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The official news from  
[www.givenow.com.au](http://www.givenow.com.au)

# GiveNow NEWS

Give More, Give Smarter, Give Better, Give Now!

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## GiveNow

### About Us:

GiveNow News is the official newsletter of GiveNow.com.au (proudly supported by Westpac) dedicated to helping Australians give more, give smarter and give better. GiveNow.com.au is an initiative of the Our Community Foundation, a not-for-profit foundation established by Our Community to catalyse funding for Australian community groups and to transform the community sector through greater efficiencies and effectiveness. This newsletter has been produced with the support of the Liberman Family Foundation.

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### We welcome your input:

We welcome your article ideas, input and feedback. Email [service@givenow.com.au](mailto:service@givenow.com.au)

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### Our Commitment to Corporate Responsibility:

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### Our Commitment to Accessibility:

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## GiveNow.com.au:

# Give More, Give Smarter, Give Better, Give Now!

We all want to give, but sometimes it's hard to know how to get started.

GiveNow.com.au is Australia's most user-friendly giving portal – a place where you can put your dollars to work to start building the kind of world you want to live in.

No money? No worries! Through GiveNow.com.au you can also find out how to give time, blood, clothes, blankets, computers, mobile phones, bikes, even corks!

Log on to find the tools, ideas, inspiring stories and practical tips you need to convert your good intentions into action.

→ **START GIVING** → **READ THE GiveNow MANIFESTO** → **COMMENT**



**Tax Time just got easier...**

Give Now sends you a full tax report of all your donations at the end of each financial year!

♥ **Get Giving Now!**

## Power Up!

**Power: Who has it, how to get it & how communities can use it**

If you want to help to change the world, come along to Communities in Control 2010 – to be held in Melbourne on May 31 and June 1.

Hear the best Australian and international speakers talking about topics that matter. Meet others who care as much as you do.

Take advantage of the special early bird offer – available until March 19.

→ **CLICK HERE TO FIND OUT MORE**

twitter → **FOLLOW GiveNow ON TWITTER**

# What's On?



## MARCH

- 1/3-7/3: Sea Week → **GIVE NOW**
  - 7/3: Clean Up Australia Day → **GIVE NOW**
  - 11/3 – 13/3: Leukaemia Foundation: World's Greatest Shave → **GIVE NOW**
  - 19/3: National Youth Tobacco Free Day → **GIVE NOW**
  - 27/3: Earth Hour → **GIVE NOW**
  - 22/3: National Playgroup → **GIVE NOW**
- **MORE EVENTS**

## Giving Your Old Mobile Phone

There are approximately 16 million old mobile phones sitting in people's cupboards and drawers, according to Australia Post's Ruth Snelleman. Laid end-to-end they would stretch from Brisbane to Adelaide.

The good news is that over 90 per cent of the materials in mobile phones can be recovered and used to create materials for new products. But it's not just the handset that can be recycled. The plastics and metals in mobile phone batteries, chargers and accessories can also be recycled.

"Recycling mobile phones is easy," Ms Snelleman said. "All you need to do is collect a satchel from your local Australia Post outlet, place the phone with the battery connected in one section of the satchel and accessories in the other section, and post it in any street posting box."

→ **FIND OUT MORE**



## Celebs Gone Good:

**ISABEL LUCAS** Australian actress and activist Isabel Lucas, better known as Tasha from *Home and Away* and as an android in *Transformers: Revenge of The Fallen* is scaling new heights. Renowned for her attempts to combat whaling in Japan, Lucas has now climbed Tanzania's Mt Kilimanjaro along with Jessica Biel and other celebrities to raise awareness of the global clean water crisis. The climb has been turned into a doco for MTV. Look out for "Summit on the Summit: Kilimanjaro".



# Who Gives?

## THE DREAM WORKER

### WHO?

Deb Smith, 43

### WHERE?

The Gold Coast, Queensland

### WHEN?

40 – 60 hours a week

### WHY?

When Deb moved to the Gold Coast from Adelaide she was shocked. She found that amongst all the luxury, there is so much need on the Gold Coast – so many homicides, suicides, cases of abuse and so many living without shelter. “I was chatting with a friend about how lucky we feel and how important it is to give back to the community. That was the seed, and from there, Dream Workers grew.”

Deb has a background in paediatric nursing but she now draws on her organisational skills and her ability to motivate others into action. Last year, a young girl called Jessica suffered from meningococcal, which resulted in total paralysis. Deb and the team of volunteers at Dream Workers worked to organise the donation of \$100,000 worth of renovations to Jessica’s parents’ home. They also raised the funds to purchase \$50,000 worth of necessary equipment. Because of their efforts, before Christmas, Jessica was released from hospital and returned to her parents’ care.



Picture: Deb at work during the renovation of Jessica’s house.

Now Deb is campaigning for Nicole. Last year, Nicole (29), who suffers from Crohn’s disease, went into hospital for bowel surgery. Due to complications, Nicole has been left with a severe brain injury. She now requires 24/7 care - she can’t eat unaided, speak or walk. It is believed that she only has slight vision in one eye. She came home from hospital on Australia Day and is now being cared for by her parents. Dream Workers is raising funds for a wheelchair and is seeking therapists to assist in her treatment.

“A lot of businesses are coming on board and sponsoring our projects regularly. We have 12 committed volunteers, who all work part time and who put in as many voluntary hours as possible - some are friends, others are hearing about us and wanting to help,” said Deb.

So far Dream Workers has raised \$160,000 in cash for various causes and much more more in kind. “I hear it said that people on the Gold Coast are shallow and uncaring. I haven’t found that at all. Everyone I have approached through Dream Workers has come on board.”

Deb says she is driven by seeing first-hand the power that the community has to make a difference.

If you live on the Gold Coast and have any experience in physiology or physiotherapy, all offers of help for Nicole will be appreciated.

→ **GIVE TO DREAM WORKERS**

## What’s Hot



Save money and get connected while supporting your favourite cause. Kidney Health Australia has launched KHA Comms, its own telecommunications shop. Now you can get connected while designating a percentage of your telephone service account as a tax deductible donation to Kidney Health Australia.



## What’s Not:

Police have charged 3 members of a west Melbourne family with theft and retrieved an estimated \$78,000 in goods they say were skimmed from collection bins over a period of two years. It is believed a number of organisations were affected by the alleged scam.

# Around the world

## Skateistan – Australians skate into the heart of Kabul

Skateboarding in downtown Kabul, Afghanistan seems a little incongruous with the images we have of the war-torn country. But for Australian skateboarders Oliver Percovich and Sharna Nolan it was the beginning of one of the greatest gifts they could give the children of Afghanistan.

The Aussie skaters were surrounded by mesmerised kids, desperate to learn the art of skating, an ideal distraction from their surroundings of damaged buildings and broken streets.

So Skateistan was launched. Inspired by the Afghani kids' determination, the Aussies set up skate lessons for boys and girls. Unlike many sports the girls were prohibited from playing, skating proved non-threatening, as it had never been seen before. This both empowered the girls to do something with the boys and to value their own sporting skills and abilities.

**The founders' success with their first students prompted them to think bigger: by bringing more boards back to Kabul and establishing an indoor skateboarding venue, they would be able to teach many more youths; they would also be able to hold separate classes for girls.**

The Canadian, Norwegian and German governments put up a combined \$120,000, and the Afghan Olympic Committee donated land for Skateistan's indoor center. With the support of a combined national and international team, they managed to build and open Kabul's largest indoor sports centre, geared towards the skateboard lessons.

School is in now session at Skateistan. Classes alternate between male and female students and the timetable is divided equally between the classroom and instruction in the skate park. Lessons focus on teamwork,

peace building, safety and English – all taught by both a foreign and local teacher. Skateistan's first international volunteers arrived in Kabul in early November including Sophie Friedel, a professional mountain boarder from Germany who is working with the female students.

Recognised as a successful program that unites and focusses children in a war-ravaged country through sport, Skateistan has been given the Peace through Sport Forum award for Best Non-governmental Organisation of the Year. Executive Director Oliver Percovich received the award in Monaco in the presence of H.S.H Prince Albert II, from former world champion Joel Bouzou.

Part of the Skateistan mission is also to strive to tell a positive story about Afghan youth to send a message of hope, unity and peace to the world.

Skateistan is a great example of how giving time and using skills to activate change can make a difference.

→ **GIVING TIME**

→ **GIVE TO AFGHANISTAN**



# Giving Bootcamp

## THE A TO ZEN OF TECH-SAVVY GIVING

Technology has made a huge impact on how we give and why. To keep up with all things technological, here's our pick of the A-Z tech-savvy ways to give (and get others to give too).



### **A – AUDIENCE: BUILD A LOYAL FOLLOWING**

Build an audience for your personal giving revolution or your favourite cause, by creating compelling content online. No matter what application/medium you choose (be it a website, Twitter, Facebook, a blog etc – see below) make the content gripping and update it frequently so that your followers get hooked.

### **B – BLOGS: SHARE YOUR THOUGHTS AND GIVING PROGRESS**

The “giving blog” segment of the blogosphere is rapidly growing and beginning to fracture into fundraising blogs, social entrepreneurship blogs, donor blogs, not-for-profit technology blogs, cause blogs and philanthropy blogs. Choose the style of blog that best serves your giving goals.

### **C – COMMUNITY: HELP TO BUILD A COMMUNITY AROUND YOUR CAUSE**

A website can be a community hub that provides easy and ready access to anyone with common interests,

passions and needs. If done well, it can be a place where people can go to give support, receive support and be heard.

### **D – DONATIONS: MAKE PAYMENTS ONLINE**

Go to [GiveNow.com.au](http://GiveNow.com.au) to make all your donations. Find the cause you want to donate to by keywords, interest area or geographical location. Over \$12.5 million has been donated through GiveNow to thousands of community groups throughout Australia. By giving online you will free up the administrative resources of your favourite organisations.

### **E – EMAIL: START AN EMAIL CAMPAIGN TO PROMOTE GIVING**

Despite its name, a “viral email” doesn't have to be sick or evil. Viral emails can promote good giving. The process is simple – design an email that it is so clever, funny or unforgettable that the receiver feels compelled to forward it to as many people as possible. Look out for the GiveNow viral campaign – coming soon to your nearest inbox.

### **F – FACEBOOK: HARNESS THE POWER OF SOCIAL NETWORKING**

Facebook, Twitter and even Google's new Google Buzz site provide you with the ultimate in social networking. But instead of just chatting about the latest party, holiday or gossip, tell your world of friends and family about the cause or causes that matter to you. They'll love you for it!

### **G – GIVENOW.COM.AU: HAVE THE POWER TO MAKE A DIFFERENCE**

[GiveNow.com.au](http://GiveNow.com.au) is designed to inspire and transform giving in Australia, providing a range of free resources and innovative giving tools — a commission-free website listing thousands of good causes and creative ways to give and a personalised donations tracking service.

### **H – HOSTING: FIND A PROVIDER THAT WORKS WITH YOU**

If you choose to start a website promoting good giving - shop around for the best web hosting provider.

It's a fiercely competitive business sector. Many give substantial discounts to people promoting good causes online.

### **I – IPHONE: IS THERE ANYTHING IT CAN'T DO?**

SMS, MMS, email, Facebook and Twitter your giving message from the comfort of your own iPhone. Find an app that supports your approach. Don't forget that you can also use it to phone a friend.

### **J – JOIN IN, JOIN UP! BECOME A MEMBER WHENEVER POSSIBLE**

Having members or dedicated subscribers allows organisations to build a following. But most importantly, by collecting information about members, the organisations can learn more about what you want them to deliver. To find groups to join go to [Our Community](#).

### **K – KIVA: GIVE A BUSINESS LOAN TO AN ENTREPRENEUR IN A DEVELOPING COUNTRY**

Microfinance institutions around the world, called “Field Partners,” post qualified entrepreneurs' profiles on [www.Kiva.org](http://www.Kiva.org). Potential lenders can browse the site to select an entrepreneur they wish to fund. As the loan is repaid, the Kiva lenders can withdraw their principal or re-loan it to another entrepreneur. Go to [GiveNow](#) for the full low-down on Kiva.

### **L – LINKEDIN: HARNESS THE POWER OF BUSINESS NETWORKING**

LinkedIn is a business-oriented social networking site. Launched in May 2003, it is used for professional networking and is an invaluable tool for people in business. If you want to spread the word about good giving with people in your industry – this is a great resource.

### **M – MICRO PAYMENTS: SMALL DONATIONS ADD UP**

Give what you can, when you can, through GiveNow. Take advantage of the monthly giving option so you can spread your payments out over the whole year. This will also create a reliable ongoing source of income for your chosen recipient.

## **N – NEWSLETTERS: SUBSCRIBE TO GIVING NEWSLETTERS**

Gone are the days of the traditional, “place-my-logo-and-name-at-the-top,” and “stick a bequest form at the end” newsletters. Not-for-profit organisations have worked out that to attract a dedicated readership they must include articles of interest and other compelling, informative material. Subscribe to all the online newsletters put out by your favourite causes.

## **O – ONLINE GIVING: THE STATS**

In the US a major study of online giving continues to show positive growth despite challenging economic conditions.

- Online revenue grew 46% in 2009 compared to 2008.
- 65% of the 1703 not-for-profits that participated in the study had a positive increase in online revenue compared to 2008.

## **P – PRESENT: A GIVING CERTIFICATE**

The best present is one that can save lives, protect the environment and cure disease. Lots of not-for-profit organisations now give the option of purchasing an online giving certificate for someone, instead of making a donation. There are also websites dedicated to sending giving gift vouchers and starting a donation gift registry.

## **Q – QUICK: GIVE IN A CLICK**

There’s no faster way to make a contribution than by giving online. But if you think that it is only the young that know how to give online – think again. A new British survey shows that 70 percent of the 55 - 64 olds surveyed had made a donation online.

## **R – RECRUITMENT: FIND THE RIGHT VOLUNTARY POSITION OR HELP RECRUIT VOLUNTEERS FOR YOUR CAUSE**

Volunteering to help in a community organisation is both socially responsible and personally satisfying. Australian community groups rely absolutely on the nearly 5 million volunteers who put in over 750 million hours of voluntary work each year. GiveNow.com.au is the place to explore

how, where and who to volunteer with, region by region.

## **S – SEARCH ENGINES: TAKE IT TO THE NEXT LEVEL**

Google, Yahoo,...you know which one you like using the best. Now spend a moment learning how to use the Advanced Search option - so that when you search for causes online you don’t just find the organisations who have the resources to pay for Search Engine Marketing.



## **T – TWITTER: FOLLOW YOUR FAVOURITE GIVER OR CAUSE**

Twitter is the “real-time information network powered by people all around the world that lets you share and discover what’s happening now....” You can follow your favourite giving mentor; search Twitter for what people are saying about, for example, philanthropy; or tweet about your own favourite causes. Either way you should sign up to follow GiveNow on Twitter.

## **U – USER GENERATED CONTENT: GET INVOLVED IN DEVELOPING ONLINE CONTENT**

Interactivity is the key to a good website. If your favourite cause offers an opportunity for you to make a comment – do it! Tell the world your thoughts.

## **V – VOTING: USE YOUR VOTING POWER**

In December, Chase Community Giving directed more than \$5.4million to 100

causes around the world selected by its fans on Facebook. The campaign is the biggest not-for-profit effort undertaken on Facebook to date. It should not be mistaken, however, for a mere philanthropic effort. It was a blend of marketing, brand building, philanthropy, social outreach and extremely good PR during a difficult period for the banking sector.

## **W – WEB 2.0: THINK INTERACTIVE AND NETWORKED**

The term “Web 2.0” is commonly associated with web applications that facilitate interactive information sharing. Examples of Web 2.0 include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups, and folksonomies (from Wikipedia – another W). Every time you make a comment on GiveNow you are taking advantage of this software.

## **X – XML: SHARE YOUR CONTENT USING RSS FEEDS (REALLY SIMPLE SYNDICATION)**

XML (Extensible Markup Language) is a set of rules for encoding documents electronically. Hundreds of XML-based languages have been developed, including RSS, which is the format for distributing news and other web content. You can take advantage of XML by adding video feeds to the giving news you are broadcasting on Facebook.

## **Y – YOUTUBE: LEVERAGE ONLINE VIDEO TO SPREAD YOUR GIVING MESSAGE**

There is a “non profit and activism” category on YouTube that you might want to upload your clip onto. See if you can get more views than “1 Guy 600 Cups”

## **Z - ZEN: IT’S GOOD KARMA TO GIVE USING TECHNOLOGICAL RESOURCES**

It’s a fundamental principle of inner peace that giving is part of a balanced way to live and think. Technology has taken our resources to a new level. It has expanded our giving horizons and made it easier and more accessible to anybody with access to a computer or a phone. So think Zen – good Karma equals good giving.

➔ **COMMENT ON THIS ARTICLE**

# Uncharitable Thoughts

**T**he earth shakes, houses and hospitals and palaces fold into themselves. Afterwards, bodies are pulled from the rubble, and we give. Which is only natural, and only right. Well done.

But after that the people of Haiti will have to rebuild, and after that we may look back on our first reaction and ask ourselves other questions. Do we give only when we can see the carnage? If a house falls in the forest where there are no TV cameras, does it make a sound? If poverty and early death is, as it was in Haiti, always an everyday risk where now it is an instant visitation, do we care?

Before the quake 55% of Haiti's population lived below the poverty line. Political instability, urban violence and inaccessible healthcare were part of daily life. When the earthquake struck, basic infrastructure like water supply, electricity, waste disposal, transportation and telecommunications fell to ruins, pushing the death toll up over 200,000.

The worse your problems are to start with, unfortunately, the harder you get hit by a natural disaster.

**The world's poorest people make up 68% of all deaths in natural disasters, and 94% of people killed by natural disasters have low or lower-middle incomes.**

Cheap and flimsy housing and dysfunctional social and economic infrastructure make the damage much worse and the recovery much harder.

No one can prevent an earthquake, but early intervention could have minimised the devastation. If a 7.0 earthquake struck a wealthy nation like the United States - if the San Andreas fault twitched again, say - the cost to its prime-built infrastructure would certainly be huge, but fatalities would be far fewer. If we'd all made a permanent financial commitment to improving life in Haiti, would this have made a difference to the almost unthinkable loss of life there?

But as the dust clears we see the complexities of the situation emerge, and it was the simplicity of the disaster that made it so easy to give. The footage of catastrophe can be both distressing and enthralling. We're jolted out of our comfort zone, and an avalanche of fundraising enthusiasts answers the urgent call for help.

Sometimes so many of us are trying to help that we trip over each other's feet. Medecins Sans Frontieres (MSF) has been running emergency health centres and mobile clinics in Haiti's cities and neighbourhood slums since 1991. Since January's earthquake, a sort of giving hysteria has churned hundreds of millions of dollars through aid agencies worldwide. MSF is in overdrive, and its Haiti funding requirements are now so saturated that donors have been asked to redirect their Haiti dollars to any of its 400 other programs where medical need is critical and ongoing and another disaster is just waiting to happen.

Similarly, the Victorian Bushfire Reconstruction and Recovery Authority was both inundated and overwhelmed by the deluge of material aid donations made to Black Saturday's survivors. One year later 10,000 of the original 63,000 tonnes of clothing, toys, bedding, household goods and food are still in storage, despite ongoing distributions to 1,000 people a week.

Not only that, generosity to the victims sometimes comes at a cost to others. Last year the Smith Family's Christmas appeal was down 20% and St Vincent de Paul's down 15% on 2008 figures, despite demand being up about by about 20%. Even animal shelters fell short of their usual bedding donations. It's a good rule to follow up your donation to disaster relief with a quick cheque to one of the other causes that you think may be missing out.

**Haiti's curse has always been that people with good intentions didn't stay interested long enough – that the do-gooders went away after a while and left the place in the hands of those who'd contributed to stuffing it up in the first place.**

We have to do better this time, focusing on sustaining genuine giving over the long haul.

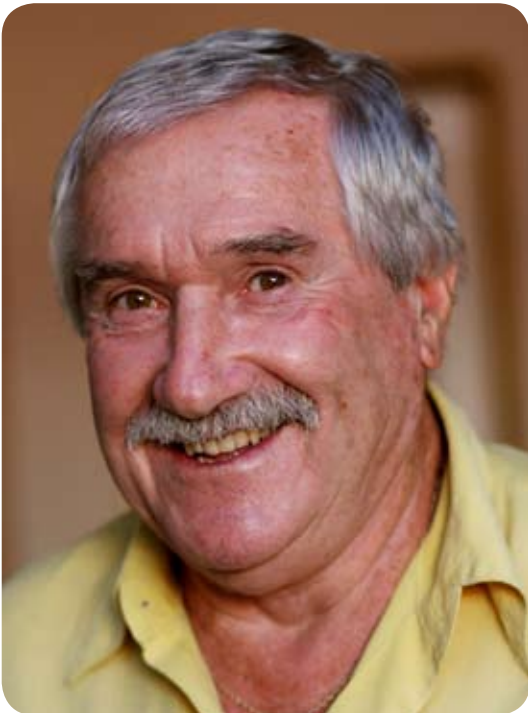
That's quite a challenge. We need the prod of a disaster before we feel the pain of others. We shouldn't. Instead of - no, as well as - knee-jerk responses to tear-jerking tragedies, why don't we make monthly donations to aid agencies to help structure and maintain important projects?

Feeding the general fund of a trusted cause rather than earmarking contributions for an over-resourced mission means the money will go where it's needed most. It shouldn't take a magnitude 7 shock to open our eyes.



# Campaign Crusader

**RONNIE GOLDBERG OAM**



Picture - Peter Haskin

**W**hen Dr Ronnie Goldberg OAM puts his mind to something, he is unstoppable. In the '90s, when he heard about a new operation that

gives hand and arm movement to quadriplegics, he campaigned tirelessly with the support of Williamstown Rotary until enough funds were raised to have two beds at the Austin Hospital permanently dedicated to eligible patients.

When he heard that Australia had the second lowest rate of organ donation in the developed world, Ronnie decided to chair the Have a Heart, Give a Part campaign and played a key role in prompting the Government's decision last year to provide \$150 million to boost organ donations.

Then, just as he was getting ready to spend some time on the golf course, there was tragic news. Three close friends were all diagnosed with cancer within a short space of time. Ronnie became determined to declare war on the insidious diseases that had claimed his mates.

He decided the best solution was to raise funds for research into various areas of cancer, including early detection, treatment and medical equipment. So he established Friends-R-4.

“ I had three years to raise the money and I raised it in six months,” he said. “It's just extraordinary how people are stepping up.”

Friends-R-4 managed to raise \$180,000 for research by the Peter MacCallum Cancer Centre into the development of new anti-cancer medication, to reduce the outcome and side effects of chemotherapy.

“Chemotherapy is horrendous,” said Ronnie. “As a friend you feel completely useless, standing by and watching someone you love go through it. That's how I felt and that's how I got started.”

Another project they raised funds for was triggered by a particularly alarming statistic Dr Goldberg discovered: that 40% of all children who have radiotherapy for brain tumours have permanent brain damage. As a result, Friends-R-4 is raising money for a five-year research study at the Royal Children's Hospital, to produce a neuropsychological cognitive test that may help early identification of brain defects in children undergoing treatment.

Ronnie says Australia is the “melanoma capital of the world” — sparking his determination to find a cure. He helped raise \$100,000 for the Peter MacCallum Cancer Centre to fund studies into treatments for melanoma.

Ronnie's newest campaign is The Richard Pratt Prostate Cancer Research Fund at Monash University. Richard Pratt died of prostate cancer and so his wife Jeanne and the Pratt Foundation gladly gave Ronnie permission to use his name. The aim is to raise \$2.3 million for translational research including the development of an improved screening test. The Victorian Government has already confirmed that it will give \$500,000 to the project.

→ **GIVE TO FRIENDS-R-4**

## What's Making Us Laugh

In the spirit of Seinfeld's George Costanza, a new website allows you to “give the gift of giving, without really giving.”

According to [www.care4less.org](http://www.care4less.org): “Times are tough but you don't want to be ‘that person’ and not buy someone a present this year. So why not donate to a fake charity on behalf of a friend as their gift.... After all, it's better to give than to receive. And the best part, it won't cost you a cent!”

The site has eight fictitious charities to choose from including:

- Adopt-A-Banker
- Make-A-Sandwich Foundation
- Fathers 4 Mosquitos
- Organ Donation (as in – to go with a church choir!)

Pick one, donate a fake amount and they'll get an email telling them of your good deed.

In the words of Jerry Seinfeld, this site has “a certain understated stupidity”.



→ **GEORGE COSTANZA'S “HUMAN FUND – MONEY FOR PEOPLE”**

→ **GIVE NOW - TO MAKE A REAL DONATION AS A GIFT**

# Giving Doctor

**Q: “I’ve just filled 10 boxes with clothes dating back to the 70s, mixed crockery sets and down-but-not-out appliances. Will op shops take this stuff? What’s the best way to donate it?”**

It’s hard to believe that aid agency volunteers regularly sort through paint-stained clothes, oil-soaked lounge chairs and broken crockery. At worst, grass clippings, soiled nappies, building off-cuts, old dentures and dead dogs have been pulled from collection bins. One Salvos store even discovered a police utility belt complete with baton, mace and handcuffs... but no gun.

Whether you have the best intentions or just can’t wait for hard rubbish day, it’s critical that your donations are in working or wearable condition and that collection bins and storefronts not be used as dumping grounds. Your children’s hand-me-downs could actually be costing, rather than benefitting, an aid agency.

According to Neville Barrett, General Manager of the Eastern Territory Salvos Stores, last year a record \$6 million was spent nationally on disposing of other people’s rubbish. That’s 20 million kilograms - the equivalent of 4,000 truckloads – taken to the tip at The Salvation Army’s expense.

“This is money which should be going towards running vital Salvation Army programs, assisting the less fortunate,” he said. The cost of drivers and trucks transporting waste instead of picking up people’s quality

goods from home only adds to the frustration, especially when the stores contribute a vital \$17 million dollars towards Salvation Army services.

To make matters worse, the quality donations – about half of all abandoned goods, according to Southern Territory Salvos Stores CEO Allen Dewhirst – are often ruined by bad weather or stolen by opportunists for market sale. There were even incidents of dumped material being set alight over the Christmas period, causing substantial damage to storefronts.

So do the right thing. Make informed decisions about when, where and what to donate, and your good intentions will pay off.

**When:** Drop your donations during business hours to avoid damage and pilfering. Donations are accepted all year round.

If your items are too big to deliver or you can’t deliver your goods during business hours, make the call: many organisations will pick them up for free.

**Where:** The best place to drop your goods is on the store’s front counter where staff can assess and gratefully accept (or reject!) your household goods, personal items

and clothing. While the Salvos and Vinnies have the broadest national retail presence, look for Brotherhood of St Laurence, Savers, Mission Australia, Cat Protection Society and Good Sammy stores in your state or territory. Check out the op shop listings at [GiveNow](#).

Collection bins are easy targets for covert dumpings of rubbish and are rapidly becoming a thing of the past; Eastern Territory Salvos Stores and The Brotherhood have done away with them altogether. St Vincent de Paul limits their bins to private property like churches and school grounds where it’s hoped there’s less chance of abuse. Salvos Stores in the Southern Territory are gradually relocating outdoor bins indoors and have also extended some shops’ trading hours, including Sundays, to encourage donors inside.

**What:** To borrow a line: ‘If it’s too good to throw away, give it to the Salvos’. Apply this mantra to your aid agency of choice then assign any broken, faulty, soiled or threadbare junk to the tip pile – and take it there yourself! Items should be good enough for your own continued use and comply with the organisation’s health and safety guidelines. Check websites for full details but generally:



Picture - The Salvation Army

## DO GIVE

- clean second hand clothing
- bric-a-brac
- useable crockery
- serviceable new and used furniture
- readable books
- CDs, DVDs and videos
- complete wooden bed frames and clean mattresses
- toys and small electrical items in working order.

## DON'T GIVE

- pre-loved TVs, computers or printers
- stained, torn or broken soft furnishings
- soiled mattresses or bases
- wire mesh beds
- water beds or free-standing bed heads
- carpets and underfelt
- white goods; gas, electric or oil heaters, ovens, cooktops or BBQs
- car parts
- building materials
- bike helmets
- baby furniture
- prams or car seats
- swing sets; trampolines and exercise equipment

If your unwanted goods aren't welcome, there may still be ways to pass them on and help others in the process. Go to [GiveNow](#) for a national directory for giving everything from bikes and blankets to books and boots.

Remember: your material donations generate vital funds to aid agencies. But millions of dollars worth of your clothes, household goods and personal items are also given away annually to people in critical need via store vouchers and crisis care. If the task of collecting, sorting and distributing your donation is made easy, other people's lives will be made that much easier too.

nb: Southern Territory Salvos Stores operate in Western Australia, South Australia, Victoria, Tasmania and Northern Territory. The Eastern Territory stores cover New South Wales, Queensland and ACT. Phone 13 72 58 for Salvos pick-ups nationally.

→ **COMMENT ON THIS ARTICLE**

→ **FIND YOUR NEAREST OP SHOP**

# Op Shop Report...

## VINNIES, NOOSA JUNCTION

Op Shops enable people on low incomes to buy quality clothing, furniture and other household items at an affordable price. Proceeds from the sale of donated stock from Vinnies Centres go directly towards providing food, resources and support to local people in need.

### ON SALE NOW:

#### Billabong wetsuit - \$10



#### Ladies dress - \$3



#### Gold Sandals - \$7



#### Bathers - \$7



#### Children's shoes - \$2



#### Drinks Cooler - \$4

# Giving Biz3

**Think businesses are only there to make profit? Think again**



## BUSINESS CLEAN UP DAY

Taking environmental action makes good business sense! Clean Up Australia's "Business Clean Up Day" is on Tuesday 2 March 2010 – it is a great opportunity for Australian businesses to improve the quality

of the environment and work towards reducing waste. It's also a great team building exercise. The businesses listed below have donated time and money to become Platinum Business Supporters.

Moore Stephens - Accountants  
Astron Environmental Services  
Converga  
APA Group  
QGC

→ FIND OUT MORE

## COMPETITIVE CORPORATES TRY THEIR LUCK

Competitive corporate events have become so popular that in Sydney a lottery system has been introduced for the upcoming Oxfam Trailwalker.

At the request of NSW National Parks, the 100km walking challenge is always restricted to 500 teams of four. On August 27, the teams attempt to walk or run a 100km course stretching from Brooklyn on the Hawkesbury to Mosman in less than 48 hours. It is widely regarded as one of

Australia's toughest fundraising endurance challenges.

In 2008 the organisation filled all places for the event in 56 hours, and in 2009 it took just 45 minutes. So this year, a lottery system will see teams picked at random. Entry to the lottery will remain open for six weeks, at the end of which team places will be drawn by independent auditors. However there is one way to beat the system - teams who commit to raising \$5000 or more will be offered places on a 'first in' basis.

The Melbourne event will take place from April 16 – 18 in the 100km from Jells Park in Wheelers Hill to Wesburn Park in the Yarra Valley and organisers say the ballot system may be introduced next year.

Oxfam is aiming to raise \$3.2 million through the Oxfam Trailwalker Sydney to help communities around the world overcome poverty and injustice.

Registrations for the Sydney event open at 10am on Tuesday March 16.

# Banking Backlash



BE PART OF THE WORLD'S GREATEST BANK JOB  
Cut out and wear in support of the Robin Hood Tax

→ THEROBINHOODTAX →

British filmmaker Richard Curtis, of *Love Actually* fame, is plotting a new twist in the financial fallout tale: Act 1 - banks cause crisis, Act 2 - taxpayers bail out banks; Act 3 - banks compensate society. The idea is that if a levy of 0.05 percent is placed on bank transactions - billions of dollars would be raised to improve the community as well as to tackle poverty and climate change. Known as The "Robin Hood Tax" and backed by celebrities and a powerful coalition of not-for-profit organisations, the idea is gaining momentum. Campaigners are asking supporters of the tax ("bands of Merry (Wo)men") to don green Robin Hood masks on their Twitter and Facebook profiles and to upload images to

Flickr. Curtis' short film starring Billy Nighy as a banking executive has already received 286,342 hits on YouTube.

Meanwhile American bankers are frantically seeking to overhaul their image. A series of initiatives is being undertaken at Goldman Sachs to counter public outrage over big bonuses on Wall Street. Goldman in October said the firm would donate \$200 million to its foundation, nearly doubling its size. It also created a \$500 million fund to lend to small businesses and it scaled back planned bonuses to executives. The latest initiative being discussed is believed to involve the imposition of a compulsory "charity levy" on salaries and bonuses.