



Invitation for Change

PBG Foundation Limited

ABN 42 688 363 993

Level 2, 117 Clarence Street, Sydney NSW 2000

info@pbgphilanthropy.org

Website: pbgphilanthropy.org

Phone: 02 9262 2409

PBG Foundation Limited is endorsed as a Deductible Gift Recipient (DGR) from 24 June 2025.

Dear Philanthropic Partner,

Subject: Unity Park, A Foundation-Led Community Investment Opportunity

We are writing to share with you the attached paper, ***Unity Park: A Foundation-Led Social Infrastructure Project***, and to invite you to consider partnering with us in a project that is deeply rooted in community, dignity, and long-term social impact.

PBG Foundation Limited is an **ACNC-registered Public Benevolent Institution (PBI)** in Australia and is endorsed as a **Deductible Gift Recipient (DGR)**.

In practical terms, this means that donations made to PBG Foundation are:

- applied exclusively for charitable purposes,
- governed under Australian regulatory and reporting standards, and
- **tax-deductible for eligible Australian donors.**

International donors can take comfort in the fact that funds are stewarded through a regulated charitable structure with clear governance, transparency, and accountability, and are delivered locally through our Vanuatu foundation in partnership with community and municipal stakeholders.

The attached document sets out:

- why Unity Park matters,
- how it will be delivered in practical stages,
- the social and youth impact it is designed to achieve,
- and how donors may meaningfully participate, including recognition and legacy opportunities.

For completeness, we also attach a formal letter of support from the Mayor, confirming municipal endorsement of the Unity Park project and its alignment with local community priorities.

Unity Park is not a remote project for us. Our family lives in Santo. Our children will use this park. We will live with the outcomes of every decision made. This proximity shapes how seriously we approach stewardship, delivery, and long-term care. Peter Bowman, Founder and Ambassador, has committed the first **AUD 100,000** personally to ensure the project moves from vision into reality.

We are now inviting aligned donors to join us in building something that will serve the community for generations to come.

For those wishing to contribute, donation details will be provided as follows:

Bank Details for Donations

Account Name:	PBG Foundation Limited
Bank:	Commonwealth Bank of Australia
BSB:	064-162
Account Number:	1199 8439
Reference:	Unity Park

If you would like to explore the project further, or discuss specific stages, recognition options, or funding pathways, initial enquiries may be directed to: chris@pbgphilanthropy.org

Chris will coordinate and, where appropriate, schedule a direct conversation with the Board for serious enquiries.

Thank you for taking the time to review this material. Whether you choose to support Unity Park now or simply follow its progress, we appreciate your interest in a project centred on children, community, and long-term responsibility.

With respect and gratitude,

Warm regards,



Peter Bowman
Founder & Principal Benefactor
PBG Foundation Limited



Aruba de Groot-Cham
Chairwoman - Director
PBG Foundation Limited



Christopher Penfold
Director
PBG Foundation Limited

PBG Foundation Limited is an Australian-registered Public Benevolent Institution (PBI), governed by the Australian Charities and Not-for-profits Commission (ACNC) and dedicated to alleviating poverty, distress, and disaster-related hardship.





Unity Park: A Foundation-Led Social Infrastructure Project

A COMMUNITY, A COMMITMENT, A LEGACY

ISSUED BY PBG FOUNDATION LIMITED (ACNC REGISTERED PUBLIC
BENEVOLENT INSTITUTION)

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Why Unity Park Matters

Unity Park is not a construction project. It is a social intervention, rooted in community, dignity, and long-term impact.

At its heart, Unity Park is about children, youth, and future generations in Santo; creating safe, inclusive spaces where discipline, confidence, belonging, and opportunity can take root. It is about turning neglected public land into living social infrastructure that serves the community every day, not just at ribbon-cutting moments.

For donors, Unity Park represents something rare:

- a project that is deeply local, yet globally informed,
- professionally governed, yet personally lived,
- ambitious in scope, but grounded in reality.

A Shared Vision, Backed in Full

Unity Park is not the result of delegated responsibility or distant oversight. It is the outcome of direct, deliberate alignment between the Foundation's founder and the individual entrusted with delivery.

Peter Bowman, Founder of PBG Foundation and principal benefactor of the Unity Park initiative, serves not only as a philanthropic sponsor but also in recognised humanitarian and diplomatic capacities. Peter holds the designation of Peace Envoy & Humanitarian Diplomat and is a laissez-passer holder of the International Commission for the Protection of Civilians (ICPC). These roles reflect a long-standing engagement with civilian protection, social stability, and the ethical responsibilities that accompany leadership in vulnerable or developing contexts.

In this capacity, Peter has spent extensive time with Alexander de Groot discussing the purpose, intent, and long-term vision of Unity Park. These discussions were not limited to scope, cost, or sequencing. They focused on the kind of place Unity Park must become, the social responsibility it carries, and the standard of stewardship required to ensure that it genuinely serves children, families, and the broader Santo community.

Peter's support of Alexander's appointment is therefore not symbolic. It is grounded in:

- shared values around dignity, responsibility, and long-horizon thinking;
- a mutual understanding that social infrastructure must be lived, not merely planned;
- confidence formed through direct engagement, constructive challenge, and earned trust.

As a result of this alignment, Peter has personally backed Alexander 100% to carry the Unity Park vision through from concept to reality, not as a contractor executing instructions, but as a steward responsible for ensuring that the project's spirit, values, and social purpose survive contact with complexity.

Peter's initial AUD 100,000 personal donation reflects this confidence. It is both a financial commitment and a signal to other donors that the Foundation's leadership is aligned, accountable, and fully invested intellectually, ethically, and materially, in seeing Unity Park succeed.

This level of founder involvement ensures that Unity Park is not diluted by committee thinking, compromised by short-term pressure, or reduced to a transactional build. Instead, it remains anchored to a clear humanitarian vision, carried forward by leadership trusted to protect that vision in practice and over time.

A Foundation That Lives Where It Builds

PBG Foundation is not an offshore charity directing outcomes from afar. The Foundation's Chairwoman, Aruba de Groot-Cham, and Project Director, Alexander de Groot, live permanently in Santo with their five children. This matters.

They walk past Unity Park.

Their children will use it.

They will live with the consequences of every decision made.

This is not abstract philanthropy. It is intergenerational stewardship.

The Foundation's leadership understands that social infrastructure succeeds only when it is:

- trusted by the community,
- maintained over time,
- culturally respectful,
- locally embedded.

Unity Park is designed with this reality in mind.

From Emergency Dignity to Enduring Impact: The Sheltersuit Story

To understand how Unity Park will be delivered, it helps to understand how PBG Foundation thinks about human dignity.

Before Unity Park, before Santo, before PBG Foundation, Alexander de Groot was a founder of Sheltersuit in the Netherlands, a now internationally recognised social impact initiative.

Sheltersuit was created in response to a simple but confronting reality: people experiencing homelessness were being offered short-term aid that solved problems *on paper*, but failed to restore dignity, agency, or protection in the real world.

Sheltersuit changed that.

It combined:

- human-centred design (a wearable, weather-proof shelter that transforms into a sleeping bag),
- social enterprise manufacturing (often employing people with barriers to work),
- direct street-level distribution,

- and deep collaboration with municipalities, NGOs, and outreach workers.

Its impact was not theoretical:

- thousands of people received physical protection from cold, rain, and exposure,
- lives were stabilised during periods of extreme vulnerability,
- design was used as a tool of respect, not charity,
- and systems were built that could scale without losing humanity.

The lesson Alexander carried forward was simple but profound: *If you design for dignity, people protect what you build.*

Unity Park applies this same principle, not in emergency shelter, but in public space.

Unity Park as Social Infrastructure

Unity Park is being rebuilt as a multi-sport, multi-use civic precinct that serves the community every day. The impact is tangible:

- children and youth gain safe access to structured sport,
- young people learn discipline, teamwork, and self-belief,
- residents gain employment as groundskeepers, maintenance staff, coordinators,
- families gain safe public space,
- community pride is restored.

But the deeper impact is cultural.

Sport, when delivered properly, is not just activity. It is:

- structure,
- mentorship,
- routine,
- aspiration.

Unity Park is designed to support long-term youth development, not just recreational use.

Leadership You Can Trust

Unity Park is led by a deeply committed team whose leadership is defined by presence, experience, and shared responsibility. This is a project shaped by people who are personally invested in its success and collectively aligned around a long-term vision for community impact.

- **Peter Bowman**, Founder of PBG Foundation, serves as the project's principal benefactor and ambassador. He has personally contributed the first **AUD 100,000** as catalytic capital, a tangible demonstration of confidence and commitment that ensures Unity Park advances

from vision into delivery. Peter's involvement reflects active stewardship rather than distant oversight, signalling to partners and donors that this project is backed with conviction.

- **Alexander de Groot**, Project Director, leads on-the-ground delivery, construction coordination, and community engagement. Drawing on his background in social enterprise and impact-led initiatives, Alexander brings a practical, humane, and solutions-focused approach to execution, ensuring that the project remains anchored in real community outcomes while meeting delivery standards.
- **Aruba de Groot-Cham**, Chairwoman of PBG Foundation, provides governance leadership, cross-border legal oversight, and institutional stewardship. Her role ensures that donor funds are managed responsibly, compliance obligations are met, and the Foundation's charitable purpose is preserved with transparency, discipline, and long-term integrity.

Supporting this core leadership is a high-calibre team with decades of combined experience, strengthening every layer of the project:

- **Stephen Petith** oversees logistics, planning, and systems coordination, ensuring that materials, timing, and international interfaces are aligned for efficient delivery. [Biography Stephen](#)
- **Nigel Dunn** brings extensive expertise in construction, civil works, and infrastructure delivery, grounding the project in practical buildability and robust execution standards. [Biography Nigel](#)
- **Geoff Moxham** and **Christopher Penfold** support communication, engagement, and organisational capability, ensuring that the project's purpose, progress, and impact are communicated clearly and credibly to the community, partners, and donors. [Biography Geoff](#) [Biography Christopher](#)

Together, this team ensures that Unity Park is not only well-intended, but well-designed, well-governed, and well-delivered; with leadership that is present, accountable, and invested in the lasting success of the community it serves.

How Donations Are Used

Donations to Unity Park are applied across clear, staged outcomes:

- site readiness and safety,
- core infrastructure and amenities,
- sporting facilities,
- activation programs,
- long-term maintenance and employment.

This is not a "build it and walk away" model.

Unity Park includes ongoing maintenance frameworks, employment pathways, and programming, ensuring the asset remains safe, used, and cared for.

Recognition, Naming Rights & Legacy

PBG Foundation recognises that meaningful philanthropy deserves recognition; not for ego, but for legacy. Significant donors may be acknowledged through:

- naming or co-naming of facilities (courts, pavilions, amenities),
- plaques or permanent recognition markers,
- inclusion in official project documentation,
- legacy recognition aligned with community values.

Recognition is:

- proportional,
- dignified,
- non-commercial,
- subject to community and municipal approval.

Unity Park remains a public asset, but one that remembers those who helped make it possible.

Why Donate

Donors to Unity Park are not funding a line item. They are:

- investing in children's welfare and futures,
- supporting a community that will feel the impact every day,
- backing a project led by people who live with its outcomes,
- contributing to something that will still matter in twenty years.

Unity Park is not about scale. It is about getting one place right.

An Invitation

PBG Foundation invites donors who believe that:

- dignity matters,
- community matters,
- long-term thinking matters,

to stand with us. Unity Park is being built regardless, because the need exists. But with the right partners, it can become something **exceptional**.

What We Are Building Together

Unity Park is being redeveloped through a carefully sequenced, community-first plan. Each stage is designed to deliver immediate safety improvements, while steadily transforming the park into a vibrant, inclusive space for children, families, and the wider Santo community.

This is not a “wait five years and see” project. Each phase delivers visible, usable impact.

Stage 1: A Safe Place to Play (Immediate Priority)

The first and most urgent step is the replacement of the existing playground, which is currently unsafe and unfit for children. What this stage delivers:

- removal of hazardous equipment,
- installation of a fully compliant, safe playground,
- a space parents can trust and children can enjoy immediately.

This stage is about one thing: protecting children now, not later.

PBG Foundation has committed to ensuring this stage proceeds without delay.



Stage 2: Preparing the Ground for the Future

Before new facilities can be added, the site must be properly prepared. This stage focuses on:

- clearing and stabilising key areas of the park,
- water drainage and run-off management to prevent flooding and erosion,
- preparing foundations for future infrastructure,
- ensuring safe access routes for families and maintenance crews.

While largely unseen, this work is critical. It ensures the park remains usable year-round, protects future investments, and prevents recurring damage after heavy rain.

Stage 3: Health, Hygiene & Comfort for Families

A park is only truly accessible if it is clean, dignified, and welcoming. This stage introduces:

- sanitation and hygiene facilities,
- seating and park benches for parents, elders, and carers,
- shaded rest areas that encourage longer, safer visits,
- lighting and pathways that improve safety.

This is where Unity Park begins to feel like a place to stay, not just pass through.

Community Recognition Opportunities

At this stage, donors may choose to:

- sponsor and name park benches,
- support sanitation facilities,
- fund shaded seating areas.

Bench naming provides a meaningful way to honour loved ones or demonstrate long-term commitment to the community.

Stage 4: Preparing the Sports Fields & Landfill Areas

Sport is one of the most powerful tools for youth development, but only when facilities are safe. This stage focuses on:

- preparing landfill and ground areas correctly,
- levelling and stabilising sports fields,
- drainage to prevent waterlogging and injuries,
- ensuring surfaces are safe for children and youth.

This work enables:

- archery,
- football,

- volleyball,
- basketball,
- and informal community sport.

This stage is about structure, discipline, and opportunity for young people, creating pathways that keep them engaged, active, and supported.

Stage 5: Cosmetic Improvements & Community Pride

Once the core infrastructure is safe and functional, the park is enhanced to become a place of pride and enjoyment.

This includes:

- landscaping and planting,
- lighting and visual improvements,
- picnic areas and BBQ spaces,
- pathways and seating that invite families to gather,
- visual coherence that reflects community identity.

This stage transforms Unity Park from “usable” to **loved**.

Naming & Sponsorship Opportunities

At this stage, donors may choose to:

- name sporting facilities or courts,
- sponsor landscaping zones,
- support lighting or gathering spaces.

As a guiding principle:

Donors contributing approximately 80% or more of the cost of a specific improvement may be recognised through naming or co-naming of that facility, subject to community and municipal approval.

Recognition is designed to be:

- dignified,
- proportional,
- non-commercial,
- and respectful of Unity Park as a public asset.

Stage 6: The Community Jetty, Safety & Connection

The final stage is the construction of a small-scale public jetty.

This is not a luxury feature. It is about **safety and access**.

The jetty will:

- provide a safe landing point for small boats,
- improve water access for community and emergency use,
- support local connectivity between islands,
- enhance safety for children and families near the waterfront.

Designed in wood and scaled to the environment, the jetty will blend into the park while adding practical value.

Why This Phased Approach Works

Each stage:

- improves safety,
- builds community trust,
- unlocks the next phase,
- ensures donor funds create visible impact.

Nothing is built before the ground is ready. Nothing is added without considering maintenance and long-term care.

How You Can Be Part of This

Donors can support Unity Park in ways that feel personal and meaningful:

- naming a bench or seating area,
- supporting sanitation facilities,
- sponsoring a sports court or field,
- contributing to drainage or safety infrastructure.

Every contribution, large or small, becomes part of a shared legacy.

A Park That Grows with the Community

Unity Park is not a one-off project. It is a **living space**, shaped over time by the people who use it and the partners who support it.

By donating, you are not just funding infrastructure, you are helping create a place where:

- children are safe,
- youth are engaged,
- families gather,
- and community life flourishes.

The Site



Cost Overview

Stage 1: A Safe Place to Play

Purpose: Immediate child safety and visible impact

Included Items	Cost (AUD)
Playground (removal + compliant new playground)	100,000
Stage 1 Total	100,000

Stage 2: Preparing the Ground for the Future

Purpose: Safety, drainage, and foundations for all future works

Included Items	Cost (AUD)
Step 0 – Site Readiness (surveys, hazardous removal, drainage, fencing, services mapping)	20,000 – 40,000
Stage 2 Total	20,000 – 40,000

Stage 3: Health, Hygiene & Comfort for Families

Purpose: Dignity, sanitation, seating, safe access, and usability

Included Items	Cost (AUD)
Core Infrastructure & Sanitary (toilets, utilities, lighting, paths, hardstand)	120,000 – 180,000
Civic Amenities (public restrooms, podium relocation, food vendor areas)	120,000 – 180,000
Stage 3 Total	240,000 – 360,000

Stage 4: Preparing the Sports Fields & Landfill Areas

Purpose: Safe sport, youth development, and durable playing surfaces

Included Items	Cost (AUD)
Sports Facilities (all: archery, football, volleyball, basketball, field prep)	325,000 – 440,000
Stage 4 Total	325,000 – 440,000

Stage 5: Cosmetic Improvements & Community Pride

Purpose: Pride, beauty, gathering, and long-term community use

Included Items	Cost (AUD)
Public Space & Parking (landscaping, seating, BBQs, lighting, parking, waterfront)	150,000 – 250,000
Jetty (community safety, water access, connectivity)	25,000 – 40,000
Stage 5 Total	175,000 – 290,000

Municipalité de Luganville
Boîte Postale 232
Luganville
Espiritu Santo
RÉPUBLIQUE DE VANUATU
Tél: 36 637 VOIP: 5990



Municipality of Luganville
P.O. Box 232
Luganville
Espiritu Santo
REPUBLIC OF VANUATU
Tel: 36 637 VOIP 5990

For and on behalf of
Luganville Municipal Council
Republic of Vanuatu

Date: 12th January 2026

Dear PBG Foundation,

We write to formally confirm our recognition, endorsement, and full support of the Unity Park redevelopment initiative and its broader community, cultural, and social objectives, as conceived and led by **PBG Foundation Limited**, acting through its ACNC Australian charitable foundation and delivered locally through **PBG Foundation Vanuatu Committee Inc.**, in partnership with the people of Santo and the Municipality of Luganville.

Recognition of Purpose and Social Impact

We acknowledge that the Unity Park project is not a conventional infrastructure development. It is a community-centred, culturally grounded, and youth-focused initiative designed to restore and activate a critical civic asset for the long-term benefit of the region.

We recognise that the project is intended to:

- Provide safe, inclusive access to sport and recreation for children and youth;
- Support structured youth and sports development pathways, including archery, football, volleyball, basketball, and community recreation;
- Create meaningful local employment opportunities, including groundskeepers, maintenance workers, program coordinators, and community stewards;
- Strengthen public health, social cohesion, and cultural pride;
- Act as a long-term platform for social impact, not a one-off capital works exercise.

We expressly acknowledge the cultural significance of Unity Park as a shared public space and its role in shaping identity, opportunity, and inter-generational outcomes for the people of Santo.

Symbiotic Partnership & Contributions

We confirm our intention to participate in this initiative as a symbiotic partner, recognising that the success of the project depends on collaboration rather than hierarchy.

In this context, we confirm that our contribution will include, subject to applicable processes and approvals:

- Ground works and construction support, including earthworks, preparation, and physical delivery elements;
- Active advocacy and engagement with relevant authorities to support the project, including efforts to seek waivers or concessions on import duties, taxes, or levies applicable to materials and equipment required for the project;
- Practical, on-the-ground cooperation to ensure the project can be delivered efficiently, respectfully, and sustainably.

We acknowledge that PBG Foundation bears substantial costs, risk, coordination responsibility, and long-term commitment in advancing this project and that such commitment is undertaken willingly in pursuit of enduring social benefit.

Governance, Leadership & Authority

We formally and unequivocally state our recognition and support of:

- **Mr Peter Bowman**, as **Founder and Ambassador** of PBG Foundation and a principal steward of the vision, strategic direction, and external representation of the initiative; and
- **Ms Aruba de Groot-Cham**, as **Chairwoman and Director** of PBG Foundation, exercising leadership in governance, decision-making, conceptual development, and implementation oversight.

We confirm that we fully support their authority and leadership in all matters relating to:

- Strategic vision and intent;
- Conceptual design and social impact framework;
- Community-aligned decision-making;
- Partnership coordination and execution.

We recognise the value of their experience, commitment, and long-term presence in the region and acknowledge that their leadership is central to the integrity and success of the project.

Community Legacy

We affirm our belief that Unity Park, once restored and activated, will stand as:

- A symbol of unity and shared responsibility;
- A platform for youth opportunity and sporting excellence;
- A generator of local employment and skills development;
- A lasting legacy asset for Santo and Vanuatu.

We are proud to be associated with an initiative that prioritises people, culture, and future generations, and we commit to engaging in this partnership in good faith, with respect for local customs, institutions, and long-term community outcomes.

Conclusion

This letter serves as our formal recognition of the purpose, leadership, and value of the Unity Park initiative and our intention to stand alongside PBG Foundation in its delivery for the benefit of the region.

We look forward to a collaborative relationship grounded in mutual respect, shared responsibility, and enduring impact.

Yours sincerely,

Mr. John Boe Mavutu

Mayor

Luganville Municipal Council

