

CASE STUDY

MAGGIE BEER
FOUNDATION



“
Tanarra has taken us to a new place of thinking. We've shifted how we do our core work to get better outcomes, at scale, for older Australians in Aged Care homes. The team has guided and mentored our senior leadership in a way we could not have afforded. It's been invaluable in the establishment of new ways of operating for us.

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Peter Kenny, Chair,
Maggie Beer Foundation



SCALING FOR IMPACT

2017-18

Maggie Beer Foundation is a young, small charity with a celebrity leader. It has a big desire to shift the food experiences of those in 2680 Aged Care homes from a clinical institutional model to a hospitality driven and homely model in which access to food full of flavour and nutrients, together with an enhanced social experience becomes core business, while remaining cost effective.

Tanarra Philanthropic worked closely with the board and CEO helping them establish new ways of operating to improve clarity, sustainability and impact. We provided recommendations to improve their business case, proof of concept and advocacy. We recommended the establishment of a scalable education model including an online network of chef/cook alumni to help drive change. We reviewed their Masterclass model, broadened their understanding of how to work with big Aged Care providers, and procured high level Aged Care and Food industry expertise.

➔ About the Charity



The Maggie Beer Foundation was established in 2014 to improve the quality of life and wellness of older Australians through better quality food and food experiences.

➔ The need identified

- How to get impact and scale in Aged Care homes?
- Sharper strategic direction and clarity on the foundation's outputs and outcomes.
- Ensuring the Board composition reflects the skills and capabilities required for success.

➔ Advice delivered

-  STRATEGY
-  GOVERNANCE
-  BUSINESS MODEL
-  FINANCIAL MODEL

 Probono hours **142**

Charity outcomes

- Aged Care Providers are now paying for customised food Masterclass expertise to be delivered to their homes.
- New online training module partnership with William Angliss Institute and Altura Learning to scale our program.
- Federal Government submission for funding online training program.
- First steps in building an online community of cooks and chefs to exchange ideas and recipes for Aged Care residents.
- New mix of Board Directors and Advocacy Sub Committee.
- Sharpened strategy & financial model.

Community outcomes*

- 2,500 Aged Care residents have eaten the Maggie Beer Foundation recipes together with an improved dining experience.
- Over 330 chefs, cooks and executive teams of Aged Care homes have new skills in texturally modified foods, flavoursome recipes, preparation and the social importance of the experience.
- 45 online food modules have been developed awaiting funding support to go live.
- This new approach to food has positively affected leadership and the cooks who are shifting from a hospital style model to a home-cooked style model.

* Community outcomes resulting from Tanarra recommendations