



Our Community **MATTERS**

ourcommunity.com.au

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Welcome to the latest edition of Our Community Matters, our regular community update. It is yet another benefit of membership of www.ourcommunity.com.au - the premier destination for Australia's 700,000 community, education and non-profit groups. ourcommunity.com.au provides community groups with the latest funding, scholarship and fundraising news as well as practical advice and the opportunity to list for free online donations and free online volunteers. We also provide discounted services and products, including the great banking services deal with the National Australia Bank which provides transaction accounts specifically tailored for community groups.

A summary of our services is listed at the end of this newsletter. If you have trouble reading this newsletter or have any comments please let us know at brianw@ourcommunity.com.au.

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1. Welcome from Dr Rhonda Galbally, CEO of ourcommunity.com.au

Welcome to the latest edition of Our Community Matters.

This newsletter has a bit of a "giving" theme to it in one way or another - and at the start of a new (financial) year it is probably not a bad theme to start with.

We take a closer look at the new Australian Bureau of Statistics' study into business generosity and come away with the conclusion that there is still plenty of scope for companies at all levels to get more involved in their local communities.

And again on the topic of generosity, we have some good news. In this newsletter we detail again the massive rise in the support for groups that have utilised our free online donations service. With a combination of the marketing from various groups and our own push through the media, donations in June 2002 jumped a massive 1000 per cent on the corresponding month in 2001. Based on the successes in recent months, we are now finalising a new kit to help groups market their online facility.

The other good news to start the new financial year is that our book ***How To: Raise Money Fast - 50 Great Ideas to Raise up to \$5000*** is finally available and is now being distributed to the hundreds of groups, schools and clubs that have ordered it. It is a great resource for groups looking for ideas and inspiration and builds on our monthly Raising Funds newsletter.

I also appeared before the Senate Committee looking into the issue of public liability insurance this week and have renewed our call for an Insurance Ombudsman to keep an eye on the industry's treatment of community groups and to have some mechanism to help groups such as those with no track record of claims for over 20 years who can suddenly be dumped by an insurer intent on cherry-picking only the high-profit, no-risk groups. While much has been done and mooted by various Governments, the Insurance industry itself seems to have moved from suggesting these changes will bring premiums down, to now saying that all the changes are needed to retain prices at the present heavily-inflated levels.

On a brighter note, we have also provided a link through to a new Help Sheet we have added to the Management Centre to help groups publicise their special event or fundraiser.

Yours sincerely,

Rhonda Galbally AO
Chief Executive Officer

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2. Is Business really being generous? The ABS delivers the report card on business giving.

The Australian Bureau of Statistics recently released its report on Generosity of Australian Business and while it showed a breakdown of spending by big, medium and small businesses, did it show that business was in fact generous when it came to the community?

The answer to that is that many, particularly small businesses, have a long way to go. For one, original estimates over the past few years had business providing about \$2 billion a year to the community sector but the ABS figures show that it is lower than that, coming in at \$1.45 billion in the 2000-2001 financial year.

"While many businesses do see the benefit of a greater partnership with community groups and the local communities in which they operate, there is enormous scope for improvement judging by this report," Dr Rhonda Galbally, the CEO of ourcommunity.com.au said.

"Business - and in particular big business - needs to start looking at their support for community groups as an investment in their own future rather than a cost to their bottom line."

The ABS report also showed that smaller businesses are more likely to give unconditionally while big businesses are much more likely to get involved in a commercial sponsorship arrangement than provide an unconditional donation.

It will be interesting to see the trend established by the next study given that the period covered by the report included the Sydney Olympic and Paralympic Games, probably the single biggest sponsorship opportunity so far in

Australia's history.

As most community groups know only too well through recent experience, the level of sponsorship available in the wake of the Sydney Olympics shrank considerably.

Overall the ABS figures showed that business provided \$921 million in money in either donations, support for business to community projects or sponsorship and \$290 million in services while goods provided to the community sector were \$236 million.

Other major findings of the study, which was conducted in interviews with some 9000 small, medium and large businesses, included:

- OF THE total amount given, \$679m was in the form of sponsorship, \$586m in the form of donations and \$182m in the form of business to community projects.
- SMALL business made donations of \$251 million, while large business gave \$198 million and medium business \$137 million.
- FOR THE businesses who gave, the total value of giving represented 0.15% of Total income, 1.02% of Wages and salaries and 1.66% of Operating profit before tax.
- OF ALL businesses, those in the manufacturing industry gave the most (\$277m).
- BUSINESSES in the property and business services industry gave the most in the form of donations (\$124m).
- THE BIGGEST providers of sponsorships were businesses in the manufacturing industry (\$192m). Manufacturing businesses also contributed the most to business to community projects (\$35m).
- LARGE BUSINESSES were the biggest sponsors (\$427m). They also contributed the highest value to business to community projects (\$113m).
- IN TERMS of donations received, the largest amount (\$243m) went to activities associated with Community services and welfare, with the finance and insurance industry providing the most money (\$53million).
- ACTIVITIES associated with Sport and recreation attracted the biggest sponsorship (\$480m).

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3. ... And why businesses didn't give.

There is still a massive way to go for businesses with seven out of every 10 businesses that hadn't given anything during the survey period simply saying that their resources were committed elsewhere.

And four out of every 10 companies who had not donated anything also said they had simply not considered any donations, sponsorships or support for business to community projects at all.

The businesses were able to nominate more than one reason for not giving to community groups and another of the major reasons was that they had not been asked by community groups for support. There is still a lot of work to be done by community groups in identifying those businesses and making sure that they are aware of all the ways in which they can support their organisation - either through straight donations, goods or pro bono services or via sponsorship.

About a third of the companies who did not donate to any groups nominated the fact that they had not been asked as the major reason while 27 per cent said they had never been approached to take up a sponsorship and 34 per cent said they had never been asked to support a business to community project.

"That is one area our community groups can improve simply by trying to identify those businesses that they had previously not approached and ask them for their support," Ms Galbally said.

"There are many ways that a business can support community without making a massive cash injection and maybe more thought needs to go into community groups coming up with a series of options how companies can get involved even if they can't afford to provide financial assistance.

"We should ensure that the one excuse they can't use is that they weren't asked."

The other reason businesses nominated for not making donations was that 32 per cent saw that there was insufficient benefit in putting money into business to community projects and 33 per cent said they had not been asked to sponsor any group.

One good result was that the number of businesses who nominated "insufficient benefit" as a reason for refusing to donate to groups was so miniscule it was recorded as 0 per cent.

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4. Looking to raise money for your organisation- Now you have a new resources to help.

Looking for some ideas on how to raise money for your group?

Well now you have some help to in that as well as the monthly Raising Funds newsletter we now have a new book, ***How To: Raise Money Fast - 50 Great Ideas to Raise up to \$5000*** which is designed to help community and non-profit groups come up with some new ways of raising funds - or some twists on some old ideas.

The book is aimed at groups of all shapes and sizes and has various ideas at different levels of complexity or difficulty. All have been written in such a way that even if groups don't use the idea, they can use some of the tips or information to improve other areas of fundraising or use it to "value-add" to present fundraising initiatives.

Covering everything from membership schemes to celebrity fundraisers and Get out of Jail days to staff challenges, ***How To: Raise Money Fast - 50 Great Ideas to Raise up to \$5000*** provides you with the basics to enable you to adapt and adopt the idea to your own group.

As well as the 50 ideas we have also put in a Help Sheet to assist groups in preparing a comprehensive fundraising strategy as well as our 101-point checklist for special events.

At just \$24.95 (member's price) it is a great value resource for your group, school or association.

Many groups have already ordered a copy of ***How To: Raise Money Fast - 50 Great Ideas to Raise up to \$5000***, and those that ordered the PDF version will have already received them over the past couple of days. Those groups who ordered a hard-copy of the book will receive them by Monday or Tuesday at the latest. There was an overwhelming demand for the book which caused delays so we apologise for any inconvenience.

For all those groups that want to order the book, you can either go online (don't forget to use your members login to get the special price of \$24.95) by [clicking here](#) or email service@ourcommunity.com.au and ask for an order form which will be sent to you and you can order by fax or mail.

And if you are looking for ideas and examples of good fundraisers on a more regular basis. don't forget to subscribe to our monthly Raising Funds newsletter. For more information on Raising Funds visit the **Community Funding Centre** at ourcommunity.com.au or [click here](#).

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5. Online donations continues to go from strength to strength

"Thank you."

That is all we can say to all the donors who gave money to a wide range of community groups through the ourcommunity.com.au **National Giving Centre** in the lead up to the end of financial year.

Donations through the **National Giving Centre**, a joint initiative of Ourcommunity and the National Australia Bank, rose by an incredible 1000 per cent on the same period last year and we certainly recorded the largest number of individual donations in a month, far outweighing the response to the September 11 crisis on the site. The other encouraging sign for the site was the number of repeat donors or donors who came to the site and made multiple donations to a number of groups. It is evident now that we have a number of "regular" donors who trawl the site and are prepared to support a number of different appeals

The site, the only free online donations service for community groups in Australia, gained a massive boost after we distributed a media release nationwide in the fortnight before the end of the financial year calling for people to donate to non-profit or community groups. The theme of the release was to "return the favour" and not just to groups where people could claim a tax deduction.

"The past 12 months have been really tough for most non-profit groups, particularly given the recent rises in public liability insurance costs, so many community groups are looking for help just to keep their programs and services on track," Dr Galbally said in the release.

"The end of financial year is a good reminder to people about reviewing their own giving habits. Some people will donate for the tax breaks but most Australians don't give money for that reason. They donate because they think it is the right thing to do and because they think that they can make a real difference - and they can whether they donate \$5 or \$50,000. It all helps."

Dr Galbally said as well as supporting the major appeals, people should also think local and look to the small community groups that have made, and continue to make, a real impact on their own lives.

"We often forget the community groups that make such a positive impact on our own daily lives. Whether it's tax deductible or not, now is the time to return the favour," Dr Galbally said.

The release, which can be read in its entirety by [clicking here](#) received strong radio and newspaper support around the country as well as the support of a number of Internet news sites that linked readers straight into the [main donations page](#).

Another encouraging aspect of the campaign was that while tax deductions helped to push the number of donations, not everyone was bothered by whether they could claim a deduction on their donation. A number of appeals which did not have deductibility were also targeted for donations and that is an aspect that we will continue to push while constantly arguing for greater inclusion in the number of groups who enjoy Deductible Gift Recipient (DGR) status.

We now have more than 100 appeals listed on the site and the experiences of the past few months have also provided a number of important pointers on best practice with the sort of campaigns that work and how groups can best put their online donations service to work. The one lesson that comes through again and again is that those groups that cross-market their online donations page through their website, newsletters, direct mail, emails and any other communication they release have the best success rate.

We will be working with all the groups who have listed their appeals online to try and increase their chances of success as well as preparing a new marketing pack to make sure groups really leverage the advantages the online donations facility can provide.

You can donate to an appeal listed on the [National Giving Centre](#) or if you would like more information on listing your appeal on the site, please contact Kate Caldecott at katec@ourcommunity.com.au or on (03) 9320 6802.

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6. New Free Help Sheet to assist groups publicising a special event or fundraiser.

Publicising your special event or community fundraiser is one of the biggest challenges facing many community groups.

And the reason it is so challenging for community groups is that - unlike most businesses - they normally don't have any money to spend on advertising or marketing of the event. Therefore it is important to try and do as much as humanly possible to get the message out at no cost.

This month we have included a link to our latest Help sheet that we have just added to the Community Management Centre that provides 25 suggested ways of helping to publicise your event for FREE. The article was recently featured in our monthly Raising Funds newsletter (if you haven't subscribed you can do so by visiting the [Funding Centre](#)).

The free Help Sheet covers methods such as getting a run in local media and community radio stations to the age-old methods such as sticking posters up in shop windows. It also looks at using your email to market your events, getting articles onto website news sites and even using the AAPMedianet website which can take your releases to a wider audience.

You can use it as a checklist for your next event or use it as the basis for your media or publicity drive and then add on all the other methods that you already use that have not been listed. The main emphasis is to get to as wide an audience and capture as many different people who might be interested in your event as humanly possible. It is amazing now with the Internet how your release can sometimes take on a life of its own and end up in the strangest places. The good thing is that the more airing your event gets in the media or on the Internet or in emails, or in other people's mailouts, the more people are likely to hear about it and are likely to come or support your event.

And also the positive news you can report back to your sponsors about how you have managed to get them a mention in all these different outlets. Keep a good file of all your media appearances and what you have done to spread your word - and theirs. If you have mentioned your sponsors names in an interview, tell them. Keep a list and provide them with it after the event to show how much more "value-add" they got for their sponsorship dollars.

To download the Help Sheet in a print-friendly format, [click here](#) and it will take you directly to the article at the Community Management Centre. Or to subscribe to the monthly Raising Funds newsletter just [click here](#) for details.

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7. ourcommunity calls for independent Ombudsman to monitor insurance industry's attitude to community groups

The Senate Economics Committee Inquiry into the impact of public liability and professional indemnity insurance cost increases is holding sessions around the country, prompting ourcommunity.com.au CEO, Dr Rhonda Galbally to renew calls for an Insurance Ombudsman to be appointed to monitor the industry.

Dr Galbally told the committee sitting in Melbourne that an Ombudsman could act on complaints from community groups and to hold insurance companies answerable for their actions in regards to their general dealings with the non-profit sector. There was no independent person fulfilling that role at the moment and no-one was aware of who was monitoring the insurance industry, Dr Galbally said.

Dr Gallbally reiterated Our Community's position that the increases in public liability insurance have not been justified when you consider that the insurers' own statistics indicate that the welfare/community segment of the market has been the only profitable area.

As such Dr Galbally called for insurers to price their insurance products in line with the fact that 96% of community and non-profit groups throughout Australia have not had a claim in five years. Insurers should also take a leaf out of the National Australia Bank's example in relation to the creation of non-profit-specific transaction accounts and create a product specifically dedicated for community groups.

Dr Galbally also called on the Federal Government to support the establishment of a national community groups insurance scheme along the lines of the one established in Victoria and Tasmania with the Municipal Association of Victoria and the Local Government Association of Tasmania.

Dr Galbally said that all governments should tread warily with respect to reform, particularly where there was no certainty that increased benefits to insurers gained through reduced exposures would actually lead to lower premiums for groups.

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8. Community control conference - more to come

We had a great response to last month's article about the visit next year to Australia by two of the world's leading academics into the benefits of community involvement, Professor Lisa Berkman and Professor Len Syme.

We have also had a lot of interest in the types of topics that are likely to be tackled at the conference to be held on April 6-8 next year so we have added some of the issues that they believe are important in any discussion on community and community control.

As we mentioned in last month's edition we will have more information on the exact make-up of the conference and the speakers and panel members over the coming months but leave you with these topics that will be addressed.

Governance and Accountability structures looking at:

- What structures work to effectively include communities and consumers as representatives
- How to include staff and corporates and still maintain community control

Resourcing Community Control projects, organisations and networks looking at:

- What impacts have purchaser/provider/franchising models of program implementation/competitive tendering, privatisation of services, focus on risk factors and diseases have on the current strength or weakness of the community control approach

Practice of Community Control looking at:

- Who employs staff - funding bodies or communities
- Facilitation, professionalism and community control
- Values for community control from social justice and human rights (inclusion) to marginalisation (exclusion)
- Models of consumer representation and ownership that work
- community leadership - what does it mean and how can it be supported
- How to stimulate necessary research capacity to measure the impact of comparative approaches including community control

- How to stimulate a hub of excellence in social epidemiology and action research to effectively measure the impact of community control

Those interested in knowing more about the Syme-Berkman conference as the details are organised can contact Rhonda Galbally at rhondag@ourcommunity.com.au or Rose Mircevski at rosem@ourcommunity.com.au.

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9. Community briefs

Making giving a lifelong pursuit.

It's interesting to look at the way that Britain tackles the whole issue of giving and how they are starting to look at schools to help spread the message of giving time and money to non-profit groups.

A national awareness drive was recently launched in Britain which actively promotes giving and volunteering by schoolchildren after a survey found that 76 per cent currently help to raise money for good causes but 57 per cent said they would like to do even more.

The drive, called Giving Nation, is being promoted by the Giving Campaign, the government-backed initiative to raise levels of donations across Britain and will provide teaching resources, including materials and ideas for community involvement lessons. A new website will also offer online advice organising activities and an annual giving week will be launched in schools, the Society Guardian reports.

The Giving Campaign has sent all 6,000 secondary schools a letter and flyer introducing Giving Nation. Campaign director Amanda Delew hopes the initiative will foster the next generation of charity supporters.

"Young people themselves have helped us to formulate materials to stimulate this age group into why getting involved in charity is important," Delew told the Society Guardian. "Giving Nation provides a focus for charity in the classroom and could give a boost to fundraising appeals in schools"

Schoolchildren are already a target of several high-profile fundraising campaigns, including Comic Relief and its latest spin-off, Sport Relief, and some parents have criticised the pressure they say has been put on their children to take part.

The survey found that household-name charities dominated young people's awareness but fundraisers said local groups should work with schools to increase awareness of local causes.

Looking for grants writers.

One of the questions we constantly get asked is for details of people who can write winning grants proposals. While we have produced a book *How To: Write a Philanthropic Grant Proposal* ([click here for details](#)) which provides the essential components for any group trying to put together a proposal, many groups would also like to contract someone who can do it for them from start to finish.

We are looking to compile a list of affordable, reliable and competent people who prepare grants proposals and would prefer to compile a list of those recommended by community groups. If your organisation has any suggestions of good, reliable grants writers in your area, please send details to Brian Walsh at brianw@ourcommunity.com.au.

When we have a representative list in each state and territory we will put them up on the site as a reference for other groups who think that they either don't have the time or the expertise to put together a grants proposal.

Don't forget (1).

The CommunityLink awards.

We mentioned last month about the National Australia Bank's Communitylink awards which are open to all volunteer organisations around the country and offer \$375,000 in prizemoney.

Well nominations close on July 26 so if groups are going to enter you want to get your applications in soon. Applications can be downloaded by visiting the National's site at <http://www.national.com.au/Community/0,,1699,00.html>

Don't forget (2).

The CBAA radio spots

And don't forget our weekly CBAA radio spots that go out each Wednesday and are available to community radio stations around the country. We are always on the lookout for good ideas, good projects or just some innovative thing that community groups are doing that we can give your group a plug and also provide a bit of education for other groups around the country.

Whether it's something you are doing in volunteering, a community-building project, a great membership or sponsorship or fundraising idea or just something that you think your group is excelling in, please contact Brian Walsh at brianw@ourcommunity.com.au

Resolving conflict in your organisation.

Another occasional request we have had from time to time is to supply processes to resolve conflict or factional differences that can sometimes work to tear organisations apart.

One of the methods that is increasingly being used is Transformative Justice Australia conferencing which is a unique method of dealing with conflict. It provides a powerful response to workplace conflict, generating , constructive, sustainable solutions that:

- transforming the anger, fear, and mistrust experienced by people in conflict?
- increasing understanding, trust, empathy and civility in relationships?
- turning conflict into cooperation?

The process which has been used by both commercial operations and non-profit groups has been dramatised in David Williamson's hit plays Face to Face (1999) and Charitable Intent (2001) - is being adopted in workplaces in Australia and overseas. TJA Conferencing

In September, Melbourne University's International Centre for Conflict Resolution is hosting the first three day TJA Conferencing Facilitators' workshop to be held in Melbourne. TJA Directors John McDonald and David Moore provide the theory and practical techniques to convene a TJA Conference in your organisation. For more details visit http://www.psych.unimelb.edu.au/icrc/courses/transforming_conflict.html

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10. Products and Services

To all those who have received a copy of OC Matters passed on by one of our members and are unsure of our services, here is some basic information. We provide three main newsletters designed to assist community, education and non-profit groups:

The Easy Grants newsletter provides a monthly summary of all grants available in your state/territory - philanthropic, corporate, state, and federal government. Click on <http://www.ourcommunity.com.au/newsletter/1/sample.pdf> for a recent sample of an Easy Grants newsletter - only \$45 a year (community group price) which includes year-round access to search our extensive grants database. To subscribe visit http://www.ourcommunity.com.au/funding/grant_main.jsp

The Raising Funds newsletter provides a monthly resource on the latest fund-raising tools and techniques from running special events to innovative ideas to find money. A sample of the Raising Funds newsletter - which costs just \$45 per year (community group price) for 12 monthly issues can be found by clicking <http://www.ourcommunity.com.au/newsletter/4/sample.pdf>. To subscribe visit http://www.ourcommunity.com.au/funding/fundraising_main.jsp.

The Scholarship Alert newsletter provides a monthly summary of all scholarships, awards and fellowships in your state/territory. Click on <http://www.ourcommunity.com.au/newsletter/3/sample.pdf> for a recent sample newsletter. Scholarship Alert costs just \$45 (community group price) for 12 monthly issues plus year-round access to search our extensive scholarships database. To subscribe visit http://www.ourcommunity.com.au/funding/scholarship_main.jsp

To subscribe to any of these newsletters Click here or e-mail info@ourcommunity.com.au or call us on (03) 9320 6800.

ourcommunity.com.au also offers a free online donations and a free online volunteer service. For details visit http://www.ourcommunity.com.au/giving/giving_main.jsp

As mentioned earlier, www.ourcommunity.com.au has formed an alliance with National Australia Bank to introduce the first suite of tailored financial products for community groups. To find out more visit the Community Financial Centre at http://www.ourcommunity.com.au/financial/financial_main.jsp. The Financial Centre contains details of the National's community accounts as well as Help Sheets on reducing fees.

A recent addition to www.ourcommunity.com.au is the National Insurance Centre where we have Help Sheets on reducing risk and the latest news on the insurance issue. You can also register your interest in being part of a pooled insurance scheme to try and reduce the cost of insurance premiums. Visit the Insurance Centre at http://www.ourcommunity.com.au/insurance/insurance_main.jsp.

We have also joined with ACER computers to provide a low-cost, high-quality computer deal for community, education and non-profit groups and their members with personal computers starting from just \$1299. Visit http://www.ourcommunity.com.au/tech/hardware_packages.do for details.

And don't forget our Management Centre where we have over 100 free Help Sheets on various aspects of running a community group.

You can also purchase our low-cost How-To Guides, including **How to win a Philanthropic Grant**. For more information visit http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=56

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11. Fast forward.

If you found this newsletter helpful, please feel free to send this newsletter onto your friends and fellow community groups in your area. We would also like your input into this newsletter.

If you have any thoughts or any issues you would like addressed we would appreciate hearing from you. You can send your comments to brianw@ourcommunity.com.au or call (03) 9320 6813.

If you have received a grant or scholarship found on our database or successfully adapted the Raising Funds newsletter, let us know.

We now have button logos for those groups who want to set up links to ourcommunity.com.au from their own websites. You can find them on the media Centre. Just visit http://www.ourcommunity.com.au/article/view_image_list.do and right click your mouse on the image you want and then click on SAVE to your own computer. If you have any problems just contact brianw@ourcommunity.com.au or call (03) 9320 6813.

We also have brochures for any associations who want to mail out to their member groups and let them know about our products and services. Just let us know and we will be happy to supply.

If you would like to reproduce anything in this newsletter in your own group/association newsletters or websites, you are free to do so. Please just add a small credit line, "courtesy of www.ourcommunity.com.au".

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