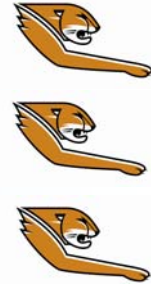


Charity Strategies

Developed for Corprat Pty Ltd by
Peter Hickey

+61 8233 9228
Sydney Australia
www.corprat.com



Our Goal

- To increase the amount of time, money and goods that are donated by businesses to charity.



How will we achieve this goal

We will achieve this goal with your help.

- Feel free to copy this Microsoft Presentation to your associates.
- Set up a team leader in your business responsible for community programs.
- Use any of these strategies to build your business and at the same time give something back to the community.
- Put pressure on friends and associates outside of your business to do the same.
- Send them this Microsoft PowerPoint presentation.



**Strategic alliances with certain
charitable organisations can
sometimes open up new markets
and new business opportunities.**

49 Ways to donate money to charity without it hurting the bottom-line



Employee Christmas Gifts

- Purchase your employee Christmas gifts through a charity such as the Red Cross or Amnesty international. A percentage of these sales goes directly to charity. This way your Christmas gifts can give twice, without costing you a cent.
- Christmas cards can also be purchased through these types of organisations.



Informal Clothes Day

- Organise an informal clothes day at the office.
- (Theme could change to pink shirt day, board shorts day etc).
- Let your staff know that they can come to work dressed in this attire on a certain day if they pay \$2 - \$5.
- The proceeds are donated to a charity.

How your company benefits: *This change in formal attire for a day breaks the routine for your staff, a change from traditional business dress and at the same time contribute to the community.*



Sell chocolates for charity

- Many charities have pre-packaged easy to sell consumables that your company could sell for them.
- Select a day every couple of months. Have a different employee every couple of months responsible for choosing the charity and organising the stock.
- Encourage your staff to sell and provide added bonuses to the highest seller, perhaps a day off on a Friday.

How your company benefits: *This is a very effective way to raise money for charity, but once again, it costs your company little but does a great job in raising the image of your company with your employees.*



Car Wash

- Get the kids involved!
- Ask your employees if any of their children would like to wash cars for charity.
- Give permission for them to wash cars on your premises.
- Charge \$20 a car wash and give \$10 per wash to charity.



Pancake Breakfast

- Have some volunteers set up a barbeque or obtain adequate cooking facilities.
- Cook up pancakes and charge \$5 per meal.
- Pancakes are cheap to make so there is a good profit margin payback to the charity.



Organise a ball

- Once a year organise a staff ball where employees can bring friends and family.
- Charge an appropriate fee to cover costs.
- All proceeds are donated to charity.
- You could organise an industry ball or even a regional based ball.



Sheltered Workshops

- Do you have any work that can be done by sheltered workshops?
- These workshops are excellent organisations that can perform the tedious tasks of direct mail fulfillment, warehouse assembling and other time consuming manual tasks.



Soft drink machine

- Install and maintain your own vending machine. Vending machines can have chocolate bars, drinks and other snacks.
- Have a team of volunteers set up that is in charge of ordering stock, collecting money and maintenance.
- Provide all proceeds to charity.



Set up an internal competition

- Give your employees a half day to brain storm on ways that your company can contribute to the community without affecting the bottom-line.

How your company benefits: *This costs you in terms of lost hours but has a remarkable team building affect which should more than make up for your investment in time.*



Supplier of Christmas Gifts - Direct

- If you have a good range of products, conduct broad advertising to the community informing them.
- A. That it is Christmas and that they are likely to buy staff presents.
- B. That if they buy these gifts from you then you will contribute the difference between wholesale and retail to charity.

How your company benefits: *Your sales will most likely go up. This gives you a major product differentiator. Employers feel the pinch at Christmas. If they feel that their money is going to a good cause then they can be easily swayed.*

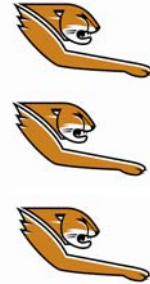


Organise an automatic payroll deduction employee scheme

- Ask staff to donate a few dollars each month from their pay and have it deducted automatically.
- Even a small amount contributed on a regular basis will add up quickly.

Organise a company or industry walkathon

This will promote healthy competition and team work with your staff. A small entry fee can then raise funds for the winning athletes choice of charity.



Organise a haircut for charity day.

Get employees to donate money to charity if an employee dyes or shaves their hair.



Organise an apprenticeship for the disadvantaged

Think outside the square next time you have a vacancy or possible apprenticeship position in your company.



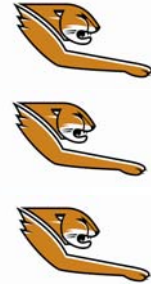
Organise a blood drive

The Red Cross can send you email reminders when there is a mobile blood bank in your area. Donating blood takes less than one hour yet less than 2% of Australians donate.



Organise prizes and set up a raffle with books of tickets

See if any employees or their partners have a service or prize they wish to donate and sell tickets.



Donate a hotel room

- One hotel we heard about was donating all proceeds from one particular room in the hotel.
- The room was treated like any other room with no preferential treatment.
- The charity received substantial donations.

How your company benefits:

Guests in the room felt very special and word of mouth gave the hotel an increase in referral business. The guests also spent money in other areas of the hotel.



Doctors, Dentists and medical professionals

- A medical or dental practice could donate the difference between medicare and billed rate to charity.
- This could be done for every 50th patient.
- Both the patients and the staff could be involved in this promotion.
- Charities would benefit greatly.

How your company benefits:

Your overheads have already been paid for from Medicare. Both your staff and your patients will work for you in boosting your business.



Supplier of Christmas Gifts - Charity

- Become a supplier as well as a donor at Christmas time.
- Create a comprehensive catalog and approach charities re informing their subscribers.
- Offer to donate the difference between wholesale and retail. Provide fulfillment facilities direct to end user, supplier printed catalogue free so that there are no barriers.

How your company benefits: *When you buy this merchandise a % of the price is donated to the charity.*

This costs you no more than your normal Christmas bonus.



Donate your old stock to charities?

- You could offer to give your old stock or damaged stock to charities for them to auction off at their next event.

How your company benefits:

This stock is normally written off and is of no value. This way you are doing something positive with the old or damaged stock without upsetting your supplier channels.



Your old stock may be useable by charities

- Certain organisations carry stock that may be unsaleable because fashion, trends or technology has moved forward.
- This stock can be donated to charities for them to use in their operations.
- A good example of this is dell computers that have in the past contributed their obsolete stock to charitable institutions.



Auction your old stock on your website?

- Why not auction your old stock on your website and send all proceeds to a charity.
- Many companies have surplus furniture or office goods when they renovate or update. These can also be donated to charity or a not for profit organisation.
- In some cases your company can even save on the costs of disposing these goods.

How your company benefits:

Once again, this stock is normally written off and is of no value. This way you are doing something positive with the old or damaged stock without upsetting your supplier channels.



Recycle and reuse

- Recycle wherever possible.
- Think about other uses for products that may no longer be useful to your company, shredded paper for example is often used for animal cages in zoos. This is a valuable resource to them but just rubbish to you.
- Plastics, cardboard, newspapers can often be used by schools or workshops.

How your company benefits:

Once again, this stock is normally written off and is of no value. This way you are doing something positive with the old or damaged stock without upsetting your supplier channels.



Knit and give

Printed from the website
www.knitting-and.com



Australian Charity Listing @ Knitting-
and.com



Please note: Because I live in Australia I only list Australian charities. For a list of other charities visit <http://www.woolworks.org/charity.html>

Bears Who Care

Bears who care donate any kind of soft toys to kids in crisis. Visit [their web site](#) for more details.

Guardian Pharmacies Guardian Angel Program

Guardian Pharmacies give all donated items to World Vision. Visit [their website](#) for details.

****Note**** This is a seasonal activity that closes every Spring. You can knit jumpers (US sweaters), pants, hats and booties for children under the age of two years, or pop into any Guardian Pharmacy and ask for their pattern book.

Knit a Beanie for Cancer Patients: Val Pascall

Val collects knitted beanies for cancer patients, especially children. She takes them, along with a large bag of tiny novelties, and lets patients choose their own hat and novelty, which a friend or helper can sew on for them.

Beanies, preferably knitted in a ribbed pattern and with soft pure wool may be forwarded to the Beanie Bin collection point at:

Host an Event

If you think creatively you can really raise money through an endless variety of simple events





A charity Lunch could build your business

- If you are trying to network in the industry then consider organising a charity lunch.
- This is an excellent way for you to talk to CEO's in the industry as you will need to invite them to the lunch.
- As the MC you could be the after dinner speaker who can talk on a subject that is interesting to the industry audience and the subject might be an area in which your company offers a solution.

How your company benefits: *It is always difficult to talk to the CEO of any industry in a non selling relationship. This puts you in front of your target audience in a substantive relationship.*



Fun Run for employees

- Organise a company "fun run". Have an entrance fee of \$10.
- The run can be around the local area and can finish up at a park.
- The company might like to have a company picnic or barbeque at the park afterwards.
- All proceeds are donated to charity.

Organise a champagne breakfast for your clients

Charge per head, give the proceeds to charity and use the time to network and build relationships.



Set a target & celebrate

- Give staff some fundraising ideas then set a goal for your company to achieve these over a 6 month period and reward your staff with dinner or drinks when they reach their target.

How your company benefits: A company social event is always a great way to promote a happy team environment. It can help to bond staff and heal differences resulting in a happy more productive workplace.



Sponsor a good cause

- Sponsor a good cause like a charity event or an animal at the zoo

How your company benefits: *Sponsorship usually has benefits in exposure and advertising, so the next time you look at spending money on sponsorship try and support a worthy cause at the same time.*



Link to your website

- Have a page on your website linking to your favourite charities or community causes. Most not for profit organisations need all the help they can get so any additional visitors to their website will help.
- Having links on your webpage will not cost your company a cent.



Change your email signature

- Pick a charity each month and place their details and a link to their website at the bottom of all your emails. Even if it only encourages one extra visitor a month it will be worthwhile.



Golf Day – Donate the proceeds.

- Organise a golf day for your clients and donate the proceeds to charity.
- Contact your local golf course and let them know that you are organising a charity event. Book a lunch at the golf course and organise a significant discount because of the group.

How your company benefits: Most golf days are expensive to host. By inviting your clients as a charity golf day, your clients pay for themselves as the proceeds are donated to charities.



Sponsor an event

- There are many events that charities are organising everyday.
- Sponsor one of these events and incorporate the sponsorship into your marketing activity.

How your company benefits: *You will need to analyse the event and make sure it is relevant to your marketing strategy in order for this to be effective..*



Create an internal company auction of outside goods.

- Your employees probably come in contact with successful business and sporting personalities whose signature and memorabilia they could secure.
- ...Or companies that would be wishing to donate goods or services.
- Ask them to get as many goods as possible and auction it off at the annual company dinner or picnic.

How your company benefits: *This costs the company nothing but would be seen as a very positive morale boosting campaign, bonding the employees in a common cause.*



What happens to your company furniture

- Most offices either throw their furniture out or give it away.
- Sometimes businesses do not like to sell this to their employees as it is minimal revenue and they don't want to be seen as exploiting their employees.
- Why not auction the furniture and donate the proceeds to charity.

How your company benefits: *The furniture is already written off. This takes very little time but can create a significant amount of cash to give to the charities*



Low Income Benefits

- Telstra discount their prices to certain low income groups in the community.
- This provides these sectors of the community with access to communication that they would not be able to afford otherwise.

How your company benefits: *In this case Telstra may have been able to win community and government support for maintaining commercial pricing levels without disadvantaging whole sectors of the low income community.*



Friday Afternoon Bonus

- Many charities need volunteer help to survive.
- Your company could provide your employees with a Friday afternoon bonus, where the employee can leave work and help out a charity.

How your company benefits: *Friday afternoon is normally an ineffective time. This therefore costs your company very little but can impact greatly on a charity.*

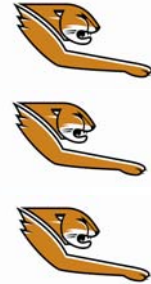


1% of your time

- Your company could have a policy to donate 1% of your employees time and 1% of your profits to charities.
- This could be a firm policy of the company.

How your company benefits: *What does a policy like this do for the goodwill of the company in the minds of employees and customers. This goodwill is sometimes worth much more than the cost.*

Create awareness



Include Information

- Many charities benefit by the added exposure of publicity.
- Your company could include a leaflet or information about a particular charity. The letter could provide information and seek donations directly for the charity.

How your company benefits: *This costs very little but will improve your corporate social profile. Both your employees and customers will feel a closer bond because of your charitable support.*



Other fundraising ideas

Source: www.profitquests.com

Affinity Programs (Credit Cards, Phone Cards, etc.)	
Alumni Reunions	
Annual Gifts Campaign	
Art Exhibit	
Auction/Silent Auction	
Bake Sale	
Ball-a-thon	
Balloon Bouquets	
Balloon Ride And Dinner	
Banquet	
Basketball In The Street	
Bazaar And Fair	
Beach Party	
Biscuits And Bagels Breakfast Bonanza	
Block Party	
Box Lunches (Sell tickets and let a caterer do the work)	
Business Luncheon	
Breakfasts With Ticket Sale (Pancake, International Food, etc.)	
Bucket Brigade Plan	
Business Directory Ad Sales	
Calendar Sales	
Camping Cookbook	
Car Wash	
Calendar Creation	

Christmas Card Sale	
Christmas Craft Sale	
Christmas Decor Boutique	
Christmas Gift Wrapping Booth	
Christmas Stocking Stuffers	
Christmas Tree Sales	
Christmas Wish Tree	
Crafts Fair	
College Final Exam Survival Kits	
Commemorative Coins	
Community Festival	
Concession Stand	
Consignment Sales	
Cookbook	
Cookoff Contests (Dutch Oven, Dad & Daughter, etc.)	
Dessert Extravaganza Tasting	
Direct Mail	
Directory Distribution	
Duck Derby Float-a-thon	
Easter Gift Basket	
Electronic Funds Transfer	
Event Attendants Service	



Fundraising Ideas

Source: www.profitquests.com

Speaking Engagements	
Special Telegrams	
Sports Exhibition Game	
Starving Artists Show	
Store Coupon Sales	
Style Shows	
Supper With Ticket Sale (Chili, Hamburger, Spaghetti, Pizza, Barbecue, etc.)	
Telephone Solicitation	
The Great Garbage Grab-A-Thon	
Ticket Sales Of Door Prizes At Special Events	
Tournament (Golf, Tennis, Softball, Chess, etc.)	
Treasure Hunts	
Treats To Sell -- GORP	
T-Shirt Sales	
Turkey or Ham Raffle for Thanksgiving and Christmas	
Used Book Sale	
Walkathon	
Wall Of Honor	
Wedding Fair	
Wednesday Night Supper	
Western BBQ Days	
Wheel Of Prizes	
Wine And Cheese Tastings	
Winter Mall Walk For Charity	
Wish List	
Yard Sale	



Fundraising Ideas

Source: www.profitquests.com

Exploding Profits - Fireworks Tent Sale	
Fashion Show Luncheon	
Father - Daughter Dance	
Festivals (Drama, Band, Choir, Drill Team, Outdoor Crafts, etc.)	
Financial Planning Seminars /Planned Giving	
Flea Market	
Flower Sale -- Mother's Day	
Flower Arrangement Sales	
Food Hawking (popcorn, cotton candy, cold drinks, etc)	
Game Contest Marathon	
Garage Sale	
Gardening Sale	
Golf Tournaments (3 parts)	
Grab Bags For Fair Attendees	
Grand Ball	
Grand Opening	
Guess Beans In Jar Count	
Hamburger Sales	
Handmade Sale Items	
Hobby Fair	
Home Tours	
Host A Coffee Campaign	
Ice Delights	
International Foods Sampling Luncheon	
Lectures	
Magazine Sales	

Ice Delights	
International Foods Sampling Luncheon	
Lectures	
Magazine Sales	
Mall Booths (Children's Learning, Chef's Tools, Wood Worker's Gadgets, Mechanics Tools, etc.)	
Marathon	
Membership Campaign	
Merchant Shows (Wedding, Antiques, Home Building, Farm, Boat, Travel, etc.)	
Movie Festivals	
No Show Event	
Oktoberfest Festival	
Old Christmas Tree Pickups	
One Great Day Campaign	
Outdoor Concert	
Peddler's Cart	
Personal Face-To-Face Solicitation	
Pet Shows	
Phoneathons	
Photo Contests For Babies And Toddlers	
Product Sales (Cookies, popcorn, candy, candles, first aid kits, etc.)	
Program Sales	
Publishing/Printing	
Raffles (Quilts, Cash, Cars, Guns, Bikes, Collectables, Doll Houses, Play Sets,	



Press release from IBM website

IBM recycling program will benefit charities, the environment

IBM is expanding its programs for consumers and businesses to recycle unneeded computer hardware in the United States.

Through the new IBM PC Recycling Service, people will be able to recycle any manufacturer's personal computers -- plus monitors, printers and optional attachments -- for \$29.99, which includes shipping. Customers will be able to box the system and ship it via UPS to Envirocycle -- a designated recycling center.

Certain refurbished hardware will find a new life benefiting charities typically lacking funding for computer equipment.

Depending on the age and performance capability of the computer, the IBM PC Recycling Service will either recycle the equipment in an environmentally responsible manner -- reusing or recycling as many of the parts and materials as possible -- or refurbish the system and arrange for its donation to Gifts in Kind International.

Gifts in Kind coordinates product philanthropy and contributes to a network of more than 50,000 nonprofit organizations in neighborhoods throughout the world. If the computer can be donated, donors will receive receipts for potential deductions on their annual federal tax return.

Non-profit organizations providing adult literacy, job training, family and youth services, and services for the disabled will be the major beneficiaries of the refurbished computer systems. By leveraging shipping and recycling services at substantially lower costs than a consumer could achieve, IBM hopes to encourage responsible recycling and preservation of the environment with a potential side benefit of providing communities with the advantages of greater access to technology.



Press release from the SAP website

SAP and Indianapolis Motor Speedway Join Forces to Raise Money For the Red Cross During Sunday's Formula One Grand Prix

175,000 Expected at International Sporting Event to be Broadcast Live on ABC; Race Ceremonies to Feature Patriotic Theme; 100,000 American Flags to be Distributed

INDIANAPOLIS, Indiana - September 27, 2001 - SAP (NYSE: SAP), the world's leading provider of e-business solutions, and the Indianapolis Motor Speedway Corp. (IMS) today announced that the two companies have combined forces to help raise funds for the American Red Cross at this weekend's second annual running of the SAP United States Grand Prix. The event, one of the largest single-day sporting events held each year and the only visit to the United States by Formula One, is expected to draw more than 175,000 fans to IMS, and will be broadcast live via ABC television Sunday at 1 p.m. EDT.

More than 110 American Red Cross volunteers will staff collection stations at 37 locations around the Speedway to gather donations to aid the Red Cross in its support of the victims of the tragic events on Sept. 11 and their families. IMS will provide logistical support to the Red Cross, as well as tickets to the race to acknowledge volunteers for their efforts.

SAP, the title sponsor of the weekend event, announced that it will kick off the SAP United States Grand Prix donation drive with an initial donation of \$100,000. SAP has announced that it will donate \$3 million to various funds for victims' relief. In addition to supporting the Red Cross donation effort, IMS and SAP announced that the two companies, along with Bridgestone/Firestone, have purchased American flags that will be distributed to the first 100,000 racing fans as they enter the Speedway on Sunday. In addition, more than 50 American flags will fly atop the grandstands that line the huge racing facility.

A full slate of musical performances with a patriotic theme will mark the starting ceremonies. The Indianapolis Children's Choir will perform the National Anthem, firemen who helped in rescue efforts will be saluted with a drive around the track, and special guest artists will be featured.

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Largest donations on the web, Over 50% more than our competitors.

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3. Shop at Over 350 Stores

Thanks for visiting us at BuyforCharity
Up to 35% of your purchase will benefit the cause of **Select a Cause.**

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1-800-Flowers.com	Enterprise.com
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AT&T Wireless	Gardener's Supply Company
Avon	

Coupons & Specials By Item

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1-800-Flowers.com
Fast, FREE Delivery

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CHARITY OF THE WEEK

Day of Caring

Day of Caring is an ongoing effort to feed the



Cricketers, corporates pad up for change

Six organisations from different parts of the country, representing six separate causes, received the benefits of a charity cricket match involving several celebrity cricketers, held in Mumbai and organised by GIVE Foundation

In a cricket-mad country, with a packed calendar all year round, the fact that one more match was played two Sundays ago at Brabourne Stadium in Mumbai would not be considered unusual.

But there were many unique things about this match, organised by GIVE Foundation on December 15, 2002. Six teams and 24 players participated, and there was no trophy up for grabs.

The prize was knowing that their participation in the match would help save lives, educate children across the country, empower women, enable a handicapped child to get help, or assist a poor farmer in making ends meet.

This was reward enough, apparently, as several leading current and ex-cricketers of India showed up to play – Anil Kumble, Venkatesh Prasad, Reetinder Singh Sodhi, Syed Kirmani, Kiran More, Javagal Srinath, Dilip Vengsarkar, Sameer Dighe, Dinesh Mongia, Madan Lal, Ambati Rayudu, Hemang Badani and Sailesh Anand.

The match was organised with the encouragement and financial support of six corporate sponsors – Templeton India Mutual Funds, JM Mutual Fund, Kotak, Prudential ICICI, Zurich and ICICI Bank.

GIVE Foundation, Ahmedabad, is a non-profit financial services organisation dedicated to the professionalisation of the 'third sector'. Its mission is to promote the act of 'giving' by helping worthy NGOs raise funds, and encourage greater transparency and accountability among them. The charity cricket match was GIVE's first large scale, event-based fundraiser.



PRESS OFFICE

press release

Dell SS donates hardware to children's charity

Issued by: Dell Computer SA

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[Johannesburg, 30 July 1999] - Dell South Africa has donated hardware to the local arm of a charity dealing with disadvantaged children, the Variety Club South Africa.

An affiliate charity of Variety Club International, the local charity supports children in the areas of education, abuse and neglect, homelessness, substance abuse, disability, chronic diseases, and sports development. The charity undertakes to heighten community awareness to the plight of children, and raise funds to distribute to relevant children's charities.

Executive director of the Variety Club, *Toni Gomes*, says that they will be using the donated desktop PC for office administration duties pertaining to the Club. "Another computer was urgently needed to keep up with the constant flow of work, thanks to Dell, the additional staff member employed can now use the PC for office work," she adds.

"The primary focus of the Variety Club is to assist children in circumstances which deny them their most basic human rights, and whose growth and development are consequently impaired. Dell is proud to be of assistance in furthering this cause and wishes the Club has success in its various projects," says Dell South Africa marketing manager *Glenn Jones*.



Reproduced from www.infochangeindia.org website. This article appears under "corporate social responsibility"

Dell makes learning a cinch for kids with cerebral palsy

Dell International Services has partnered with the Kolkata-based Indian Institute of Cerebral Palsy to provide computers and related learning software

Dell International Services, Bangalore, the Indian arm of Dell Computer Corporation of the US, has made learning easier for children with cerebral palsy through computers and specially-designed software.

Dell has partnered with the Kolkata-based Indian Institute of Cerebral Palsy, which is the first such institute to take up issues related to this disorder at the national level. Dell has provided the institute with 10 computers and related learning software.

People with cerebral palsy experience learning difficulties and also have to cope with two or more disabilities. They suffer movement disorders and have problems with their posture. They may also have poor vision, hearing loss or speech problems. Or neurological problems such as mental retardation and attention-deficit-hyperactivity disorder.

Computer technology helps people with cerebral palsy in education and communication. Specific software for children provides audiovisual reinforcement for learning.

Learning skills such as cause and effect, and basic concepts such as colour, shape, size and direction can be taught at an early age, using computers. At higher levels, multimedia-based software is used to teach numbers, language and general knowledge.

Specialised software, using access switches, enables even the most severely physically challenged child to learn through a computer.



Reproduced from www.infochangeindia.org website. This article appears under "corporate social responsibility"

Pizza company's 'Food for Good' campaign helps poor student

Pizza Corner in Bangalore has issued a cheque of Rs 1 lakh towards the education expenses of a poor student of Bosco Yuvakendra

In a rare gesture of corporate social responsibility, a pizza company in the city of Bangalore has issued a cheque of Rs 1 lakh to a poor student allowing him to continue his studies.

Pizza Corner issued the cheque to Shankar, a street child staying at Bosco Yuvakendra, a Bangalore-based non-governmental organisation (NGO). Shankar explained he would invest half the money in a fixed deposit and use it to study further.

When the pizzeria opened its first store on Brigade Road, in 1998, 20 street children from Bosco were initiated into its 'Food for Good' programme. Part of every pizza sold at a Pizza Corner outlet in the country goes into this project.



Reproduced from www.bizjournals.com website. This article appeared in the Business Journal Phoenix

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Web site links charities with businesses

Susan Padilla

The Business Journal

People in Motion, a local business that focuses on humanitarian acts, has developed a Web site designed to make it easier for businesses and individuals to donate to charities.



The site, www.vivianphillips.com, is a spinoff of the company's "Vivian Phillips Television Show," which piloted in December on CBS in Phoenix and is expected to kick off a 13-week stint this fall.

Looking
for the
MOST
QUALIFIED
consultant?

The site displays the wish lists of Valley charities. People can fill out a form online and describe what they want to give. Donors have the option of having the items picked up by the charity.

It's Easy
To

"We are like a broker for charities," Vivian Phillips said. "We want to be the go-to place for businesses to recycle their resources into the community."



McDonald's Corporate Press Release 04/26/2002

Return to the [Listing](#) of All Press Releases

McDonald's® Announces First-Ever Worldwide Fundraiser For Children

"World Children's Day" To Be Held November 20, 2002

LAS VEGAS, NV (April 26, 2002) -- On November 20, 2002, McDonald's 29,000 restaurants around the world will host an unprecedented simultaneous fundraiser for children in their communities. "World Children's Day" at McDonald's was announced by McDonald's Chairman and CEO, Jack Greenberg, during the company's worldwide franchisee convention in Las Vegas this week.

"McDonald's has a rich heritage and tradition of being a good community partner and neighbor," said Greenberg. "As the needs of the world's children have increased over time, so has the need for every company and every citizen to play a role in affecting positive change. We believe McDonald's, with restaurants in 121 countries around the world, is in a unique position to empower people to come together and actively participate in improving the lives of children."

Funds raised from World Children's Day efforts will benefit local Ronald McDonald House Charities® Chapters and other children's causes in communities worldwide. Specific fundraising activities will vary by country, market, and restaurant. Current plans include donations on product sales, community events such as car washes and walk-a-thons and other cause-related initiatives in the restaurants.

"By simply visiting their local McDonald's restaurants on Wednesday, November 20, people everywhere can join this worldwide effort to help children," said Ken Barun, President and CEO of Ronald McDonald House Charities. "As a beneficiary of this fundraiser, Ronald McDonald House Charities can continue to grow its mission of directly improving the health and well being of children around the world."

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Press release put out for Dr Steckel

Since 1984, Dr Steckel has worked with more than 200 for and nonprofit organisations across the USA, Canada, United Kingdom, Australia and New Zealand, assisting them to develop earned income strategies, products and services.

He is the co-author of the best selling book, *Filthy Rich: How to Turn your Nonprofit Fantasies into Cold, Hard Cash* and published *Making Money While Making a Difference: How to Profit with a Non Profit Partner*, in 1999. Two new books are due out in 2003 and 2004.

Dr Steckel, who visited New Zealand last year, says larger companies here are more involved with cause-related marketing than their smaller counterparts, but he predicts that in a few years there will be a surge in small and middle-sized businesses adopting the same practices.

Examples include a dry cleaner who offers to act as a drop off point for clothing donations and cleans them before passing them onto a charity or a florist who might give customers a discount and donate 10 percent of profits to an animal charity for a special day.

Plans like these can help small businesses stand out and become recognisable.

"They create a personality for the store and give people a reason to seek them out," says Dr Steckel. "It's good business and being a good person can go hand in hand. The topic is not going away worldwide. If anything, it's increasing." However, Dr Steckel cautions that cause-related marketing should be embraced sincerely or not at all.

"Do it because you believe in it or you'll be seen as a fraud."



Facts on Donating

- \$703 ml (2000) claimed as tax donations.
- 33% of taxpayers claimed donations.
- .22% of income. (ie income \$50,000 donation \$110).
- In US 89% of households donate at an average of \$1600 per household.
- In UK 68% of taxpayers donate.



Donations by business

- **“Australia's business sector gave more than \$1,447million to community organisations in 2000-1” This included cash (\$921m), services (\$290m) and goods (\$113m). \$679m was in the form of sponsorships, \$586m in donations, and \$182m by way of partnership agreement**
- **Small businesses are more likely to provide donations and large businesses are more likely to engage in sponsorship**
- **Total giving by Australian businesses represents approximately 0.15% of total income or 1.6% of operating profit before tax**



Types of charities

Aged persons

Charities - examples

- **Alzheimer's associations**
- **arthritis foundations**
- **community services** that provide food, home visits and assistance with shopping for the elderly and infirm
- **home maintenance services** for the elderly and frail
- **respite services**
- **senior citizen organisations** if they are not lobbying or merely social or recreational
- **trust funds** distributing solely to charities that relieve the needs of the aged

Animals

Charities - examples

- **animal protection societies**
- **animal refuges and shelters** which help lost, sick or injured animals, including organizations that care for unwanted and deserted pets
- **cat protection societies** involved in caring and finding homes for unwanted kittens and cats and promoting the de-sexing of animals
- **endangered species organizations** whose purpose is to conserve particular animal species and look after their well-being - for example, koala preservation societies
- **guide dog associations**
- **scientific bodies** studying animal behaviour and disseminating information to the public
- **wildlife hospitals** which provide care and sanctuary for injured wildlife
- **wildlife protection societies** involved in protecting and preserving wildlife and organising wildlife rescues

Description of charity types as listed on the Australian Government Tax Department's website www.ato.gov.au



Types of charities

Culture

Charities - examples

- **arts societies** which encourage and promote the cultivation and appreciation of the fine arts
- **ballet foundations** to promote and encourage interest in ballet
- **bodies promoting culture and the arts in schools**
- **choral and orchestral societies**
- **friends of public museums and art galleries**
- **opera companies** that are non-profit
- **public art galleries**
- **public libraries**
- **public museums**
- **trust funds** distributing solely to charities that promote the arts

Defence and public order

Charities - examples

- **defence research organisations** which provide research into aspects of Australian defence and national security
- **disabled soldier associations** which care for soldiers injured or maimed during service - for example, blinded soldiers associations and limbless soldiers associations
- **family support organisations** which help the families of deceased veterans or police personnel
- **historical societies** which record and research the history of the armed forces
- **social welfare organisations** for the benefit of armed forces personnel and their dependants
- **volunteer emergency rescue bodies**
- **veterans organisations**, if their purpose is to provide welfare services for veterans

Description of charity types as listed on the Australian Government Tax Department's website www.ato.gov.au



Types of charities

Education

Charities - examples

- **bursary and prize funds** set up to reward academic excellence that are for a section of the public and not for private interests such as the employees of an employer
- **childbirth education bodies**
- **educational institutes** which are not party political and whose purpose is to stimulate debate on cultural, political, economic, moral or philosophical issues
- **grammar schools**
- **health education bodies**, for first aid and resuscitation
- **historical societies** whose purpose is to preserve historical items and educate the public in history
- **industry training organisations**, if they are for the public benefit and not only for particular businesses
- **kindergartens**
- **parents and friends groups** of non-government schools
- **parents and citizens groups** of government schools
- **pre-schools**
- **public universities**
- **schools and colleges** run by religious denominations
- **school and university sports organisations** where they are integrated with the advancement of education in charitable education institutions
- **scholarship trust funds** set up to give scholarships for students of a particular school
- **Scouts and Guides**
- **student union bodies**, if they are integrated in a particular university or college
- **Sunday school associations**
- **trust funds** distributing solely to educational charities

Description of charity types
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Types of charities

Disaster relief

Charities - examples

- **cyclone relief funds**
- **flood relief funds**
- **public funds for disaster relief**
- **public funds** relieving necessitous circumstances
- **surf lifesaving clubs**
- **volunteer emergency rescue bodies**

Environment

Charities - examples

- **conservation bodies** which help protect the environment provided they are not for lobbying or political purposes
- **environmental associations** whose purpose is to educate the public about environmental issues
- **flora and fauna conservation societies** which are not political or lobbying in nature
- **friends of botanic gardens**
- **Landcare groups** and other greening organisations involved in tree-planting and revegetation
- **marine conservation societies** which are involved in the conservation of Australia's coastal areas or coral reefs
- **natural resource organisations** which educate the public about the wise use of Australian resources such as soil, water and forests
- **support groups** for national parks

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Types of charities

Health

Charities - examples

- **accommodation services** for the relatives of hospital patients
- **alcohol and drug education bodies**
- **Alzheimer's associations**
- **arthritis foundations**
- **nursing mothers associations**
- **auxiliaries** of public hospitals
- **alcohol drug rehabilitation services**
- **family planning services** and contraception organisations
- **family support services** providing services such as counselling
- **health promotion bodies** – for example, cancer councils, diabetes societies, epilepsy associations, heart and asthma foundations
- **medical counselling organisations** for psychiatric illnesses and disorders
- **medical research bodies**
- **natural family planning organisations**
- **nursing services**
- **patient transport services**
- **pregnant women support services**
- **support groups** for sufferers of a particular disease or disorder – for example, drug dependence or chronic fatigue syndrome
- **trust funds** distributing to charities that promote health or relieve sickness
- **women's shelters**

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Types of charities

Indigenous persons

Charities - examples

- **Aboriginal and Torres Strait Islander health and welfare bodies**
- **Aboriginal and Torres Strait Islander legal services**
- **cultural organisations** for Indigenous art, dance or history
- **educational and resource centres** for Aborigines and Torres Strait Islanders
- **family support services** for Aborigines and Torres Strait Islanders
- **housing cooperatives** for Aborigines and Torres Strait Islanders
- **research organisations** into Aboriginal and Torres Strait Islander affairs
- **youth services** for Aborigines and Torres Strait Islanders

Industry, commerce, agriculture

Charities - examples

- **agricultural show societies**
- **apprenticeship and traineeship organisations**, if they are for the public benefit and not for particular businesses
- **industry training organisations**, if they are for the public benefit and not for particular businesses
- **research organisations** that make the benefits of their research publicly available

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Types of charities

Locality or neighbourhood

Charities - examples

- **accommodation providers** for the needy
- **citizens advice bureaus**
- **community information and referral services** which make people aware of rights and responsibilities and the services and facilities available to them
- **community justice and mediation centres** which provide informal dispute resolution services
- **crisis accommodation services**
- **family support services** providing services such as counselling
- **health information organisations** which collect and disseminate health information
- **historical societies** whose purpose is to preserve historical items and stimulate interest in history
- **information, translating and interpreting services** for migrants
- **marriage counselling organisations**
- **migrant resource centres**
- **multiple birth organisations**
- **neighbourhood centres**
- **public radio stations**
- **relationships counselling organisations**
- **surf lifesaving clubs**
- **telephone crisis counselling services**
- **women's shelters**
- **associations supporting the work of the United Nations**

Description of charity types as listed on the Australian Government Tax Department's website www.ato.gov.au



Types of charities

Moral improvement

Charities - examples

- **alcohol and drug education bodies**
- **community justice and mediation centres** which provide informal dispute resolution services
- **ethical societies**
- **marriage counselling organisations**
- **relationships counselling organisations**
- **road safety organisations** which educate on dangers of drink-driving, fatigue or dangers of speeding
- **temperance societies**
- **associations supporting the work of the United Nations**

People with disabilities

Charities - examples

- **Braille libraries**
- **carer support services**
- **community organisations** that provide food, home visits and assistance with shopping for people with disabilities
- **disability resource centres**
- **disability employment services**
- **guide dog associations**
- **information support services** for people with disabilities and their carers
- **intellectually handicapped associations**
- **respite care services**
- **sheltered workshops**
- **spastic societies**
- **support organisations** for people with particular disabilities - for example autism, cerebral palsy, Down's syndrome, hearing or sight impairment, and paraplegia
- **toy libraries** for the handicapped
- **trust funds** distributing solely to charities that relieve disability

Description of charity types as listed on the Australian Government Tax Department's website www.ato.gov.au



Types of charities

Poverty

Charities - examples

- **accommodation providers** for the needy
- **community services** that provide food to the elderly and infirm
- **crisis accommodation services**
- **hostels for the homeless**
- **overseas aid organisations**
- **prisoners aid associations**
- **refugee relief bodies**
- **soup kitchens**
- **Trust funds** distributing solely to charities that relieve poverty

Public works and utilities

Charities - examples

- **botanic gardens**
- **halls** provided for public use
- **law reporting councils**
- **public art galleries**
- **public libraries**
- **public museums**
- **observatories**
- **trusts for places of historic interest**
- **providers of public recreational facilities**, such as sporting fields and public parks
- **public radio stations**
- **showground societies**

Description of charity types as listed on the Australian Government Tax Department's website www.ato.gov.au



Types of charities

Religion

Charities - examples

- **Bible colleges**
- **Bible societies** distributing religious literature
- **building funds** for the construction, maintenance or furnishing of church buildings, mosques, synagogues etc
- **church choirs**
- **churches and other religious congregations**
- **clergy funds** to maintain priests, pastors, ministers of religion, students for the ministry etc
- **institutions of missionaries**
- **religious instruction funds** for teaching religion in schools
- **religious orders** but not orders which do not act for the public benefit
- **religious retreat bodies** for lay persons
- **seminaries**
- **Sunday school associations**

Science

Charities - examples

- **archaeological societies**
- **astronomical societies** that are not hobby groups
- **botanical societies**
- **geographical societies**
- **herpetological societies** that are not hobby groups
- **scientific research organisations**

Description of charity types as listed on the Australian Government Tax Department's website www.ato.gov.au



Types of charities

Unemployment

Charities - examples

- **apprenticeship or traineeship organisations**, if they are for the public benefit and not for particular businesses
- **vocational guidance counselling bodies** that are non-profit
- **disabled persons employment services**
- **prisoner employment services** for recently released prisoners
- **training organisations** if they are non-profit and operate for the public benefit

Young persons

Charities - examples

- **child abuse associations** which exist to prevent cruelty to, or exploitation of, children and are not political or lobbying in nature
- **children's disease organisations**, such as asthma foundations and cancer foundations
- **child health associations**
- **children's disability organisations** which provide services and information to carers of children with disabilities
- **information services** for young people providing advice and support on a range of issues such as health and accommodation
- **youth development programs** – for example, Scouts, Brownies and Guides
- **youth orchestras**
- **youth leadership associations**
- **youth suicide organisations**

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