



CORPORATE SOCIAL RESPONSIBILITY



LINCOLN CROWNE & COMPANY™
STRATEGY MERGERS ACQUISITIONS



LINCOLN CROWNE
FOUNDATION



PHILANTHROPIC EFFORTS

For more than a decade Nicholas Assef has sought to support initiatives which meet specific philanthropic filters. This work has extended through the Firm that Nicholas founded, Lincoln Crowne & Company, as well as in a personal capacity.

Nicholas' travels & business engagements through many third world & emerging economies, provide real examples of how lucky we as Australians are with the upbringing we have been given - this truly is a blessed land. Things such as fresh water, abundance of food, education and opportunity are in many ways taken for granted.

THE UNITED NATIONS GLOBAL COMPACT

Many of the challenges of the emerging worlds are encompassed by the United Nations Global Compact's Ten Principles. This is why in 2009 Nicholas had Lincoln Crowne & Company become a signatory to the UNGC.

In 2010 Nicholas served as a Steering Committee member in the development of the Australian Chapter of the United Nations Global Compact.



WE SUPPORT



WORKING WITH CHILDREN

Our support of Children's Charities has been focused on 2 core initiatives and one additional initiative where a relationship is developing.

Blue Dragon Children's Charity is an initiative based in Vietnam which has the purpose of providing guidance and support for street kids. The work done by Michael Browoski and his team is incredible, and their dedication to their cause is beyond belief. From their base in Hanoi, the Blue Dragon team has rehabilitated children, educated and cared for them and acted as 'protector' of many.

In the Fiji Islands Nicholas has provided financial support for many years to the Treasure House Children's Home. Caring for orphans from as young as a few weeks old, Treasure House is a loving environment overseen today by Ulimila Cakau and her staff. The ongoing support resulted in one of the children's play areas being named The Nicholas Room which is of course a great honour. Support to Treasure House has varied from cash contributions to living expenses, purchasing of essentials such as Fridges and Computers and the payment of education expenses for 2011 for 10 children.





We're Here To Give Hope

You can still make everything happen even though you do not have hair.

We're Here To Provide Funding Into Research

SUPPORTING RESEARCH INTO ALOPECIA UNIVERSALIS

Alopecia Universalis is the rapid loss of all scalp and body hair, including eyelashes and eyebrows.

The onset of the disease is a mystery, as its cure. Individuals may suffer the condition permanently or hair may commence re-growth at any point in time. It can strike children and adults alike. It is not contagious, nor is it believed to be hereditary. It is often believed to be linked to high stress incidents, but data on this is inconsistent. Military personnel subjected to fierce combat situations have been known to traumatically suffer absolute hair loss within days of an incident.

The disease is non life threatening – one of the reasons why the support of governments for research is sporadic at best. In Australia, individuals that purchase wigs to assist with the mental trauma caused by the onset of the disease are subjected to paying GST – where other prosthetics are GST free. This is a ridiculous situation that Nicholas, amongst others, is attempting to have addressed.

For men, women and children the onset of this condition can have devastating consequences. Depression, embarrassment, anger, and feelings of helplessness are commonly reported effects.

Supporting research into this condition is close to Nicholas' heart given he contracted the condition in its most extreme. Support at present is linked to research activities attempting to find a cure.



SUPPORTING RESEARCH INTO BRAIN TUMOURS

Since 2009, significant support has been directed to the Cure for Life Foundation, the charitable branch of work of Dr Charlie Teo.

This miraculous Sydney based neurosurgeon has saved the lives of many, and improved the lives of other patients who were diagnosed with aggressive brain tumours.



AD HOC ACTIVITY

Not all philanthropic activity is structured. Following the devastating 2009 Victorian bushfires Nicholas and his wife arranged a truck full of furniture, toys, clothes and white goods to be urgently trucked to a Victorian community devastated by the fires. A number of families who had lost everything were given an immediate 'foundation start' to rebuild their lives – without having to rely upon endless red tape and delays which unfortunately took place in certain areas.

The Cubby House Toy Library, Dee Why was also helped with furniture, computers and other items which assisted in deepening the offering of this fantastic initiative to its community.



BOND UNIVERSITY

LCC is a sponsor of the Law Faculty at Bond University, supporting Mining and Natural Resources Law and Legal Aspects of Business Acquisition subjects. LCC and Bond University has established a relationship surrounding the importance of success, academic integrity and outstanding performance.

LCC also sponsors the Best Undergraduate Student in the subject 'Game Theory & Strategic Decision Making' within the Faculty of Business and the Postgraduate subject "Mergers & Acquisitions". LCC is eager to encourage students to succeed in these subjects.





SPORT

Lincoln Crowne & Company has sponsored the 12 foot skiff "Lincoln Crowne" for over three seasons, skippered by Jonathan Temple and crewed by Richard Jones. This team has been together for a number of years enjoying multiple successes including winning the Australian National Championships 3 times and the NSW State Championships 5 times. "Lincoln Crowne" is an extremely competitive skiff with a highly talented and driven crew. This drive to succeed and achieve results parallels much of what LCC is about.

LCC has recently begun sponsoring a 16 foot skiff and is looking forward to seeing similar results in this sailing division. The skiff is skippered by Gerard Smith who leads an award winning crew, based at the Manly 16ft Skiff Sailing Club.

FUTURE OPPORTUNITIES

Future activity is also planned in developing support for the Arts, in particular with a focus on the development of the skills of young Australian artists.

Although our budget is limited, we are still seeking to help grass roots charities who maintain their core purpose is assisting the improvement of the quality of life of children in both Australia and overseas. These charities are typically structured around a single individual or group of persons, and have a minimum of administrative overheads allowing the maximum amount of contribution to be delivered to the children.



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