



Sam Wallace's children have inspired him to help others, writes **Matt Carr**.

# Investing in their future

## UNSUNG HERO

### SAM WALLACE Fund-raiser

FOR Sam Wallace, the method is about delivering the message.

After developing a business relationship with Hunter Life Education, the organisation asked him to take a place on a committee aimed at developing new fund-raising ideas.

Mr Wallace is now chairman of the group, which devises inventive ways to fund the group's healthy lifestyle education programs for Hunter school students.

Mr Wallace said one of his proudest achievements with the committee was the idea that businesses could adopt a class.

This allowed them to sponsor a single event and nominate a particular school.

"It's something that we're all really proud of," Mr Wallace said.

"A business can ensure that a class of 30 kids get their program delivered to them."

"It's a new product that's had a bit of a pilot run here and has been

fairly successful."

The cost was usually about \$450. The adopt-a-class approach had allowed a number of Hunter businesses to get directly involved, Mr Wallace said.

"I think it's now up to about 60 businesses that have got on board," he said.

"In terms of what that means, that's at least 1800 kids who we can guarantee get the program."

The Charlestown father of two said his daughters Ayvah, 7, and Josie, 3, were a major reason for his involvement.

"We've all got kids around that age [on the committee]," Mr Wallace said.

"I think everyone wants to assist something that is going to benefit their children.

"We're there to invest our time into a great future for our kids," he said.

The content of Hunter Life Education's programs, which

includes Healthy Harold, had also been a major drawcard for Mr Wallace.

"It's more about harm minimisation and giving [children] the tools to make their own decisions," Mr Wallace said.

"A very large part of the program is about healthy living.

"It's quite a penetrative yet soft way to get the message across."

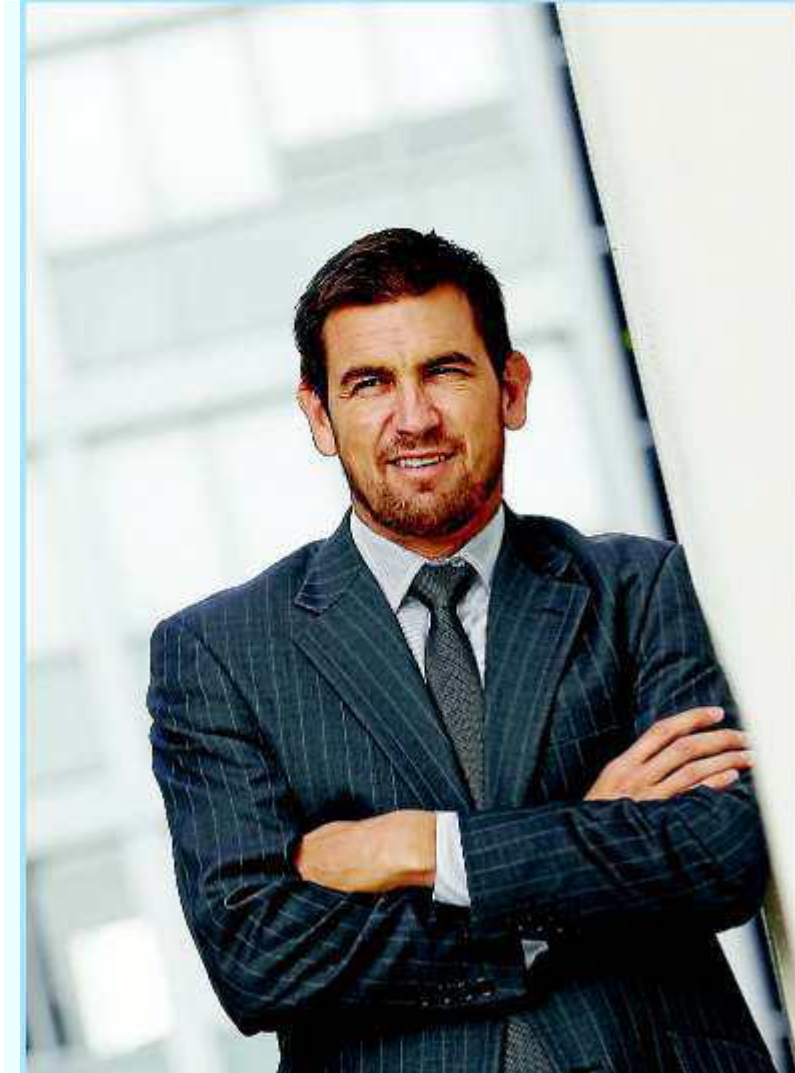
He understood the limitations of work and other time commitments, Mr Wallace said.

But he believed there was as much demand for such skills in charitable uses.

"Everyone is time-poor, myself included.

"But the best tools I have got are my brain and my mouth," Mr Wallace said.

"And if I can apply my skills for the benefit of another group, that's what I'll do."



**GIVES HIS ALL:** Sam Wallace helps to raise much-needed funds for Hunter Life Education and its healthy lifestyle programs.