and members of the general public will be asked over the next few months to contribute to the fund to help build its sustainability. Fremantle Ports has come on board already with a pledge of financial support.

Founding donor, Mr Peter Bell said "This is an exciting concept and I hope to encourage others, who wish to make a difference to the social sustainability of Fremantle through their own philanthropy, to donate to the fund."

"I have a long connection to the area, through the Fremantle Dockers and South Fremantle Football Club, and I am proud to personally invest in this initiative for the long-term benefit of our community."

"The Fremantle community is a vibrant leader in many things and now there is a chance for us to enhance the community and strengthen Fremantle."

Peter's donation, made on behalf of his family, has enabled the development of an endowed fund for the local community. The 'Fremantle Fund' has been established under the trusteeship of Western Australian Community Foundation to make a significant contribution to the social sustainability of the Fremantle area.

'Fremantle Fund' initiator Dylan Smith said "The unique connection that Fremantle people have for the place of Fremantle leads instinctively to a philanthropic fund to enrich our community."

"The 'Fremantle Fund' will build on the strong social fabric that already exists in the area and provide an avenue for people to directly support their own community."

The purpose of Western Australian Community Foundation is to give communities control over their own destiny through the growth and distribution of endowed funds and the development of community leadership capacity.

Over the past five years, Western Australian Community Foundation has grown from a simple idea to a centre of philanthropy, supporting the development of resilient communities for the future benefit of all Western Australians.

“An endowment, such as the ‘Fremantle Fund’, is the perfect vehicle to ensure that the community benefits in perpetuity,” said Dr Andrew Carter, Chief Executive Officer, Western Australian Community Foundation.

“Giving to the ‘Fremantle Fund’ will help the Fremantle community help themselves, creating a legacy for today and tomorrow. Income earned from the endowment will be used to provide a reliable and regular source of funds for charitable purposes to build community capacity in the area.”

For more information regarding the initiative, or on how to make a donation to the ‘Fremantle Fund’, please contact Dylan Smith on ph 0410 202 610 or Western Australian Community Foundation on ph 9224 6000.

(ENDS)

#### CONTACTS:

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