

On the left side of the slide, there are three light blue decorative icons: a plus sign, a curved arrow pointing right, and a circle with a dot in the center.

Integrating Gifts in Wills and Major Donors into your Individual Giving Programs



Marcus Blease





Donor
Republic

Acknowledgment *of Country*

Donor Republic respectfully acknowledges the Traditional Custodians of all the lands on which we live and work. We celebrate the diversity of First Nations People and their ongoing cultures and connections to the lands and waters of Australia, and pay respect to their elders; past and present.



The heart of our business



Marcus Blease
Co-Founder and Director



Andrew Sabatino
Co-Founder and Director



Kate McMillan
Group Account Director
Individual Giving



Carrie Fletcher
Group Account Director
Digital



Zebedee Stone
Group Account Director
Events



Brent Frewen
Group Account Director
Individual Giving



Stuart Ghent
Executive Creative Director



Mark Harper
Business Manager



Nicole Lawrence
Finance Manager



Jena Ellis
Operations Specialist



Michelle Hook
Finance & Administration
Coordinator



Emily Dougan
Digital Strategy
Director



Ashleigh Yardy
Digital Strategy
Director



Juliette East
Digital Production
Manager



Michael Wilson
Digital Strategist



Skye Butler
Senior Account
Manager



Danielle Anastasi
Account Manager



Tahlia Webster
Digital Fundraising
Strategist



Amy Shanahan
Digital Fundraising
Strategist



Laura Fox
Digital Fundraising
Strategist



Conor Nolan
Digital Fundraising
Strategist



Zoe Poxon
Digital Strategist



Jennifer Wu
Digital Fundraising
Strategist



Tahlia Webster
Digital Fundraising
Strategist



Obed Rozenweig
Front-end Developer



John Campbell
Digital Producer
Optimisation Specialist



Zac Gough
Data Engineer



Jess Lucks
Digital Producer



Ben Thomas-Gill
Digital Producer



Georgie Porter
Senior Account
Manager



Louisa Frigo
Account Director
Events



Tamsin Loy
Account Director
Events



Danielle Cameron
Account Director



Maria Jackson
Supporter Experience Director



Liam Calder
Senior Account
Manager



Ashley Southwell
Senior Account
Manager



Amy Turner
Account Manager, NZ



Charlotte Benson
Senior Account
Manager



Erin Wicking
Account Manager



Kelsey Rennie
Senior Account
Manager



Jo Wriede
Senior Account
Manager



Samantha Harper
Account Manager



Clair Bretherton
Supporter Relationship
Coordinator



Josie Peach
Account Director
Individual Giving



Pagen Winen
Account Director
Individual Giving



Katie Farina
Account Director
Individual Giving



Ally Dobbing
Account Director
Individual Giving



Nick Lamb
Senior Account
Manager



Zoe Robertson
Senior Account
Manager



Chloe Burrows
Senior Account
Manager



Erin McVeigh
Account Manager



Samantha Chew
Senior Account Manager,
Individual Giving



Mina Nguyen
Account Manager
Individual Giving



Lan Nguyen
Senior Account
Manager



Emma Taylor
Senior Account Manager
Individual Giving



Lee-Emma Iwanicki
Agency Traffic Manager



Chris King
Creative Director
Digital Individual Giving
& Events



Sarah Keogh
Head of Design
Individual Giving



Sarah Hipsley
Head of Design
Digital Individual Giving
& Events



Frankie Brook
Senior Copywriter



Alexandra McDowall
Copywriter



Priyanka Nand
Copywriter



Lachlan Kanoniuk
Digital Copywriter



Melissa Baldrey Brown
Digital Copywriter



Maria Mijovic
Digital Design Lead
Events



Andrew Hopkinson
Art Director,



Natalie Ip
Art Director



Lauren Da Silva
Digital Designer



Wendy Trinh
Junior Designer



Akiko Lyall
Junior Designer



Why?

Growth Potential

DAILY NEWS

Booming house prices driving massive increase in size of inheritances to \$120bn a year

Report finds that despite helping the rich Australians get richer, inheritances are also shrinking relative inequality by giving a boost to poorer households

Growth Potential

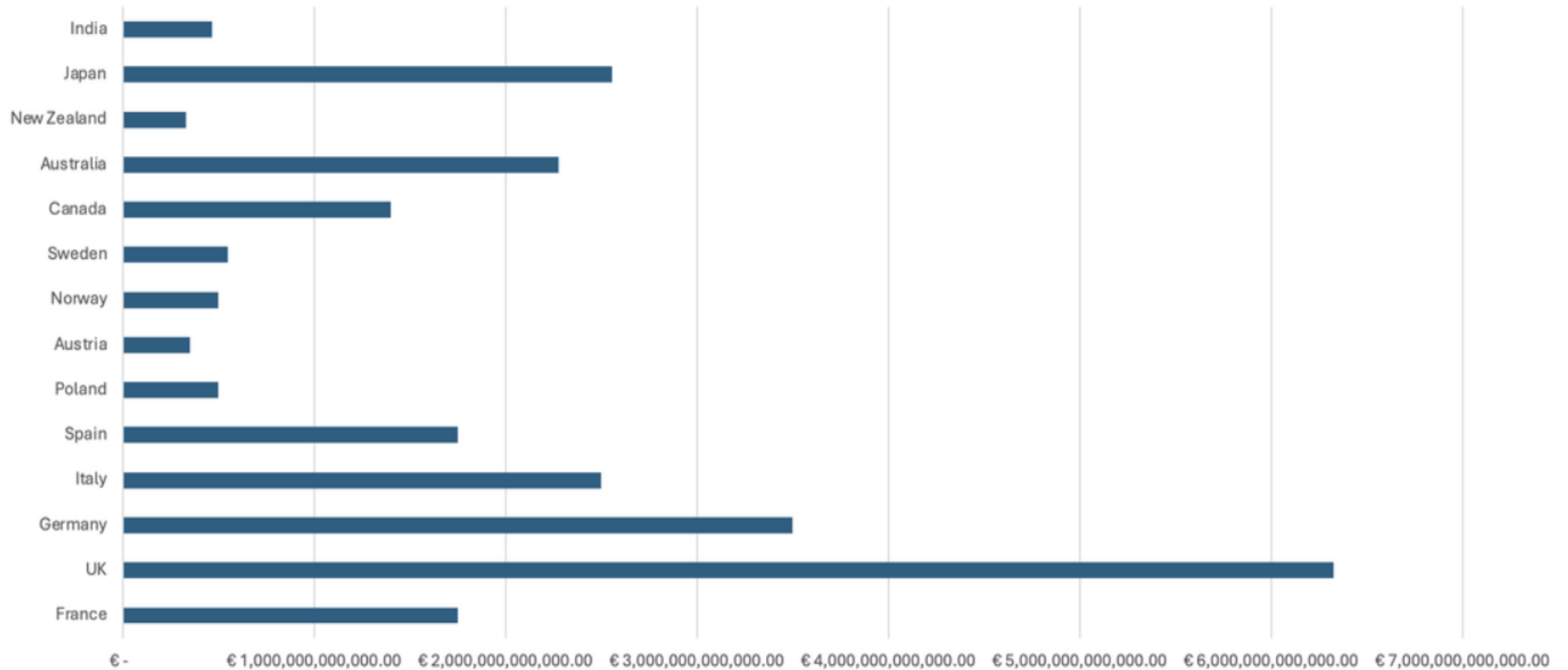
Research estimates that 7.5% of Australians leave a gift in their Will when they pass away.

This means 10,513 Australians pass away each year, leaving an average gift of \$52,000. Combined, this means there is \$546m left to the sector annually.

Over the coming decades, this will grow with the boomer generation passing significantly.

Year	No. who pass	% who leave a GIW	No. who leave a GIW	Average Gift	Total GIW Revenue
2019	140,173 (over 60)	7.5%	10,513	\$52,000	\$546m
2050	600,000 (over 60)	12.5%	75,000	\$52,000	\$3.9bn

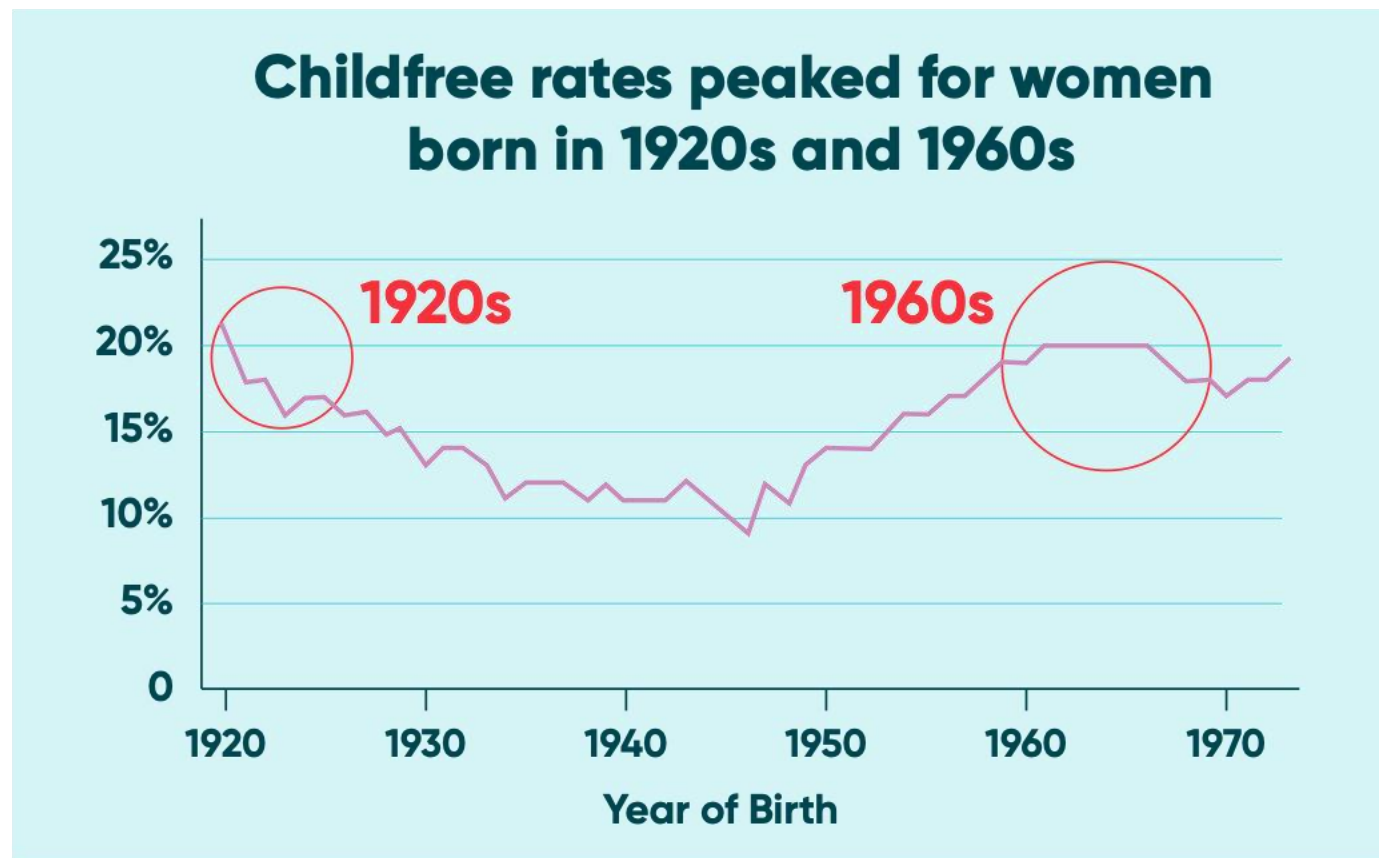
Intergenerational wealth transfer over next 20 years (Euros)



Growth Potential

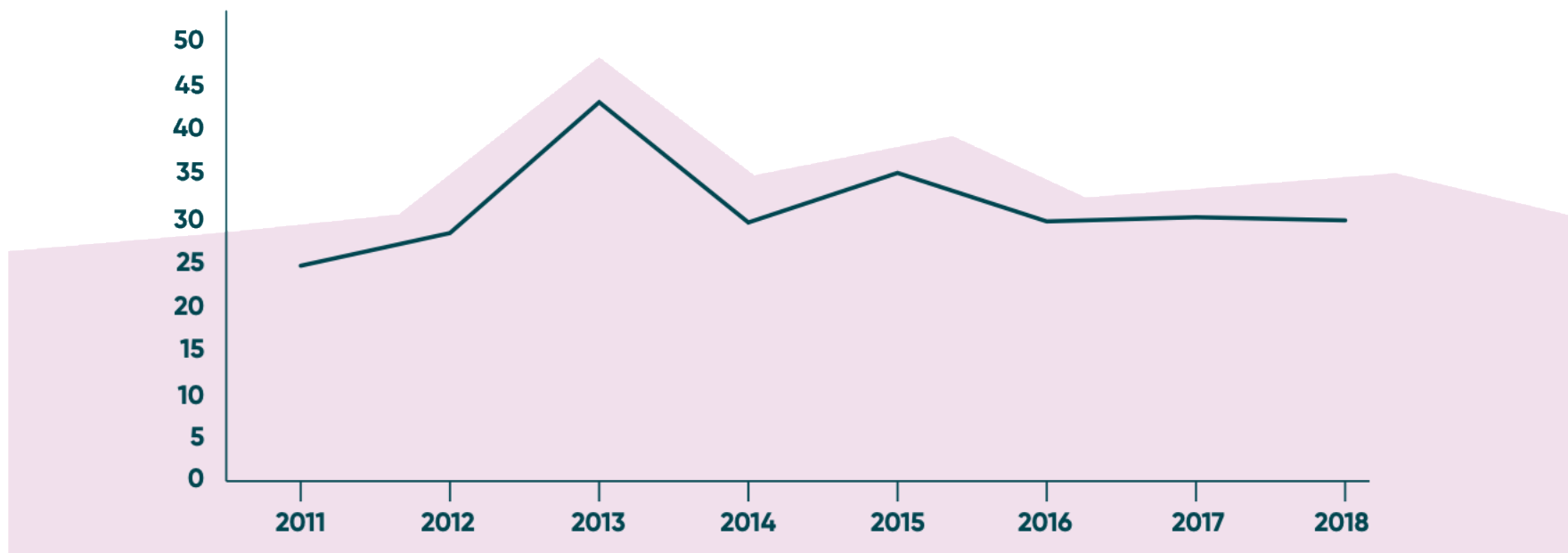
1 in 5 born in the 60's don't have children, was 1 in 10

90% of Gifts in Wills are from individuals who don't have children.



Australian GIWs per 1,000 deaths (overall population)

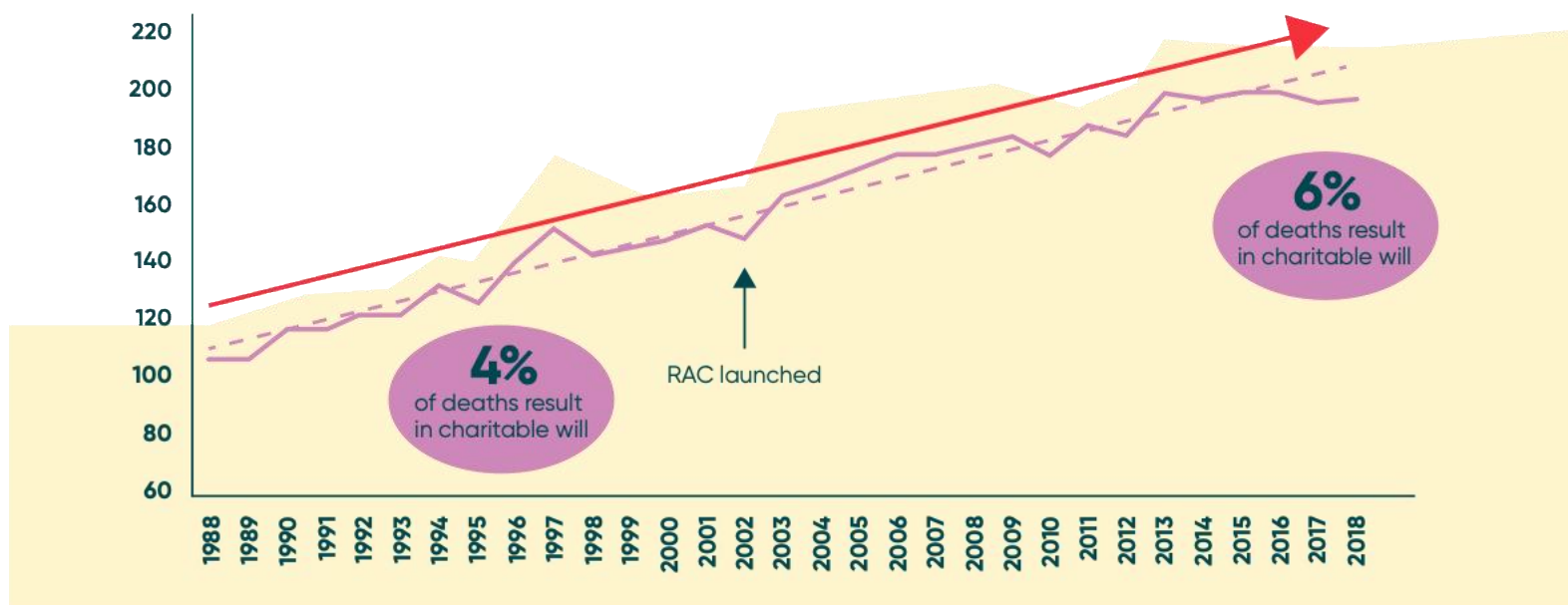
Average bequests per 1,000 deaths, 2011-2018



Source: Legacy Monitor

UK GIWs per 1,000 deaths (overall population)

Bequests per 1,000 deaths, UK legacy market, 1988-2018



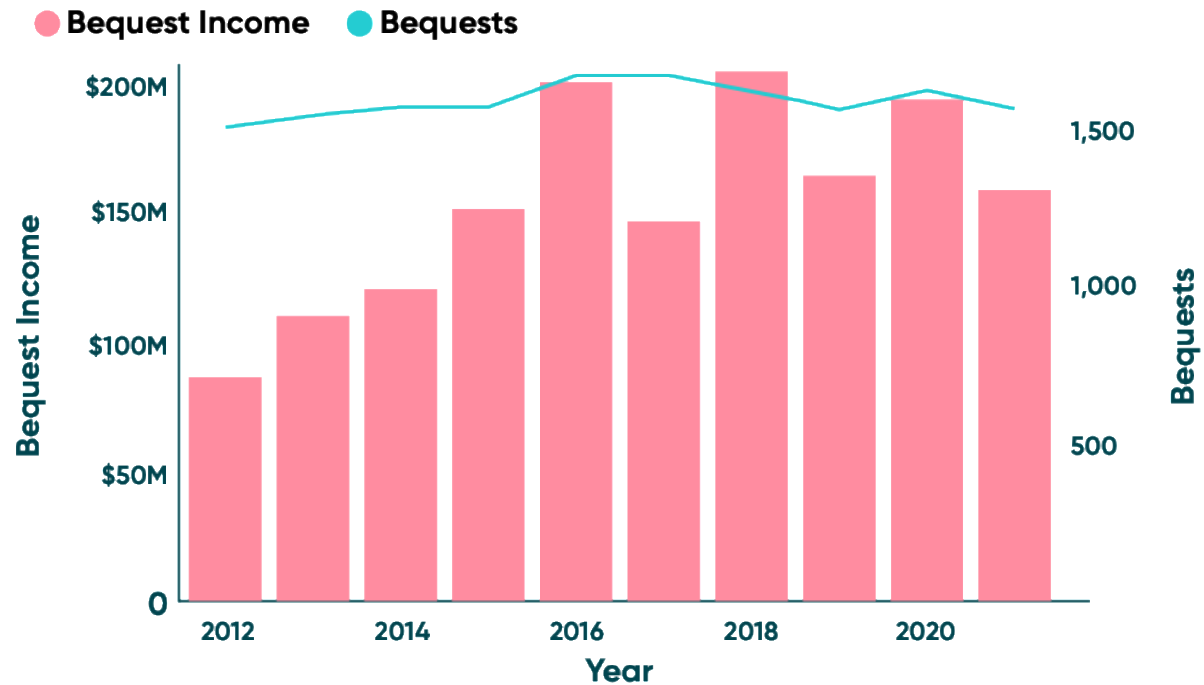
Source: Legacy Foresight UK Market Model

Local currency	Australia	USA	UK	New Zealand
Population (million)	26.0	338	67.5	5.2
Average wealth per adult global rank	# 4	# 2	# 13	# 6
Median wealth per adult global rank	# 2	# 13	# 7	# 4
Annual deaths	191,000	3,280,000	580,000	34,000
Total value of annual inheritances (billion)	\$135	\$1,035	£109	\$24.8
Average value per inheritance	\$706,806	\$315,549	£187,759	\$730,000
Proportion of population with a will	60%	32%	44%	55%
Proportion aged over 70 with a will	90%	72%	78%	86%
Proportion of wills including a charity	6.5%	10.0%	13.7%	5.0%
Value of annual charitable bequests (billion)	\$1.3	\$45.6	£4.0	\$0.25
Proportion of inheritance left to charity	1.0%	4.4%	3.7%	1.0%
Bequests as a proportion of all philanthropy	10%	9.1%	14%	5.1%
Bequests as a proportion of total charity income	0.6%	1.8%	4.5%	1.3%

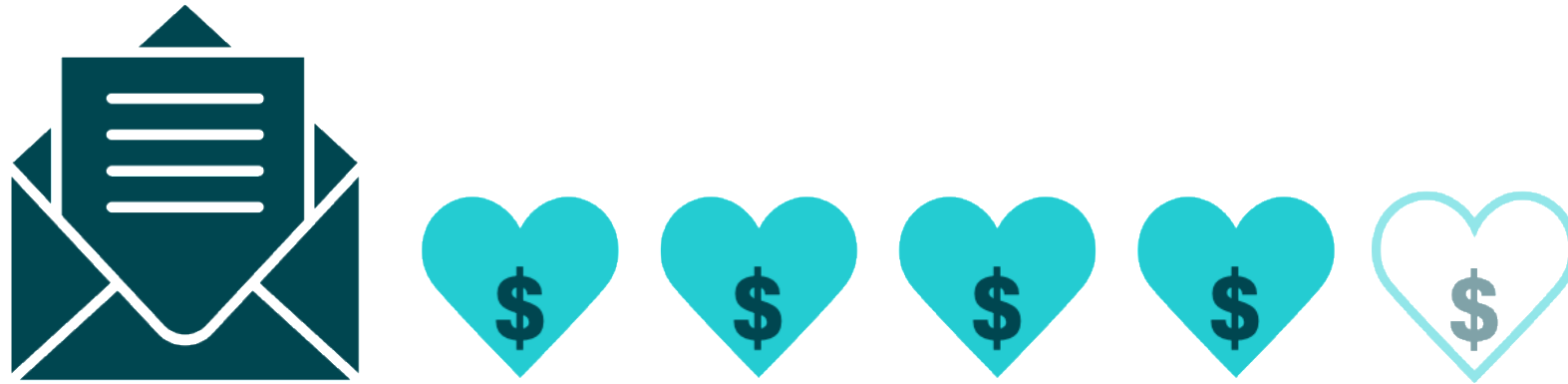
Source: JBWere estimates, Giving USA, Smee and Ford UK, Public Trust NZ, Australian Taxation Office, Australian Charities and Not-for-profit Commission, Charities Services NZ

The last ten years

Estate Gifts - Growth GIW Income and Bequests by Year



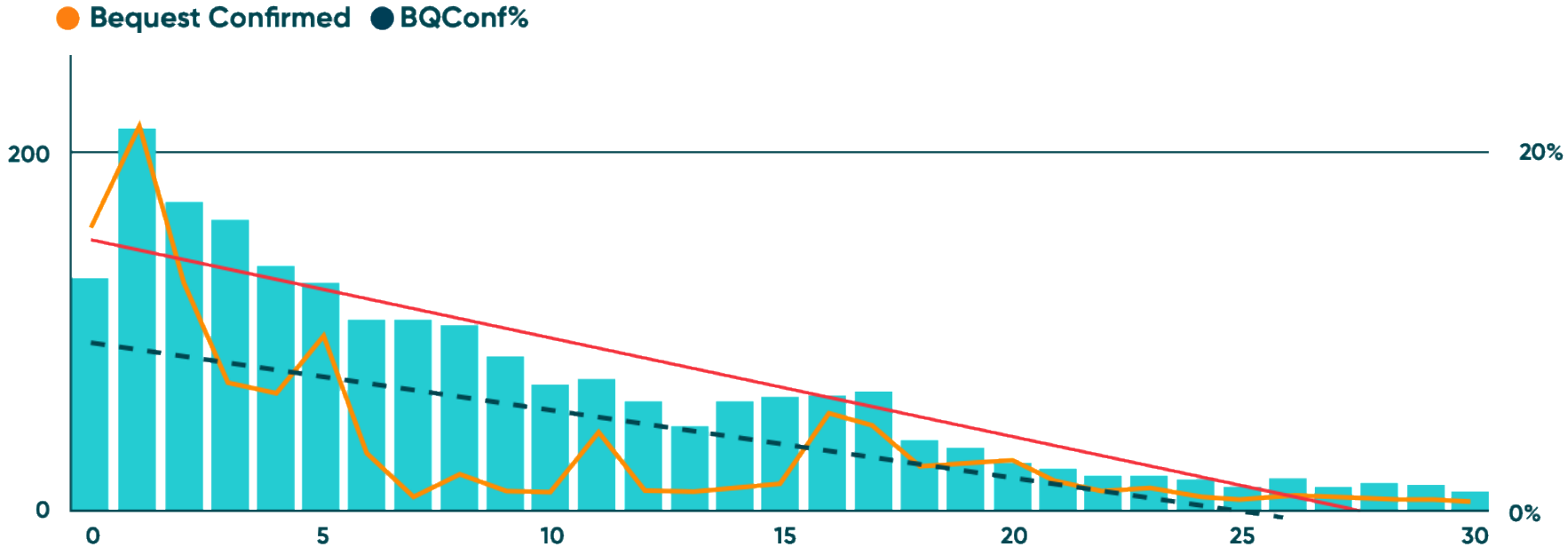
Source: The Benchmarking Project



**4 out of 5 known Gifts in Wills are
from a cash appeal program**

Early immersion in GIWs offers benefits

Confirmed and % by Year since First Gift to Status



Motivation

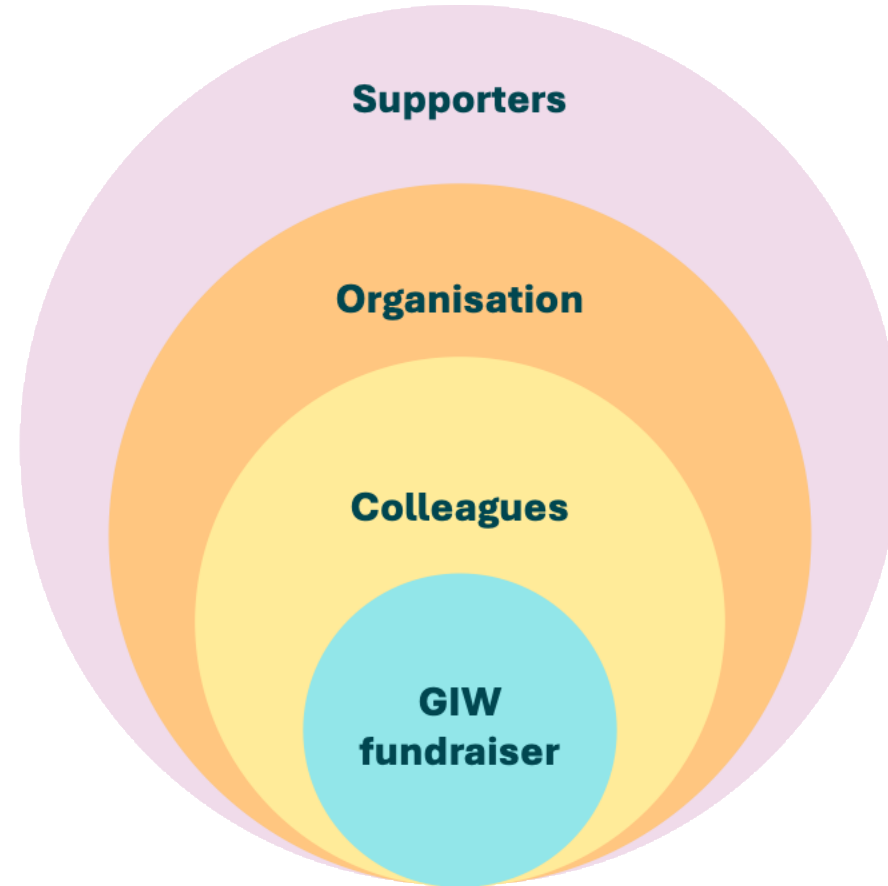
A flowchart consisting of three colored circles connected by right-pointing teal arrows. The first circle is yellow and contains the text 'Driven by life story, key moments, own values an standards'. The second circle is orange and contains the text 'Formed by connection with organisation'. The third circle is purple and contains the text 'The desire to make a lasting impact for the future.'

**Driven by life story,
key moments, own
values an standards**

**Formed by connection
with organisation**

**The desire to make
a lasting impact for
the future.**

Organisational unity and synergy critical to GIW success



Gift in Wills Strategy Tree

9. Concerned Public/ Non-donors

TV • Radio • Digital • Outdoor • Search

GOAL: Give talkability and normalise concept to those where the organisations ongoing touchpoints dont reach as well as reinforce the messaging received

6. Always on GIW Awareness & Lead Generation

Supporter surveys • Articles in newsletters • Gifts in Wills targeted newsletters • Telemarketing • Events • Social media marketing • Include a charity week • Funding statements • Tick boxes on reply devices • Mentions at any event • Bookmarks • Search • Single or multi-wave GIW mailings • Thank you calls with GIW mentions • Articulated GIW visions

GOAL: Seed the idea of leaving a gift in a supporters Will and provide ways for them to express interest.

4. Donor love

Newsletters • Impact reports • Feel-good thank you's • Best practice asking

GOAL : Deepen engagement to increase number and value of gifts

8. GIW Confirmed & Reconfirmed Stewardship

Welcome pack • Welcome to GIW society • Exclusive events • Post donation thank you calls • Focus on data collection where gaps exist • Updates to keep 'on the inside track' • Digital background marketing demonstrating impact to reinforce decision • Strong personalised stewardship

GOAL: Highly engaged supporter who prioritises your charity in their Will and considers increasing the value over time.

7. GIW Consideration, Cultivation & Inspiration

Activities as per focus area 6 as well as: GIW relationship management • Focus on data collection • Personalisation where possible • Strong conversion pack • Conversion pathway mapped • Informative • Friendly GIW area of website • Thank you calls • Invite to events • Annual reports • Mini surveys • Digital background marketing to amplify conversion asks/impact • Online Wills

GOAL: To migrate supporter to place your charity in thier Will

5. Mid value donors

Focus on data collection to allow for better personalisation • Invite to events • More rational asks and content • Thank you post-donation calls • Part of special group • Xmas and Birthday cards

GOAL: Deepen engagement to increase number and value of gifts.

3. Onboarding & welcome journey

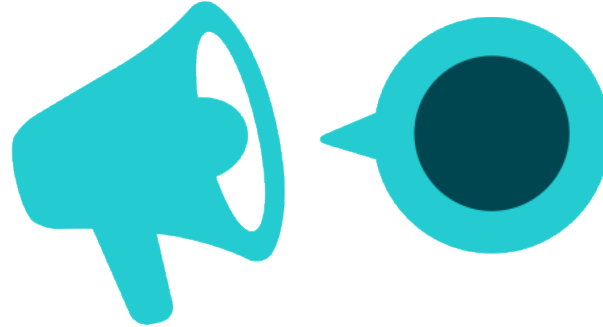
GOAL : Engage donors amd encourage subsequent giving.

1. Strong Foundations for growth

- Dashboards
- Leadership support
- Data capture & insights
- Best practice processes for estate management
- Training
- Strong proposition
- Compelling marketing assets
- Capacity & structure

2. Supporter Entry Points

- Cash Donors
- Volunteers
- RG Donors
- Lottery players
- Event participants
- Mid-value & major donors
- Retail customers
- Board past & present
- Community Fundraisers
- Staff
- Concerned members of the public
- Grateful patients/service users
- Connected to the cause



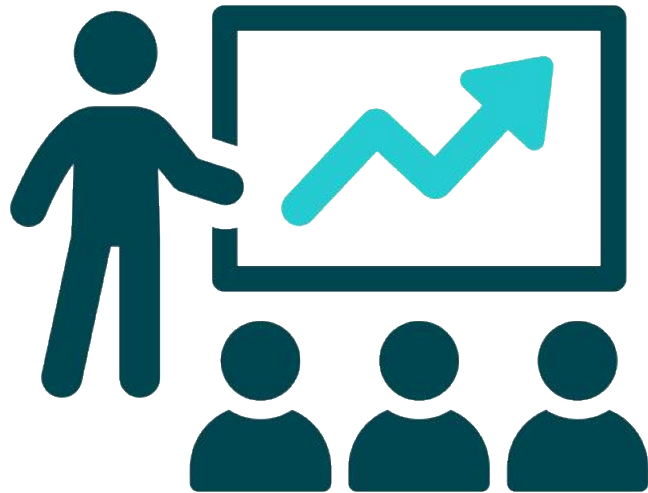
**Leaving Gifts in Wills promotion solely
to the GIW team isn't working.**

**Unless GIWs is embraced by more
than the GIW team and receives greater
investment, we are going to miss out.**



So what can you do?

If you're in leadership...



- **Invest more**
- **Have direct marketers take responsibility for GIW direct marketing**
- **Give everyone GIW KPIs**
- **Embed GIWs right across the department (and organisation if you can)**

Seed the idea



At the heart
of fundraising

Funding statements that promote GIW's

Introduce a funding statement on approved touchpoints:

Examples

Did You Know?


- 1 in 3 of our research grants are funded from Gifts in Wills
- 1 in 5 of our student scholarships are funded from Gifts in Wills
- 1 in every 3 dog or cats re-homed was made possible thanks to Gifts in Wills

Is there a way this could work for you?



Bookmarks

Somewhere inside
all of us is the
power to change
the world.
– Roald Dahl



Peter Mac
Peter MacCallum Cancer Foundation

**Create your legacy
and change the world.
Become a Friend for Life.**

By including a gift in your Will to Peter Mac and becoming a Friend for Life, you'll join a community of incredible people. People who are looking to change the world.

If you're inspired to leave a gift in support of cancer research, contact **1800 111 440**, wills@petermac.org or scan this QR code.





**THERE'S A
SPECIAL KIND
OF GOOD
IN ALL OF US.**



DID YOU KNOW...

Leaving even **1% of your estate** to Vinnies in your Will could make a profound difference to people in need.

**LET YOUR SPECIAL
KIND OF GOOD
LIVE ON, FOR
GENERATIONS
TO COME.**



**Make your
mark for
the future**

With the support of people like you...


Just imagine the world you could create.

Did you know?

By leaving a gift of 1% in your Will...

- You could support a researcher in medicine and save lives
- You could create opportunities for disadvantaged students
- You could nurture a career in the arts
- You could create the foundation for another breakthrough or innovation.

No matter the size, your gift will help change future lives.



Supporter Newsletters – with GIW articles

Top tips from Julie

Tempted to pat that gorgeous guide dog? Who wouldn't be? But if they're wearing their harness, it is important not to touch them.

They're working and distracting them can be dangerous for the dog and their handler and could interfere with them getting safely to where they're going. They might be stopped at the lights waiting to cross, but that's important work and the dog needs to be able to concentrate.



Julie Woods, Blind Foundation ambassador known as 'That Blind Woman'.

A gift that keeps on giving

Sometimes, you're so grateful you just want to give something back. That's how it is for John, who after losing some of his vision, has included a gift to the Blind Foundation in his will.

"I decided to give to the Blind Foundation knowing how they help so many people and need donations to survive."

In the 1980s, retired Associate Professor of Chemistry John lost much of the sight in his left eye as a result of leaking capillaries.

Although the leaks were sealed with laser treatment, John still has a blind spot in the centre of his vision.

"I cannot read or see faces with that eye," he says, although he does have peripheral vision. Since then he's also developed cataracts in his good eye, which, thankfully, have been successfully treated.

"I was scared that if I lost my sight in my right eye too, I wouldn't be able to read. Losing my vision made me realise that anything could happen in the future. That is why I chose to support the Blind Foundation," says John.



The Blind Foundation is grateful to John for generously including a gift to the Blind Foundation in his Will.

Blind Foundation to become Blind and Low Vision NZ

The Blind Foundation will soon be changing its name to Blind and Low Vision NZ.

Did you know you don't have to be completely blind to receive services and support from the Blind Foundation?

Many Kiwis who would benefit from our services don't know that. That's why we will be changing our name to Blind and Low Vision NZ.

As New Zealand's population ages

more and more Kiwis are losing some of their vision. But many of them don't realise that the Blind Foundation is here for them too. Our research has shown that we're currently only reaching about 40% of people who would benefit from our services and support, because many people with low vision don't realise we are here for them too.

That's why we have decided to change our name. Soon we will be known as Blind and Low Vision NZ. We are keeping our legal name of Royal New Zealand Foundation of the Blind, but we hope that the new name will let people with low vision know that we are here for them too.

As New Zealand's main provider of vision rehabilitation, we believe we have a responsibility to do the best possible job of letting those who may benefit from our services know that support is available to them.

Blind Foundation • Private Bag 99910, Newmarket, Auckland 1149
0800 366 283 • blindfoundation.org.nz • supportercare@blindfoundation.org.nz


Stay in touch with us at blindfoundation.org.nz/facebook

A legacy for the future

Sadly, I've come to appreciate what it means to lose your eyesight. I'm 89 now, and I've lost all sight in my right eye and half the eyesight in my left. The older I get, the more I value my independence – my freedom – and I'm sure others must feel the same. I would hate to lose it, and it's important to me to help others keep theirs.

Now that I'm older, it's natural to think about the future and how I want to leave things when I go.

The one thing that's given me the greatest joy in my life is giving, so to be able to help future generations after I'm gone, is important.



– Nola

Nola's legacy, and others like her, will change the future for people who are blind or have low vision.

If you're thinking about the future and how you can truly make a difference, one of the best ways to have an impact is to consider a special gift in your Will. If you'd like to find out more about including Vision Australia in your Will, please contact us on 02 9334 3371.

And / Or GIW Dedicated Newsletters/Wrap Aroun

When legends begin

‘Include a Charity Week’ is one week every year when charities come together to spread a very important message. That message is that leaving a gift in your will to a charity is a powerful way to make an impact on the world, ensure your wishes are respected and know that your loved ones are cared for.

For Cancer Council NSW, gifts in wills of all sizes are essential. They mean we can plan and continue world-class research, prevention, advocacy and support services.

Even 1% once your loved ones are looked after can make a huge difference in saving and changing lives.

If you’d like to learn more, please visit cancercouncil.com.au/requests

Please keep an eye on your email, we will be sending you a virtual event invitation for this year’s Include a Charity Week. If you are interested in joining us and are not on our mailing list yet, please contact our friendly Gifts in Wills Team at giftsinwills@nswcc.org.au

Imagine that!

The five-year survival rates for Australia’s most common cancers, breast and prostate, are now over 90%, and overall cancer deaths have declined by around 20% in the last years*..

107,000 lives have been saved over the past 20 years* thanks to improvements in cancer prevention, early detection, screening and treatment. Your gift can help save more lives.

On average 20% of our income comes from gifts in wills. Could you help power the future breakthroughs in cancer research?

* Liu, Q., Steinberg, L., O’Connell, D.L. et al. Changes in cancer incidence and mortality in Australia over the period 1996–2015. BMC Res Notes 13, 561 (2020)

Once you’ve finished with this newsletter, please share it with your family, friends or community.

153 Dowling St, Woolloomooloo NSW 2011 | cancercouncil.com.au | 1300 790 113 | giftsinwills@nswcc.org.au

Exceptional kindness enables us to imagine a better future

“It was 1984 and like all 24-year-olds, I thought I was bullet proof. That changed the day I was told I had cancer.”

After being diagnosed with Non-Hodgkin’s Lymphoma at just 24, Michelle Bowen’s life changed.

While most of her peers were getting married and starting their lives, Michelle found herself travelling to and from hospital, dealing with chemotherapy and losing her hair.

“I was given just a 15% chance of survival. But I beat the odds,” she said.

Then in 2016, Michelle was diagnosed with breast cancer.

“I really needed to talk with someone, so the Cancer Council

NSW’s Cancer Connect program was exceptional. They matched me up with another woman and it was great to talk to someone who had ‘been there.’”

Michelle is now retired and spends her time travelling Australia with her husband John, capturing these precious moments through photography. She is grateful for every second she gets to spend with him after cancer threatened to take her life not just once, but twice.

Both Michelle and John imagine a future where everybody who is diagnosed with cancer can continue to enjoy their adventures in life.

“We are both very appreciative of all the Cancer Council has done for our family which is why we will

continue to support in any way we can,” she says.


“Leaving a gift to Cancer Council NSW allows the valuable programs and work that they provide to continue. When I was first diagnosed there was very little around for young adults with cancer. Fortunately, through many kind donations, this has changed. To anyone thinking about leaving a gift in their will, you will never really understand how much it means to someone like me,” she said.

With a gift in your will to Cancer Council NSW’s research and support, you can help more people to imagine a brighter future for all diagnosed. Please talk to our friendly Gifts in Wills Team with any questions about how to make these visions a reality on 02 9334 1444.

Tick Boxes

Perkins
NORTH PAROLE HISTORY
OF MEDICAL RESEARCH
Please give by 30 June Donate

Kylie was a light, a force and a lesson to live life to the fullest.
♥ 1976 - 2021 ♥



25 September 2019

Before she died, Kylie made it her mission to support medical research into better treatments. Will you help continue her mission today?

Donate today and help people facing the cruellest cancers

Please make a tax-time donation that is dedicated to research into new and improved treatments for the toughest diseases.

Donating \$52

Your Details

First Name
This field is required

Last Name

Email

Address Line 1

Suburb/Town

State

Postcode

Keep my donation anonymous

I'd be interested in learning more about leaving a gift in my Will to the Perkins.
A member of our team will send information without obligation.

I'd like a free packet of bee-friendly thyme seeds.
WA, QLD, VIC, SA, NT, ACT & NSW addresses only.

NEXT

YES, I WANT TO HELP FATIMA AND MORE FAMILIES ACCESS LIFE-SAVING WATER.

1 | PLEASE ACCEPT MY GIFT OF:

\$Ask 1>, can provide seeds and gardening tools to enable families to grow their own nutritious food and stay healthy.

\$Ask 2>, can help women learning income-generating skills so they can provide for their families without relying on farming.

\$Ask 3>, can help provide women with the knowledge and confidence to fight for their rights to clean water.

Or an incredibly generous and exceptional gift of <\$ask4> can help install a solar panel irrigation system for ca community/XX communities.

MY CHOICE OF: \$ _____

2 | PAYMENT DETAILS: <Appeal Code> <Con ID>

Please charge my:

Visa MasterCard Amex

Card number

Expiry date / / Cardholder name _____ Signature _____

OR I enclose my cheque/money order made payable to Oxfam Australia.

Please send me information about how to include Oxfam in my Will.

Yes, I have included Oxfam in my Will.

3 | PLEASE CHECK YOUR DETAILS ARE CORRECT:

<Mailing Name> _____ Email: <email address>

<Company> _____ Mobile: <mobile number>

<Addr1> _____ Home/Work: <home/work phone>

<Addr2> _____

<Addr3> _____

<Addr4> _____

<Suburb> <State> <Post Code>

PLEASE RETURN THIS FORM IN THE REPLY PAID ENVELOPE PROVIDED YOU CAN ALSO CALL US ON 1800 088 110 OR MAKE A DONATION VIA OXFAM.ORG.AU/SWEET-WATER





**And don't think there's no need
for paper based surveys!**

Put as much effort into surveys as appeals

"It's a privilege to support The Alfred."

"A gift in my Will presents a rare chance to give something to my family and the causes that I'm passionate about.

It's why I support The Alfred, and the reason I'm inspired to think of its future.

I also want future generations to have access to the extraordinary care The Alfred provides, and to benefit from medical breakthroughs that are yet to be realised.

I often say to people who are considering including a gift in their Will that it doesn't need to be a huge amount; leaving as little as 1% can make such a difference."

- Winifred, patient and proud supporter of The Alfred.

16. We'd love to hear your thoughts about the work of The Alfred and how we could support our community better in the future. Please share your thoughts here:
(Please write using CAPITAL LETTERS)

17. Finally, during the past 150 years, The Alfred has been dedicated to saving lives and providing expert care for Victorians, often at their most vulnerable moments.
Many Alfred supporters tell us that they or their loved ones have spent time being cared for by The Alfred. If you have a personal story about The Alfred and you feel comfortable sharing with the Foundation, please tell us about it here: (Please write using CAPITAL LETTERS)

We love sharing stories about The Alfred to provide inspiration to other people. Please tick if you would be happy for your personal story to feature in our newsletters or other Alfred Foundation communications. A member of The Alfred Foundation team will always contact you to discuss your permission before using any aspect of your story publicly.

Please check your contact details below and amend them in the space provided if they are incorrect or incomplete.

Thank you for taking the time to share your thoughts with us.
Please use the enclosed reply paid envelope to return your survey to The Alfred Foundation.

Please be aware: The Alfred is committed to protecting your privacy. The information you provide is confidential and will be held on a secure server with you. The Alfred Foundation uses funds for The Alfred hospital. We comply with privacy laws and regulations and are bound by Australian Privacy Principles in the Privacy Amendment (Enhancing Privacy Protection) Act 2012. We will only send you information if we have your consent to do so. If you do not wish to receive further communications from us, you can opt out by ticking this box and returning your survey. If you wish to limit the amount of contact we have from a phone contact on 1800 888 818 or email feedback@thealfred.org.au.

A BIT ABOUT YOU

1. What is your work situation?
 I work full time
 I work part time
 I have my own business
 Full time carer / home maker
 I am currently on Jobseeker or out of work due to the COVID-19 pandemic
 I am retired
 Other

2. Please share which of the following best describes your household:
 Single
 Married / de facto
 Divorced / separated
 Widowed
 Other

3. Do you have children and/or grandchildren?
 Children
 Grandchildren
 Great grandchildren

4. Education level
 High school or equivalent
 Undergraduate degree
 Postgraduate degree
 Other

5. The Coronavirus pandemic is having a very direct impact on the lives and wellbeing of many Australians. Please share which statements best reflect your personal circumstances?
(Tick as many boxes as apply to you)
 I am thankful for being in good health
 I feel very financially secure
 I worry a lot about my children's future
 Overall, I am very happy with my life
 The rising cost of living concerns me greatly
 I worry about my financial future
 The future is uncertain, but I am feeling hopeful

6. Providing your date of birth helps us to identify you if you contact us. Please share your date of birth (DD/MM/YYYY):
 / /

YOUR CONNECTION TO THE ALFRED

7. The Alfred supports the Victorian community in a variety of ways. Which of the following areas are you most interested in?
(Please choose your top three areas)
 Aged care / Hospital in the Home
 Brain / Neurology
 Burns
 Cancer
 Cardiology / Heart
 Childs
 Emergency and trauma care
 HIV / AIDS care
 Intensive Care Unit (ICU)
 Kidney / Respiratory
 Medical research
 Maternity
 Mental health
 Preventative health
 Rehabilitation
 Transplants
 Other

8. Have you ever had any experience with The Alfred?
(Tick as many boxes as apply to you)
 I have been a patient in the past
 I am currently a patient
 Someone in my family is currently a patient
 Someone in my family has been a patient
 A friend has been a patient
 I currently work at The Alfred
 I previously worked at The Alfred
 I was trained at The Alfred
 I am a volunteer at The Alfred
 I was a volunteer at The Alfred
 I have no direct experience with The Alfred
 Other

YOUR SUPPORT FOR THE ALFRED

9. Why do you support The Alfred?
(Tick as many boxes as apply to you)
 I am / have been a patient
 A family / friend / loved one has been a patient
 I believe passionately in the work of The Alfred does
 Because of The Alfreds work and expertise in their care
 The Alfred is my local hospital
 I have no experience directly with The Alfred, but know it is a great hospital doing important work
 The Alfred has a special place in my heart

10. Which statements best reflect how you feel about supporting charities in general?
(Tick as many boxes as apply to you)
 I believe we should help those who are less fortunate than ourselves
 I feel fortunate for what I have and feel it is important to help others in need
 I like supporting worthy causes
 I want to make the world a better place
 Giving to charity was important to my parents and is important to me

YOUR THOUGHTS ABOUT THE ALFRED

11. On a scale of 1 - 10, please indicate how much you agree with each statement:
(1 = strongly disagree / 10 = strongly agree)
 I believe The Alfred will be around to help me and my loved ones in the future.
 1 2 3 4 5 6 7 8 9 10

I feel a sense of loyalty to The Alfred.
 1 2 3 4 5 6 7 8 9 10

The Alfred is one of my favourite charities.
 1 2 3 4 5 6 7 8 9 10

I am committed to supporting The Alfred in the future.
 1 2 3 4 5 6 7 8 9 10

12. Every hour of every day, someone is rushed to The Alfred for urgent treatment. Thanks to the ongoing generosity of Alfred Foundation Life Supporters like you, we are always ready with the latest technology, treatments and patient care. Your support is saving lives and improving the health of our community every day. Thank you.

13. Significant gifts made by our past supporters have enabled The Alfred to provide the best possible health care and treatment along with funding research into discovering more medical breakthroughs and cures. Would you consider making a special donation of \$1,000, \$5,000, \$10,000+ or more in the next six months?
 Yes, I'd like to consider supporting The Alfred in this way
 Yes, but I've already committed to supporting other causes close to my heart. Maybe, it depends on when and what the campaign involves
 Not within the next six months
 Not in the near future. Thank you.

YOUR THOUGHTS ABOUT REMEMBERING THE ALFRED IN YOUR WILL

14. The Alfred is blessed to have a long history of receiving gifts left in people's Wills. These special gifts make up over a third of all of the money The Alfred Foundation receives each year. Did you also know that leaving as little as 1% of your estate as a gift in your Will can make a significant impact on the care we're able to provide to Victorians? Over 300 thoughtful people, just like you, have already told us that they have remembered The Alfred in their Wills.

I'd really like to have the opportunity to thank our supporters for their thoughtfulness.
 I wondered if you've included a gift to The Alfred in your own Will?
 Yes, I've already included a gift to support the work of The Alfred in my Will
 I'll probably include a gift to The Alfred when I next update my Will
 I'm thinking about remembering The Alfred in my Will in the future
 I've not thought about it, but it's something I might think about doing further down the track
 I've got a Will and have named my other charities, but I haven't included The Alfred
 I've written a Will but not included gifts to any charities and I'm unlikely to do so in the future
 It's not something I'm interested in right now. Thanks.

15. Many thoughtful supporters leave their final gift in memory of someone special to them or to pay tribute to a loved one. If you have included a gift in your Will to The Alfred, or are thinking about doing so in the future, will your bequest gift be commemorating or honouring someone special in your life?
 Yes, I've included a gift in memory of
 Yes, my gift is to celebrate
 Yes, my gift is to honour
 I haven't really thought about it, but it might be something I do in the future
 No, the gift I've included is personal to me

At the heart of fundraising

Ensure you've got the right questions

Your values

6. Please rate how much you agree or disagree with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel very financially secure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy with my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The rising cost of living concerns me greatly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about my financial future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I worry that more people are facing blindness or vision loss over time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am thankful for having good eyesight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have experienced problems with my sight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Which statements best reflect how you feel about giving to charities?

(Please rate your top three answers)

- I donate to make a difference.
- I believe we should help those who are less fortunate than ourselves.
- Giving to charity was important to my parents and is important to me.
- I feel fortunate for what I have and feel it is important to help others in need.
- I like supporting worthy causes.
- Other: _____

Ensure you've got the right questions

6. In order to meet your expectations and keep you informed about our work, we would like to know more about your experience as a supporter.

If a friend was looking to make a donation to a charity and asked for your advice, how likely would you be to recommend Cancer Council NSW as worthy of support?

Where 10 is extremely likely and 1 is not likely at all.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

2. Please share which of the following best describes your household:

- Single
- Married /de facto
- Divorced / separated
- Widowed
- Other

3. Do you have children and/or grandchildren?

- Children
- Grandchildren
- Great-grandchildren

Ensure you've got the right GIW question

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- Yes, I've already included a gift to support the work of The Alfred in my Will
- I'll probably include a gift to The Alfred when I next update my Will
- I'm thinking about remembering The Alfred in my Will in the future
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- I've got a Will and have named my other charities, but I haven't included The Alfred
- I've written a Will but not included gifts to any charities and I'm unlikely to do so in the future
- It's not something I'm interested in right now, thanks

To 1% or not...

A colorful illustration of a yellow bird with a blue star on its chest, surrounded by various flowers and leaves in shades of orange, blue, and green.

**THERE'S A
SPECIAL KIND
OF GOOD
IN ALL OF US.**

A photograph of a smiling man in a blue polo shirt pushing a red shopping cart filled with fresh produce like tomatoes, cucumbers, and bread.A colorful illustration of various flowers and leaves, including a yellow flower, a blue flower, and green leaves, similar to the top illustration.A small illustration of a blue flower with green leaves.

DID YOU KNOW...

Leaving even
1% of your estate
to Vinnies in your
Will could make a
profound difference
to people in need.

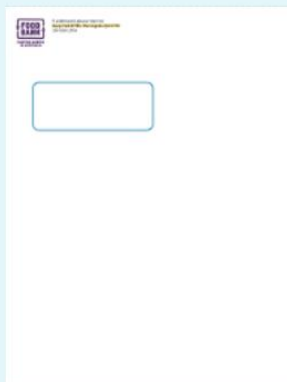
**LET YOUR SPECIAL
KIND OF GOOD
LIVE ON, FOR
GENERATIONS
TO COME.**

A small illustration of a yellow flower with green leaves.The logo for Vinnies good works, featuring a circular icon of hands holding each other, followed by the text 'Vinnies good works'.

Invest in mail acquisition to build the pipeline



Direct Mail Acq pack acquired 3,695 new donors.



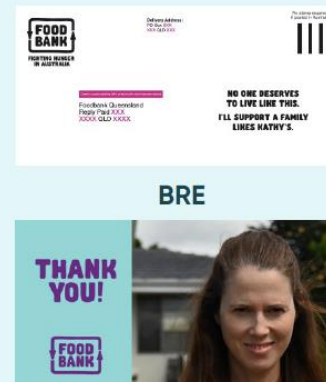
Test - Plain vs designed OE



4pp letter



2pp RM



Thank you card



Tote bag, address labels and swing tag



Rat lift

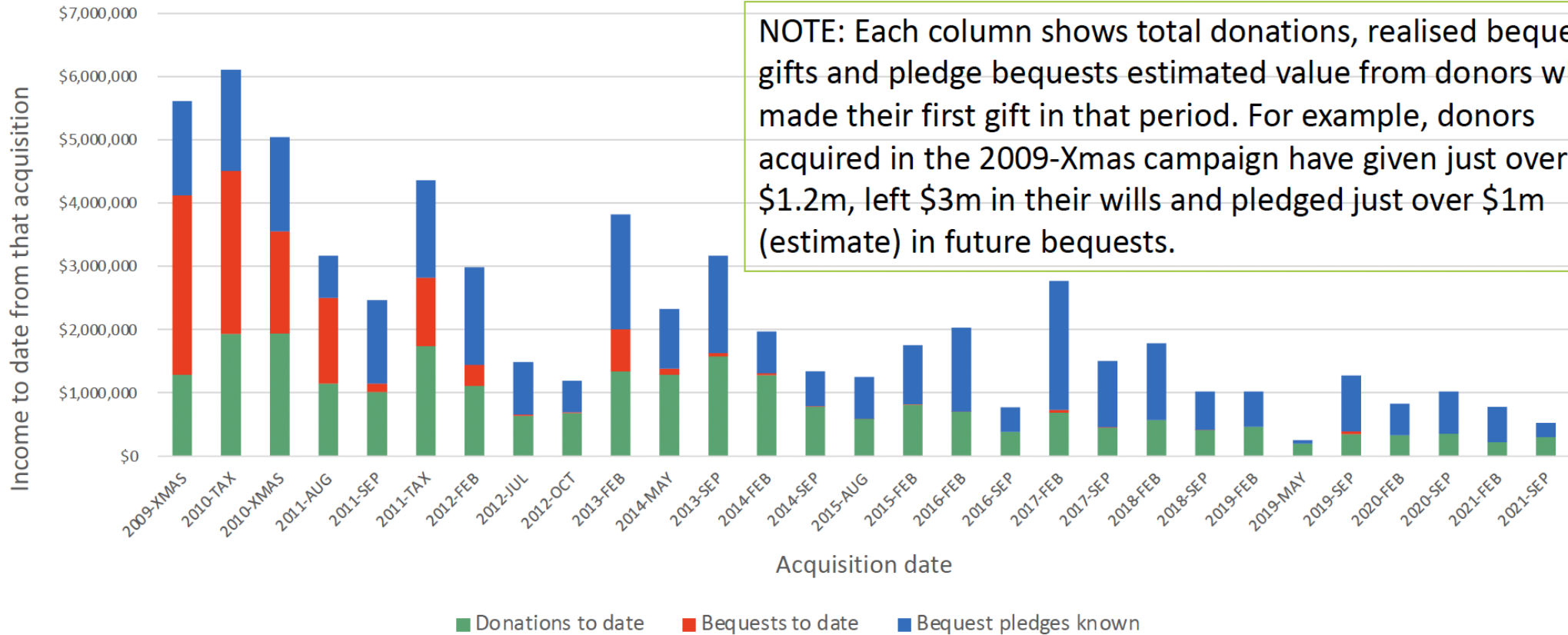


Emo lift

Case study story supplied by another member of the Foodbank federation

Invest in Mail Acquisition to Build the Pipeline

Twelve years of data





**Make room in the calendar for
GIW specific marketing**

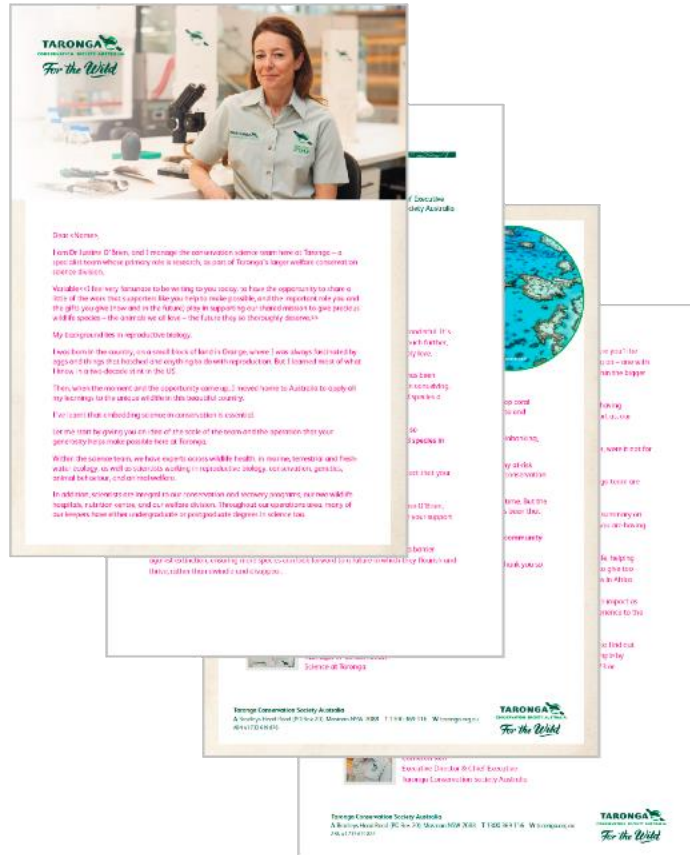
GIW Mailing 1



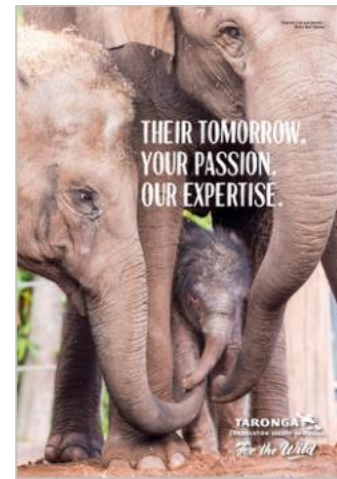
Outer Envelope



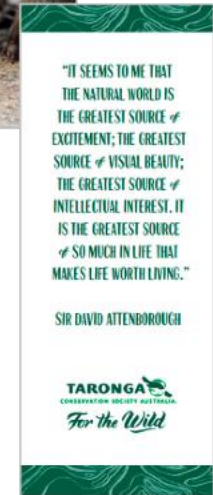
Letter



Lifts



Free Gift

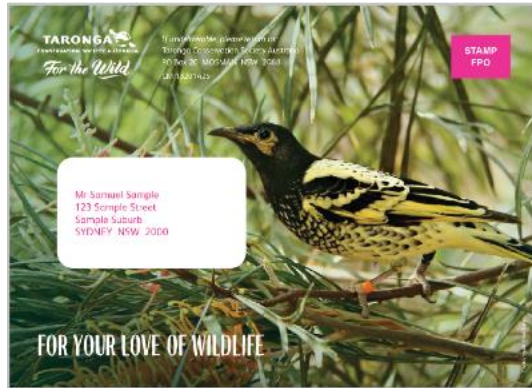


At the heart of fundraising

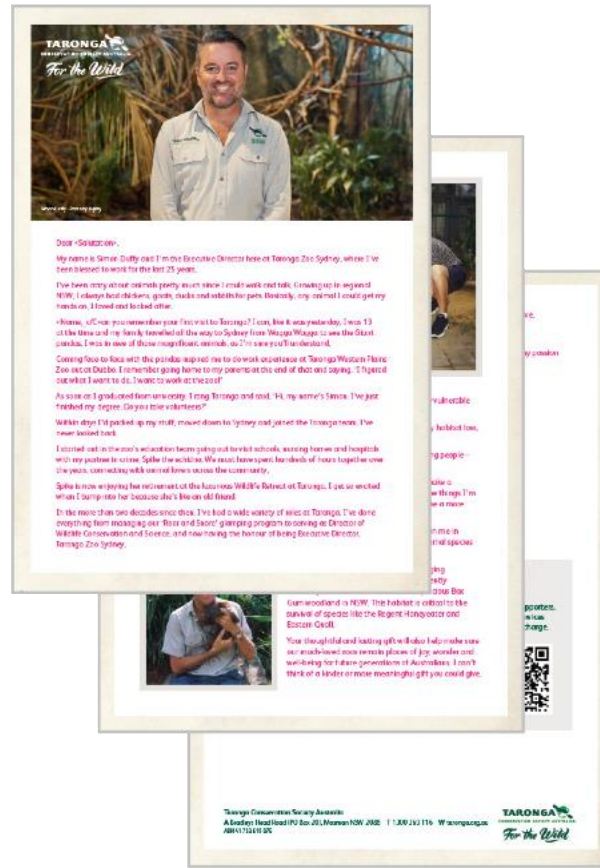
GIW Mailing 2



Outer Envelope



Letter



Lifts & Bounceback



Free Gift



At the heart of fundraising

GIW Mailing 3

Outer Envelope(s)



Letter



Lifts



Bounceback



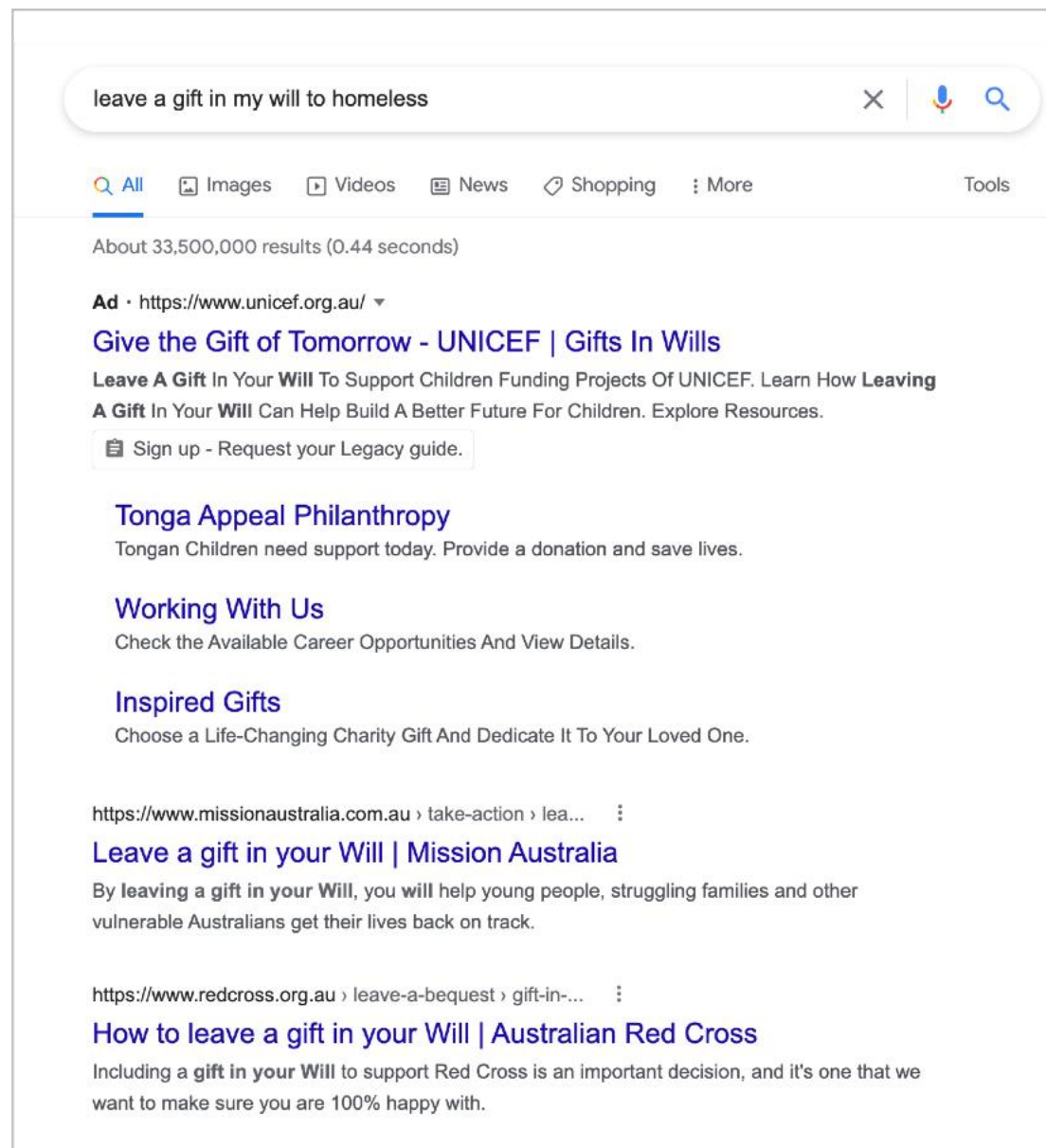
Free Gift



Search

Build GIWs into keyword search for Google and Bing Grants.

Make sure you've got the right content for strong SEO.

A screenshot of a Google search results page. The search bar at the top contains the text 'leave a gift in my will to homeless'. Below the search bar, there are navigation tabs for 'All', 'Images', 'Videos', 'News', 'Shopping', and 'More', along with a 'Tools' link. The search results show 'About 33,500,000 results (0.44 seconds)'. The first result is an advertisement from UNICEF Australia, titled 'Give the Gift of Tomorrow - UNICEF | Gifts In Wills'. The ad text reads: 'Leave A Gift In Your Will To Support Children Funding Projects Of UNICEF. Learn How Leaving A Gift In Your Will Can Help Build A Better Future For Children. Explore Resources.' Below the ad is a button that says 'Sign up - Request your Legacy guide.' The second result is titled 'Tonga Appeal Philanthropy' with the text 'Tongan Children need support today. Provide a donation and save lives.' The third result is titled 'Working With Us' with the text 'Check the Available Career Opportunities And View Details.' The fourth result is titled 'Inspired Gifts' with the text 'Choose a Life-Changing Charity Gift And Dedicate It To Your Loved One.' The fifth result is from Mission Australia, titled 'Leave a gift in your Will | Mission Australia', with the text 'By leaving a gift in your Will, you will help young people, struggling families and other vulnerable Australians get their lives back on track.' The sixth result is from Australian Red Cross, titled 'How to leave a gift in your Will | Australian Red Cross', with the text 'Including a gift in your Will to support Red Cross is an important decision, and it's one that we want to make sure you are 100% happy with.'

Help your GIW colleagues develop strong assets

A gift in your Will can help us go so much *further*.

Will you help?

Dear *Suzanne*,

Did you know that it was a GIW that Reverend John Flynn, just over 93 years ago that gave the Royal Flying Doctor Service to start in Queensland?

Like you, **Personalisation** with Rev. Flynn was very concerned about the safety and wellbeing of rural, remote and regional Queensland. He believed every person, no matter where they lived, deserved a better right to medical care.

At **RIWQ**, we recognise how important it was to Rev. Flynn's vision and how you can help us go further for the next generation. As one of our most loyal and dedicated supporters, we invite you to join our team of GIW donors to help us go further for the next generation.

It's why today, I'm hoping you will consider adding your legacy to the incredible vision that began with Rev. Flynn. By adding a gift to your Will, you will not only be going Above and Beyond, you will be helping our life-saving service go further for many generations to come.

It's this service that farming families like Michael's, rely on. In fact, it saved his life.

For generations, like many country Queensland families, Michael's family has run their farm, Maypole, just outside the Western Queensland town of Aqualita. Michael, a grazier, had been mustering cattle on a hot January day when he had a terrible fall from a horse.

He told me, "The helicopter started to rough and tumble, which was a bit unnerving. When he started to lose control of the steering, he held fast. I just an emergency landing, and from the helicopter rolled over and awoken."

Michael had sustained life-threatening injuries. He had burns to most of his body, and he was bleeding. He urgently needed emergency care.

Michael's life, like yours, was worried when he had a heart from his son. We went up to the house and called him on the Sunday. And when he didn't respond, we were very concerned."

His brother got to him first, and Michael was a mess. He immediately called an ambulance. The Flying Doctor was called to respond. Michael told me, "When we got to the hospital at Aqualita, the Flying Doctor had already arrived."

Throughout the night, Michael's condition was critical. **A few**

13 Thebarton Street
Brisbane QLD 4000

180 222 2244
07 3852 2122
1 800 000 000
www.rfdq.com.au

For the creation of the Royal Flying Doctor Service. For the next ten years, Flynn campaigned for an aerial medical service. His vision was to provide a mantle of safety for the people of outback Australia.

Flynn's dream became a reality when a long-time supporter, Hugh McKay, left Flynn a gift in his Will that gave us what we need to leave our first airport.

It was through this special gift that the Flying Doctor could take to the air, bringing hope and a new era of safety to Queenslanders.

Today, gifts in Wills are key to helping our service go further, keeping that hope and safety for Queenslanders for many generations to come.

In 2023, thanks to people like you, **Personalisation**, the Flying Doctor offers so much more than emergency transport. Our dedicated Pilots and Flight Nurses provide the highest quality of care. For our remotalement teams to go further, state-of-the-art medical equipment is essential and it plays a vital role in our emergency rooms in the sky.

Our Flight Nurses and Doctors may not know where their next flight will take them, or who will need their care, but they do know you'll be with them in spirit.

It all started with a gift left in a Will, and it's through these special gifts that we can continue to provide the finest care and go further to serve the people of Queensland.

To every corner, for every patient, we're there...

Personalisation space, *where* when someone you love needs help, every second matters—as does every kilometre.

And, with your support, Queenslanders can feel safe to deliver on our promise that they are never more than two hours from the emergency medical care they need.

Thank you for helping us deliver the finest care to the furthest corners of our great state.

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When Michael's head started bleeding, a helicopter pilot came from the Flying Doctor, with a paramedic, with a stretcher.

times my organs tried to shut down. I was on the edge of death reality."

Bill worried whether his son would make it. **It's not been for the Flying Doctor, I don't believe he would have survived.**

Every day, the Flying Doctor goes Above and Beyond, helping families receive the finest care in the furthest corners of our state. Many times, that care is the difference between life and death, as it was with Michael.

In those moments, **Personalisation**, space our Doctors, Flight Nurses and Pilots see you as the fourth member of the team. When lives are on the line, your support can save them.

It's why, as someone who has been instrumental in helping our service stay strong, **Personalisation**, consider going further in your commitment to our work, by making your support of the Flying Doctor part of your legacy, and ensuring the Flying Doctor will always be there for the people who need us.

When people choose to leave a gift to the Flying Doctor in their Will, it has a profound impact. You can help us invest in state-of-the-art aircraft, life-saving biomedical equipment, provide critical training to our biomedical teams, or deliver health services to our remote, rural and regional communities.

You can also use to be the lifetime that enables communities to live and work, knowing they are never far from emergency medical care, or from specialist healthcare, many of us like for patients.

Like the Doctors, Flight Nurses and Pilots, by leaving a gift in your Will, **Personalisation**, space your kindness, generosity and foresight will go Above and Beyond, enabling this vital service to continue for generations to come.

Of course your loved ones must come first. You can make sure they're always been looked after first by choosing to leave the Flying Doctor a percentage of whatever is remaining once all your wishes have been fulfilled. This gift to your Will, **Personalisation**, space will ensure our life-saving service goes further to provide the finest care to every Queenslanders in their time of need.

It's this care that has given Michael a second chance at life.

From the moment he boarded the plane, we were able to start Michael's care, leaving his critical condition stable throughout the flight. Had it not been for the life-saving equipment on board and the incredible skills of Dr. Ellis and the RFDQ Flight Nurse, Michael would never have made it to the emergency room alive.

Michael is very thankful the Flying Doctor was able to reach him in time. **The RFDQ is the lifeline of a lot of communities. They save our life.**

Since his accident, Michael has married, and is now a dad. **Everything's moving on pretty well now. We've bought a place and got a little family going, and life's good.**

He feels very lucky to have been given this second chance at life. He tells me, "I thank it very. I would be telling you about my son's funeral, but instead I'm telling you about my marriage and my beautiful little daughter."

Personalisation, space making the special choice to leave a gift in your Will, you will help the Flying Doctor continue to go Above and Beyond to deliver the finest care to the furthest corners for many years to come.

You can make a lasting difference.

Like many before him, Bob has made the generous choice to include the Flying Doctor in Queensland in his Will. He tells me, "In two years' time, I'll be happy to see the Flying Doctor in his lifetime. Bob has seen many changes. This was always to be part of the team that designed the paramedics for the 1968 Apollo moon launch.

Despite his travels and an exciting career, Bob is just happy to be home. I'm lucky enough to live in rural Queensland now. And, when his time comes, he's happy that his Will will continue to help those in his community.

Michael tells me he feels it's important to say 'yes' to the Flying Doctor. "I don't regret the gift."

"I know that to do a job well, you need to be dedicated, and you need the right tools. The Flight Nurses, Doctors and Pilots at the RFDQ need the most up-to-date equipment so that they can continue to save lives and provide the best outcomes for patients. That's why I have chosen to support John Flynn's vision of a better future for Queenslanders by leaving a gift in my Will to the Royal Flying Doctor Service."

John Flynn's dream of a world in which the sick, injured and the aged could be cared for in the safety of their own homes was a reality thanks to you.

Personalisation, space one of our most valued supporters, your kindness will play a pivotal role in allowing us to the finest in the sky, in aircraft, cutting edge biomedical equipment and advanced specialist training for our Doctors, Flight Nurses and Pilots. Our highly skilled teams to fly and be the best of the best, and for them to be able to provide the emergency room in the sky, under any conditions, this training is critical.

From a \$2,000 ventilator pump which cycles the breathing oxygen with a critical patient's lungs to the \$2.5 million cost of a new King Air B350 aircraft, gifts in Wills are vital for us to continue to provide the finest care to the furthest corners of Queensland. And I pledge to you that your gift, no matter the size, will be treated with respect and great care.

By leaving a gift that will help go Above and Beyond, you will ensure this exceptional care continues to go further for generations to come.

It was a gift in a Will that gave the Flying Doctor its wings, and the gift had the power to turn a vision for a "mantle of safety" for the Outback into a reality.

Will you please consider leaving a legacy of care for remote, rural and regional Queenslanders? The Reverend John Flynn, once said, "If you start something worthwhile, nothing can stop it. If you help me, I can make those worst days mine, and make our life-saving service go further for many generations to come."

Thank you for helping us to deliver the finest care to the furthest corners.

Meredith Seab
Chief Executive Officer
Royal Flying Doctor Service (Queensland Section)

For more information about how to leave a gift in your Will to the Flying Doctor, please call Heather Stone on 07 3852 7886 or email heather@rfdq.com.au. Heather is happy to organise a tour of one of our bases for you, and can show you exactly how your GIW can make a difference.

PDF: Alternatively, simply fill in the response form provided and send it back in the reply envelope at your earliest convenience.

Queenslanders trust the Flying Doctor to be there when they need us. They see our dedicated biomedical teams as symbols of hope, who go above and beyond every day.

In honour of our Doctors, Nurses and Pilots, we invite you to join this very special group of supporters so that we are able to recognise you and your generosity in your lifetime. I am very much looking forward to welcoming you to 'Above and Beyond'.

~Meredith

John is a proud carer of our Pilots and ground members. Please join the Royal Flying Doctor and the RFDQ in your lifetime. I am very much looking forward to welcoming you to 'Above and Beyond'.

Letter from the CEO

At the heart of fundraising

Help your GIW colleagues develop strong assets

Envelope(s)



Lift



Lift



RM



Lift



At the heart of fundraising

Help your GIW colleagues develop strong propositions that connect emotionally and inspire your donors.



GIW Websites

- Easy to find (not under donate)
- Make it personal
- Introduce the GIW Manager
- Real phone numbers and email address via link
- Makes it sound easy to leave a gift
- 1%
- Video
- Feels engaging and warm
- Signed by GIW Manager
- Include the proposition
- Let us know I've left a gift form





Social Media Marketing

Cancer Council NSW
Sponsored · 🌻

Act now to get 50% OFF the cost of creating your will with our special discount for Australia's trusted online will writing platform, Safewill. You'll also receive our FREE gifts in wills guide to help you.

You can help create a better future for your family by making sure they are taken care of in your will.

Make it a better future still by supporting vital research to ensure cancer doesn't tear families apart.

👉 See more

50% off
Write your will with Safewill

Imagine that.

FORM ON FACEBOOK
SAVE \$80 + FREE gift in wills guide
Get your guide & discount today

Cancer Council NSW
Sponsored · 🌻

No-one should ever have to live with the pain of losing a child, a parent, a brother, a sister or a partner to cancer. Cancer Council NSW is urgently working for the day when no one has to go through this.

You can help bring it closer by leaving a gift to cancer research in your will.

Find out how by getting your FREE guide today. 👉 See more

A future when cancer doesn't tear families apart.

Cancer Council NSW
Sponsored · 🌻

A future where cancer doesn't tear families apart. Imagine that. ❤️

...See more

Lives saved... Families together...

Gifts in wills are life-saving

FORM ON FACEBOOK... LEARN MORE

Cancer Council NSW
Sponsored · 🌻

Gifts in Wills give more families, more moments together. Imagine That. ❤️

...See more

LEARN MORE

Cancer Council NSW
Sponsored · 🌻

Diane's family have been affected by cancer for nearly 50 years. After the passing of her youngest brother, Colin, Diane

...See more

Diane is helping to keep families together... with a gift in her will.

FORM ON FACEBOOK
A gift can keep families together

LEARN MORE

Cancer Council NSW
Sponsored · 🌻

Our expert researchers have put together this simple, FREE guide on cancer prevention. Find out what to do right now to lower

...See more

GET YOUR FREE Cancer Prevention Guide now

Cancer Prevention made clear

FORM ON FACEBOOK
Get your free guide here
Simple steps to start today

DOWNLOAD

Cancer Council NSW
Sponsored · 🌻

Thanks to the kindness of our generous supporters, researchers like Carolyn Nickson and her team can focus on

...See more

Carolyn Nickson
Associate Professor
The Daffodil Centre
Policy and Evaluation stream at
The Daffodil Center.

CANCERCOUNCIL.COM.AU
Our researcher has a message for you

LEARN MORE

Cancer Council NSW
Sponsored · 🌻

Thanks to cancer research, our children no longer need to fear cervical cancer. ❤️

...See more

CANCERCOUNCIL.COM.AU
Your support is life-changing

LEARN MORE

Cancer Council NSW
Sponsored · 🌻

We believe in a future where cancer doesn't tear families apart. And, we know you do too.

...See more

Imagine with all your mind, believe with all your heart, achieve with your might.

FREE BOOKMARK SET

FORM ON FACEBOOK
Get a free Cancer Council bookmark set

GET OFFER



Ensuring donor-centric principles are embedded across your program + mail!



You are supporting families in need

Thanks to the success of our Christmas Appeal, families in Adelaide and Mount Gambier have continued to receive vital support for their young people at risk of homelessness. We'd like to thank all who donated.

The Family Counselling team focuses on all members of the family, including siblings, grandparents or anyone else who is closely involved in the young person's family life.

The funds raised at Christmas have allowed the team to continue to identify the risks leading to homelessness, before a point of crisis. Bec Kennedy from the Family Counselling team explains how many factors can contribute to that risk.

"We are great at understanding all the possibilities that present a risk of homelessness that the family might not see. For example, the young person or parents might have mental health issues there might be drug and alcohol issues issues with employment as well as other factors going on with their direct confil"

You're meeting the call to save lives

Lifeline Adelaide has had the opportunity to train three new groups of volunteers, thanks to the generous assistance of our supporters and donors.

The ASIST (Applied Suicide Intervention Skills Training) program gives Lifeline volunteers the tools to work with callers in need of help and at a point of crisis in their lives. It helps our Lifeline volunteers staff 24/7 phone lines and an online chat program—a vital source of support for people in their most desperate moments.

Thanks to the generosity of our supporters, we are able to fund the \$2305 per volunteer it costs to undertake this life-saving training.

Lifeline's volunteers (or Crisis Support Workers) know first-hand why this training is so important. Jenny Brown, a representative from Lifeline Adelaide explains the shocking statistics:

'About eight Australians per day commit suicide. For every death by suicide it's estimated that there are about 30 people who attempt suicide in their lifetime. That's about 90,000 suicide attempts per year. A lot of these people are the people we talk to and they are in crisis.'

When asked why the work of Lifeline is so important, Jenny explains,

'Every time we pick up that phone and say "Hello, Lifeline, how may we help you?" one has to hope that we are helping these people. People call lifeline in crisis every day. Day in, day out, 24-hours a day.'

Thanks to the generosity of our supporters, we are able to fund the \$2305 per volunteer it costs to undertake this life-saving training.

Jenny believes the immediate connection with another human is powerful: *'We tackle that crisis there and then. To say "Look, we're here. We're here to listen and we're here to help you through."*

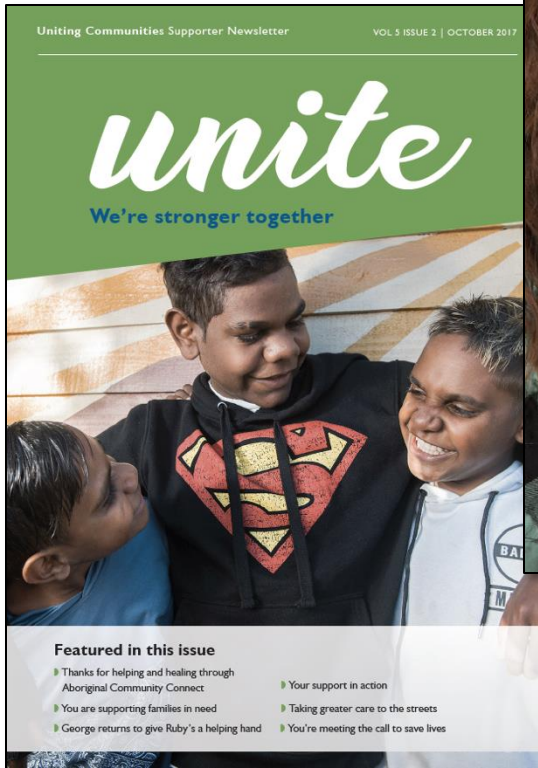
While the challenges of mental health are gaining greater understanding thanks to the media, Jenny warns that the conversation must stay open to continue to support people who reach this point of crisis in their lives.

'Our service has an ongoing need, which tells us that people are feeling more comfortable to talk. But, it's an ongoing conversation that has to be had. We have to keep it out there in the public arena.'



Thanks for helping and healing through the Aboriginal Community Connect

Stephen, a participant in the Advanced Recovery program at Aboriginal Community Connect (ACC), knows first-hand how a sense of community provides vital support for rehabilitation. Originally referred to the program as a condition of parole, Stephen first arrived at ACC while struggling with addiction.



Featured in this issue

- Thanks for helping and healing through Aboriginal Community Connect
- Your support in action
- You are supporting families in need
- Taking greater care to the streets
- George returns to give Ruby's a helping hand
- You're meeting the call to save lives



This dad will be forever grateful

When Lifeline Adelaide, one of the busiest centres in the country, made the call out for support recently, they were proud to be able to share the story of Jessie and her dad, Russell.

Russell knew Jessie was struggling at work but had no idea how critical her situation had become. Crisis Support Worker Maggie felt confident that after her call to Lifeline, Jessie was safe and new where to seek help. The family's gratitude was summed up when Jessie's dad said, *'I'm so grateful that Lifeline was there for Jessie. You didn't only save Jessie; you saved me.'*

Feedback like this is common. Sometimes via phone call or online chat, people get back in touch to say thanks for the support when they needed it most. Jenny hopes that this is a sign not only of their progress, but of a greater awareness of how important the work of Lifeline volunteers really is.

'For someone to call us back and say thank you gives us hope that it will reduce the stigma around suicide, increase the awareness and provide that knowledge that there is access to care and there is someone there in those darkest moments.'

Somewhere in Australia, there is a new call to Lifeline every minute. It's why your support is vital.

If you, or someone you know needs assistance, please call 13 11 14, or visit www.lifelineadelaide.org



Gratitude Week/Month – make your donors feel amazing!



Stronger
together



Anniversary Mailings – make your donors feel amazing!

Happy anniversary!

A decorative banner consisting of three pennants in red, yellow, and purple, hanging from a thin black line.

Baby Boomers to pass on \$224b a year by 2050

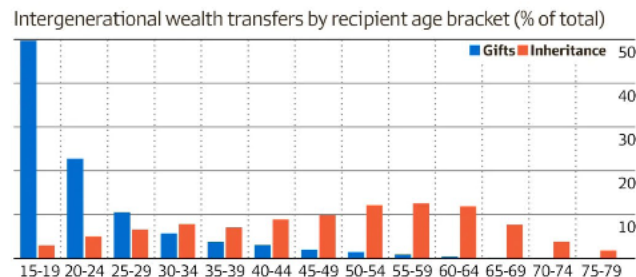


Aleks Vickovich
Wealth editor

Dec 7, 2021 - 12.15am

Baby Boomers will pass on an estimated \$224 billion each year in inheritances by 2050 as record housing and super wealth, and fewer heirs, create a \$3.5 trillion bonanza for younger generations, including the poorest Australians.

In the first-ever official study of wealth transfers in Australia, the Productivity Commission has projected a fourfold increase in the value of inheritances over the next 30 years.



Lets not miss out on this opportunity!



On the left side of the slide, there are decorative icons: a teal arrow pointing up and to the right, and a teal circle with a smaller teal circle inside it.

Three things you can do right away to integrate Major Gifts into your IG program



Three things you can do right away to integrate Major Gifts into your IG Program

- 1** Understand the data and benchmarking
- 2** Normalise major gifts to IG donors
- 3** Amplify the appeal treatments

1

**Understand the opportunity
using benchmarking data**

1 Understand the opportunity using benchmarking data

45% come from other such as committee's BUT 55% come from DM and Digital

Major Donor Acquisition

New Major Donors account for only 15% of annual income and just 0.05% all new Single Givers acquired in 2023.

45% were acquired via 'other' as the solicitation channel representing unsolicited and personal solicitations. 30% were acquired via Direct Mail and 25% via Digital, with these proportions sustaining over the past 5 years.

58% of new Major Donors give a first gift of \$5,000 - \$9,999.99 with the rest giving \$10k+.

The volume of new donors giving \$500K-\$999k as their first gift grew 154% over 5 years. Higher than for those donors making a first gift between \$5K-\$9.99k (42% growth) and \$10K-\$24.99k (30% growth).

Average Gifts

Major Gift average gift value has been stable over the past 5 years.

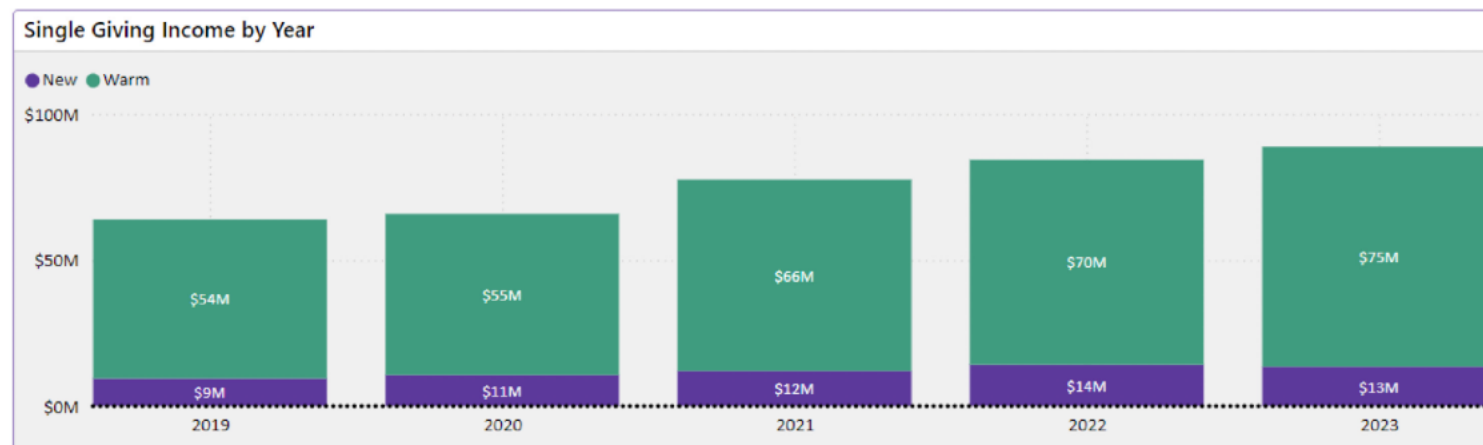
"Other" channel mainly refers to individual solicitation or a default category like "Major Gifts not elsewhere classified".

The average for Other, compared with Digital and Direct Mail channels, provides a useful comparison for your organisation's averages.

Channel of solicitation	2023 Major Gift average gift
Digital	\$7,954
Direct Mail	\$10,880
Other	\$35,725

1 Understand the opportunity using benchmarking data

Major Giving income has shown sustained growth with retained donors contributing 85% of income in 2023



The compound annual growth rate (CAGR) for Major Gifts was 13% p.a. over 5 years and 6% pa over 8 years. CPI indexation change over the same period was 4.4% p.a. Major Gift growth is outpacing inflation and helping to sustain Single Giving.

1 Understand the opportunity using benchmarking data

**\$18k a year
compared to
\$450 RG and
\$100 Appeal –
64% retention,
highest of any
program**

**5 years at 86% -
nothing beats that**

New versus retained Major Donor Single Giving key metrics

2023 new Major Single Givers

- 19% second gift rate (for 2022 recruits)
- Average first gift in 2023 was **\$16,029**
- Average year one income per donor in 2023 was **\$18,375**
- Giving **1.4** gifts per donor

2023 retained Major Single Givers

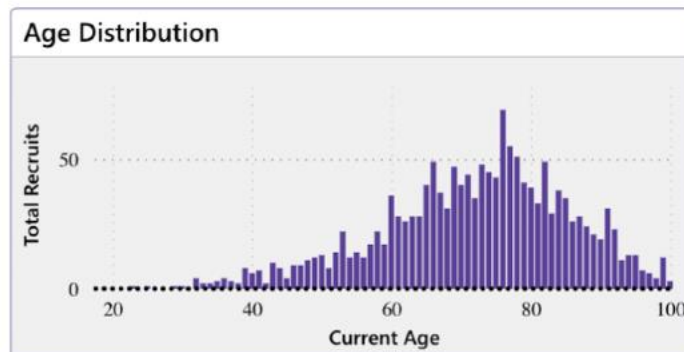
- The overall retention rate of Major Single Givers in 2023 was **64%**
- Giving **1.9** gifts per donor
- Five year plus givers retained at **86%**
- Reactivated donors accounted for **15%** of total income

1 Understand the opportunity using benchmarking data

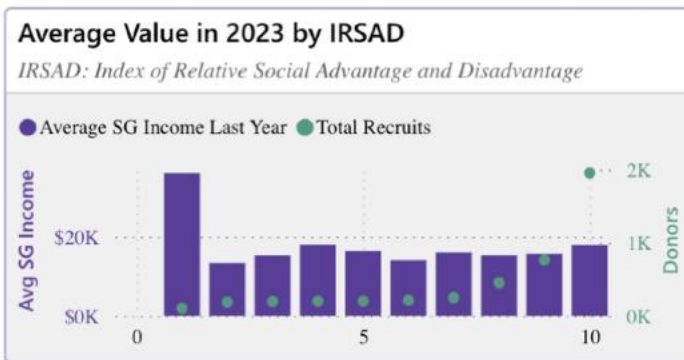
These donors are in your IG files...

Major and GIW correlation is strong

Major Donor demographics: older and higher decile



The average age of Major Donors is 72. Generally, the older the donor the higher their annual value. 36% are female and 45% male.



The majority of Major Donors sit in the 8, 9 and 10 IRSAD deciles indicating value of giving aligned to disposable income and overall advantage.

67% of Major Donors who have confirmed a Gifts in Will come from these three higher deciles

© The Benchmarking Project 2024

2

**Normalise through
newsletters, surveys
and at Events...**

2 Normalise through newsletters, surveys and at Events...

Message from the Chief Executive Officer

Welcome to a brand new year! I hope you and your family enjoyed an entertaining yet restful festive season.



Kate Thiele, CEO Guide Dogs SA/NT

PAGE 2 PAWPRINTS

Your generosity in 2015 has meant that the quality of life of so many people living with disability has been enhanced. Thank you for your continued support. You are the reason that Guide Dogs are able to make such a difference in the community.

The announcement that we will be opening **Beau's Personalised Pet Stay**, a new five-star pet hotel at Adelaide Airport, was an incredible way to end 2015. Beau's will not only provide a haven for your precious pets when you go on holiday, but **profits from the hotel will be directed to much-needed funding for Guide Dogs' services.** Read more in this issue.

I am delighted to introduce you to **Orion and Quora**, as well as update you on **Milo's new life with Elise**, all recent graduates from our **Puppy Development Centre**. Each of these beautiful dogs has pursued a different career after completing their intensive training – as a **Guide Dog**, **Autism Assistance Dog** and **Pets As Therapy Dog**.

You may not be aware that some vision impaired people like **Elise** may work with more than four **Guide Dogs** across their lifetime.

In this issue of **Paw Prints**, I invite you to read the touching story of how **Elise** has adapted to working with **Milo**, her second **Guide Dog** – they have even taken a trip to Queensland together and **Elise** is loving life with her new best friend.

As a mum myself, I find it is impossible not to put myself in the place of the parents of **Sadie, Ben and Max**. These mums and dads simply want to keep their children safe, supported and loved, but every day, they face heartache and fear. **Fortunately, with supporters like you, their children now have Orion and Quora by their side. I know you will love reading the story of how these incredible dogs have changed the lives of Sadie, Ben and Max forever.**

You'll also read about our innovative **Sensory Services** groups, creating adventure, fun and friendship through **Ukulele classes** and a **personal glamour session**, as well as a full report on the success of our 2015 **Dining in the Dark** fundraiser event. If you took on the challenge of blindfold dining, **thank you!** I hope it provided awareness to you and your group about living with vision impairment and why your ongoing support of Guide Dogs is so important.

I hope you enjoy this issue and once again, on behalf of hundreds of people across South Australia living with vision impairment, and their families, **thank you.** I am so grateful for your support.



Kate Thiele
CEO, Guide Dogs SA/NT

Beau's Pet Hotel taking off

Your precious pets will have a safe haven to take their holidays

Groundwork for the industry-leading pet hotel is taking off at the Adelaide Airport and is expected to open in 2017. Guide Dogs SA/NT's 60th anniversary year.

Named after Beau, the first Guide Dog ever trained in Australia in 1951, the pet hotel will feature both luxury and affordable mid-range personalised accommodation for dogs, cats and other pocket pets such as rabbits.

The project, **funded only by borrowings, not community donations**, is designed to ensure Guide Dogs SA can expand its community services to people living with disability. It will also provide benefits to the SA community via new job creation and increased tourism opportunities.

"Since our foundation, we have worked hard to ensure our clients have access to things we often take so much for granted: inclusion, mobility and independence," CEO, Kate Thiele, says.

"Donations will continue to be essential to fund our vital services. However with an ever-increasing need for services, we need to be nimble and innovative to future-proof our revenue streams. All profits from the pet hotel will be used to fund increased services."

Beau's will have 186 standard and luxury rooms and extensive indoor and outdoor enclosures where dogs can run and play. Cats have their own sanctuary with 60

condos and a private and secure play area for felines to explore or snooze the day away in the sunshine. It will also offer personalised doggy day-care and training services.

"This is a first for Guide Dogs SA/NT. Never before in South Australia have we seen a facility of this kind, which will in itself be a holiday destination for pets thanks to the outstanding facilities and high standard of care and safety that the hotel will provide," Kate says.

"It also means that highly sought-after animal training and care expertise can be opened up further to the community."

Guide Dogs SA/NT Chairman Joe Thorp and the inaugural Chairman of Guide Dogs SA in 1957, Frank Beauchamp, turned the first sod to get the project underway in November.

Standard dog boarding will comprise clean and spacious kennels with beds, climate-controlled temperatures and plenty of natural light.

Luxury rooms will include personal televisions and private outdoor courtyards. Cats will have access to spacious condos with private sleeping areas and litter boxes.

"We have been overwhelmed by the many positive comments about Beau's from people who want to use the facility as well as people enquiring about employment opportunities," Kate said.



Above: The new Beau's Personalised Pet Stay logo.



CEO Kate Thiele and Chairman Joe Thorp, visit Managing Director of Adelaide Airport, Mark Young.



Some of our dogs and trainers were on hand for the turning of the first sod.

"I believe this will become a holiday destination for pets thanks to the outstanding facilities and high standard of care and safety the hotel will provide."

"You wouldn't expect anything less from Australia's Most Trusted Charity."

PAWPRINTS PAGE 3

2 Normalise through newsletters, surveys and at Events...

Prospect build through surveys

Your values

6. Please rate how much you agree or disagree with the following statements:

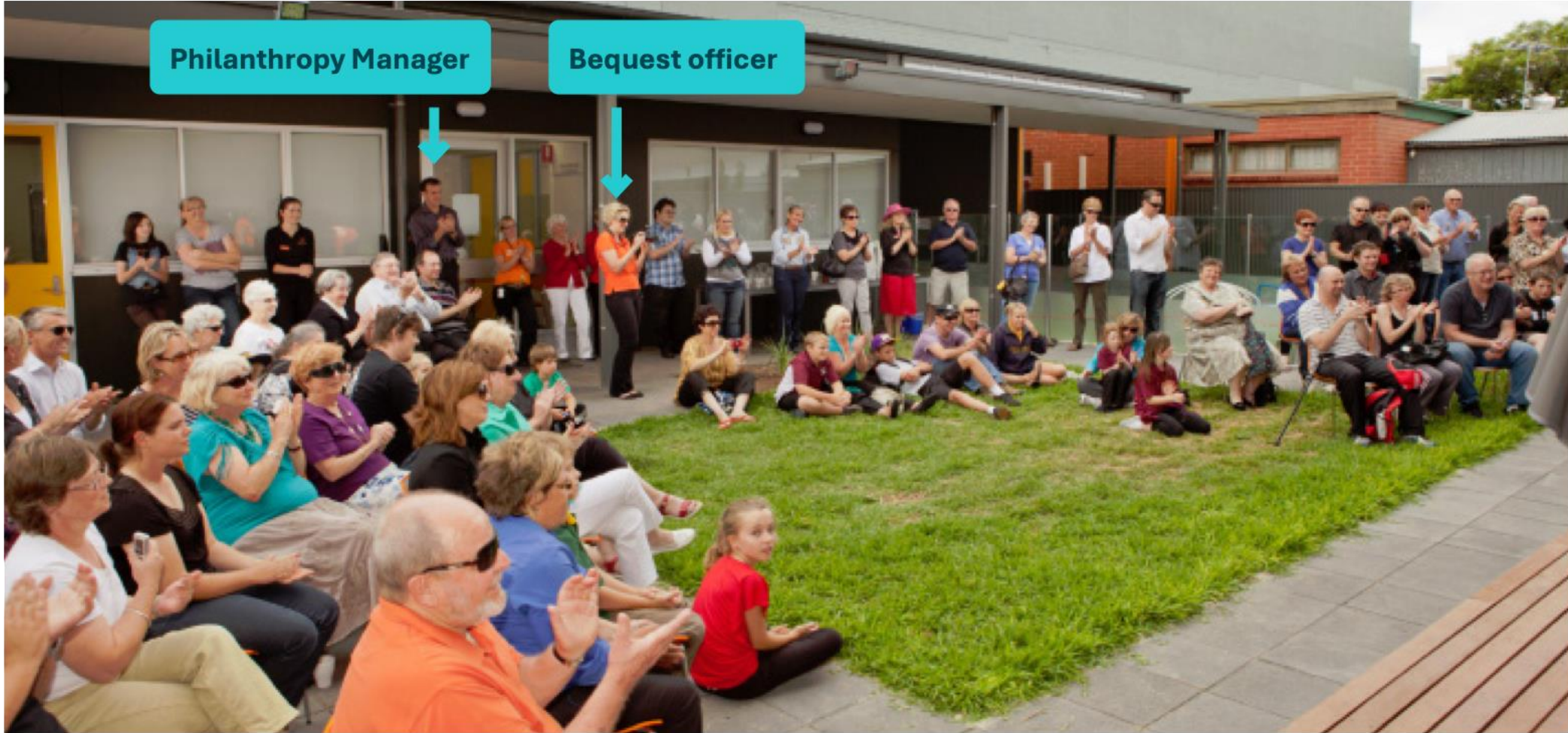
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel very financially secure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy with my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The rising cost of living concerns me greatly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about my financial future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I worry that more people are facing blindness or vision loss over time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am thankful for having good eyesight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have experienced problems with my sight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

07) At the Children's Hospital Foundation, there are a special group of people, Wonder Workers, who make significant monthly gifts to the hospital. Would you be interested in hearing more about this group?

Yes No I am currently part of this group



2 Normalise through newsletters, surveys and at Events...



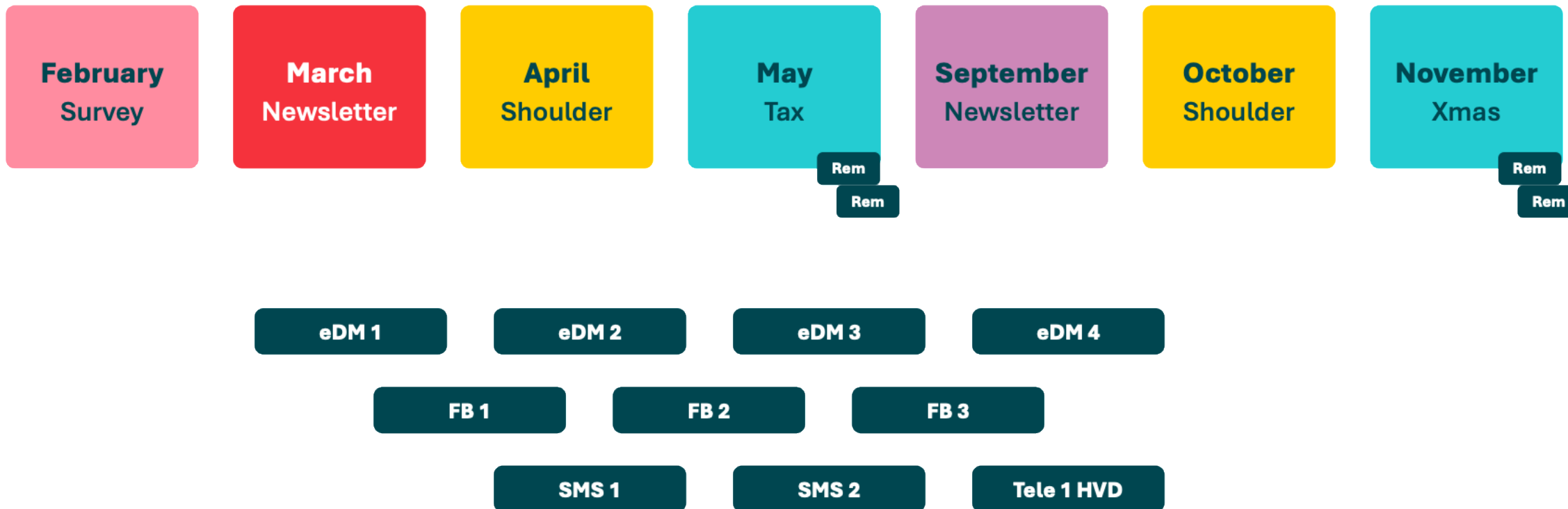
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**Change the approach and
elevate the treatment
within the appeals program**

3 Change the approach and elevate the treatment within the appeals program

Integrate with Direct Mail

Mass Direct Mail Approach



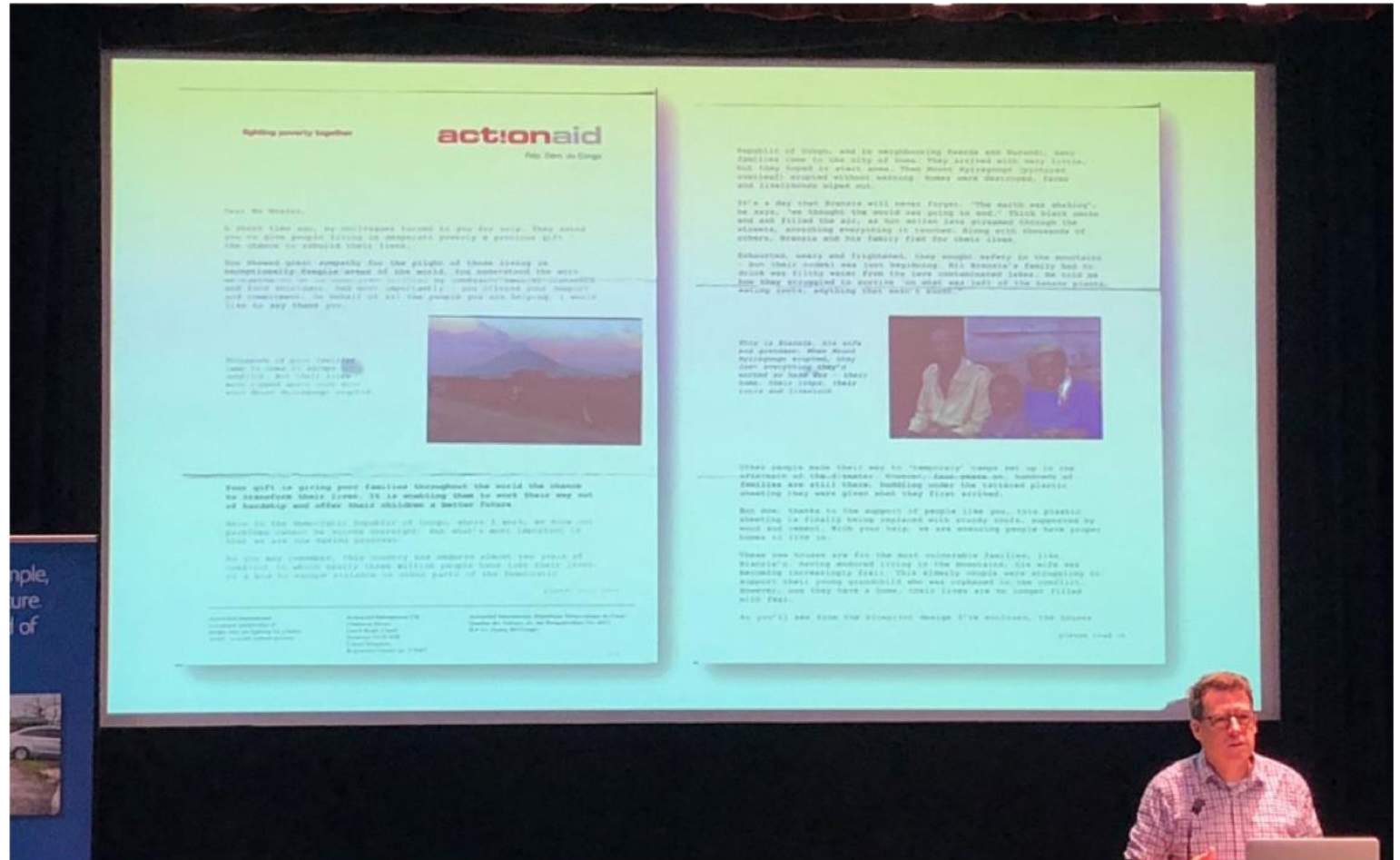
3 Change the approach and elevate the treatment within the appeals program

Summary of focus groups from mid/major value donors in UK who are receiving appeals and why they cease giving.



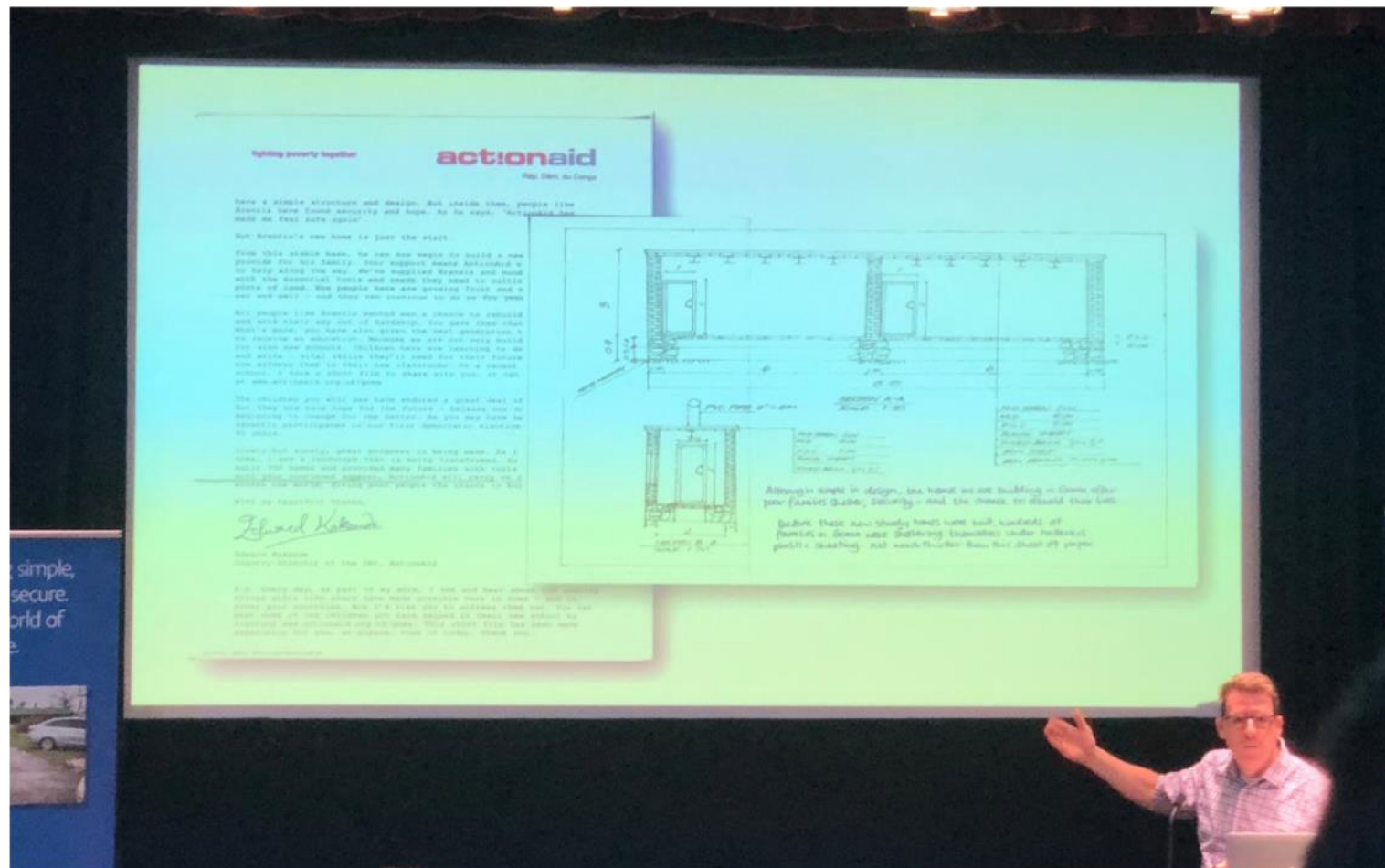
3 Change the approach and elevate the treatment within the appeals program

Example of feedback pack and Action Aid



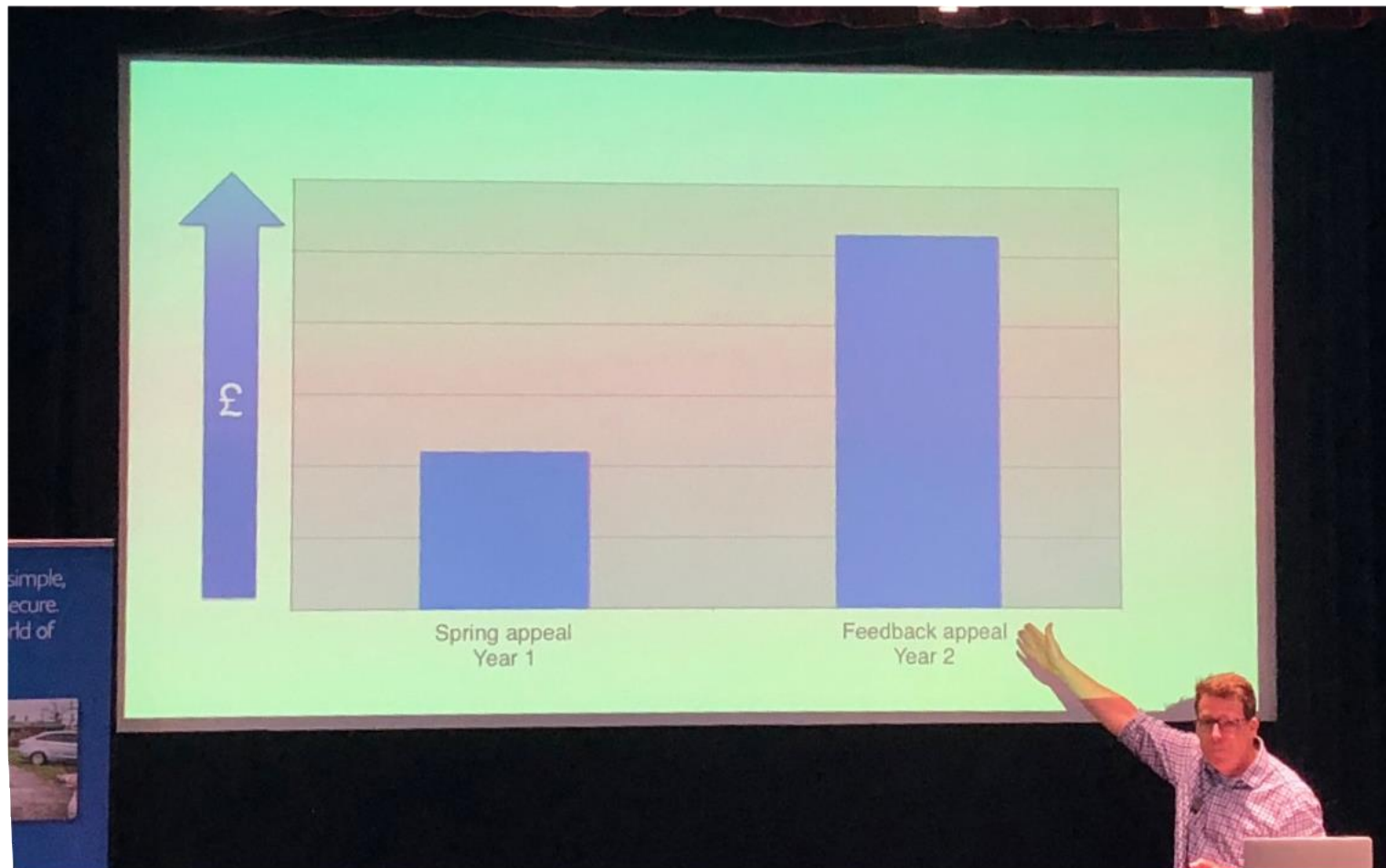
3 Change the approach and elevate the treatment within the appeals program

Example of feedback pack and Action Aid



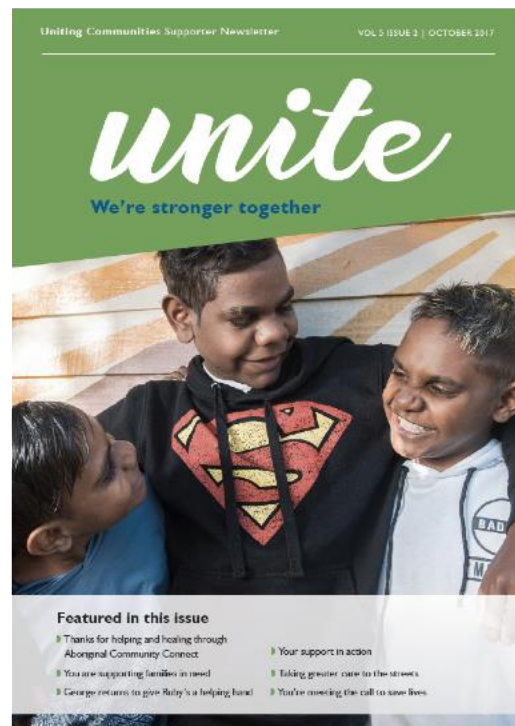
3 Change the approach and elevate the treatment within the appeals program

Outcome of introducing a feedback appeal rather than a traditional appeal



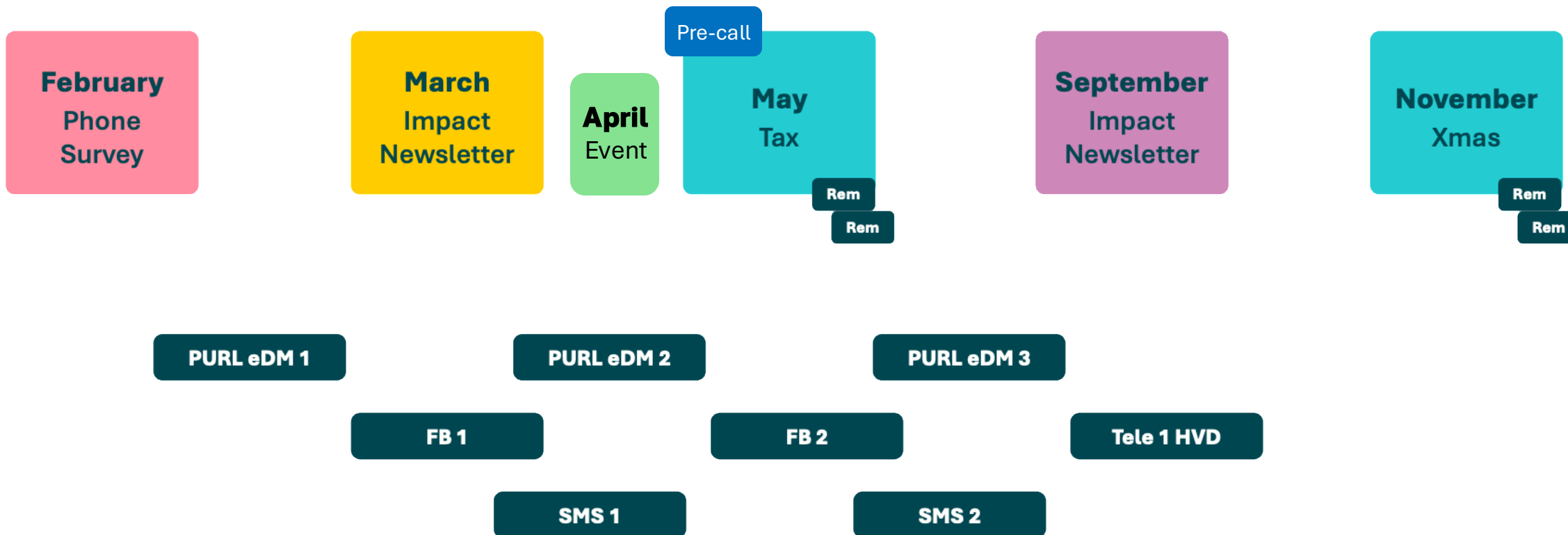
3 Change the approach and elevate the treatment within the appeals program

Focus on dedicated impact reports



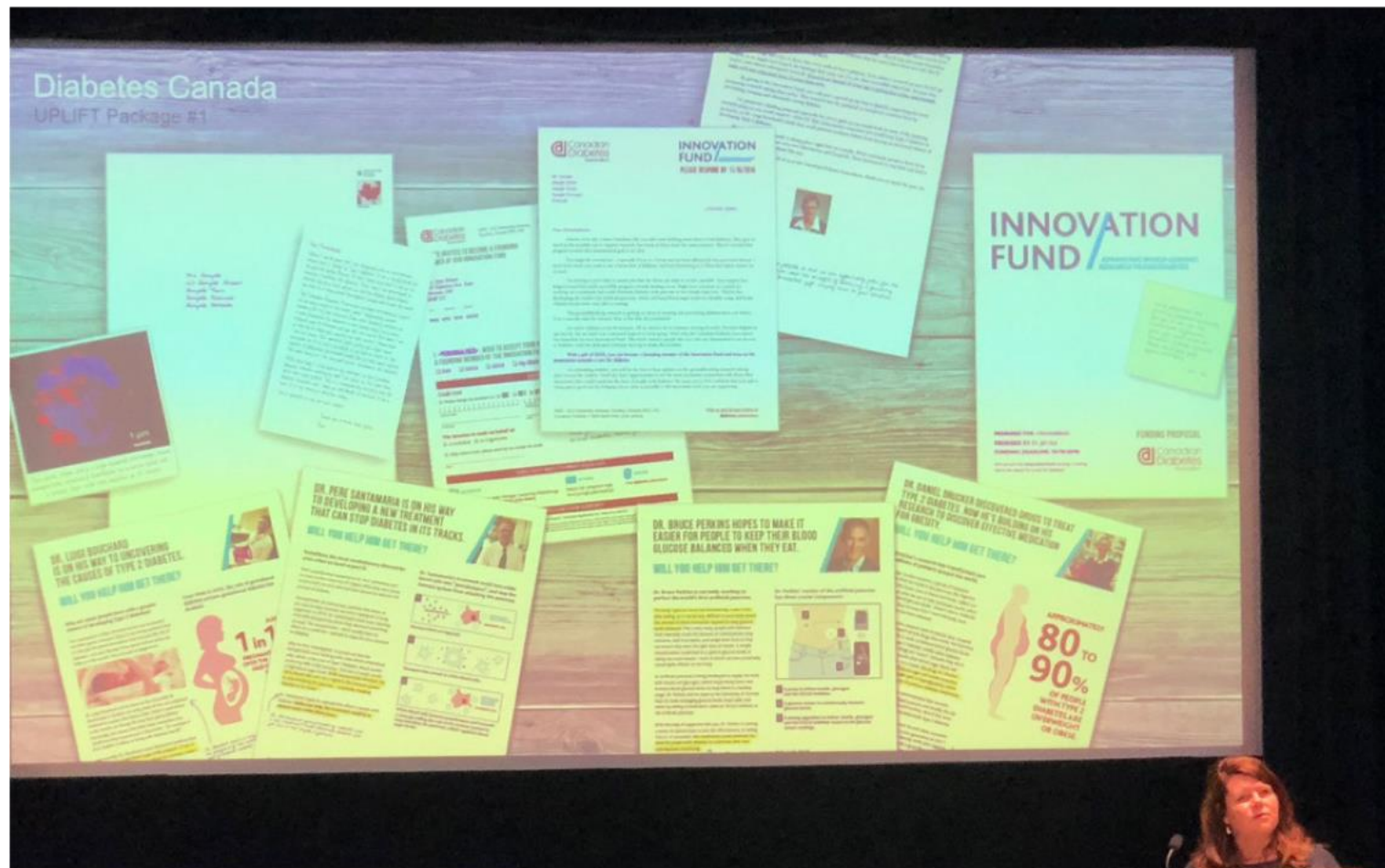
3 Change the approach and elevate the treatment within the appeals program

Middle/Major Direct Mail Approach



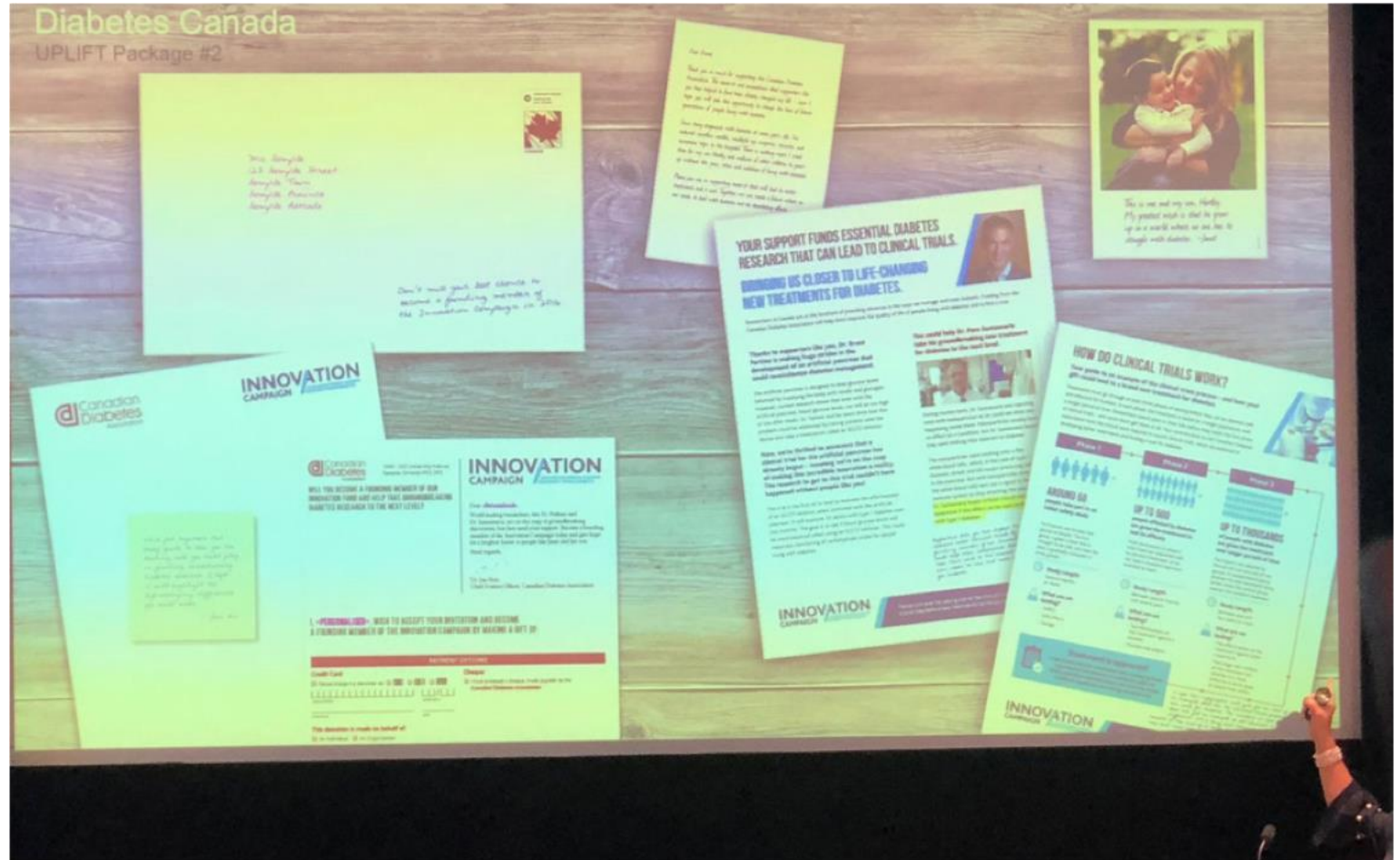
3 Change the approach and elevate the treatment within the appeals program

**Invest more
at major
appeal times
with bespoke
programs**



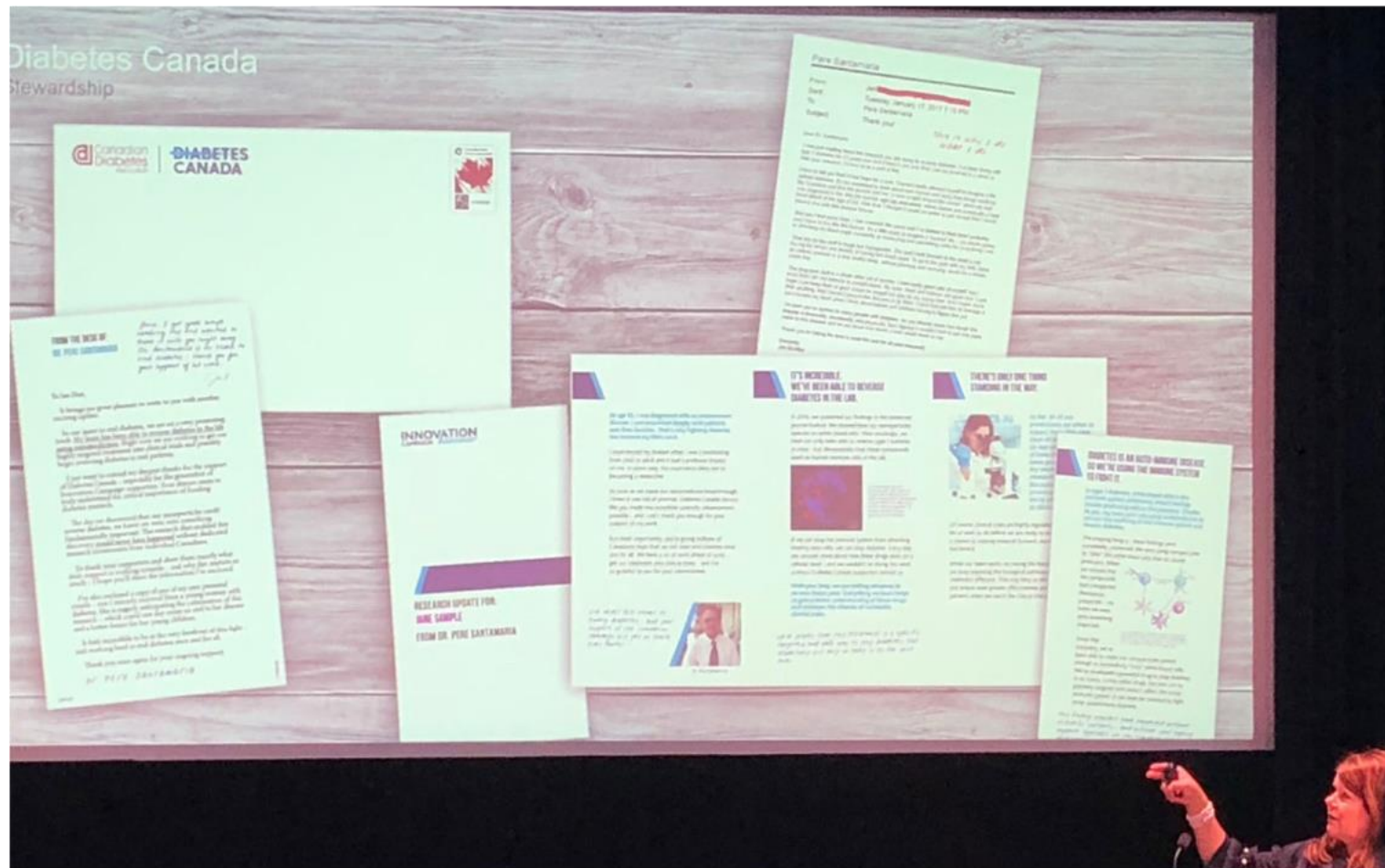
3 Change the approach and elevate the treatment within the appeals program

Wave 2 'Ask'



3 Change the approach and elevate the treatment within the appeals program

Wave 3 'Progress report'



3 Change the approach and elevate the treatment within the appeals program

Cash Appeals – Mid/high Value Pack – W1

Peter Mac
Peter MacCallum Cancer Centre
100 St Albans Road
Melbourne VIC 3011

NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____
POSTCODE: _____

DATE: _____

Peter Mac
Peter MacCallum Cancer Centre
100 St Albans Road
Melbourne VIC 3011

NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____
POSTCODE: _____

DATE: _____

Using immunotherapy to find better treatments for paediatric cancer

Project Title: Using immunotherapy to find better treatments for paediatric cancer

Project Summary: Immunotherapy is a new way of treating cancer that uses the body's own immune system to fight cancer cells. It is a promising new approach to treating cancer, and we are looking for people to help us find better treatments for paediatric cancer.

Project Objectives: To find better treatments for paediatric cancer using immunotherapy. To help us understand how immunotherapy works in children with cancer. To help us find better ways to use immunotherapy to treat children with cancer.

Project Budget: \$1,000,000

Project Timeline: 12 months

Project Lead: Dr. Jennifer Doubell

Project Contact: Dr. Jennifer Doubell, Executive Director, Peter MacCallum Cancer Centre, 100 St Albans Road, Melbourne VIC 3011. Email: j.doubell@petermac.org.au

WITH YOUR SUPPORT WE CAN NOW TARGET CHILDREN'S CANCERS

Children are particularly vulnerable to the effects of 'side effects' from traditional cancer treatments. Immunotherapy offers a much safer way to target and destroy cancer cells.

CAR T cell therapy has already proven life saving for many children with leukaemia lymphoblastic leukaemia as well as a number of other cancers.

Now, Peter Mac is launching a cutting edge therapy trial of more advanced forms of CAR T cell cancer treatment. This is a new way of using CAR T cells to target and destroy cancer cells.

WITH YOUR HELP WE CAN OPEN THE WAY TO CLINICAL TRIALS THAT COULD SAVE MORE CHILDREN'S LIVES.

1. The blood cells are collected from the patient. These cells are then cultured in a special lab.
2. The cells are genetically modified to attack cancer.
3. The CAR T cells are then injected back into the patient to attack the cancer.
4. They grow and expand over 10-15 days.

HELP US MAKE THE MOST OF OUR LATEST DEFENSE IN THE FIGHT AGAINST CANCER

Immunotherapy is the first of many new medicines to be developed in the last few years. It is a new way of using the body's own immune system to fight cancer. It is a promising new approach to treating cancer, and we are looking for people to help us find better treatments for paediatric cancer.

By helping a patient's own immune system, immunotherapy can slow the growth and spread of cancer cells, and help the immune system attack and target cancer cells.

Other great contributions with other fundraising initiatives may also be available.

10th October 2018

Dear friends,

I can't quite put into words what it feels like to be told your child may have cancer. As soon as we got a referral, we rushed Lily off to an MRI. We could tell the doctors had seen something pretty bad. But they didn't tell us anything—they wanted to take more pictures first. The results they showed, they took us to a room and said "we found something on Lily's brain. The next step is to go straight to the neurosurgeon. We've called them. They have your coming."

Lily did and I went both in shock. Please surely to even imagine having their child has cancer. We were beside ourselves, feeling helpless, but we'd wake up in a nightmare.

So we took her to the children's hospital and they took her to a room later she was having surgery. The next day at about eight in the morning and she didn't come out until about 5:30 that night.

When Lily came out we got the good news that they got everything they had taken out the tumour but obviously they had to go back for surgery.

Then they got the results and they came in and told us that what she had was something, and that it was something, something really aggressive.

We were so afraid, but we had a bit of hope, because we knew the surgeon had got it all. We were faced with some difficult decisions that night as well. We knew Lily had to have radiation, but we were afraid to send her to a school that where she would get there so well.

I think within 40 seconds of Greg and I talking at each other, we both knew that we didn't want chemotherapy. One of the main reasons was the risk of future side effects. But having to make such a big decision for your child that would probably affect her life forever was just huge.

We weren't told that she would have learning difficulties, and she wouldn't pick up things as fast as other kids, and that everything was going to be just that little bit more of a challenge for her, her mobility, her coordination, all of that was just going to be a little bit off.

I would want to be hospital for Lily to be safe and I would just cry and cry and cry and that was the only time that I could get it out, because I never wanted her to see that. Every day,

MUCH LOVE

**From the desk of Jennifer Doubell
Executive Director**

Dear sponsors and loyal supporters,

Happy New Year!

Over the past few weeks I couldn't help but reflect on Lily's cancer journey and the decisions that her parents, Alice and Greg, had to face.

I can only imagine the choices that parents like Lily's must make when deciding on their young one's treatment. But you can provide help.

Through our specialised children's immunotherapy research program, Peter Mac is at the forefront of the search for new treatments for children facing cancer.

While science and radiophysics save children's lives, we need kinder, gentler alternatives, and we need them now.

We need your help to transform the lives of children with cancer.

By understanding breakthroughs in immunotherapy in one cancer, our researchers can apply their discoveries to many different tumour streams.

I ask you today to please support the next breakthrough in cancer research.

Thank you,
Jennifer

One day at school Lily got a really bad headache and started vomiting.

We rushed her to the hospital where an MRI scan revealed she had a brain tumour on her brain.

It was unexpected, aggressive. And it was very aggressive.

Lily's life started out like any other little girl's. But when she was five, her first gift turned upside down.

Within a week of her scan, Lily had the tumour surgically removed.

The doctors called them "bad cells", and Lily knew that they had to get rid of them.

Peter Mac
Peter MacCallum Cancer Centre
100 St Albans Road
Melbourne VIC 3011

Thank you,
Have a Merry Christmas
Love, Lily

3 Change the approach and elevate the treatment within the appeals program

Cash Appeals – Mid/high Value Pack – W3



Peter MacCallum Cancer Foundation
100 St Albans Street
Melbourne VIC 3010
Phone: (03) 9347 1144
Fax: (03) 9347 1122
www.petermac.org/foundation

Peter Mac
Peter MacCallum Cancer Centre
Victoria Australia

Dear Sir/Madam,

It is a pleasure to hear from you and to hear that you are interested in supporting Peter MacCallum Cancer Foundation. We are currently seeking donations for our **Mid/High Value Pack** and we would be delighted to have you as a donor.

Our Mission:
Our mission is to fund research, clinical trials and patient care, to improve the lives of people affected by cancer.

Our Vision:
To be a world leader in cancer research and patient care, to improve the lives of people affected by cancer.

Our Impact:
We have funded research that has led to the development of new treatments and the improvement of patient care. We have also supported clinical trials that have led to the development of new treatments and the improvement of patient care.

Our Values:
We are committed to excellence in research and patient care, to transparency and accountability, and to the highest standards of ethical conduct.

Our Contact Information:
Peter MacCallum Cancer Foundation
100 St Albans Street
Melbourne VIC 3010
Phone: (03) 9347 1144
Fax: (03) 9347 1122
www.petermac.org/foundation

POSTAGE PAID AUSTRALIA

Peter MacCallum Cancer Foundation
100 St Albans Street
Melbourne VIC 3010
Phone: (03) 9347 1144
Fax: (03) 9347 1122
www.petermac.org/foundation

Peter Mac
Peter MacCallum Cancer Centre
Victoria Australia

Peter Mac goals

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2. Eperum hit la dolupur asimporae simendi

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4. Eperum hit la dolupur asimporae simendi



Peter Mac
Peter MacCallum Cancer Centre
Victoria Australia

Dear Peter Mac Supporter,

My name is Libby, and I've been a Pediatric Oncologist for over 20 years and at Peter Mac Cancer Centre for the last 10 years.

I studied in France when I was 16, and now I'm very lucky to be living in Australia and working for one of the best cancer research centres in the world.

As a researcher, my passion is to find new therapies for children affected by cancer.

For pediatric cancer patients to have a good chance they often need to go through lots of treatment like surgery, chemotherapy and chemotherapy. But because these children are still young, each of these treatments can cause a lot of side effects that may have a major impact on their lives. Often we need to wait a long time.

This is one of the reasons I've chosen to focus on pediatric cancer. I want to be able to offer these kids different options. I especially want to find new therapies for children.

This is why I think the potential of immunotherapy is enormous.

Peter Mac
Peter MacCallum Cancer Centre
Victoria Australia

POSTAGE PAID AUSTRALIA

Jennifer Douball
Executive Director
Peter MacCallum Cancer Foundation
Level 10, 100 St Albans Street
Melbourne VIC 3010

Thank you.
Have a Merry Christmas!
Love, Libby

This is what I will look like when I'm 10.

Thank you for helping little boys and girls just like me!

Love, Libby

3 Change the approach and elevate the treatment within the appeals program

Improve your EDM Campaigns – Personalise!

Please help Lifeline be there for everyone who needs us

GIVE NOW

Behind Ben's smile he was falling apart.

You can help people like Ben get life-saving support.

Dear Meldi,

The holidays aren't a time of joy for everyone. In fact, in this month alone, 5,000 people will attempt to take their own lives.

Ben knows how close he came.

"I'd sit at home by myself not wanting to talk to anyone or hear any noise. I was smoking and drinking myself to death. I didn't realise that anything was wrong."

He credits two women for giving him the support he desperately needed to not just realise the extent of his depression, but to keep him alive.

His wife, Jodie.

And the woman who answered his call at Lifeline.

"Whoever that woman was set into place a course of events that ended up saving my life."

That is why your help matters so much.

Will you please show your support so we can support everyone who needs us this Christmas?

DONATE NOW

As we get closer to Christmas, it can get harder for people. Loneliness, relationship breakdowns, grief or financial pressure can make this time of year especially difficult for people who are struggling.

Like Ben, they may appear to have their life together on the outside - but on the inside, be falling apart.

With Christmas not far away your support is urgently needed. It can be the difference between someone's call being answered at a moment of crisis - or them having to wait on hold.

And in a crisis, every second counts.

Every thirty-five seconds, Lifeline receives a call. A generous gift from you today can help us be there for them. It can even save a life, just like it saved Ben's.

YES, I WANT TO SAVE A LIFE

Thank you for your generous support.

Warm regards,

Colin Seery
Chief Executive Officer
Lifeline Australia

P.S. The closer we get to Christmas, the more we need your help. Please, if you can make a donation, I hope you will do so today. Your kindness is critical, so we can be there for everyone who needs us, like Ben. Thank you!

P.P.S. If you or someone you know needs crisis support, please phone Lifeline on 13 11 14 or visit www.lifeline.org.au/gethelp

PO Box R1084 ROYAL EXCHANGE NSW 1225
1800 800 768
giving@lifeline.org.au


ABN 84 081 031 263
Unsubscribe


3 Change the approach and elevate the treatment within the appeals program


DONATION DETAILS


Donation Type


Donation Amount


\$ 25


\$ 50


\$ 150


\$ 300


\$ 1000

Donation / Other Amount

Note: You can specify a different amount.

PAYMENT DETAILS

Card Name* Card Type*

Card Number*

Card Expiry Month* Card Expiry Year*

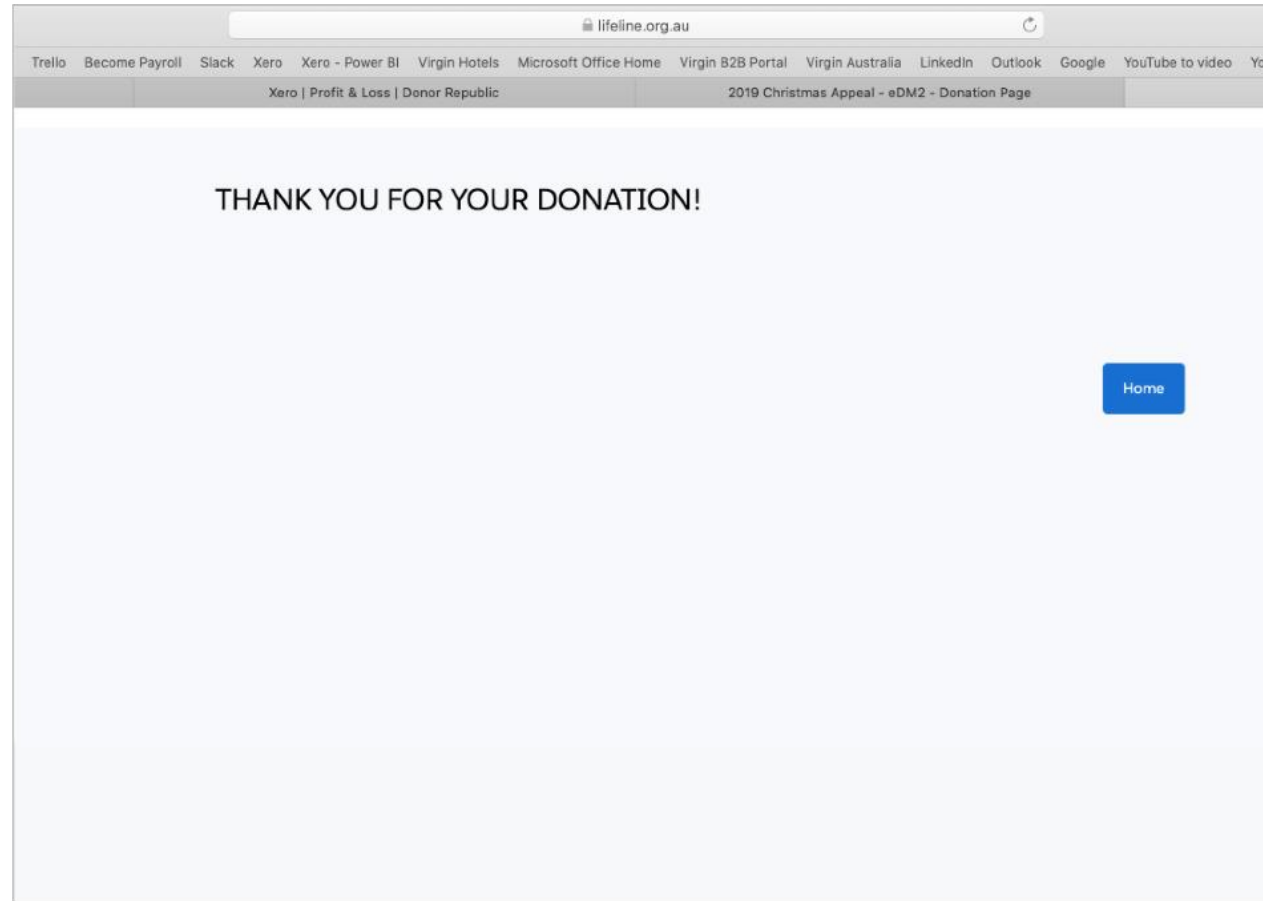
CONTACT DETAILS

I'm Giving As

First Name* Last Name*
 Email* Street*
 City* State*
 Postal Code* Mobile Phone*

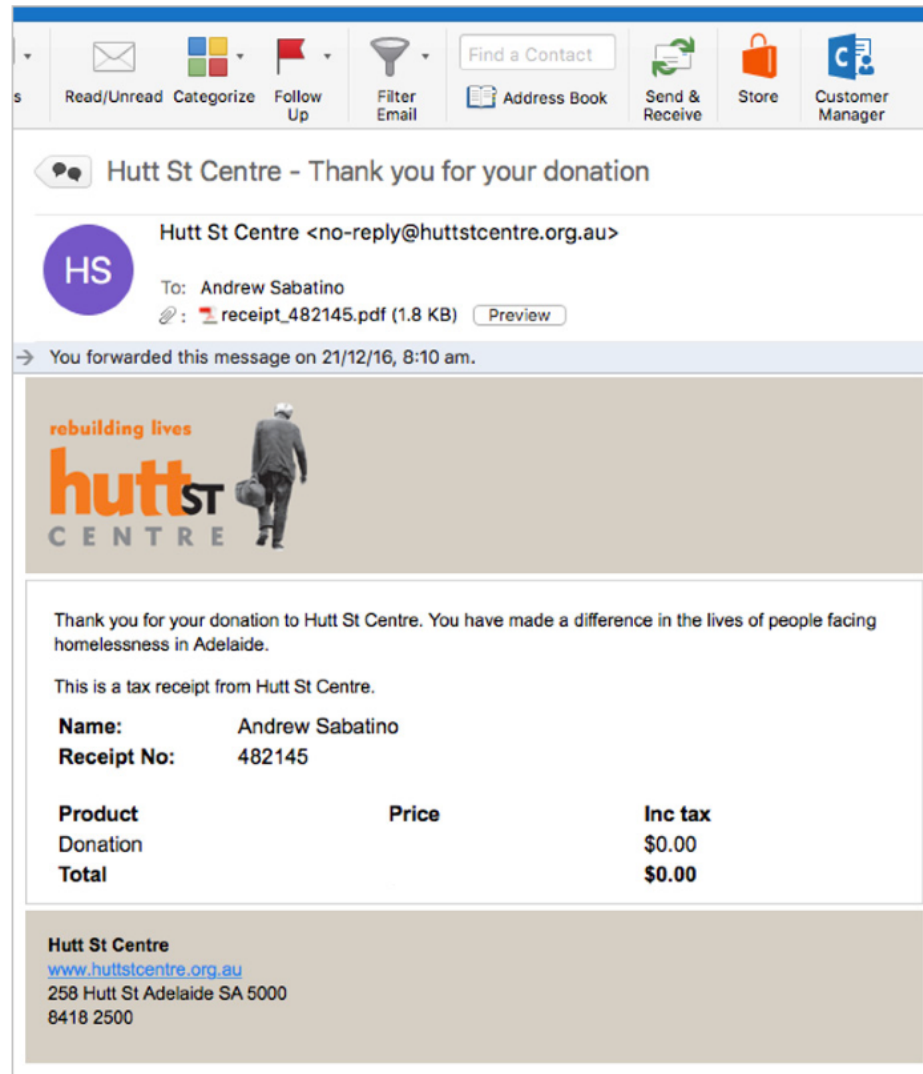
By clicking on the Donate button you confirm that you have read and agreed to Lifeline Australia's Privacy and Donor Management Policy.

3 Change the approach and elevate the treatment within the appeals program



3 Change the approach and elevate the treatment within the appeals program

Improve our digital thank you



3 Change the approach and elevate the treatment within the appeals program

Hutt St Centre
Tax Invoice # 482145

Payment method: Credit card payment

Name: Andrew Sabatino
Email: Asabatino@donorpublic.com.au

Product	Price	Inc tax
Donation		\$0.00
Total		\$0.00

Children's Hospital Foundation

Thank you for donating to Childrens Hospital Foundation Queensland

Dear Andrew,

This receipt AUD78915790 for \$53.00 is issued by Everyday Hero Pty Ltd, A.B.N. 21 117 080 430 as an agent for: Childrens Hospital Foundation Queensland, 11 607 902 687

Receipt Amount: AUD78915790

Name: [Redacted]

Address: [Redacted]

E-mail: asabatino@donorpublic.com.au

This donation was made as a gift. Donations over \$2 are tax deductible.
Please note: Everyday Hero will be the name that appears on your statement.
If you have any queries about your donation please send an email to help@everydayhero.com.au and quote the receipt number above.
Want to access your receipts at any time? [Sign up for an Everyday Hero account.](#)

Follow Us: [Twitter](#) [Facebook](#)

ABN 52 523 028 382
PO BOX 1930
ADELAIDE SA 5001
PHONE 08 8234 1977

Invoice: STDINV0348454
Date: 7/04/2017
Page: 1

Bill To: 113235 GOLDSMITH
Ship To: 113235 GOLDSMITH

DVA Name	DVA File No	DVA Mchp No	NDSS Total \$

DVA Reference	Order ID	Salesperson ID	Shipping Method	Payment Terms	Reg Ship Date	Master No.
42	42	ms01	DELIVERY	CCO	1/04/2017	1 006 431

Ordered	Shipped	Item Number	Description	Discount	Unit Price	Ext. Price
1	1	18000	Tax Appeal - Donation		\$0.00	

Payment No: PMT1683552
Account Name: Diabetic Assoc of SA Inc
Details for Direct Deposit
Bank: BANKSA
BSB: 105 407
Account No: 336791842
Cheques are to be made payable to: Diabetes SA


Subtotal	
Misc	
GST	
Freight	
Payment	
Balance	

Diabetes SA is endorsed as a Deductible Gift Recipient
Charity Collections Licence No. CCP2648
Donations of \$2.00 and over are tax deductible


3 Change the approach and elevate the treatment within the appeals program

James, there's still time to support families at breaking point

Dennis Innes <qld.donations@svdpqld.org.au>
Fri 18/12/2020 11:09 AM
To: James Watkins <watjam@hotmail.com>

 *"Losing my job was gut wrenching. I don't know how we're going to live like this." - David, father of three*

[DONATE TODAY](#)



Dear James,

With just over a week until Christmas, I sincerely hope that you and your family are safe, healthy and excited for the holiday season.




Personally, I am counting down the days until I'll get to see my grandchildren open a few presents, and enjoy a nice meal with my loved ones.

Unfortunately, for many families like David's, this Christmas will be spent counting very different things.

Counting the days until the food in their fridge and pantry is gone, the weeks until they have to pay an electricity bill, the seemingly endless months until they'll be able to find a job again.

Your gift of \$50 will help put food on the table for a family like David's and keep a roof over their heads.


What your generosity can provide


-  Food hampers and supermarket vouchers take immediate pressure off hungry families.
-  Help with bills for essential services like electricity, gas, water and phone means families can keep their head above water.
-  Rent support helps overcome the risk of missing payments and people being evicted from their homes.

Please send your gift by 24th December so Donna's team can assist families facing poverty this Christmas.

Your donation will be the precious gift of a Christmas filled with relief.

Thank you


Dennis Innes
State President
St Vincent de Paul Society Qld



PS: James, I'm deeply worried about the surge in families approaching me for desperate help. Donna knows that she will be seeing more and more people in need who won't be able to reach them without your help. Your donation of \$50 will put food on their table this Christmas and stop you from reaching breaking point.



3 Change the approach and elevate the treatment within the appeals program

St Vincent de Paul Society
QUEENSLAND *good works*

JAMES, WILL YOU BRING A FAMILY BACK FROM BREAKING POINT THIS CHRISTMAS?

"I was panicking when I lost my job. I was thinking, how do I feed my children?" – David, father of 3.

Hunger. Desperation. Poverty. James, this will be a Christmas like no other for thousands of Australians.

The year 2020 will go down in history as one of extraordinary hardship, of loss and the sense of fear that follows the upheaval of society.

In the period leading up to Christmas Day, millions of Aussie families will be experiencing more and more pressure. Many will reach breaking point.

James, with your help, we can turn a year of hardship into time of happiness for an Australian family in need. Your committed donation of \$50 will provide food and financial relief to mums, dads and their children experiencing poverty.

Please make it a Christmas like no other for all the right reasons.

I WANT TO HELP

1 I WANT TO HELP

Amount
\$ 50

First Name
James *

Last Name
Watkins *

Email
watjam@hotmail.com *

Mobile (optional)

2 NEXT >

\$50 can provide food hampers to bring away the stress of Christmas. They will feed their children this week and the next.

\$75 can subsidize medicine for people, so no one misses out on vital treatment which could have life-long consequences.

\$100 can pay for essential household expenses every day, so the rent, mortgage and bills don't accrue to an insurmountable debt later.

St Vincent de Paul Society
QUEENSLAND *good works*

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Gifts of two dollars or more to the Society in each State and Territory are tax deductible for the donor.
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Images and names have been changed to protect the privacy of the people we assist.
The St Vincent de Paul Society follows the Australian Privacy Principles and respects donors' information privacy. To read a copy of our privacy policy please click here.

At the heart
of fundraising

3 Change the approach and elevate the treatment within the appeals program

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QUEENSLAND *good works*

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I WANT TO HELP

JAMES, THANK YOU SO MUCH FOR YOUR KIND GIFT.

Your kind gift will help us to ensure that James and his family are not spiralling into a long-term poverty cycle and will help us enact a long-term plan that will keep more and more families out of hardship.

Your tax receipt will be emailed to you shortly.

\$50 can provide food hampers to families, taking away the stress of how they will feed their children this week and the next.

\$75 can supply medicine for vulnerable people, so no one misses out on vital treatment which could have life-long consequences.

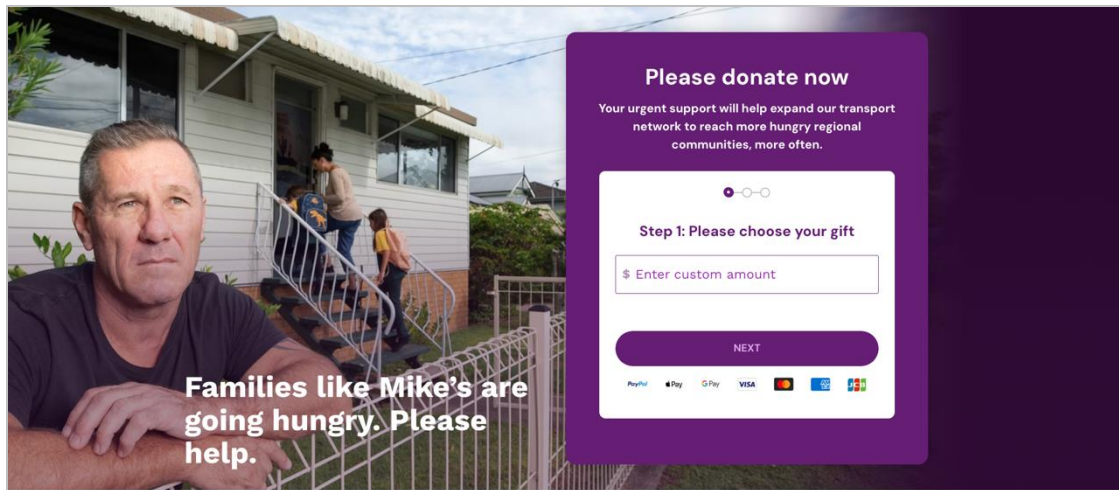
\$100 can pay for essential household expenses today, so the rent, mortgage and bills don't accrue to an insurmountable debt later.

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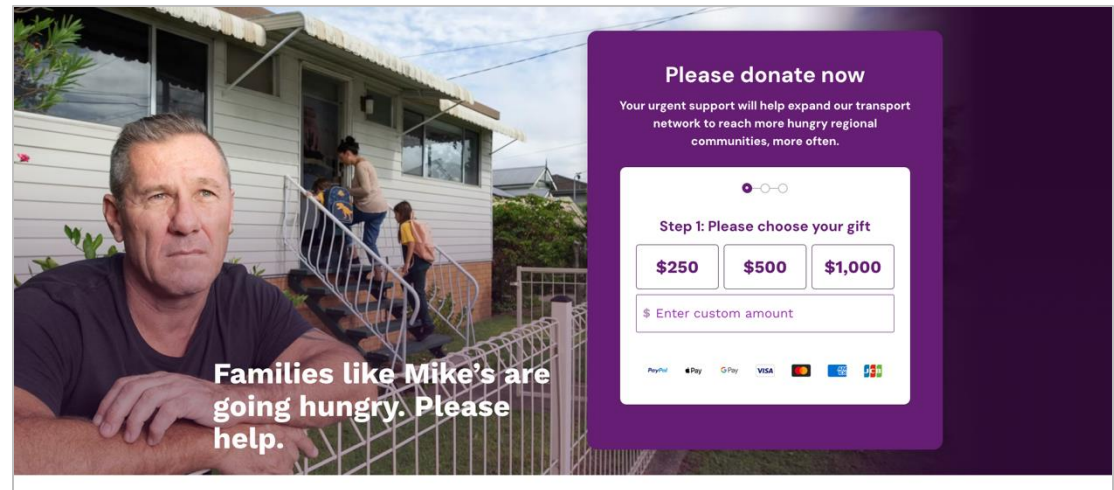
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Families like Mike's are going hungry. Please help.

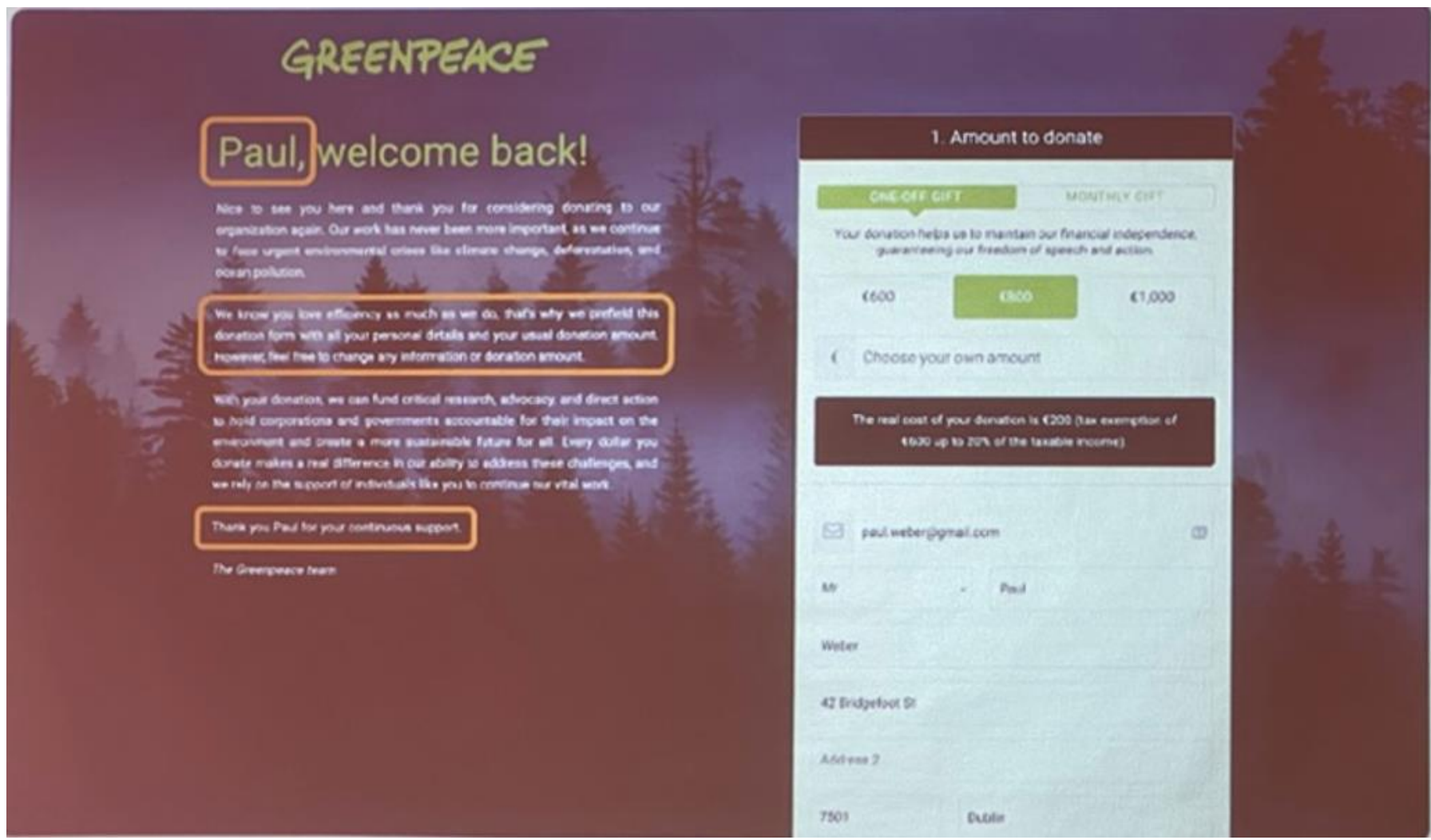
You can be a lifeline for regional and remote communities experiencing hunger.



Families like Mike's are going hungry. Please help.

You can be a lifeline for regional and remote communities experiencing hunger.

3 Change the approach and elevate the treatment within the appeals program



In Summary

- Invest greater sums in GIWs. We need to take a longer-term view.
- Normalise everywhere and at all times.
- Be aware of the importance of Individual Giving as a pipeline.
- Donor care – deliver it well.
- Continue to invest in mail and multichannel activities. Digital alone doesn't deliver the same experience.
- Invest in mid and major pack development to improve conversion to Major Donors and GIWs.
- Less asks for mid and major donors. Bring them closer to the organisation and build a sense of connection, trust and make them feel part of the team.
- Ensure the digital experience delivers the same user experience as mail.

A collection of light teal decorative icons on the left side of the slide, including a plus sign, a curved arrow, and a circle with a dot inside.

Thank You & Get In Touch

mblease@donorrepublic.com.au

