

Our Community **MATTERS**

Your community knowledge bank helping groups survive, improve, grow and innovate



Resources, News, Innovations and Tips on:

- ✓ Funding, Finance & Membership Management
- ✓ Leadership & Advocacy
- ✓ Management & Training
- ✓ Marketing & Media
- ✓ Boards, Committees & Governance
- ✓ Community & Business Partnerships
- ✓ Insurance & Risk Management

www.ourcommunity.com.au

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Welcome to the latest edition of *Our Community Matters*, our regular free 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 through the [National Community Giving Centre](#).

We also provide discounted services and products, including the [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 by Rhonda Galbally AO, CEO of ourcommunity.com.au.

Welcome,

Every week in recent times I have been asked so many times: "Where is the community manifesto you and Fr Joe Caddy promised us?"

I am happy to say that – finally – it is here and you will see the main points in the next item. The manifesto is an attempt to put in some context many of the issues and challenges that were raised at April's Communities in Control conference that attracted 1300 people from around Australia. The conference was a huge success but – as with any such conference – it raised more questions than answers.

The Communities in Control manifesto is by no means proscribing a solution or series of solutions but hopefully what it will do is raise the level of debate on some of the issues that restrict community organisations in their role of building a better society.

Now, more than ever, governments and policymakers are looking at the issues of community capacity building and talking about the increased connectedness that community organisations provide and – importantly – the increased health and wellbeing benefits for the community. It is now a matter of trying to build a bridge between that level of recognition and the reality that providing funding and support for local community organisations is not a gift or a cost but a vital and economically sound investment in a better Australia.

I thank everyone who contributed to the Manifesto and to Joe for his efforts and patience and I look forward to your thoughts and ideas.

As well as finalising the Manifesto, this month I have met with numbers of wide ranging groups about a breadth of issues. The Catholic Welfare Association held a national conference for their service agencies and the program was an intriguing combination of external stimulus about current and future issues that will impact on services and clients (with speakers like Sharan Burrow, Pat Turner and others); this was combined with time for internal reflection about how these issues should change organisations and practice. It was an honour to be introduced for my session by Father Kevin Mogg who has worked so long and so hard for social justice in Australia as head of Catholic Social Services.

We are also excited about two initiative with both Visa International and the Prime Minister's Community Business Partnership (see further in the newsletter for details).

In other news, despite the fact that it has been a busy time and hard to get out, the invitation to attend the forum held by Wimmera Volunteers in western Victoria was ultimately irresistible. This is partly because of the outstanding work of Debbie Coyle the coordinator who brings all of the regional networks together – sports assembly, learning town, neighbourhood houses, churches, disability network, arts networks – they all come together so effectively around supporting and increasing Wimmera volunteering. To my surprise up pops an old mate in Horsham identity - Frank McClelland – who will obviously never retire. After setting up the Office of Rural Affairs with its trailblazing programs like the Rural Women's Network, Frank is now supporting Wimmera Volunteers by identifying the next steps needed to strengthen the volunteering endeavors of the Wimmera via a comprehensive report (prepared by Frank) and I had the pleasure of launching.

Back in Melbourne Greg Dee my favourite community television station manager came over for a yarn. I am so excited about the new program from disability media produced by Sarah Barton, called No Limits. It is one of the most innovative television programs on air and was the beginning of a discussion of other ideas for great community TV programs that could get the funds and sponsorships to continue. With 800,000 viewers on average, Greg and Ralph Mclean, the chairman, have built Channel 31 up into a very attractive community television alternative – and provided an extraordinary outlet for so many community organisations and community voices.

In chairing the session on succession and younger generations for the family foundation conference run by Myles McGregor Lowndes from the Queensland University of Technology, I was so inspired by Lucy Larkins, the daughter of Jill Reichstein (Reichstein Foundation) and probably the youngest trustee of a philanthropic foundation in Australia.

Lucy told of Reichstein's policy of supporting projects that tackled the underlying causes of poverty and disadvantage - "change not charity". Patrick Myer told us about the generation four (G4) fund of the Myer Foundation – and how the younger generation, according to Patrick, was putting paid to the image of family foundations "run by loads of old men with buckets of money". It made you think of some of the great people who have set up foundations in their lifetime and in perpetuity and Lady Marigold Southey, the president of Philanthropy Australia, paid homage to a couple of them at the start of the conference. She told the incredible story of Sidney Myer – a penniless immigrant Jew – who went from being a hawker, to opening his first store,

then running a chain of stores but who quickly began to give back to Australia in the most inspired way. Lady Southey told us that during the Depression Sidney Myer exhorted his fellow corporate leaders to follow his own example by spending, hiring more men and making more donations. She also spoke of the Myer Foundation origins – set up with incredible generosity by Ken and Baillieu Myer. The story which proudly claimed the humble origins and ancestry as told by the present leader (Lady Southey is Chair of the Myer trusts) very moving.

Another Foundation this time an American one - the Eisenhower Fellowship, sent us a wonderful visitor – William G Smith. He is the President and CEO of the Mutual Community Savings Bank in Durham North Carolina. This bank was started by African Americans back in the 1920s when they couldn't get loans at all from banks. It is now a gigantic and highly successful bank with an array of banking products for low income and community groups including loans schemes.

The month ends on one of my band wagons - the promotion of sports for all – including people with disabilities and other currently excluded groups into mainstream sport. In a recent Keynote address I of course talk about the value of joining up and joining in – shoulder-to-shoulder in participative sport – I still hope I'll be able to drive around on an average Saturday in my lifetime and see people with disabilities playing tennis in wheelchairs with ambulatory tennis partners; playing netball and basketball and football in mixed teams (not segregated. To me the main value of sport is the community it creates – potentially for everyone.

RHONDA GALBALLY AO
Chief Executive Officer

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2. The Release of the Communities in Control manifesto.



Well here it is!

After quite some time and any number of discussions, drafts and debates, we have put together the Communities in Control Manifesto to hopefully spark ever more discussion and debate on some of the issues facing the community sector.

The full Communities in Control manifesto can be downloaded from the www.ourcommunity.com.au site or by clicking on the graphic above.

We hope it is an opportune time to release the Manifesto. Certainly there seems to be a greater recognition among governments and the public about the enormous impact that strong communities have on the health and wellbeing of Australians.

At the same time, community groups, the very organisations that create the “connectedness” and the community capacity, remain under-resourced and vulnerable. They need more than rhetoric – they need to be truly valued and supported in the work they do. This manifesto is not a magic pill or intended to proclaim solutions. It is an attempt to identify, encapsulate and clarify issues arising out of the 2003 Communities in Control conference. It seeks to define the issues facing Australia's community groups and the challenges that need to be overcome if they are to be supported in developing the social capital needed to create a better Australian society. It is also about valuing not-for-profit groups as the life-force of local communities and reinforcing that with policies and resources and not just words.

Community groups support people to achieve shared visions, experiences and outcomes. They are the bedrock on which better societies will be built and really are the practical means of generating social connectedness (social capital) and community networks. These social relations have a huge impact on economic and social innovation, as well as on people's health and wellbeing.

In the health area, for example, Professor Berkman of Harvard University told the Communities in Control conference:

"Community organisations have the power to tangibly improve population health. In this case, what's good for individuals and what's good for the community is the same thing. Those with the most social

connectedness ie. who have a high level of participation in social and community organisation and networks, have lower mortality rates.....Community groups are the engines that drive our ability to change behaviour, reduce morbidity, expand life-expectancy and innovate change".

The task we face is to structure, support and mobilise Australia's not-for-profit community group networks so that there is a greater capacity to probe beneath the surface of ill-health and social problems, understand their deeper root causes, and act to prevent them. In order to do this ways must be found to convert our understanding into effective collective action.

Our collective efforts can achieve "big picture" outcomes such as safe, healthy, and learning communities, and community groups can become respected as the social and political *tour de force* they are. Whether we succeed in this will depend on how we tackle the following challenges identified in this Manifesto.

Action Challenges

Challenge 1. *Research*

Australia needs a well-funded socio-epidemiological capacity to generate good-quality large-cohort data at the local level (and this research must involve research subjects in decisions about its use).

Challenge 2. *Assessment and Evaluation*

Community groups should be assessed on their own and their aggregated contribution to participants, consumers, the sector, and society rather than on narrow input-output criteria.

Challenge 3. *Participation*

Community groups should be supported to reach out to new populations to expand, revive and refresh and diversify their membership.

Challenge 4. *Governance and Learning*

Community Group Boards need to overhaul themselves to balance safety with dynamism. To maintain their relevance and legitimacy and learning, Boards should reflect the diversity of their communities, consumers, and society.

Challenge 5. *Infrastructure and organisational capacity building*

More concrete support is needed for community groups to make the most effective use of limited staff numbers and physical resources and to build their infrastructure capacity – skills, management, systems, equipment, training and shared resources.

Challenge 6. *Funding*

Tax law, Australian giving culture, and government priorities and systems must change to encourage us as individuals, as a government, and as a society to fund community groups adequately.

Challenge 7. *Technology*

Community groups need to be supported to adopt new technologies in administration, advocacy, networking, learning strategy transfer and social support.

Challenge 8. *Cooperation & collaboration*

Greater sharing of policies, procedures and strategies between community groups should be facilitated. Larger organisations should respect, value and support small groups in delivering programs within a locally designed and locally relevant framework.

Challenge 9. *Business-community partnerships*

Partnerships between businesses and community groups should be facilitated to provide improved access to finances, knowledge and skills and a commitment to work together towards a commitment to social responsibility and a healthy and viable society.

Challenge 10. Leadership and advocacy

Leaders should be supported and celebrated to advocate for social change, take risks, defend unpopular positions, and pioneer new approaches. More people from a wider range of backgrounds must be included in courses and mentored for leadership roles.

The purpose of the Manifesto is to stimulate, to provoke, and to begin to mobilise community groups across Australia towards a common agenda. We hope it will fertilise discussions and inspire new initiatives and encourage every group and network of groups to add, take out, rewrite, create and most importantly circulate it as widely as possible.

Please use the ideas in this document as if you were connecting the dots between the society we have and the vision of the society you wish to see.

The full Communities in Control manifesto can be downloaded from the www.ourcommunity.com.au site by clicking on http://www.ourcommunity.com.au/files/community_manifesto.pdf

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3 Community and Small and Medium Business Partnerships service full steam ahead.

The Federal Government this week announced an exciting new project to encourage greater partnerships between community groups and small to medium businesses.

The Community Business Partnerships Brokerage Service is an initiative of the Prime Minister's Community Business Partnership and administered through the Department of Family and Community Services. We are happy to say that Our Community, working in partnership with the Australian Chamber of Commerce and Industry and the Municipal Association of Victoria, was the successful tenderer for the project and is now working full steam ahead on getting the service up and running.

The Minister for Family and Community Services, Senator Kay Patterson, announced the new service this week while announcing the state and territory prizewinners in the 2003 Prime Minister's Awards for Excellence in Community Business Partnerships.

"I also want to take this opportunity to demonstrate the Australian Government's commitment to fostering community business partnerships nationally by announcing a new brokerage service that will match community organisations and businesses and encourage them to build strong partnerships across Australia," Senator Patterson said.

The service will assist community groups and small to medium businesses to identify suitable partners and discover the benefits that can come from business and community working together.

Key features of the service will include producing an online matching service, email and phone-line advisory service, tool kits of how to and help sheets, train the trainer modules, project newsletter, national and regional conferences and seminars, case management and a database of consultants to help with partnerships.

There will be an additional Centre of Excellence on the Our Community website which will host all the information and resources for the brokerage service – also linking with the Prime Minister's Community Business Partnership website.

Rhonda Galbally, CEO, of Our Community was delighted with the news, saying the service will make it easier for groups to find all the information they need to assist in connecting with business on the one site.

"More importantly it will provide greater resources and benefits to community groups and business who want to get together.

Ms Galbally said she was delighted to be working with the Australian Chamber of Commerce and Industry and the Municipal Association of Victoria to deliver the service – but was also looking forward to working with all the other key industry and peak bodies to assist in helping build a better society.

The service is expected to be operational by the end of this year. Any inquiries can be directed to Denis Moriarty at Our Community at email denism@ourcommunity.com.au or telephone (03) 9320 6812.

And the winners are.....

Senator Patterson also this week announced the State and Territory winners of the Prime Minister's Awards for Excellence in Community Business Partnerships. The awards are given annually to partnerships between community and business organisations that generate positive long-term outcomes for the community. The Awards at the state and territory level are divided into three categories - small, medium and large business.

We have packaged up all the State and Territory winners of the awards on the Ourcommunity site. You can find who won in your State and Territory by downloading the pdf file by [clicking here](#).

Nine national finalists will be chosen in November from the state and territory winners. The national winners will be announced at a gala dinner in Sydney on December 17, hosted by the Prime Minister and will receive \$10,000 for their community partner.

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4. Local council leads way on overcoming public liability impact on street parties.

Anyone who has read Our Community Matters over the past two years knows that we have featured numerous articles and updates on the public liability crisis.

We have run stories on what the insurance industry is not doing, articles on the legislative changes brought in by the Federal and various State/Territory Governments, articles on the latest resources to help groups with risk management and also some of the innovative solutions that groups have come up with.

Well we have decided to give an ***Our Community Leadership Award*** to a local council this month to the Port Phillip City Council in Victoria for the innovative solution they have taken to the issue of public liability and street parties.

One of the worst aspects of the whole public liability crisis was the number of street parties and Christmas parties that were abandoned by individuals and groups because they could either not get public liability insurance or the cost was so prohibitive that the sense of enjoyment and camaraderie was buried under the anger of being forced to pay hundreds of dollars to get some neighbours together for a barbeque.

Port Phillip Council, through a partnership between the council's neighbourhood development team and the Port Phillip Community Group (PPCG), has launched their Street Life program to encourage people to hold local street parties and providing FREE public liability insurance and access to a bbq to help it along. For \$50 they will even close off minor streets to make it easier to gather.

The program is designed as:

- An opportunity for residents to initiate their own events or gatherings that create links between neighbours
- A way of building a friendlier, safer atmosphere on your street
- An opportunity for people who live close to one another to meet each other and enjoy conversation, shared interests, trust and maybe friendship
- Something anyone on any street can participate in including units, apartments and flats

The council says that it is in response to people wanting to do something to make their neighbourhoods friendlier but not knowing where to start. The Street Life program provides that start and the public liability insurance that groups or individuals would normally have to pay will be covered through the Port Phillip Community Group's (PPCG) insurance policy.

The council advances many of the arguments put forward at the Communities in Control conference for the initiative, mainly that it is good for the health of individuals and good for the health of the community as well as providing greater crime safety benefits when neighbours are talking and interacting.

We applaud the move by Port Phillip City Council and hope that it will be taken up by others. For those interested in what they have done you can go to the site at www.portphillip.vic.gov.au/streetlife.html and download a copy of the StreetLife Toolkit.

We will present an Award to Port Phillip over the next couple of weeks. Bravo! And look forward to hearing of other such innovations.

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5. Our Community Leaders – Great Australian Leaders in Focus.

Last month we launched our new monthly segment, ***Our Community Leaders – Great Australian Leaders in Focus*** which features the thoughts of some of Australia's best-known leaders.

This month we have a double-header. We feature former Australian of the Year and renowned scientist and community leader, **Sir Gustav Nossal** and because we are right in the middle of the Rugby World Cup, we thought we would also feature the thoughts on leadership of one of Australia's most successful sporting captains, former Wallabies skipper **John Eales**.

After appearing in Our Community Matters, the interviews will then be posted on the [Leadership Centre](#) on www.ourcommunity.com.au. As well as the interviews which will be added to each month, there have been a number of new Help Sheets also added in this section as part of the Leadership project, supported by the Department of Family and Community Services.

To view the Help Sheets [click here](#).

A comprehensive database of Australian leadership courses has also been compiled to help Community Leaders see what assistance and learning opportunities are available. The database can also be found on the Leadership Centre or by [clicking here](#).

Interview 1. Sir Gustav Nossal.

Sir Gustav Nossal, AC, CBE, Emeritus Professor, Melbourne University. Also one of our most eminent community leaders, former Australian of the Year, and leading authority on immunisation and health.

Our Community: Who do you consider to be the three great leaders of our time? And Why?

Sir Gustav Nossal:

1. Nelson Mandela – he demonstrated the triumph of the human spirit over adversity and oppression, and he highlights the dignity present in every person.
2. James D Watson – Watson and Crick's discovery of the structure of DNA has revolutionised biology and medicine. Yet we are only at the beginning of the understanding of the human body and untold medical benefits are still in store.
3. Dame Joan Sutherland – men and women do not live by bread alone! The arts and the humanities are ineffably important and I chose Dame Joan as symbolising what is best in Australia in these fields.

Our Community: What are the three attributes you would consider to be essential to a leader? And Why?

Sir Gustav Nossal:

1. Integrity – no matter what the field of endeavour, the capacity to espouse values, stick to them and to be recognised for so doing are essential qualities.
2. Vision – a leader must know where he or she is going and vision, in that sense, is a mixture of imagination and creative intelligence. Only if a person knows where he or she is going will others wish to follow.
3. Determination – leadership almost always requires effort. An imaginative person without drive can inspire others in flashes, but for a leader to be successful in the long run it is important to sustain effort. This means drive and determination.

Our Community: What are the three greatest barriers to new leaders emerging in Australia?

Sir Gustav Nossal:

1. The Tall Poppy syndrome – it is part of our wonderful larrikin tradition to cut down Tall Poppies. People who are too ambitious (except in sport) are looked at askance. Very hard striving at school work, for example, is not regarded as cool. Let's try to preserve the egalitarian tradition while giving more encouragement to the intellectual superstars!
2. Our geographical remoteness – the great leaders all seek to play on a world stage, and this is difficult when we are so far away from the other great centres of learning, particularly those of the Judaeo-Christian tradition. That is why we have to struggle just a little bit harder to get noticed.

3. Our disrespect for politicians – unquestionably, Australia badly needs great political leaders but this is hard to achieve if politicians as a class are reviled and despised. There is, of course, a chicken and an egg situation here but we must try to get more good young people into politics.

Our Community: What advice would you give to a potential leader to take them to the next stage?

Sir Gustav Nossal: Believe in yourself, work hard, avoid undue arrogance, remember to learn something every single day.

Our Community: Nature/nurture – are leaders born or bred?

Sir Gustav Nossal: There is certainly a significant genetic component to leadership but unquestionably education, the home environment and encouragement by peers also make a vital contribution. In this as in so many fields the answer is one hundred per cent nature and one hundred percent nurture!

Our Community: What do you consider to be the three top leadership issues facing the nation?

Sir Gustav Nossal:

1. Not enough talent within politics.
2. Insufficient generosity both at the personal and the national level – we need more overseas aid as a proportion of GDP, more philanthropic giving by individuals and corporations.
3. Independence in culture and policies. There is too much of a tendency to copy the United States and we are at risk of becoming a derivative society. This must not happen as in fact robust individualism has served us very well and there is the possibility of creating a uniquely good society – if we have the strength and the will.

Our Community: What insights have you gained personally on your leadership journey?

Sir Gustav Nossal: I have learnt that it is possible to achieve at an international level from an Australian base. I have learnt that it is important to be generous to colleagues; very few achievements are made alone and so much depends on collaborators, networks and people one has influenced. I have learnt that it is better to praise than to punish; my leadership style believes that you get the best out of people when they feel cherished and sustained. I have learnt that it is better not to be arrogant, vain and proud; if you push yourself too high you will encourage others to try and pull you down!

Our Community: Who have been your own leadership mentors and how did they assist in developing your own leadership style?

Sir Gustav Nossal:

- **Sir Macfarlane Burnet**, my scientific mentor and teacher, who recognised certain qualities in me and encouraged me to address big problems in science and to have confidence in my ability to solve them.
- **Sir Colin Syme**, distinguished lawyer and businessman, who served as Chairman of The Walter and Eliza Hall Institute of Medical Research Board and helped to introduce me to the commercial and financial world of Australia, to broaden my outlook and to remember the crucial importance of absolute integrity.
- **Dr Joshua Lederberg**, my scientific collaborator at a very young age, this American Nobel Laureate had a brilliantly fast mind, an amazing memory and a huge grasp of the broad new thrusts in biology. He lived completely at the cutting edge, was not afraid of high technology and introduced me to many of the scientific leaders of the United States, thus preventing me from thinking parochially.

Interview 2. John Eales AM

John Eales AM, one of Australia's greatest rugby players, captaining Australia for a record 55 Tests, including leading the Wallabies to victory in the 1999 World Cup. Described as one of sport's most inspirational leaders, he remains an Ambassador for rugby as well as working as an executive for BT Australia and running John Eales 5, a corporate events company.

Our Community: Who do you consider to be the great leaders of our time? And Why?

John Eales:

- Nelson Mandela – he is humble, forgiving and pro-active.
- Bob Mansfield – he has achieved in business while maintaining very strong family values.

Our Community: What are the three attributes you would consider to be essential to a leader? And Why?

John Eales:

1. That their behaviour is grounded by very strong and consistent values.
2. They are effective communicators.
3. They lead by their own actions.

Our Community: What are the three greatest barriers to new leaders emerging in Australia?

John Eales:

- Apathy
- Selfishness

Our Community: What advice would you give to a potential leader to take them to the next stage?

John Eales: Get to know the people in your team both in terms of their skills and their being.

Our Community: Nature/nurture – are leaders born or bred?

John Eales: BRED – otherwise it is too depressing.

Our Community: What do you consider to be the three top leadership issues facing the nation?

John Eales:

- The gap between the haves and the have nots.
- The focus on material gain.
- The lack of our nation truly embracing our indigenous heritage.

Our Community: What insights have you gained personally on your leadership journey?

John Eales: That it is all about values and people.

Our Community: Who have been your own leadership mentors and how did they assist in developing your own leadership style?

John Eales: Everyone that I work with helps me in my leadership journey. I am always learning.

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6. The latest research: Maximising in-kind donations and the impact of the economy on US giving.

Non-profits should look to the cost benefits of better management of in-kind gifts, report find.

An interesting article on the possible cost benefits of community groups seeking in-kind donations appeared in the recent McKinsey Quarterly, an e-newsletter prepared by the international management consultants, McKinsey and Company.

The article said that most community organisations preferred to receive their donations in cash rather than kind but authors Ragnar Hellenius and Sofia Rudbeck argued there could be greater benefits from in-kind gifts particularly if organisations closely managed the partnerships.

It also said corporations were usually more willing to donate products and services than hard cash to non-profit groups but groups preferred cash because they feared getting the wrong products at the wrong time.

The report said often the market value of an in-kind gift was more than double the value of a cash donation from the same donor because the gift's cost to the donor was only the product's marginal cost which might be only its market price. It also argued that many companies had spare capacity that non-profits could use at negligible extra cost to themselves.

The authors argued that where the operations side of a non-profit and the fundraising side (in smaller groups often one and the same person!) then there was a greater chance of controlling the donation and receiving the right product when and where it was needed. Non-profit groups needed to build a more equal and businesslike partnership in which donors assume the role of suppliers and non-profits the role of customers.

To do so non-profits had to become better at communicating to the donor what benefits there were for the company, what media and public relations opportunities were available and how the non-profit can help them to fulfil their corporate social responsibility. They also needed to provide feedback on the progress of a project and their involvement in it, the McKinsey Report said.

The report's authors also said it was also important that non-profit groups drew up a business contract, which should include details about the resources required and what both parties are expected to deliver. The non-profit group also needed to estimate the total cost of using the donation—administration, transport, maintenance, and repairs—to see if it was truly worthwhile for the organisation. For more information click on http://www.mckinseyquarterly.com/article_page.asp?ar=1345&L2=33&L3=95&srId=69.

Donations to US major charities decline in 2002 – new survey.

The markets in Australia have not been through as tough a time as in the United States but it is interesting to note that in the US, contributions to the largest charities declined in 2002 for the first time in 12 years, according to The Chronicle Philanthropy's 12th annual Philanthropy 400 survey.

The survey, a ranking of the nation's largest non-profit groups by how much money they raise from private sources, found aggregate donations declined 1.2 per cent from \$US46.9 billion to \$US47.5 billion.

The survey found the drop was due to the continuing economic uncertainty among donors and the heightened competition for money among charities. Many said they had to work harder to keep existing donors and attract new ones. The competition came not only from other large charities but also from small and medium size groups that were becoming more prominent.

Money collected in connection with the September 11, 2001 terrorist attacks helped to bolster fund-raising totals for several groups and as a result of the \$US1.1 billion (\$US1.74 billion given to its September 11 fund, the American National Red Cross bumped the Salvation Army from the top ranking for the first time in the survey's history.

While some groups said they increased spending on advertising and fundraising, others said the economic downturn taught them the importance of having a balance between small donors and major gift donors, The Chronicle Philanthropy reported.

"When the economy fell, we found that our smaller donors helped carry the day last year, and when the economy is bubbling, then the major-gifts seem to carry the day," one charity spokesman said.

Despite a decline in support in the 2002 fiscal year and continued uncertainty about a turnaround in the economy, many charities remain optimistic that the worst is behind them.

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7. Want more donations? A help Sheet to drive donations to your online giving site.

While more and more groups are adding an online donations facility to their fundraising armoury, the body of knowledge of what works and what doesn't is growing just as quickly.

We now have just under 300 appeals that have been listed through the free, secure online donations facility through the National Community Giving Centre and are starting to build a body of knowledge about what has worked for some of the groups.

The most exciting experience for many of the groups is that they have been able to reach a group of donors that had not given money through other traditional methods or appeals but have felt comfortable giving online. One major group found that up to 50 per cent of the online donors were in fact new donors which made it not only a successful method of eliciting donations but also in acquiring new donors – a normally expensive and frustrating search.

But it is not as simple as having an online donations page and waiting for people to find it. You need to leave a few clues to draw people to it. In fact those that have found it most successful are normally those who leave the biggest clues and ensure that people are in no doubt about its existence.

One of our groups had set up an online donations facility through Our Community but didn't want to tell its major donors and supporters because they believed they had already been generous enough and that it would

seem like another ask. But once they got over that hurdle they found rather than an imposition, it has been well accepted and patronised, giving the group another regular revenue stream.

So what else have we learned through the experiences of some of our groups over the past couple of years? For one, that as the growth in online banking and billpaying increases so too does people's acceptance and comfort in giving online through a safe and secure site.

The other main lesson is that the more the online donations facility is incorporated and communicated as part of an overall marketing/fundraising strategy the better it works. Too many groups motivate people to give then miss the opportunity to have them act on that motivation immediately. Online donations helps them do that.

Here are some tips we have pulled together to help groups to drive traffic into their online donations page.

You should:

- Run prominent articles in your regular newsletter letting members, supporters, donors, sponsors, business partners, clients (and anyone else that your newsletter gets passed onto) letting people know that they have an online donations facility.
- If you use direct mail, let people know that they can now donate online through your website either as a one-off donation or by signing up to regular instalments.
- Integrate your online donation facility anywhere you list all the methods of donation i.e.

Donations to the Trish MS Research Foundation can be made by:

PHONE: Call 2 9403 3320

MAIL: Send cheques to Trish MS Research Foundation, PO Box 28, 12 Philip Mall, West Pymble. NSW 2073

FAX: Download the donation form from [here](#) and fax to (02) 9403 3320

ONLINE: Visit the website at www.trishmsresearch.org.au and donate through our secure online facility through Our Community.

- If you have a website, make sure you have a DONATE NOW button prominently displayed on your site and accessible from every page. Make sure it sticks out and is not buried three levels below the home page.
- Have a webpage that explains why you need donations and where the money will be used, what difference it will make and why the donation is important to your organisation.
- If you have success stories from other appeals or case studies of how the money has been used, also have links to those on your website or in your brochure seeking donations.
- Try to get as many links to your donations webpage as you can. Ask sponsors, business associates and other friends if they can include an endorsement on their site and a link to your online donations page.
- Approach any Federal, State or Local Government sites that feature organisations such as yours for a link to your appeal.
- Make sure your web address where people can donate online is printed on anything owned or issued by your group
 - your standard email signature block
 - your letterhead
 - your business cards
 - your e-mail signature
 - your overheads
 - your flyers
 - your brochures,
 - your posters,
 - your raffle tickets
 - your e-newsletters (with a hyperlink to the donations site)
 - your event/function tickets and RSVP cards
 - anywhere else you've listed your address or your website
 - pens
 - staff uniforms
 - cars.
- Ensure all media releases, newsletters and publications carry the web address where people can donate online.
- In radio or TV interviews make sure you mention that people can donate online and ask the interviewer if they can run it (either at the bottom of the screen on TV) or as a back announcement on radio.
- If you are doing an article in a newspaper to promote an appeal, it's important that people can act if they are significantly motivated. Always ask the reporter to run a line such as: ***People can support the research into MS by donating online at www.trishmsresearch.org.au.***
- List your website address in any advertisements that you take.
- If you send invites to an event or function, offer the option that people can show their support by making a donation if they can't attend. Ensure your online donations option is listed.

- Add the website address to the signature of all emails leaving your organisation so that every email that goes out is also marketing your online donation site.

If you would like to list your appeal with the National Community Giving Centre, download the information pack from http://www.ourcommunity.com.au/giving/how_to_list_appeal.jsp or contact Amy Johannsohn on amyj@ourcommunity.com.au or call (03) 9320 6806.

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8. Welcome to the world of Christmas Giving - Visa and Our Community – a Partnership for Christmas Giving.

Visa International today unveiled details of its commitment to Australian community business partnerships with a major program to be launched to support Australia's community groups and appeals at Christmas time.

Visa will partner with <http://www.ourcommunity.com.au> in an innovative campaign to promote and support the spirit of giving at Christmas through the **National Community Giving Centre**. The media campaign will encourage Australia's 6.2 million Visa cardholders to think of how they can assist their favourite community and non-profit organisations in the weeks leading up to Christmas.

The campaign will encourage people to use the **National Community Giving Centre** – the practical place to explore how you can help build your local community through the free online donation service, volunteering, giving blood and also supporting the many Christmas events, fundraisers and activities being held in the lead-up to Christmas.

Cardholders are able to find great ways to help community groups large and small - in all States and Territories.

Visa will promote the goodwill message to cardholders via a variety of advertising mediums to reinforce the Christmas spirit of goodwill.

Gordon Wheaton, Executive Vice President of Visa Australia & New Zealand said: "Visa is delighted to assist in raising the awareness about the important role played by Our Community in the spirit of giving at Christmas.

"We are pleased to play a role in encouraging and facilitating Visa's 6.2 million cardholders to donate money to their favorite charity or not for profit organisation via the **National Community Giving Centre**."

Visa will also assist in the promotion of our list of Christmas tips to provide ideas for all Australians to give something back to their local community organisations this year.

Our Community CEO Rhonda Galbally praised Visa for their enthusiastic commitment to supporting Australian community organisations in every state and territory and said it was a massive bonus for all non-profit groups.

"The reason this is a great campaign is because Visa is encouraging its cardholders to give as well – and the benefits are spread to community groups right across the country," Dr Galbally said.

"Because Visa has customers across every age group and interest group they were keen to develop a campaign that similarly spread the benefits across all the groups their cardholders support. In that sense every group can be a winner."

"It is encouraging every one of Visa's 6.2 million Australian cardholders to think about the community groups that mean something to them or their family and to make a donation. It is a tremendous way that Visa and their cardholders can make a practical difference this Christmas and we thank them for their support and their vision."

Dr Galbally said 300 separate appeals had been listed on Our Community's free online donation service and encouraged other groups thinking of listing to do so before the Visa campaign began.

"We want as many community organisations as possible to benefit from the increased awareness that the Visa promotion will bring."

There are many ways people can give on the OurCommunity website and these include: giving money; giving time, giving organs (coming soon), giving to family and friends, giving blood, giving computers – and then there is the Giving 101 Guide – for 101 tips to give at Christmas. In line with Visa's philosophy – its giving – anytime, anywhere, anyway. The choice is Yours – see www.ourcommunity.com.au

About Visa International

Visa is the world's leading payment brand. Visa-branded cards generate US\$2.4 trillion in annual volume with unsurpassed acceptance in more than 150 countries. The Visa organisation plays a pivotal role in developing innovative payment products and technologies to benefit its 21,000 member financial institutions and their cardholders. Visa is a leader in Internet based payments and is pioneering the creation of u-commerce, or universal commerce—the ability to conduct commerce anywhere, anytime, and any way. For more information, visit www.visa.com.au

Don't forget to list your Christmas Appeal with Ourcommunity.

As we mentioned last month we are again planning a bit of a push to encourage people to support their local community groups in the lead-up to Christmas.

One of the initiatives we will do, as we did last Christmas, was run a list of all the Christmas fundraisers, appeals and events that are being conducted by community organisations across the country. This is in addition to promoting the groups that are listed with Our Community through the free online donation service.

Many people look for some form of involvement or ways that they – and their families or work colleagues places can “give back” at Christmas time or get involved in activities that will benefit a local community group.

The list will serve as a practical way that people can help out at Christmas time so we are not just talking about fundraisers but also appeals for blood donations/toys/food/blankets/organs etc

If you want to list your appeal (it is free - there is no cost involved), then you can email the following information back to us. Please keep it brief, we want no more than 25 words explaining what the appeal/event is about.

And please email the details to service@ourcommunity.com.au as soon as possible. We are not able to extract the information from press releases or brochures or letters so please provide only the information required in the following format.

OURCOMMUNITY.COM.AU CHRISTMAS GIVING LIST

Name of organisation:

Name of Appeal

How you can help:

Contact phone number

Contact email:

Website:

Address:

******(Just cut and paste the information above into a new email message and send to service@ourcommunity.com.au as soon as possible).**

We will include the direct link to the page in the November newsletter and will be encouraging the many Federal, State and Local Government, and business subscribers to provide a link from their sites.

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9. Community Briefs

Donating becomes a cultural experience

Calling all arts organisations? Is your organisation's principal purpose the promotion of one or more of the following arts-related activities: literature, music, design, community arts, crafts, video, performing arts, visual arts, radio, Aboriginal arts, television, film. Or the promotion/preservation/study etc of movable cultural heritage?

If so, and if you are either a limited company, an incorporated association, a trust established by deed or will, or a statutory body you may be eligible to offer your supporters tax deductibility for donations through the Register of Cultural Organisations (ROCO).

We have run information on this before but this month there was a very good reminder for any group that hasn't applied for tax deductibility. The Federal Government announced the latest addition to the ROCO list – 38 more groups that have been granted DGR status.

The new additions now mean that 919 cultural organisations ranging from theatre groups to art collectives, choirs, orchestras, community radio stations, festivals, circuses, dance groups, reading groups and festivals can now claim tax deductions.

While that number is only a tiny fraction of the organisations that would appear to fit the criteria and who should be eligible, any addition to the number of community organisations that can receive tax deductions is a small step forward.

Having your arts group listed on ROCO provides the double whammy of being able to offer donors tax deductions as well as making them eligible for funding from philanthropic foundations that only provide grants funding to DGR bodies.

According to the Federal Government, ROCO organisations received \$26 million from private sources in the 2001-02 financial year.

ROCO is administered by the Department of Communications, Information Technology and the Arts and operates under subdivision 30-B of the Income Tax Assessment Act 1997. For more information, guidelines and an application form visit www.dcita.gov.au/roco. For a list of the organisations already listed click on http://www.dcita.gov.au/download/0,6183,4_103797,00.rtf.

Our Community featured in Smart 100

We are also honoured to see the founder of Our Community, Rhonda Galbally, named in the Bulletin Magazine's Smart 100 list of "the best and brightest Australians".

According to Bulletin Editor Garry Linnell, "The Smart 100 recognises those who have developed new ways of doing things that have helped, or are helping, to better lives and industry in this country."

The winner in the social sector was Australian statistician **Dennis Trewin** who, as head of the Australian Bureau of Statistics, has been responsible for developing the revolutionary method of tracking key aspects of economic, environmental and social progress that has allowed us to measure if life is improving – and at what rate. He has done much to improve the understanding of the community sector and the importance of "non-economic" indicators that rate our health and wellbeing.

Other winners in the sector included:

- **BARBARA WELLESLEY**, the national director and entrepreneurial brains behind Good Beginnings, a nationwide parenting program founded in 1997.
- **DICK ESTENS**, cotton grower and leader of the country's most successful large-scale Aboriginal employment program, The Aboriginal Employment Strategy.
- **JULIAN DISNEY**, Social activist and reforming lawyer who has led both national and international peak social welfare bodies and now runs the UNSW's Social Justice Intern Project.
- **KURANDA SEYIT**, a Muslim community journalist and advocate who founded the Forum on Australia's Islamic Relations (FAIR) which publishes a monthly community newspaper, acts as a conduit for moderate Muslim opinion and nurtures an Islamic think-tank
- **MICHAEL DEANE**, Founder and project director, Food-Share Australia which was started in 1992.

- **NOEL PEARSON**, Aboriginal leader and lawyer who established the Indigenous Enterprise Partnerships to channel corporate and philanthropic resources into indigenous development.
- **RHONDA GALBALLY**, (described by The Bulletin as an organisational trailblazer). Rhonda Galbally is the founding chief executive of Our Community, a pioneering online organisation set up to offer practical resources, support and linkage between Australia's 700,000 community groups and the general public, business and government. Over 65% of Australians belong to community groups, which face a constant battle for funding while at the same time facing greater demands on their time and resources through increasingly complex compliance requirements. Our Community, established using an innovative mixed business and philanthropy model, aims to strengthen the community sector by helping community organisations to find new members, board members and volunteers, operate effectively and find good value supplies. Galbally has a string of firsts to her name. She is probably best known as the founding chief executive of Vic Health, the world's first organisation to use the dedicated tobacco tax for health promotion.

Attracting the support of Australia's fastest growing population.

Has your group got a strategy to involve the country's quickest growing population segment in your organisation as members? Volunteers? Donors? Supporters?

The Federal and State Governments are already making plans to deal with the rapidly growing number of older people in our midst and it is probably about time that some groups reviewed whether they need to do more to get this group of active Australians more involved in their activities.

The reason is simple. While the total Australian population increased five-fold over the last century, the number of older people increased over fifteen-fold. A recent report on ageing in Australia, based on 2001 Census data, released by the Australian Bureau of Statistics, shows that older people (aged 65 years and over) comprised 13% of the population in 2001, compared with 4% in 1901.

Other findings in the publication include:

- Older people were less likely to move residence than younger people. While almost two-thirds (65%) of people aged 25-34 years moved between 1996 and 2001, only one-fifth of older people moved.
- While approximately two-thirds of Australia's older people (62%) live in family households, recent trends such as low fertility, smaller families, higher incidence of childlessness and increased divorce rates have meant that the number and proportion of older people living alone has increased (from 20% in 1971 to 26% in 2001);
- Labour force participation rates for men have declined over the last few decades, while rates for women have been on the increase. In 1971, 89% of mature age men (aged 45-64 years) were participating in the labour force, decreasing to 77% in 2001, while for older men (aged 65 years and over) the rate decreased from 22% to 12%. At the same time, the rate for mature age women increased from 32% to 58%, and for older women increased slightly from 4% to 5%;
- The industry with the oldest workforce in 2001 was agriculture, forestry and fishing with a median age of 45 years, followed by education, with a median age of 43 years. Industries with the youngest median age were accommodation, cafes and restaurants (32 years) and retail trade (31 years);
- Some 41% of older people reported having completed non-school qualifications, compared to 56% of 25-34 year olds. The lower levels of completion by the older age groups reflect they had fewer opportunities as well as lower demand in the workplace for higher educational qualifications at the time they left school; and
- One in ten older people reported using a computer and 6% accessed the Internet in the week prior to the 2001 Census, compared with over half of the people aged 15-44 years. These technologies were more likely to be used by older people in rural areas than non-rural areas.

More action to support local sport officials

Many of our subscribers are sporting clubs so it is good to see the recent announcement of the Year of the Official media campaign aimed at challenging the culture of abuse and harassment towards umpires, referees and judges.

The national campaign promoting the key message: *Time to respect the official, sport* highlights the need to take action to stamp out abuse and drive a change in attitudes and culture.

It is a major issue for sporting clubs, particularly junior clubs, where the issue of parent rage and abuse of officials has resulted in some shocking scenes in recent years. It has also put even more pressure on volunteers and club officials to develop risk management strategies and policies to control spectators and protect those who are officiating, whether paid or unpaid.

It has been a good initiative which has seen all the major sporting codes in the country work closely with grassroots groups to develop codes of conduct to rein in and deal with poor behaviour, particularly in relation to sporting officials.

In launching the media campaign, the Federal Minister for the Arts and Sport, Senator Rod Kemp, said abuse was the major reason for the drop in the number of officials and the campaign was a timely reminder of the vital role officials play in sport at all levels.

The campaign is the latest in a series of initiatives this year which have also included a major education campaign run by the Australian Sports Commission. For more information, visit www.ausport.gov.au/yearoftheofficial.

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10. 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.

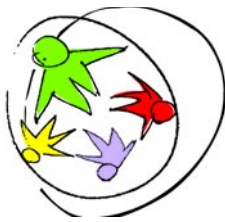
If you would like to reproduce anything in this newsletter in your own group/association newsletters or websites, you are free to do so. Please just add a small credit line, "courtesy of www.ourcommunity.com.au" and direct link to the ourcommunity.com.au site if on a web page.

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\$\$\$ FundingFinder Toolkit Resources

Do you have them all?

Funding Tool No.1 Raising Funds Newsletter



Raising Funds Newsletter

Your monthly guide to successful fundraising (\$45 per year)

This is Australia's best-value fundraising resource and is the essential tool for any community group or school wanting ideas on fundraising.

Raising Funds is jam-packed with ideas, advice, tips and practical stories every month and is the companion newsletter to Easy-Grants. Grants is one form of finding funds, but fundraising must also be a primary source to get that much-needed extra funding for your community group. No community group - no matter how small or big - can do without this newsletter. And it is still only \$45 a year - amazing value.

Articles that appeared in the September Edition of Raising Funds - What have you Missed?

- 'To Market, To Market: Marketing your organisation'
- 'Website Drawcards; How to get people to come to your site'
- 'What Counts: Evaluating special events'
- 'Great Ideas that Make Money'

Plus Great ideas to make money, Top Tips, fundraising news from around the world and much more

Funding Tool No.3 Guidebook - How To: Find Money Fast



Looking for inspiration for your next fundraiser? Find Money Fast has 50 great ideas that have worked for community groups. A great resource packed with plenty of ideas, tips and advice to improve your next fundraising initiative.

50 GREAT IDEAS TO RAISE UP TO \$5000!

Purchase Now ONLY \$36!

Funding Tool No.4 Guidebook - How To: Win a Philanthropic Grant



Easy Grants helps you to find the grants. This great guide takes you step-by-step through the grant-seeking process, helping you to prepare and research a winning funding application.

STEP BY STEP GUIDE TO WINNING GRANTS!!

Purchase Now ONLY \$36!

Funding Tool No.5 Free Donations Service



Does your community organisation want donations for your latest fundraising appeal? How much easier would it be to point potential donors to a free donations service where the \$ goes straight to your project.

COLLECT DONATIONS THROUGH OUR NATIONAL GIVING CENTRE!! Completely FREE!

Funding Tool No.6 BusiGrants Newsletter



Each year Federal, State and Local Governments give away hundreds of millions of dollars to support thousands of commercial businesses across Australia. Is your enterprise one of them? Now you can stay up-to-date with all commercial funding opportunities by subscribing to BusiGrants, Australia's first monthly newsletter providing details on all the available business grants (money to grow your enterprise) as well as scholarships and professional

GRANTS FOR BUSINESS & COMMERCIAL COMMUNITY GROUPS!! visit www.busigrants.com.au