

December 14, 2015

Dear Messrs Francis, Kearns and Martin

I am responding to a copy of your letter to the chairman of Fairfax Media, Nick Falloon, which I have been forwarded.

I am writing to apologise for an article that I now regard as incorrect in its hypothesis about pledges, and therefore incorrect in its details about Humpty Dumpty Foundation and its fundraising activities.

The fundamental nature of these errors has led me to retract the article from online circulation.

I intend to offer a public apology in print and other platforms as appropriate due to the serious nature of these errors.

I accept that the article was wrong in coming to a view that the foundation's pledge income should be disregarded when calculating the ratio of money paid to benefit children compared to the overall money raised by the foundation.

The position taken by the article had the effect, as you say in your letter, of disregarding substantial contributions of about \$10 million that were received by hospitals for children through the pledge system.

The position taken by the article therefore also had the effect of seriously understating the foundation's fundraising ratios (which of course increase substantially when the figure of about \$10 million is included as being paid to benefit children).

In closing I recognise that the incorrect and misleading information in the article must have been distressing for you as the key people involved in the foundation.

Yours sincerely



Darren Goodsir
Editor in Chief
The Sydney Morning Herald & The Sun-Herald