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Where not-for-profits go for help



GIVINGTUESDAY
SPECIAL EDITION

Our Community Matters



Edition 5, 2019 • October

Top 10 tips for GivingTuesday



The countdown is on: there are seven weeks to go before GivingTuesday, which this year falls on December 3. Whatever your organisation is planning to mark the day, the path to fundraising success is clear. Here are our top 10 tips for bringing in money, volunteers, donations of goods or new advocates for your cause on any day of the year – including GivingTuesday.

1. If you don't ask, the answer is always no.

Tattoo this on the back of your hand, and remind yourself often.

2. People don't give to causes, people give to people.

People give when someone they like and trust asks them to give. So ask, and ask your supporters to ask for you. For more on this, [see page 18](#). ▶

3. People don't give *for* causes, they give for people.

People give when they're able to identify with the eventual recipient.

4. Diversity equals strength.

The more sources of funds you have, the stronger your organisation will be, financially. Need a refresher on the Seven Pillars of Fundraising? Go to www.fundingcentre.com.au/help/fundraising-pillars.

5. Hold your first fundraising event to make mistakes. Hold your second to make money.

And don't change for change's sake – learn from your hard-won experience. If last year's trash-and-treasure sale was a huge success, there's no reason to run a trivia night this year instead.

6. The magic word is "Thanks".

Tell your donors how very, very grateful you are, and tell them often. Focus on the donor, not the donation. When you're saying thanks, don't ask for another donation at the same time (it's not the right moment), but do invite the donor to continue the relationship.

7. Just because someone didn't give yesterday doesn't mean they won't today.

Be persistent up to the maximum limits of politeness.

8. From little things big things grow.

People give tentatively at first; you have to cultivate the relationship and make it meaningful for them before they'll give significant amounts.

9. Make your donors your friends, and make your friends your donors.

Building relationships is a fundraiser's most important job – and a pleasure.

10. There's no such thing as easy money.

The more you put into fundraising, the more you'll get out of it. But if you don't ask, the answer is always no. See rule 1, or check the back of your hand. ■

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What a difference a day can make

DECEMBER 3, 2019

www.givingtuesday.org.au



Now's the time to get on board the #GivingTuesday train

Australia is gearing up for its biggest ever GivingTuesday in 2019. What is it, and why should your organisation or community group get involved?



Knitted Knockers, a not-for-profit supplying breast prostheses to women who've had mastectomies, is one of hundreds of Australian groups participating in GivingTuesday. Photo: supplied.

BY OUR COMMUNITY'S GIVINGTUESDAY TEAM

Community groups, charities and their supporters are being urged to jump on board the world's largest giving bonanza in the lead-up to the December giving season.

GivingTuesday, December 3, has become a fast-growing antidote to the pre-Christmas consumer frenzy, with everyone from tiny charities to big business getting involved.

Already thriving in 50 countries, GivingTuesday is being boosted in Australia this year by Our Community, through its giving arm, GiveNow. Our Community is well advanced in reaching

its target of getting more than 1000 Australian groups on board.

Not-for-profits, charities and community groups are set to propel #GivingTuesdayAUS as a social media trend while boosting their fundraising, adding to their volunteer base, and generating new ways to help their favourite cause.

And with just seven weeks to go, the campaign is picking up steam: more than 100 organisations have officially registered, and hundreds more are taking advantage of free webinars and campaign materials.

Knitted Knockers, a national organisation that provides free prosthetic breasts to cancer survivors across Australia, is among the grassroots groups gearing up for the big day.

It's joined Groomed to Go, Microlend Australia and Women's Federation for World Peace Australia, Lifeline, St Vincent de Paul, OzHarvest, Second Bite, Fitted for Work, McAuley Community Services for Women, and Neighbourhood Houses Victoria, who are all getting their campaigns underway.

Research, health and disability organisations also feature prominently on the list of groups on board. There's the Royal Hobart Hospital Research Foundation, Kidney Health Australia, Cancer Wellness Support, the Burnet Institute, Charlies Foundation for Research, the Australian Alzheimer's Research Foundation, Alkira, Ability Centre, Autism Advisory & Support Services and Prada-Willi Syndrome Australia.

Others getting involved include local councils, including Brimbank, Yarra Ranges and Nambucca, businesses such as Work Logic and NZ's FrankAdvice, and a huge variety of religious charities and support groups.

It's a campaign that has got the thumbs up from Australia's leading fundraisers (see [page 11](#)).

Fundraising Institute of Australia CEO Katherine Raskob said the GivingTuesday movement was set to provide a shot in the arm for Australia's 600,000 not-for-profits and charities, partly because of the ease of joining the movement.

"We believe this global day of giving is compelling and will inspire public generosity at an important time of year," Ms Raskob said.

GiveNow director Cathy Truong said GivingTuesday had raised \$1.8 billion and millions of volunteer hours in just seven years across the globe but continued to grow rapidly, and to boost the amount raised for causes overall.

"Research shows GivingTuesday does more than just move donations from one day of the year

to another – it brings in money that wouldn't otherwise have been donated," Ms Truong said.

"Since it began in the United States seven years ago, GivingTuesday has reached more than 50 countries. In 2019, China, Germany and Somalia will join in and Australia is gearing up for its biggest ever involvement.

"GivingTuesday is now truly a global celebration of generosity: a dedicated day of the year when people donate their time, goods, or dollars, or the power of their voice to charities, causes and community groups.

"No one owns this movement and organisations across the world have used the day to experiment with a new ideas. We're expecting to see that here too.

"The aim of the GivingTuesday movement is to spread generosity and make giving go viral. We want to inspire Australians – who are renowned for stepping up to help each other out – to join in. We want them to want to post on social media (#GivingTuesdayAUS) and talk to their friends, families and colleagues about the causes that they care about enough to give to."

Get started today

Save the date – Tuesday 3 December 2019 – and start planning your organisation's GivingTuesday campaign. Here are four things you can do today to get started:

- **Sign up** to the monthly newsletter to keep up to date with the #GivingTuesdayAUS movement
- **Download** a toolkit, graphics, logos and case studies to get your campaign started
- **Register** (it's optional) and your organisation will be promoted as an official #GivingTuesdayAUS partner
- **Learn** from the free webinar "How to make a motza during GivingTuesday" (October 21)
- Use and follow the hashtags **#GivingTuesdayAUS** and **#GivingTuesday** on social media. ■



The logo for GivingTuesday features the word "GIVING" in green, with a stylized yellow and green icon of a hand holding a heart, and the word "TUESDAY" in black.



Cheques: ancient relics from the pre-Internet era.

If your organisation doesn't accept donations online – why not?

BY KERRY N BURGESS, EDITOR, OUR COMMUNITY MATTERS

It's never been easier for community groups and not-for-profits to collect donations online.

Website building and hosting services such as Squarespace, Wix and Weebly take the pain out of setting up a website, and donations platforms such as GiveNow, Everyday Hero and GiveEasy don't require hardcore tech skills either.

Yet when I did a quick poll of websites of community groups and not-for-profits in the town where I live – Kyneton, central Victoria, population 6951 – I found that 90% didn't have online donation functionality.

Astonished, I repeated my poll with other towns of similar population size, and got similar results.

Granted, my methods were unscientific, my sample size small. But at the very least, evidence suggests that many of Australia's sporting clubs, neighbourhood houses, environment groups and health services are passing up an easy opportunity to bring in money.

Please send a cheque in the mail

For a long time, I resisted owning a mobile phone. I was a late adopter; friends called me a Luddite.

I believed that if somebody wanted to reach me, they could do so easily enough: I had a landline

on my desk at work, and a landline at home. Why would I need a third phone? I didn't feel the need to be available 24/7.

I was reminded of my Luddite past when I visited the websites of organisations based in my town. "We gratefully accept donations. Please send a cheque to PO Box ..."

A cheque? I haven't had a chequebook since 1996.

At least I could make a donation to that particular environment group if I was really determined (visit the post office during business hours, purchase a money order, search again for that postal address, buy a stamp...).

In contrast, another group's website said, "All contributions towards the worthy cause are very welcome", but provided absolutely no information on how I might make a contribution.

It was 2005 when I caved in and bought a mobile phone. Life has changed a lot since then. Hardly anybody under the age of 55 makes social phone calls any more, and Whatsapp, Facebook Messenger, texts, and mobile emails have taken over as our main communication tools. Without a mobile, I'd never hear from my friends.



"People go to our website and they want to be able to donate on the spot": Kerryn Willdenburg, Kyneton Caring Community foodbank.

If your organisation doesn't accept donations online in 2019, is it the fundraising equivalent of not owning a mobile?

Not necessarily, according to Kyneton foodbank operations manager Kerryn Willdenburg, who helps to ensure that people doing it tough in town don't go hungry. Her organisation, Kyneton Caring Community, has a website but so far no online donations functionality, although it accepts money via EFT. ▶



“We run an op shop, and people will go in and donate cash over the counter,” she told *Our Community Matters*. “Every now and then the schools and kinders run a fundraiser for us, and they’ll pay us by cheque.”

So far, Kerryn says, the organisation hasn’t been disadvantaged by not having an online donations page, but it’s about to update its website to stay ahead of the curve.

“In the past two years we’ve grown and changed and there’s a lot more community support and recognition for us now. This has prompted us to ask how we can make it easier for people to donate. We’ve noticed that people go to our website and they want to be able to donate on the spot.”

As part of its website update and rebranding, the organisation will soon offer a donor program to enable people to easily make regular donations, including online donations.

What donors expect in 2019

There’s one simple reason why an organisation should accept donations online, according to the general manager of online donations platform GiveNow, Jarred Slomoi.

“It’s 2019 and most people expect to be able to transact online,” he says.

“Online donations are easier both for donors and for organisations. Send donors a link to donate in an email or social media post and they can donate right then and there, and receive a receipt straight away,” Jarred said.

“Online donations (when processed by a professional and secure platform like GiveNow) are more secure than offline donations as sensitive information is handled appropriately.”

There’s only one good reason not to solicit online donations

Kyneton’s showgrounds and footy oval, further along the main street from the foodbank, are a hub for many of its community groups. The Kyneton Football and Netball Club meets here, the Kyneton Agricultural Society puts on an annual country show, and the Kyneton & District Poultry Club regularly displays the region’s finest roosters. Every spring and autumn, the Kyneton Horticultural Society (KHS) puts on a flower show here, brightening the pavilion with the colour and scent of prize-winning daffodils, dahlias and roses.



Revenue from the Kyneton Horticultural Society’s flower shows and other sources mean the group doesn’t need to solicit donations, says president Nicholas Scott.

None of these thriving community groups accepts donations via its website.

KHS president Nicholas Scott says the group is able to cover its costs through its activities and doesn't need to solicit donations.

"Two flower shows, book sales, plant stalls, raffles at members' nights, membership subs and the occasional donations" provide all the cash the group needs, he says.

"Most of the older members always question why we are raising so much money!"

Online donations: nothing to lose

GiveNow's Mr Slomoi says it's an excellent problem to have.

"If they raise enough money by other means, good on them!" he says.

"It's important that organisations are aware of why they are asking for money, so I think it's great organisations aren't just fundraising blindly. What I would suggest, though, is to question whether the fundraising offline is as effective as it could be online.

"Specifically, what is the cost of the fundraising (in time and money), what is the quality of information organisations are collecting about donors (to thank them and engage them in the future), and are donors happy donating through the means they are offering?"

"Online fundraising platforms tend to be the most time- and cost-effective methods for both donors and organisations, so I would recommend at least trying online donations to see if it is worthwhile."

Government grants and online donations: the mix

Cobaw Community Health runs programs and services ranging from child health to cardiac rehabilitation in the Macedon Ranges, including Kyneton. The organisation is in expansion mode, with construction of a new \$10 million Healthy Community Access Hub underway on the edge of town, funded by the Victorian government.



Jarred Slomoi, GiveNow

Cobaw CEO Margaret McDonald told *Our Community Matters* that Cobaw first started receiving donations via its website six years ago.

"With promotion there is no reason why this form of fundraising couldn't be of more benefit to us, especially if it was for a specific campaign or program," she said.

Cobaw used online donations specifically for a program for young people that was now winding down, she said. It drew a handful of donations, but "It's not a form of fundraising that is growing in its current form."

The importance of strategy

GiveNow's Mr Slomoi echoes Margaret McDonald's idea that raising funds for a specific purpose is the way to go.

"The first place to start is developing a strong fundraising strategy," he said. "To do this, organisations should develop a clear understanding of why they need funding and how much they need. Once this has been determined, they should work out the most effective method (or methods) of raising those funds. It might be going directly to higher value donors, it might be to engage in a social fundraising campaign or it might be to set up a fundraising page and ask as many supporters as possible to donate. ►

“Organisations should consider the time and cost of their current and past fundraising strategies and assess whether the various online donations platforms or payments services will help them to be more effective.”

Takeaways: six top tips for online fundraising on GivingTuesday

These tips don't apply only to GivingTuesday. They apply to every day of the year. But they're worth revisiting every time you're running a campaign linked to a specific event – say GivingTuesday, the end of the financial year, or Christmas – or for a specific cause, such as new lights for your tennis courts, or a new piece of playground equipment for your kinder.

1. Accept donations online.

If you solicit donations for any reason, make it easy for people to donate. That means accepting donations online. You can still offer donors the option of sending a cheque, but don't let that be your only method of receiving donations.

2. For specific events or causes (such as Giving Tuesday), create a dedicated page.

Make sure the page is clear, well designed and fast to load. And make it easy to find. It's good practice to link it directly to your website's main navigation bar.

3. Tell a story.

Probably the most important factor in generating

donations is how you ask for money. When you set up an online appeal, you need to think carefully about what you're asking for. What is your group's reason for being? Why is this campaign important? Why should anybody else care? Tell a story and explain how your donors fit into the story.

4. Spread the word.

In emails, email signatures and social media posts, direct readers to your website (which will contain a prominent link to your appeal page) or send them straight to your donations page. Successful fundraising campaigns feature their online donations facility in all promotional and campaign information so people know they can donate online.

5. Ask people to give.

It really is important to be upfront about asking people for money. Don't soft pedal your request. Ensure any links to your online donations page say “Donate here”, “Donate now” or “Please make a donation”. If you don't ask, the answer is always no – see [page 18](#) for more on this.

6. Say thanks.

The two most important words in fundraising are “Thank you” – not only because saying “thank you is” the right thing to say, but also because unless you say it promptly and sincerely, it's unlikely your donor will contribute again. ■



The two most important words in fundraising are “Thank you”.



GivingTuesday began as an antidote to the consumer frenzy that surrounds Christmas.
Picture: Alpha via Flickr

Small orgs can benefit most from GivingTuesday, say fundraising pros

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

Australia's fundraising professionals say GivingTuesday, on December 3, is a great opportunity for big and small not-for-profits looking for an edge.

Fundraising Institute Australia, the peak body for more than 1200 professionals, has already alerted its members to the date, but stresses smaller groups are well placed to take advantage of ready-made campaign materials hosted on the [**GivingTuesday website**](#).

FIA's executive manager of marketing and membership, Helen Merrick, says the chance

to tap into a global campaign on the rise – with collateral and toolkits in tow – doesn't come around often.

Ms Merrick says GivingTuesday is a welcome growing force on the fundraising landscape and expects the movement will keep evolving from its US roots as an antidote to the Christmas retail splurge.

She says the December 3 date is a great focal point for fundraisers.

"It's really good from a fundraising point of view to have a point of time that you can encourage ►

donations. That's why fundraising organisations already use the end of the financial year and Christmas."

But part of the appeal of GivingTuesday was its status as a "holistic giving campaign" that's about attracting not just donations, but also volunteers and other support.

She says that in a highly competitive fundraising market, the GivingTuesday campaign will create a wave of awareness as more organisations get on board. Groups can use that in turn to generate their own momentum in a "highly cost effective" fashion.

"I think this is an awesome campaign for smaller organisations. It'll work for every type of organisation, but a smaller organisation can really leverage the campaign."

As Ms Merrick points out, smaller groups aren't forced to start from scratch with their own standalone campaign and the creative work that goes with that, "so you're not just trying to get some form of cut-through on your own".

"You've already got people out there talking about GivingTuesday [and] because everyone's talking about it, it also gains that broader acceptance."

Ms Merrick says that while big organisations would already be thinking about their 2020 campaigns, smaller groups still had time to get involved this year.

"You can turn things around like this really quickly."

She says that with ready graphics and media tools, organisations could "post things within minutes".

"You don't need to think about it too hard, if you don't have the resources."

Of course, she says, "the best campaigns are integrated", by which she means all the elements and channels at your disposal are connected, bringing together your media, your volunteers, supporters and your donor base.

That too can be made cost-effective, if you draw on "passionate people" in your organisation to



Fundraising Institute Australia's Helen Merrick says smaller organisations are well placed to take advantage of the ready-made campaign materials on offer with GivingTuesday.

help spread the message, such as by appearing in short, basic videos.

"With technology nowadays, you don't need to get in film crews and scripts. Just do it from the heart."

As she says slick production isn't always an advantage. "Trust is built through being authentic, and we don't have money, so why should we pretend that we do?"

It's part of Ms Merrick's view that organisations must bring their own flavour to any fundraising effort. Essential ingredients, though, include these:

- using digital media and your website to get the message out cost-effectively and in a way that can be measured
- telling a compelling story
- getting volunteers, families, alumni, board and staff involved – don't just talk to those who already give
- being clear about what you want your supporters to do
- engaging and thanking people who've helped you.

Ms Merrick says when fundraisers fail, it's because they can't give a "compelling proposition

of why I would give to you". Often, it's when campaigners "try to be too clever" and end up being too hard to understand.

"You've got to make it clear to everyone what you want to happen."

One of her favourite recent campaigns, the **Act for Peace: Ration Challenge**, is a great illustration, where individuals attract sponsors by living on the same rations as a refugee for a week, and winning small bonus rewards (such as chocolate) for raising more funds.

The campaign started as a powerful concept on a shoestring budget, and went on to win a 2017 FIA award. This year fundraisers generated \$2.2 million during Refugee Week.

Part of knowing whether you've been successful, as well as by counting the dollars, is through measuring effectiveness with digital tools such as Google Analytics to avoid repeating mistakes. As Ms Merrick says, it's something that donors expect.

She suggests early GivingTuesday adopters should set some basic benchmarks this year, testing which images, stories and methods work well and setting bigger targets for 2020.

And for campaigning newbies, Ms Merrick highlights some basic requirements, such as ensuring you have a licence to fundraise. Some



WATCH NOW: A snapshot of the Ration Challenge fundraising campaign.

organisations can meet that requirement by using online fundraising platforms such as GiveNow, Everyday Hero, GoFundraise or JustGiving, or by satisfying state and federal laws.

She says there are also important requirements relating to the protection of people's financial details and privacy, and help is available on the FIA website (fia.org.au/fiacode/practice-notes/).

More information

www.givingtuesday.org.au/not-for-profits ■

WEBINAR

How to make a motza during #GivingTuesday

Mon 21 October 2019

[Find out more](#)



If your organisation runs a naked swimathon for GivingTuesday, we'd love to hear how it goes – email editor@ourcommunitymatters.com.au.

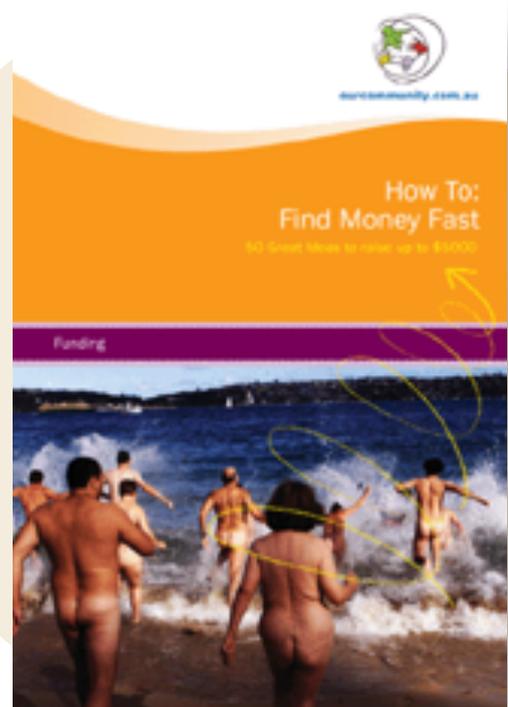
30 fundraising ideas for GivingTuesday

Looking for ideas for a GivingTuesday fundraiser? Here are 30 ideas to get you started.

And of course GivingTuesday isn't only about raising money. It can mean asking your supporters to give their time as volunteers, or to donate goods, or to give their voice to your advocacy campaigns.

However you celebrate it, #GivingTuesdayAUS amplifies your voice on social media, enables you to reach more people, and gives you a stack of free resources to draw on.

If it's money you need the most, you'll find step-by-step guidance on all the fundraising methods we've listed here in our book *How to Find Money Fast: 50 Great Fundraising Ideas for your Community Group or School*, available to purchase online. For your chance to win a bumper pack of fundraising books, including this one, see [page 25](#).



Run an event

1. *Garden tour*

2. *Fete*

3. *Film evening*

4. *Backyard blitz*

5. *Trivia night*

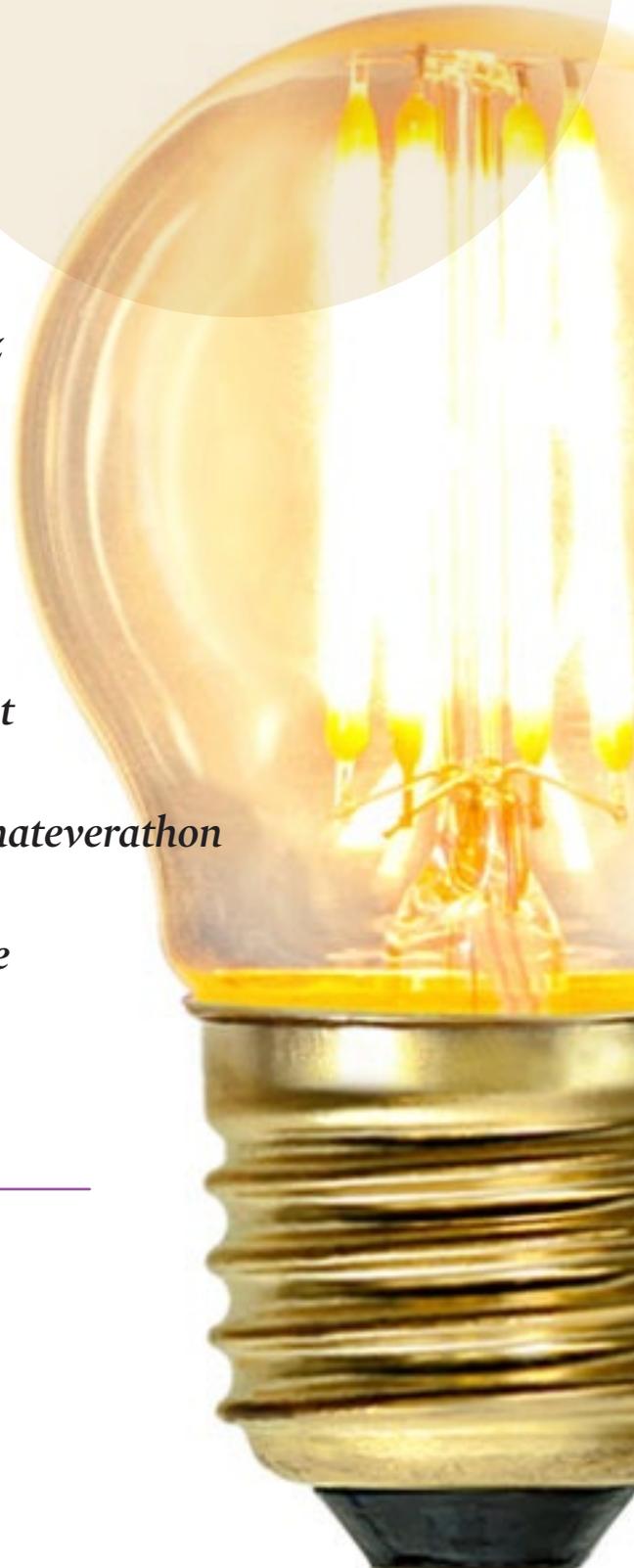
6. *Carwash*

7. *Twilight market*

8. *Walkathon, swimathon, whateverathon*

9. *Fashion parade*

10. *Talent show*



Sell something



11. Sausages

12. Plants

13. Community cookbooks

14. Raffle tickets

15. Cakes and biscuits

16. Items signed by local celebrities

17. Community calendars

18. The kitchen sink: hold a group garage sale

19. Merchandise with your logo – reusable coffee cups,
bumper stickers, badges

20. Your group's services – whatever you do best



Just ask



21. Set up an online campaign on your website.

Platforms such as GiveNow make it easy. See [page 6](#) for more.

22. Email your database asking for GivingTuesday donations

23. Rattle tins at your local shopping centre

24. Seek sponsorship from local businesses

25. Apply for a grant

26. Apply for another grant

27. Keep on applying for grants

28. Talk to your biggest supporters about leaving a bequest

29. Increase your paid-up member base via a special offer...

30. And ask new members for a donation at the same time.





If you don't ask, the answer is always no

BY KERRY N BURGESS, EDITOR, OUR COMMUNITY MATTERS

While I was filling out my tax return last month, I made a pile of the receipts I'd received for donating to charities in the past year, and I thought back to what had prompted me to donate in each case.

The first receipt was from Amazon Watch. I'd never heard of this US-based not-for-profit until a friend and colleague shared her despair about the rainforest in a group email.

"The fires in the Amazon have me preoccupied at the moment," she wrote. "It is making me feel really anxious and sad, and is taking up a lot of my brain space and my reading. I donated to Amazon Watch early last week – if you'd like to do the same, you can do so here: <https://amazonwatch.org/donate>."

Three mouse-clicks after reading my colleague's email, I'd made a donation too. (For the record, it wasn't tax-deductible – I mention this in case anyone from the tax office is reading.)

The second receipt was from a children's hospital. A work colleague had clocked up 12.8 km in a fun run to raise cash for the hospital's annual appeal, and sponsoring him was easy – I didn't even have to put on my running shoes.

The third was from a cancer foundation. I don't remember making this donation, and the name of the foundation doesn't ring any bells, so somebody who I know must have asked me to donate.

There were other receipts, too. Without exception, all my donations had one thing in

common: I had donated because I had been asked to.

The amount of money I'd donated purely because I particularly admired an organisation's work or believed passionately in a cause or stumbled across it online was zero. Nada, zilch, nothing, a total funding drought.

That doesn't mean I don't believe passionately in other causes. It just means they didn't ask me.

Why it works

Professor Liliana Bove, from the University of Melbourne's Faculty of Business and Economics, researches donor behaviour and relationship marketing. She says my donation patterns are easily explained.

"The reason why people are more likely to donate money to a charitable cause when they are asked by someone they know personally is because of what we refer to as subjective norms," Professor Bove told *Our Community Matters*.

"This is the belief that important people to us such as family or friends will approve and support the donation. This desired approval acts as a social pressure to comply. Thus it is not an intrinsic motivation to donate to the cause but

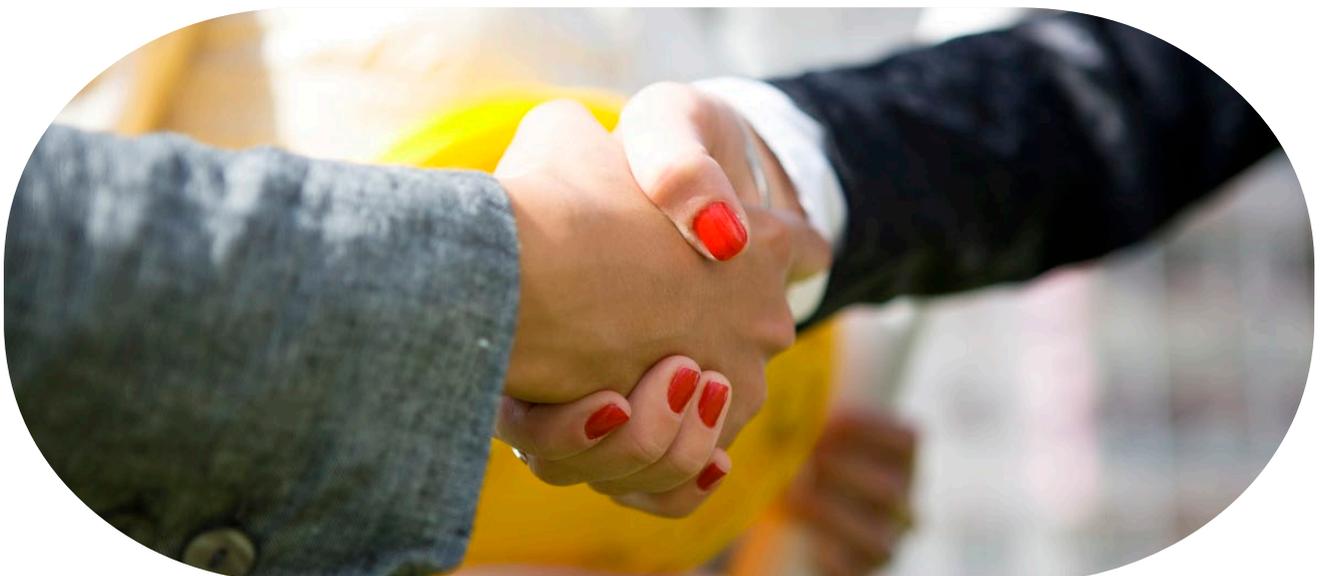


Professor Liliana Bove from the University of Melbourne is an expert on donor behaviour.

one that arises from implied pressure of others whose opinion we care about."

Asking for a donation from people you have a personal connection with works. Many groups avoid it like the plague, but the truth is that it remains the most successful, the most effective and the most under-utilised fundraising idea around.

So the question to consider before you embark on organising a celebrity auction or a trivia night or a raffle is whether your energies would be better spent in identifying the people who might ►



Developing relationships with your supporters is one of the most important tasks for any fundraiser, whether your goal is a new piece of hospital equipment or a whole new building.

want to donate to your group, or who would have a reason to give to your group, and making personal approaches to them.

Their connection with your group could be that they're friends, members, clients, supporters, or participants in your programs. Identifying this group and making a personal face-to-face presentation to them for your project could be a lot more successful, time-efficient and resource-efficient than running a number of various fundraisers.

This isn't to say that you should forget about trying other ideas, but it's important to remember that personal representations and requests for funding can provide a new or expanded line of income.

The other thing to remember is that your main aim in any face-to-face request for donations is not to secure a one-off donation, but to develop a long-term relationship with your donors and to involve them in the activities and development of your organisation, community group or school.

How to make it happen

You'll need to develop a strategy that includes identifying possible donors, and then identifying the people in your organisation who know them, have access to them, and can make representations to them or set up meetings with them on your group's behalf.

You'll need a person to coordinate the "asking", and at least a couple of people to do the actual asking. Involve as many people as possible in contributing leads, networks and introductions.

Your target market is people who have a reason to support your organisation or the individual who is doing the asking. Start with your members, and work out in ever-widening circles to supporters, sponsors, business supporters, and so on.

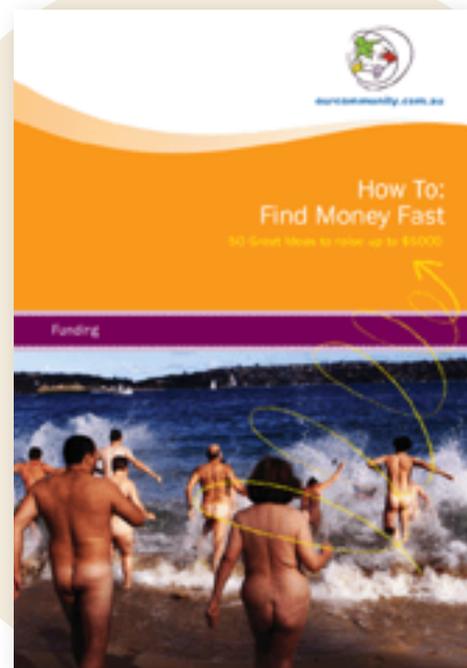
If this form of fundraising is done strategically

and well, it creates a new network of long-term supporters as well as donors. It also creates a culture of identifying and approaching prospects that becomes ingrained in your group.

The strategy is not without its risks. Finding the person with the right relationship-building skills, influence, standing and chutzpah is the hardest thing – the approach has to be just right. A person who is too aggressive or presumptuous will quickly turn people off and could even jeopardise your group's good name.

Finally, keep in mind that saying "thank you" is a good place to start deepening any relationship – "Thanks for agreeing to meet with us today" or "Thank you for accepting our lunch invitation" or "Thank you for your interest in our work".

This article draws on information from How to Find Money Fast: 50 Great Ideas to Raise Up to \$5000, published by Our Community (\$36). For your chance to win a copy of this and other Our Community fundraising books, see page 25. ■



Fundraising and data science: the ethical issues you need to know about

How can not-for-profits use data science to help bring in the big bucks and maximise impact, all while maintaining the highest ethical standards?

Data scientist James Orton from Distil Data yesterday (October 15) explored answers to these questions and more in front of a packed room at Our Community House, at a meet-up organised by Data for Social Good Melbourne.

Here's an edited version of James's presentation.

Fundraisers, use data science, or be left behind

Data science is a powerful fundraising tool that has the potential to offer fundraisers a huge return on investment. If your fundraising methods aren't leveraging data science, you'll soon be left behind.

That said, in the not-for-profit sector, as in the commercial sector, different organisations (and even different divisions within the same organisation) are at different stages of their data science maturity. Some are very advanced; others don't use data science at all.

If your organisation is in the "don't use it at all" camp, don't despair. Fundraising organisations tend to excel when it comes to being accountable for how they spend money and how effective they are. This culture serves



Data scientist James Orton says data science has the potential to offer fundraisers a huge return on investment.

as an excellent foundation for implementing a data science strategy. That is, fundraising organisations tend to have a healthy appetite for analytics and data science, whatever stage they're at on their data science journey.

Your fundraising questions answered, with help from data science

The field of fundraising data science borrows heavily from techniques used by commercial ►

marketers, including statistical techniques such as predictive analytics.

However, we need to be mindful of some marked differences between commercial marketing and fundraising, particularly when it comes to the motivations of supporters, and the relationships they have with the organisations they support.

For example, data shows that not-for-profits tend to enjoy much longer relationships with their supporters, or customers, than commercial organisations.

Data science can help fundraisers by predicting answers to questions such as these:

- Who should we target? Which supporters are likely to respond to which donation requests?
- When should we target them? Is Christmas or tax time better for this supporter?
- What should we target them with? Are they interested in particular components of our

work? Are they more receptive to mail or email?

- How much should we ask for?

We can use data on a supporter's past interactions and demographics as well as publicly available information (such as census data from the Australian Bureau of Statistics, or data from the Household, Income and Labour Dynamics in Australia [HILDA] survey) to build models that get great return on investment for fundraising. We can measure their accuracy and be confident in the results. These can be deployed tactically at the campaign level, or strategically over the longer term.

One international development charity used data science techniques known as natural language processing (NLP) and text mining to find out what had motivated its supporters to donate. It asked them, "What motivated you to give today?" and created a visual representation of the results, below:





Unethical and illegal data mining has eroded trust in data science, but when it is used well, data can be a force for social good

Without trust, there is no data science

Data science has the potential for limitless good. For example, fundraisers can use it to raise more money for worthwhile causes at less cost, benefiting those in need.

But with power comes responsibility. How do we balance the use of data and data science in fundraising with supporters' concerns about how their data is collected and used?

Trust in data science and the use of personal data is at an all-time low, partly as a result of the Facebook Cambridge Analytica data scandal, which exposed how the abuse of data could erode democracy itself.

This affected me and many other data scientists personally. When people asked me, "So, what do you do for work?", and I told them I worked in data science, they now responded, "Oh, like Cambridge Analytica?"

This scandal, along with countless other recent breaches and misuses of data, has led people to become very wary of sharing their personal information.

When people are mistrusting, they won't disclose their data or allow its use, and without data, there is no data science. The whole field is at a critical juncture, and the onus is on data scientists to demonstrate that the work we do is for the greater good.

An ethics framework for data scientists

Rebuilding trust is a hot topic in data science today and should be front of mind for anyone intending to leverage data for social good.

Regulatory and legal frameworks, professional oaths and principles, and project checklists all have a place in helping to ensure that data science is carried out in an ethical manner.

I believe regulation and laws are useful only as a starting point for data scientists, and we should aim to go much further. We should always be asking ourselves questions about the ethics of our work, starting with this one: "How would I like my own data to be used?" In a fundraising context, a useful next question might be, "How will this work help the cause to have greater impact?" A data scientist should be able to answer with integrity, and to clearly articulate ►

how the collection and use of data will increase impact.

The authors of the book ***Ethics and Data Science*** propose this checklist for ensuring the ethical integrity of any data science project:

- Have we listed how this technology can be attacked or abused?
- Have we tested our training data to ensure it is fair and representative?
- Have we studied and understood possible sources of bias in our data?
- Does our team reflect diversity of opinions, backgrounds and kinds of thought?
- What kind of user consent do we need to collect to use the data?
- Do we have a mechanism for gathering consent from users?
- Have we explained clearly what users are consenting to?
- Do we have a mechanism for redress if people are harmed by the results?
- Can we shut down this software in production if it is behaving badly?

So how can we build on and modify this checklist for fundraising? What other measures can we

put in place to ensure data for good outweighs data for bad? What about algorithmic fairness? Why did we ask supporter A for \$10 and supporter B for \$100? As data gets bigger every day and methods for analysing it more advanced, we need to continually develop approaches that build trust in our work. Now is the time to come together and solve this growing problem.

About James Orton

James is constantly looking for ways to change the world through data science for social good. His consultancy, Distil Data, is uniquely placed to collaborate with fundraising organisations to create bespoke and powerful tools for fundraisers. Contact James for help with supercharging your fundraising through data science: email james@distildata.io, phone 0432 795 658, or visit www.distildata.io.

About Our Community House

Our Community House is a Melbourne co-working space where data science and creativity come together to catalyse positive social change. To keep up to date with data science events, tutorials and meet-ups at Our Community House, visit <https://ochouse.com.au/data-lab> and subscribe to the Innovation Lab mailing list. ■



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To celebrate GivingTuesday, we're giving away a complete pack of all our how-to fundraising guides to one lucky organisation or school. This collection of six books, valued at \$216, covers all the pillars of fundraising, from memberships to grants to special events.

Check out the books here:



To win, email us with your answer to this question in no more than 50 words: Which one of these six books would you most like to win for your organisation or school, and why?

You must also include your name and postal address.

Email your answer to competitions@ourcommunity.com.au before 11.59 pm AEDST on Monday October 21. We'll notify the winner on Wednesday 23 October and mail the books out later that week.

The winner will also be announced in the December issue of *Our Community Matters*. ■

Great grant: Back to School

The Back to School initiative of the Foundation for Rural and Regional Renewal (FRRR) helps rural, regional and remote students with their education.

Overview

Working through local community organisations, the Back to School program provides \$50 gift vouchers from Target or local retailers for students in need.

The vouchers are redeemable for items such as school uniforms, clothing, shoes, school bags and stationery.

Criteria

Applications are welcome from any eligible organisation, and will be considered against these criteria:

- There is a demonstrated need for the vouchers in the community or region.
- The voucher delivery mechanism is clearly planned, in terms of how need is measured, and how vouchers are distributed.
- The program is supported by viable project management arrangements (human resources and other resources required).
- The applicant organisation is financially sound.
- The organisation's overall objectives align with FRRR's Back to School program objectives.

Priority will be given to community foundations working in rural, regional and remote areas. Where there is no community foundation, FRRR is happy to accept applications from eligible community based organisations.



Who can apply?

- These organisations are eligible to apply:
- Community foundations operating in rural, regional and remote Australia
- Not-for-profit community-based organisations from communities across rural, regional and remote Australia
- Organisations with an ABN or incorporation certificate
- Organisations with and without DGR endorsement

How to apply

Applications close on October 29 at 5 pm. For more information and to apply, visit the Funding Centre (subscription required):

<https://www.fundingcentre.com.au/grant/G07381>. ■

Decisions based on fake news have got to end

BY DENIS MORIARTY, GROUP MANAGING DIRECTOR, OUR COMMUNITY



Governments have turned their backs on evidence-based policy making, and a case in point is the drug-testing of welfare recipients, writes Denis Moriarty.

When it comes to asking for money, the community sector can't get away any more with slap-dash grant applications or tin-rattlers in panda suits. These days, funders and the public want hard outcomes data. How exactly do you help people? What happens when you do? Where? Who? How much? Where's the evidence?

Providing this information is a lot of work, but it's important, because it means the community sector spends its lean, precious dollars on programs and solutions that have been proven to work.

Evaluating good works is a tough ask, because there are a lot of different ways to make people's lives better and it's not easy to reduce them to a common scale where they can be compared.

Commercial enterprises have it easy – all they have to do is count the dollars. And governments have it easiest of all, because they don't have to provide evidence or make money – all they need to do, apparently, is to say that the opposition would have done a much worse job of it.

Governments don't have to show that their programs work, or even that they produce more good than harm. If a not-for-profit was applying for a grant to drug-test welfare recipients, for example, it would have to put together a logic model showing how this was expected to result in improved outcomes – fewer welfare recipients taking drugs, presumably. It would have to reference lots and lots of existing research to demonstrate that there was some reasonable prospect of this actually happening, and it would have to commit to stopping the program immediately if the ongoing ►

project evaluation showed that anybody was being damaged.

The government, on the other hand, can get away with slogans, anecdotes, and a barely disguised invitation for the well-off to pile on to “dole bludgers”.

The government not only acts without valid evidence, it also tries to suppress the evidence it does have. In July this year, when the Bureau of Statistics found that inequality in Australia was going up and tried to put out a press release saying just that, its political masters told it to add the headline ‘Inequality stable’.

We’re not quite at the stage of the old *Great Soviet Encyclopedia*, which instructed encyclopedia owners to obliterate all mentions of Joseph Stalin’s disgraced secret police chief (‘With a razor, cut out the article on “Beria, Lavrenty” on pages 21-24, leaving a sufficient margin to paste in the attached article on “Bering Strait, navigation of”’), but we’re on the wrong side of the line.

What’s really maddening is the sheer waste. The government’s got an enormous workforce of talented analysts they could use to pull apart the enormous data stacks that public service

departments generate every day. If not-for-profits had that capacity, they would be using it to find new solutions to Australia’s problems (or perhaps – just as useful – disproving and discarding old ideas that don’t work). As it is, the public service is just repurposing half its staff to stop the other half leaking the true state of affairs.

And as the government isn’t about to start treating empirical evidence seriously, the rest of us have to. Our Community has set up its own data lab, working with not-for-profits to tease out evidence and use it to find better solutions to problems. Data science can help community service groups to sort out deep insights from transient prejudices; what’s wrong with that?

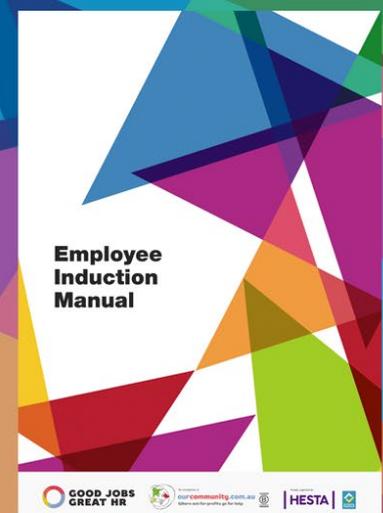
I’ll let off fireworks on the roof if I ever hear a politician say, “Well, yes, I did say that, but I was wrong. We’ve now done more research and it’s clear our policy ought to change.” I’m not holding my breath, though. We seem increasingly to be shackled to an inter-party agreement that inflexibility is strength.

Unpicking what the data means is often difficult. Ignoring what the data says is an invitation to disaster. The world is as it is: why would we wish to pretend it was otherwise? ■

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10 lessons for not-for-profits I learned from getting a vasectomy



BY VU LE

Last week, I got a vasectomy. Normally I would not talk about highly personal stuff like this, but there are lots of guys who are still squeamish about this simple and relatively painless procedure, so I am trying to help normalize it by being public about it. We dudes should do our part in family planning, and getting a vasectomy is a great option, as it is extremely effective while less intrusive and with fewer complications than what women have to go through. As this is a nonprofit blog, however, I am going to extrapolate my experience into lessons for all of us in the sector. So here are the lessons:

1. The anticipation of something painful is often more painful than the thing itself: Though my partner and I had decided a while ago on the vasectomy, it took me over a year to actually go through with it. Some of this was because of my schedule (*The Expanse* Season 3 was not

going to watch itself!), but truthfully, it seemed painful, so I kept procrastinating. However, the vasectomy wasn't bad at all. It was certainly less painful than most grant applications or annual galas. It was 30 minutes total, with the worst part being the ten seconds of anesthesia injections. Just like getting dental work done, but...lower. If you have a difficult conversation to have, decision to make, or action to take, it may be best to get it over with. Chances are, the dread and anxiety you feel are much worse than whatever you have to do.

2. Taking time to develop strong, lasting relationships:

As my partner was busy taking care of our kids, I relied on my long-time friend and colleague, the hilarious James Lovell (Director of Development and Advancement at [Neighborhood House](#)), to drive me to and from the appointment. James had his vasectomy a ►



Post-vasectomy, you will feel as though you'd been punched in the stomach – or had your grant application rejected. Frozen peas may help.

few months ago and has been cracking jokes about it ever since. You know you have a good friend when they're willing to accompany you at 7am to your vasectomy, and then buy you food while you're on the couch. Relationships and community take intentional work to build, but they pay off. With free food.

3. Sometimes it's better to not know stuff:

Because I am curious about everything, I thought about watching the whole procedure, maybe with the help of a mirror. But then I thought that some things are better left unknown. The lesson for our sector is that oftentimes we reveal too much information when it makes no sense, like the CEO who asks the board for permission to give staff a day off. (This is not the board's role; they do not need to know this). The desire to know everything leads to micromanagement and perceived lack of trust. Figure out when you must know things, and when you should trust people. This does not have to go against the importance of facing truth head-on, or being transparent.

4. The right resources make things go a lot smoother:

After the procedure, once the anesthesia wears off, you do feel for the rest of the day like someone had punched you in the groin and stomach. Or, like you got a grant

rejection. Bags of frozen peas are very helpful, even though it is painful to waste them (because no one wants vasectomy peas, I found out). Don't skimp on them and try to use a forgotten, freezer-burned bag of edamame or something, trust me. We nonprofits are trained to be frugal and **to do more with less**, etc., but often that just sets us back. When we have the right resources, we can produce better work more efficiently. We need to invest in staff and operations.

5. Rest and recovery allow us to be more creative and innovative:

It usually only takes a day or two to recover. I spent that time bingeing *BoJack Horseman* on Netflix, a hilarious show about a depressed anthropomorphic horse. But it was nice to take a long mental break. Most of us suck at taking vacations and general time off. But they are critical for us to do our best thinking and strategizing. During my time off, for example, I thought about "Vegsectomy," an app that sends bags of frozen vegetables to people who are recovering from vasectomies. See, brilliant ideas like that are possible when you allow your brain and body some rest.

6. Don't let people jump on you: Several colleagues warned me on the **NAF Facebook** page about small children jumping on your lap

and setting back the recovery time. I was vigilant, but not enough, and both the six-year-old and three-year-old landed some hits. The lesson from this is that our work can be easily derailed by others. From everyday things like coworkers distracting us when we have stuff to do, to more major stuff like partner orgs or community members requesting things that may be outside our mission or strategies. Be aware of who may be derailing your work, and wear a metaphorical athletic cup for protection.

7. Make sure to have back-up plans. It takes several weeks before the vasectomy is effective. Until then, it's important to continue with other forms of birth control. There are many stories of folks who get snipped only to end up with a baby or two because they didn't follow directions. The lesson or all of us is to follow instructions, but also to have back-ups in place. For instance, you may have an amazing board or staff member. But what happens if that person leaves? Think about redundancy of duties, and succession planning.

8. Data and evaluation can be annoying but they are vital: After a few weeks of getting the vasectomy, it's important to get tested to ensure you're actually infertile. No one looks forward to this process. But just like data, evaluation, and the associated reports can be time-consuming and occasionally irritating, our work is most effective when we have the latest, most accurate information.

9. Being freed of worries leads to better outcomes. There are many misconceptions

about vasectomies, such as that it might affect desire or performance. Research shows that it does, but in **positive ways**. Freed of having to worry about pregnancies, many folks report improved satisfaction. The clear and obvious lesson for this is obviously...fundors need to give Multi-Year General Operating Dollars (MYGOD). Freed of having to play Funding Sudoku, we can all focus on our work, which will lead to improved outcomes.

10. Cis-men should acknowledge our privilege and do our part: I've been really lucky to have a partner who has given birth to two amazing babies. She has done more than her fair share in our family planning. This reflects the unequal burden women bear in our sector, where there is still vast pay disparity, where women outnumber men and yet men still hold a disproportionate share of top leadership positions. We dudes need to think of this often, acknowledge the privilege we have, and do our part to advance gender equity, both personally and professionally.

Thanks for reading this all the way through, and not just a...snippet. For anyone who is thinking of getting a vasectomy but ambivalent, remember that it's quick, not nearly as painful as most grant applications, recovery is fast, and you get a great excuse to just be on the couch. And, as my friend James says, it may be a simple procedure, but it does make a vas deferens.

Vu Le blogs at [Nonprofit AF](#). This article has been reproduced with permission. ■

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Our Community strikes for our planet

Our Community staff added their numbers to the estimated 100,000 school students and their supporters who turned out in Melbourne last month to protest against climate change inaction.

In an all-staff email, Our Community group managing director Denis Moriarty encouraged staff to attend, describing the circumstances as “exceptional”.

Our Community is one of nearly 3000 businesses in Australia and New Zealand that have joined the Not Business as Usual Alliance, pledging to support worker participation in climate strikes.



Climate strikers march in Melbourne on 20 September. Picture: Kathy Richardson

Let's be honest about fraud

Next week is international Charity Fraud Awareness Week, which aims to raise awareness of fraud in the not-for-profit sector, and share good practice in tackling fraud and financial crime.

The Australian Charities and Not-for-profits Commission (ACNC) is running a free webinar called ‘Charity fraud awareness’ on Thursday October 24 – [register here](#).

You can also share your organisation’s fraud-related story on social media using the hashtag #CharityFraudOut, and find out more on the website of the UK-based [Fraud Advisory Panel](#).

Super accolade for HESTA

Health and community sector superannuation fund HESTA has been recognised as a global leader in responsible investment by the United Nations-backed Principles for Responsible Investment (PRI).

The PRI, the world’s leading proponent of responsible investment, seeks to understand the investment implications of environmental, social and governance factors and to support its international network of investor signatories in incorporating these factors into their investment and ownership decisions.

The PRI acknowledged HESTA for its transparent reporting, responsible investment practices, and strong strategy and governance.

HESTA CEO Debby Blakey told Our Community, “Investing responsibly aligns with the values and expectations of our members and the health and community services sector we’re so privileged to support.”

HESTA is an Our Community partner.



Greta Thunberg, international climate change activist

Hot topic: climate change activism resources

Australian social change library The Commons has compiled a collection of resources on climate change activism in response to last month's global climate strikes. The online collection includes information on legal support for activists, tips for coping with the emotional impact of climate change, and a link to the *Climate Resistance Handbook*, which features a foreword by Greta Thunberg. [**Read the collection**](#)

Indigenous Aussie kid speaks out at the UN

“What I want is a normal life of just being me. I want to be allowed to be an Aboriginal person, living on my land with my family and having a good life.”

That's from twelve-year-old Djujan Hoosan, who last month became the youngest person ever to address the United Nations Human Rights Council in Geneva. In a half-hour speech, he called for the age of criminal responsibility in Australia to be raised from 10 to 14. (Read the [**full story from ABC News**](#).)



Djujan Hoosan, in a film still from the documentary *In My Blood It Runs*, supplied.

Djujan's call to the UN echoed that of Keenan Mundine, who spoke at the same forum in 2018 – read Keenan's story on the front page of the [**August 2018**](#) issue of *Our Community Matters*.

Since Djujan addressed the Geneva forum, the UN Child Rights Committee has recommended that the age of criminal responsibility be set at 14 years.

National Community Foundations Forum takes to the water

A Murray River cruise dubbed 'Spirit of the Coorong' looks set to be a highlight of the National Community Foundations Forum (NCFF) later this month. The three-day forum is aimed at community foundation practitioners and other change-makers focused on place and local communities, and will take place in Goolwa, South Australia, from October 29. During the cruise, participants will hear from Ngarandjerri guides about the cultural significance of the area, and learn how community foundations are responding to local environmental and climate change challenges through grantmaking and community leadership. The trip is part of an extensive program of activities, panel sessions and small discussions groups. [**More information**](#)

Our Community wins recognition as a force for good



Our Community been included on the annual list of companies setting the gold standard for businesses doing good, making the list for “Best for Community” in 2019.

The recognition – for the fourth year in a row – comes from B Lab, which identifies the top-performing certified B Corporations across 64 countries. B-Corps are sustainable businesses that have proved they are a positive force in terms of social impact, environmental impact, transparency and governance.

Our Community’s continued listing in the top 10% of all B-Corps follows an assessment of its supplier relations, diversity, community involvement, service and charitable giving, and of its products and services designed to solve social problems.

Our Community’s place on the “Best” list comes on the back of its commission-free charitable donations service GiveNow, its training for not-for-profits through the Institute of Community Directors Australia, and the Communities in Control conference, which provides inspiration and thought leadership to the community sector.

The award follows Our Community’s involvement in the recent B-Corp month, in which the company hosted weekly meet-ups of leading B-Corps at its North Melbourne headquarters Our Community House, home to many other for-purpose organisations as well.

Our Community group managing director Denis Moriarty said the recognition served as a nice reminder to staff that they were making a positive difference in a sustainable business.

“We’ve got a lot on at Our Community – whether it’s training the next generation of community leaders, helping people find the funds they deserve, helping smaller groups access the powers of data science or ensuring the people with the funds create the impact they’ve promised,” Mr Moriarty said.

“This kind of award reinforces my belief that we’ve been on the right track ever since we started Our Community nearly 20 years with the idea that business could do good.”

The people at B Lab say that Our Community, along with 89 other Australian businesses, is helping to “redefine capitalism”.

“These inspiring companies represent the kinds of business models and impact-driven business strategies that are building a new economy – one that is inclusive and regenerative, and delivers value to all stakeholders, not just shareholders,” said B Lab’s chief marketing office, Anthea Kelsick.

The full list of winners can be found here: bcorporation.com.au/2019-best-for-the-world. ■



Kids show off Christmas gifts organised by the New South Wales charity Gunawirra through the Good360 program.

The charity turning Christmas excess on its head, with your help

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

A fast-growing Aussie charity with business nous and a big heart is hoping to divert millions of dollars of surplus stock from the country's biggest retailers and into the hands of people who need it most this Christmas.

But it needs your help.

Good360 Australia is opening its doors to more not-for-profits, offering free memberships and

low-cost distribution, as it continues to ramp up its good work with its #makegoodhappen Christmas campaign, which kicks off this week.

The organisation will deliver – for free – up to \$4000 worth of new donated goods to every not-for-profit, charity and eligible school that signs up for the service and places an order by November 8. Organisations able to pick up from the western Sydney warehouse can double their collection. ►



Founder and managing director Alison Covington at the Good360 warehouse.

Previously, Good360 charged organisations a membership fee, but it scrapped those fees earlier this year to boost access to the scheme.

Powered by experienced former executives with the right connections in philanthropy and business, Good360 has already distributed 10 million items to not-for-profits, charities and schools, including brand new toys, clothes, and health and beauty products.

In many cases, those goods would otherwise have sat idle in a warehouse collecting dust or, worse still, gone to landfill.

Good360's goal? To hand out \$1 billion worth of items to people who need them.

Large retail donors include Big W, Officeworks, Moose Toys, L'Oréal Australia and Best & Less. Last Christmas, Good360 distributed over \$21 million worth of stock to more than 600 charities nationally.

Good360 founder and managing director Alison Covington – a former retail, IT and transport

executive – has been the driving force behind the ambitious mission to convert surplus goods into donated goods.

She puts the benefits of the charity simply: “Good360 is good for businesses, good for charities and schools, and good for our planet.”

She says the Christmas campaign will ease the load on community organisations at a stressful time of year, giving them a great choice of goods to distribute to people who need them.

“Good360 provides businesses with a one-stop solution for their excess goods with the benefit of making an incredible impact where it is needed most, while saving charities time and money.”

More information

Take advantage of the Christmas campaign offer (ends November 8) (<http://bit.ly/2Vzh0Q3>)

How Good360 works ■

Can we avoid responsibility for injuries on our premises?

BY CHRIS BORTHWICK, THINKER IN RESIDENCE, OUR COMMUNITY

Dear Agony Uncle,

I am the president of a cemetery trust, and we have rough, uneven surfaces and loose gravel areas in the monumental section of our cemetery.

During recent training, we learned that where there were conditions like these in the cemetery, then a warning sign should be erected.

My question is, should the warning sign state the specific problem so visitors are fully aware of it? For example, "Visitors, please be aware of the uneven, loose surface around monumental graves. Please exercise care when walking in these areas to prevent personal injury."

Or could the sign be general and non-specific? For example, "Visitors, please be aware that the Cemetery Trust accepts no responsibility for any personal accidents or injury which may occur in this cemetery."

Mr C. McGraves, Victoria

The law doesn't permit you to pass off your responsibility to make the area safe. You're required to consider the people who are being invited on to your land, to determine what foreseeable risks exist if they behave the way one would expect people to behave (so, not being necessarily sensible and obedient), and



to minimise those risks. In fact, first-year law students are taught that if a trespasser falls into a hole and breaks a leg you still might be liable, if you knew that trespassers were likely to be using the land.

The second sign you've proposed is

- (a) uninformative and
- (b) ineffectual.

You're asking the visitor to assume the risk, and that works only within the general principle that a person coming on to your land is entitled to assume that you haven't got any foreseeable but undisclosed hazards waiting for them. ►

Remember, it's not simply a matter of liability. On the whole, we would rather prefer, given the choice, that nobody got hurt, whether they'd assumed responsibility for their injuries or not. The point of the sign is to disclose hazards so that visitors can avoid them and not fall over.

If you just put up the second, non-specific, sign, it has a real possibility of making your legal situation worse rather than better, as the court might decide it meant you knew perfectly well that there were risks but hadn't bothered to tell the visitors what they were.

Specific and detailed is the way to go.



Chris Borthwick, Agony Uncle

Has your organisation got a problem? A deal-making dilemma or a constitutional conundrum? Found yourself in a personality pickle or a media muddle? Our Community's resident Agony Uncle, Chris Borthwick, is here to help. Email your question to chrisb@ourcommunity.com.au.

For information on free governance training available to members of Victorian cemetery trusts, see [page 43](#). ■

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Sports clubs shine in awards for Australia's best community treasurers



Winners of the 2019 Not-for-Profit Treasurers' Awards, from left: Kerry Anderson (accepting on Michael Dooley's behalf), Franca Pedulla, Mark Floresta, Annette Schefe. Photo: Deb Curran

Australia's best community treasurers have shown it's possible to do more with less when you combine good tech with clever ideas and great organisational skills.

Four treasurers from every corner of the map have collected \$20,000 in prizes for their organisations in this year's Commonwealth Bank Not-for-profit Treasurers' Awards.

The awards mark the fifth year of Our Community's partnership with the Commonwealth Bank's not-for-profit arm.

This year's best treasurers were named at a ceremony in Melbourne on September 19. They are:

- **Annette Schefe**, Katherine Rugby League Club, Northern Territory
- **Mark Floresta**, Prouille Football Club, Wahroonga, New South Wales
- **Franca Pedulla**, Cannington Tigers Cricket Club, Western Australia
- **Michael Dooley**, Castlemaine Cemetery Trust, Victoria ▶



Michael Dooley, Castlemaine Cemetery Trust

For Mr Dooley, the \$5000 award also stands as a legacy following his untimely death earlier this month, aged 68, soon after he received the honour.

Mr Dooley was unable to accept his award in person because of serious illness, and the honour was accepted on his behalf by fellow Castlemaine Cemetery Trust member Kerry Anderson.

Ms Anderson said that the award stood as part of the legacy of a man who had shown a great commitment to new opportunities for the trust.

“Michael and his wonderful enthusiasm will be greatly missed by the trust. In his honour we are committed to following through with his plans,” she said.

Mr Dooley, an MBA-qualified accountant and PhD candidate and academic at the Queensland University of Technology, had experience across the private, public and international spheres, but was heading for retirement and had planned to increase his work with the cemetery trust.

Last month, he told Our Community what the award meant to him.

“It means a great deal to me personally, but more importantly, it means a great deal to

our cemetery trust as we provide an essential service to our community on a very limited budget, and these funds will help make a difference.”

He also told Our Community that his cemetery trust had realised it must adopt new digital tools to do better, despite the older average age of its members.

“If someone is contemplating taking on a treasurer’s role, then my advice without hesitation is to embrace the technology, including good computer hardware, good software and reliable NBN access,” he said.

Sporting groups were represented strongly in the awards, and the winning treasurers had all displayed true grit, focus and creativity in lifting the performance of their organisations.

Annette Schaffe, 3300km away from Castlemaine in the Northern Territory, is typical of unsung treasurers – she spends two or three hours a day on the books. She stressed that all treasurers must adopt “a good accounting system that they can use well”.

In Perth’s southern suburbs, Cannington Tigers Cricket Club treasurer Franca Pedulla used technology to allow her group to think ahead. “I introduced technology to automate financial reporting, invoice management and record keeping, to allow the committee to focus on strategic planning for the club’s future,” she said.

In Wahroonga, Mark Floresta for the Prouille Football Club has been kicking goals in his shift to electronic payments. “It’s a lot easier to keep track,” he said.

The awards were hosted at Our Community House, a community sector co-working hub in North Melbourne.

Our Community group managing director Denis Moriarty said the awards capped off a week of free training supported by Our Community and CommBank as part of Not-for-profit Finance Week, with more than 4000 community sector staff and volunteers taking up the offer to lift their skills in board management, cyber-security, accounting standards and fundraising.

“This is a week in which we aim to support ongoing financial skill development across the community sector, as well as to recognise the many people who contribute so much to keeping the sector sustainable,” Mr Moriarty said.

The Commonwealth Bank’s Head of Not-for-Profit Sector Banking, Julianne Price said the awards were a chance to put some of the sector’s hardest-working volunteers in the limelight.

“For those of us who’ve been involved in a community organisation ... we understand the incredibly important role of not-for-profit and community treasurers,” she said.

“It’s a role which is usually undertaken not in the spotlight, and involves long hours, often without any thanks or recognition. Your untiring efforts and enthusiasm for your role ensures the ongoing health and sustainability of the entire not-for-profit sector – and that of civil society. So, thank you.”



WATCH NOW: Learn more about how this year’s award-winning treasurers get things done.

For more about the awards, top tips for treasurers and an honour roll of nominees, go to <http://www.ourcommunity.com.au/treasurersaward>. ■

Get the perfect fit, free
Advertise or find a board position
with the Board Matching Service
www.communitydirectors.com.au/board

Upskill

Here's a snapshot of the training and professional development opportunities presented by Our Community in the coming months and into 2020. To see all the webinars, courses, workshops and conferences coming up next year, visit our [online training calendar](#).

Free webinar: How to make a motza on GivingTuesday

You've only got a couple of days left to register for a free webinar that will set your organisation on the right track to make the most of Giving Tuesday fundraising.

For more information on GivingTuesday, see [page 4](#).

To register for the one-hour webinar (1pm, Monday October 21), go to www.communitydirectors.com.au/icda/courses/?articleId=7605.

Online compact course: WTF – Where's the funding?

The Institute of Community Directors Australia's series of online compact courses is designed for maximum flexibility: study online in your own time at your own pace.

"WTF – Where's the Funding?" is designed for grassroots fundraisers. It will help participants identify all the many sources of income available to their organisation and give them confidence to start drawing from each of them. The result? Fewer burnt-out volunteers, more successful events, a bigger donor database, and ultimately a stronger, healthier, more sustainable community group. And the cost? Just \$55 per person.

With all the opportunities of [GivingTuesday](#) just around the corner, there's never been a better time to upskill your fundraising. More information: <https://training.communitydirectors.com.au/catalog>

Tutorial: Getting started with data science

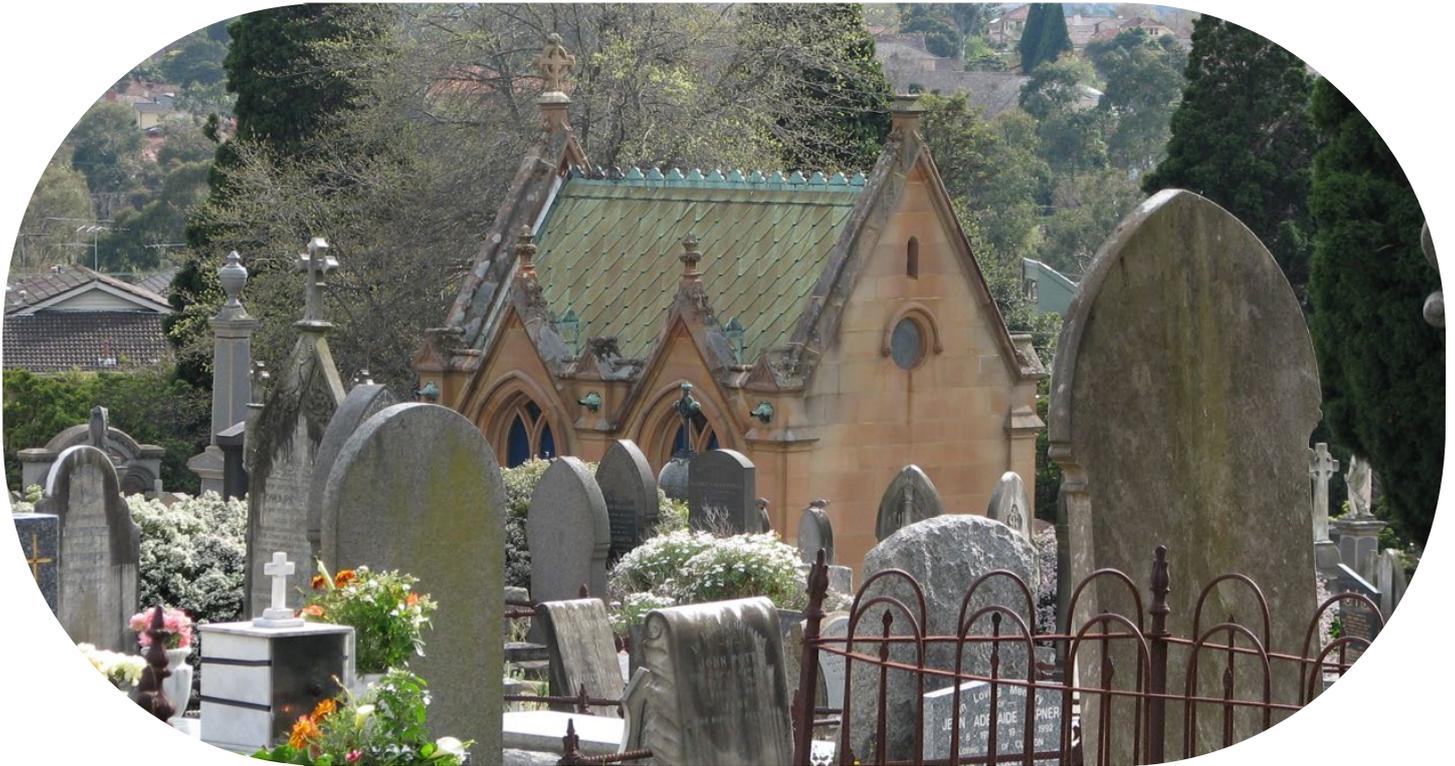
This tutorial is designed for social sector workers who are new to data science, and it tackles two fundamental issues: how to ask good questions and how to gather high-quality data. Participants can expect lively debate about the best approach to interrogating data, and a hands-on exercise to evaluate data quality (laptops provided).

This tutorial builds on an earlier one called 'The what and why of data science for not-for-profits'. However, the concepts presented in the first tutorial will be (very) briefly revisited, so first-time attendees won't be disadvantaged.

Registration costs \$48, and includes not only the 90-minute tutorial, but also access to the co-working facilities at Our Community House for the whole day.

The tutorial starts at 11am on October 31 at Our Community House, North Melbourne.

Register here: https://www.ourcommunity.com.au/secure/event/event_sign_up.form?conferenceId=436&area=event.



Free training is available to help members of Victorian cemetery trusts to understand their legal and ethical responsibilities.

Victorian cemetery trusts governance and operational training

The Victorian cemetery trusts governance and operational training program is designed to help cemetery trusts enhance their governance practices through workshops tailored specifically to their needs.

The training program provides an introduction to the knowledge and skills you'll need to survive and thrive as a cemetery trust member. It will help you to:

- get to know and share experiences and solutions with people from other trusts
- better understand your legal and ethical responsibilities as a trust member
- know where to go if you need more information or help in fulfilling your role.

The workshops take place over two consecutive days at various locations throughout Victoria.

All sessions run from 10 am to 3.30 pm on both days. There is no cost, and catering is provided.

Workshops are scheduled to run in Avoca, Ballarat, Bendigo, Broadford, Cobden, Donald, Hamilton, Horsham, Inverloch, Kerang, Lakes Entrance, Moe, Nhill, Port Fairy, Rochester, Stawell, Tallangatta, Torquay, Wonthaggi, Woodend, Yarram and Yarrawonga.

To view dates and to register (it's free), go to https://www.ourcommunity.com.au/secure/event/event_sign_up.form?conferenceld=435.

If none of the scheduled locations or dates is suitable for your trust, we may be able to arrange a workshop especially for you, if your trust can guarantee attendance of at least eight people (two or more trusts may get together to arrange this).

Please contact us if you would like to discuss this further: email learn@ourcommunity.com.au, or telephone 1300 137 475. ►



Is your arts organisation's governance en pointe? The Australia Council's program can help you to choreograph improvements.

Australia Council arts governance program

The Australia Council arts governance program is a national program designed to help arts organisations to enhance their governance practices. The intended outcomes of the program are:

- enhanced understanding of arts governance by boards and senior leadership in organisations of all sizes
- strengthened understanding between senior leaders, including artistic leaders and board members
- greater confidence in managing board and organisational performance
- greater confidence in guiding the artistic health of an organisation.

The program consists of a series of workshops and webinars aimed at the leaders (board members, chairs, senior managers and artistic staff) of small to medium arts organisations.

The workshops cost \$350 per organisation (for a maximum of three people). This includes a two-year membership of the Institute of Community Directors Australia (ICDA), a specialist not-for-profit governance membership body, for each participant. The webinars are free.

Workshops for 2019 and 2020 are scheduled for these locations across Australia: Perth, November 20; Melbourne, January 30; Brisbane, February 12; Port Augusta, February 26; Bendigo, March 16; Launceston, April 2.

For more information and to register, visit <https://www.communitydirectors.com.au/icda/article.jsp?id=7172>. ■



Board Matching Service

*To advertise a position on your organisation's board (it's free!),
visit www.goodjobs.com.au.*

New South Wales

General board members, Western Sydney Migrant Resource Centre

Western Sydney MRC Ltd is a community based not-for-profit organisation established to support newly arrived migrants, refugees and diverse communities to reach their full potential. The organisation seeks to appoint two non-executive board members, to assist the organisation to support its strategic initiatives over the coming years. Our objective is to ensure the quality of Western Sydney MRC Ltd programs, services and projects through effective and efficient governance. There is an identified gap in the legal and people-and-culture skills areas on the current board.

Australian Capital Territory

Secretary, Mental Illness Education ACT

Mental Illness Education ACT (MIEACT) is the primary mental health education provider in the ACT, delivering evidence-based programs to address stigma and improve mental health literacy. We are looking for a secretary for election at the AGM on November 18 for a two-year term.

Victoria

General board members, Common Equity Housing, Cremorne

The Common Equity Housing Ltd (CEHL) board is seeking to recruit two qualified and experienced technical directors. CEHL works in partnership with 108 housing co-operatives across Victoria to deliver high quality affordable co-operative housing to 2,200 households. CEHL enables the co-operative housing program and has a large asset portfolio. Co-operative housing involves co-op members working together in the running of their co-op and in making key decisions about

their housing. It provides strong community connection and support. The board is a unique mix of five co-op members elected by co-ops in the program (including the chair), five technical directors and the managing director. CEHL is seeking to recruit technical directors with skills in finance, risk, and asset management.

Western Australia

Treasurer, Future Living Trust Inc, Cambridge

Future Living is dedicated to helping the parents of children with developmental disability to plan for their child's long-term future. We offer a range of advice and support services in response to the question that concerns each of these parents: "Who will be there when we are not?" Our services include financial and property trustee services, education and advice for families on long-term planning, personal support, safeguarding and advocacy services, focused on the time when parents are no longer around. This is an opportunity to join the board of a dynamic, growing and solutions-oriented organisation that is making a genuine difference for families in WA.

Queensland

Chair, secretary and general board members, Reading Radio 4RPH, Brisbane

Reading Radio 4RPH is looking for skilled board directors who want to help a community radio service continue to grow. We are Queensland's only reading radio service, providing empowerment through information for those who identify as having a print disability. If you have an interest in media, the disability sector, marketing, finance, or governance, than this is the position for you. ■

Community Calendar

Is your organisation planning a nationally significant event? Send the details to service@ourcommunity.com.au and we'll publicise it online or in Our Community Matters.



OCTOBER 19–27

Children's Week

This celebration of children's rights, talents and citizenship centres on Universal Children's Day, which in Australia is held on the fourth Wednesday of October.

[More information](#)



OCTOBER 19–20

Garage Sale Trail

Reduce consumption, chat to your neighbours and score a bargain at one of hundreds of garage sales held nationally on the third weekend in October.

[More information](#)



OCTOBER 21–27

Aussie Backyard Bird Count

By telling Birdlife Australia about the birds you see, you will help it to develop an understanding of local birds, while getting to know the wildlife on your doorstep.

[More information](#)



OCTOBER 27

Diwali

The five-day festival of lights is celebrated by Hindus, Sikhs and Jains across the world. It's a festival of new beginnings and the triumph of light over darkness.

[More information](#)



NOVEMBER 5

International Volunteer Managers Day

Spare a thought today for the managers who mobilise and support thousands of volunteers to keep Australia ticking.

[More information](#)



NOVEMBER 25

International Day for the Elimination of Violence against Women

There's still a long way to go to end human rights violations against women and girls globally.

[More information](#)



Meet CrowdRaiser™

Introducing the lowest-fee peer-to-peer system in Australia.

Powered by GiveNow, CrowdRaiser™ is the only online peer-to-peer fundraising system designed for Australian not-for-profits, run by a certified B-Corp.

Finally, here's a seamless and secure way for your supporters to raise funds on your behalf.

Find out more at
www.givenow.com.au

*Our Community Matters is your free community sector update, brought to you by **Our Community** – Australia’s centre for excellence for the nation’s 600,000 not-for-profits and schools, providing advice, tools, resources and training. It’s published on the first Wednesday of alternate months.*

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