



May Edition 2002

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

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](mailto:brianw@ourcommunity.com.au).

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## 1. Welcome from Dr Rhonda Galbally AO

Welcome to the May edition of Our Community Matters.

One of the things we look at this month is the issue of acknowledging our volunteers and I have to say it is a bit disappointing after all the hoopla of the International Year of Volunteers not to see more done at a federal level to celebrate and acknowledge our volunteers in the upcoming National Volunteers week. It makes it even more important for individual groups to take up the challenge and applaud their volunteers. Volunteers took centre stage in 2001. And don't deserve to move off it for a while yet.

A new study also looks at the slowing of cause-related or non-profit sponsorships which is a concern and maybe signals that (as we spoke about in a recent Raising Funds newsletter) those groups that have success with sponsorships, which can be

tough at any time, are those that spend more time working on proposals that deal with the benefits for the sponsor rather than what the group can do with the money.

The work on insurance continues to go on behind the scenes and with the State and Federal Ministers due to meet again later in the month, are confident a number of initiatives will be announced soon. Expect more on this in the next OC Matters.

Enjoy the newsletter and I look forward to your comments, thoughts and news ideas.

Kind regards,

**Rhonda Galbally, AO**  
**Chief Executive Officer**

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## **2. IYV is long gone but still time to celebrate our volunteers!**

Last year we spent the entire 12 months celebrating the great work performed by our volunteers throughout Australia.

The International Year of the Volunteer finally shone the spotlight on the millions of Australians who provide some 700 million hours of their time to make the community a better place to live.

We also saw last year the Federal Government provide \$5million in a special IYV small grants program that saw hundreds of groups across the country receive help to run programs paying tribute to their volunteers and then later to purchase equipment that would make the job of being a volunteer easier.

As a line on the Volunteering WA website proudly says: "Volunteers make a difference – it is estimated that each family in Australia relies on the work of more than 20 volunteers each week!"

But this year as National Volunteers Week (May 13-19) approaches, it's harder to find any major initiatives to pay tribute to volunteers in 2002. Which is why it is doubly important this year for individual groups and peak associations to step up their own volunteer acknowledgement and appreciation programs so that the gains of IYV 2001 do not become a distant, faded memory.

Volunteers are the lifeblood of any community organisation and last year saw many groups and associations institute formal volunteer appreciation programs for the first time – and most were an overwhelming success.

While the public fanfare and international marketing campaigns ended on December 5, we should continue to celebrate the work of our volunteers. So whether it is a morning tea or bbq to publicly thank your volunteers or a special letter, email, certificate or just a simple phone call, then National Volunteers Week is as good a time as any to ensure that your volunteers know how much their efforts are valued.

And it is also a good time to let other people know how much your volunteers contribute. It's probably a good time to prepare a media release (visit our Management Centre for a free Help Sheet on compiling one) and send it to local media. Let the community know exactly how much your volunteers mean to the local area.

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### 3. Cause Sponsorship dips well behind sports and arts.

A new sponsorship survey has found that growth in sponsorships of non-profit groups promoting causes has dropped well behind arts, sports and business.

The six-monthly Sponsorship Solutions Fee Index survey, prepared by consultancy company Sponsorship Solutions has shown that prices in the Australian sponsorship market had grown an average of 4.6 per cent over the past six months.

Pushing the growth was the rise in the market for sports sponsorships which had grown 5.3 per cent after suffering a lull in the wake of the 2000 Sydney Olympics. Business had shown the most popularity, jumping by over 6 per cent while the arts and entertainment market has also jumped with the prices of sponsorships rising by 5.3 per cent. Sponsorship Solutions Managing Director, Craig Richards, said the strong movement in the arts section was particularly pleasing.

"The optimism in the arts market is an indication that arts bodies are developing a greater appreciation of how to capitalise on the quality of their audience," he said.

But the survey also found that cause-related sponsorships grew at a far slower rate which seems to mirror the anecdotal evidence of many non-profit groups who have found the sponsorship market a much tougher one in recent years.

"There was a definite cooling in the causes sector with only 1.7% price growth compared to 2.8% in August 2001," Richards said of the survey. "Companies are still keen to form partnerships with causes. They are well aware of the potential customer and shareholder loyalty that can result. However, companies are searching for an integrated approach which will enable their staff to take a more active role in the conduct of a not for profit organisation."

"As a result, many companies and not-for-profits are taking a step back and carefully analysing how best to structure cause based corporate partnership programs."

Richards said most groups interviewed for the survey had found 2001 extremely tough but felt there was a more positive outlook in 2002.

The six-monthly survey takes in groups seeking sponsorships ranging from a few hundred dollars to over \$1 million.

For more information on the survey or to take part in the next survey contact Craig Richards, Managing Director, Sponsorship Solutions on either 03 9819 9368, 0414 544 365 or [sponsol@mira.net](mailto:sponsol@mira.net).

Or if you have a good example of a sponsorship that has worked let us know by contacting Brian Walsh at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) or telephoning (03) 9320 6813.

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### 4. Reports on grantmaking provide food for thought.

There have been two interesting reports on grant-making to emerge from the United States over the past couple of weeks that provide some indication of trends over the past year.

In the first one, the latest report from the Foundation Centre in New York showed that philanthropic foundations distributed an estimated \$US29 billion (almost \$A54 billion) to community groups and charities last year which represented a \$US1.4 billion (\$A2.6 billion) increase on the previous year.

However the rise in distributions from the US foundations was the lowest in some years and was attributed to the drop in share values in 2000 that had a flow-on effect throughout

2001.

Giving by private grantmakers grew 5.4 percent; by community foundations, 4.6 percent; and by corporate foundations, 2.6 percent, the report, based on surveys of 1800 foundations, said.

While it was encouraging that giving by grantmaking foundations continued to rise, the increase was tiny compared to the major jumps recorded in 2000 and 2001. In 2000 philanthropic foundation grantmaking jumped 18.2 per cent after a rise of almost 20 per cent in 1999 on the back of a strong increases in Foundation assets and the creation of thousands of new foundations.

The report also found that 10,000 new foundations had been created since 1998, taking the total number of grant-making foundations to over 50,000.

**And .....**

Also released in the United States was a report titled "The State of Philanthropy 2002, a compendium of analyses on the current state of affairs in grantmaking.

The 104-page report canvasses a number of diverse perspectives from non-profit, academic, foundation and advocacy leaders, and offers a wide range of solutions the philanthropic community can act upon in order to live up to its promise of securing social and economic justice for all.

Among the themes to emerge from the report are arguments that:

- The philanthropic foundations should "pay out" more money in grants each year, citing that the foundations' own research showed they could afford to pay more while maintaining fiscal stability.
- The funders should shift their funding significantly toward core operating support for non-profits which would provide benefits for both community groups and the foundations. The report argues that it would allow groups to concentrate on their mission rather than "jump from project to project in an endless money chase."
- Funders should put money into funding social change advocacy and not just programs or projects. It argues advocacy is "crucial to the creation and implementation of sound public policy."
- All groups should be treated equally at the philanthropic table and that philanthropy must become a vehicle for positive social change that is equally effective for men, women and children of all races, faiths, ethnicities, sexual orientations, ages, abilities and socio-economic backgrounds.

NCRP is a national watchdog, research and advocacy organisation that promotes public accountability and accessibility among foundations, corporate grant makers, individual donors and workplace giving programs.

Excerpts from the publication also can be viewed by visiting NCRP online at <http://www.ncrp.org>

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## **5. Telstra announces new Foundations.**

We placed this news item up on our website last month, and included it our much-valued **Easy Grants newsletter** when it was announced but have included in this newsletter because of its relevance to so many of our member groups.

*Telstra Chief Executive Officer Ziggy Switkowski has announced the formation of the Telstra Foundation, a philanthropic initiative that will strive to improve the lives of Australia's children and young people.*

*The Telstra Foundation will be chaired by Olympic track and field legend and business*

leader Herb Elliott MBE.

*Dr Switkowski said the Telstra Foundation would enhance Telstra's history of community participation through its mission, which is to make a positive and lasting difference to the lives of Australian children and young people.*

*In its first year, \$5m will be allocated to the Telstra Foundation by Telstra Corporation, making it one of the largest grant giving programs for children and young people in Australia.*

*"The Foundation will focus on issues and programs where we believe we can make the greatest impact by supporting children and young people and, through them, the wider community," Dr Switkowski said. "Our young people are our future."*

*Foundation Chairman Mr Herb Elliott endorsed the initiative. "In a perfect world every person would live to their full potential," Mr Elliott said. "This is what the Telstra Foundation is really about for me - helping children and young people to reach their full potential."*

*The Foundation has been under development for nearly a year and will operate independently of the Telstra Corporation. It includes two main grant-giving programs:*

1. *Telstra Community Development Fund.*
2. *Telstra's Kids Fund.*

*The Community Development Fund supports not-for-profit charitable organisations that focus on helping Australian children or young people to overcome challenges and make the most of their lives. The fund will support cultural, health, education, research and disability programs and address important social issues affecting young people.*

*The Telstra's Kids Fund provides smaller grants to support local organisations and activities in which the children of Telstra staff are involved, providing further recognition for the work of Telstra people and the close links of local Telstra people and their families within their communities.*

*This fund provides grants for recreational, education, sporting, cultural, social and environmental projects.*

*"We recognise and understand the importance of our social responsibility. We want to build and strengthen our communities, support leading-edge research and help to address the root causes of many of the social issues our children and young people face, for example youth homelessness and substance abuse," said Dr Switkowski.*

*The Telstra Foundation's Community Development Fund will be accepting grant applications twice this year with the closing date for applications 31 May for a decision by the end of August and 27 September for a decision made by early December.*

*The Telstra's Kids Fund accepts grant applications three times this year with the closing date for applications 31 May with a decision made by the end of July and 13 September with a decision made by mid November.*

Subscribers to Easy Grants can access the Foundation guidelines and online application forms through the Easy Grants database. Or visit [www.Telstrafoundation.com](http://www.Telstrafoundation.com).

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## 6. Wanted! - non-profit projects for Student placements

In a number of Help sheets and regularly in our Raising Funds newsletter, we suggest groups contact their closest university or TAFE campus to talk about arrangements where students can put their skills to work in a real-life project. In other words it is a win-win where the community benefits and students get "real" experience.

Now we have been approached from the other side, by **Melbourne University's Careers and Employment unit** for help with their Industry Consultants/Student Placements program. The university has 35 students who are desperate to find non-profit or community organisations that they can match up with as part of their placement.

The aim of the program is to formulate and complete professional consultancy briefs and programs that will build teamwork and leadership skills for the students, and at the same time create valuable ongoing projects that will benefit the community.

The placements the students are looking for are:

- IT work looking at website design, database building or general IT projects
- Counselling work or basically experience assisting in helping, talking to and dealing with clients, patients, residents etc
- Writing positions with emphasis on writing articles for publications, annual reports, reports and updating or writing manuals for groups.

The time commitment from the students is two to four hours per week over one semester but is negotiable depending on the timetable and study demands of the students.

The university's manager, internships and Enterprise program, Emma O'Connell, said after viewing the nominated projects, the university would send the relevant resumes to the non-profit group who would then interview and deal with the students. At the end of the placement, the organisations will be approached to ensure the projects were completed and the students work was acceptable. Once that was established the students would be issued with an "Industry Consultants Certificate", a valuable credential when looking for employment.

"The students want work experience but are mainly interested in the community sector and in adding some value to the community," Ms O'Connell said.

The work is obviously free and carries no cost to the organisation. The students are also covered by the university's own insurance coverage while on placement although all organisations are asked to brief the students on the important health and safety elements of the organisation (fire exits, emergency procedures etc).

All enquiries for application forms to take part in this program should be directed to Kate Caldecott from ourcommunity at [katec@ourcommunity.com.au](mailto:katec@ourcommunity.com.au) or by phoning (03) 9320 6802.

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## 7. BHP goes dollar for dollar

We have talked about a number of business and community initiatives in this newsletter over the past year or so and this month feature a new program unveiled by the former big Australian, BHP Billiton.

BHP Billiton is piloting a matched giving program which will see the company match up to \$1000 in donations, fundraising or volunteer hours provided by employees to local community groups.

The program, which will operate over the next year in Townsville around the Cannington and Yabulu Nickel mines and in the Bowen Basin area, taking in the coal mines between Mackay and Emerald. It will then be extended across the company's worldwide workforce. It is designed to provide local support for the groups and organisations that are relevant to their staff and who they support either through their volunteering efforts, fundraising or personal cash donations.

The program has been established by BHP Billiton under the direction of NSW consultancy **Positive Outcomes**, the company that brought together Cisco Systems and the Smith Family in a partnership that won the 2001 Prime Minister's Award for Excellence in Community Business partnerships. The project is part of BHP Billiton's target of contributing one per cent of pre-tax profit (on a rolling 3 year average) to sustainable community development programs.

The BHP program is not restricted to tax deductible charities. Virtually any not-for-profit community organisation that provides a benefit to the whole community will be eligible for matched funds from BHP Billiton. Groups need to prove they provide a benefit to the community and are incorporated or have approved charitable registration.

There are some exclusions including political parties, some religious organisations and any groups that discriminate or limit membership based on race, gender, beliefs, class or cultural considerations.

The company is encouraging all local organisations in the pilot areas that have members who are BHP employees to encourage them to sign up for the matched giving program. The employees will be able to claim up to \$1000 matching their volunteer hours, \$750 to match their fundraising efforts and \$500 to match their personal donations.

The donations will be checked and then matched by BHP on a quarterly basis so if you are a group operating in the areas covered by the pilot sites, make sure your members who are employees take up their entitlements.

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## 8. Community briefs

### 1. Looking to the heavens for help.

A small piece of trivia that might be of interest to all those fundraisers looking to the heavens for some divine assistance.

An item from UK Fundraising site reports that they asked for advice on whether there was a patron saint of fundraising. The answer has come back that St Joseph is the patron saint of fundraising, Saint Alexis the patron saint of beggars, and Saint Vincent de Paul the patron for charitable giving.

You are now well-armed should the question ever arise at a trivia night.

## 2. Community radio latest.

We have now featured more than 20 groups on our weekly community broadcasts through the Community Broadcasting Association's satellite network.

And while the community stations are still moving to the digital equipment which will enable us to know how many of the 147 stations download the program each week, we do have an update on some stations running the program.

We have also distributed the program through the Aboriginal Program Exchange (TAPE) and now have 10 stations picking up the Community Matters segment through TAPE each week. Those stations are:

- Yarrambat (Vic).
- East Lismore (NSW).
- Carlton (Vic).
- Guerilla Bay (NSW)
- Bendigo (Vic).
- Victor Harbour (SA).
- Rochedale (Qld).
- Bairnsdale (Vic).
- Stirling East Perth (WA).
- Werribee (Vic).

As soon as we are able to find out those other stations picking the program up direct off the satellite network we will let you know.

SBS Radio is also picking up the program up for its regular indigenous program so groups that are taking part are being heard out there. The Ourcommunity Research and Development Council has also discussed other ways that the broadcasts could be distributed after appearing on the CBAA network and we will let you know as we pursue some of those ideas. If you think your group has an innovative idea, program, or policy that you think other groups would benefit from knowing about, please continue to contact Brian Walsh at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au)

## 4. Weekly columns.

We now have dozens of community groups taking the weekly column from Rhonda Galbally that goes out to newspapers across Australia.

The column, which each week tackles various aspects of managing community groups, is distributed free of charge to 87 newspapers around Australia each week. If you would like to receive the column to run in your own publications just let Brian Walsh know at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au).

## Conferences.

1. On the subject of volunteering one conference coming up this year is Volunteering Victoria's fourth Biennial State Conference to be held on the 22nd to 25th of September, 2002. The theme is "Post IYV - Does Anyone Care?".

The conference details can be found at [www.conferences.unimelb.edu.au/volvic](http://www.conferences.unimelb.edu.au/volvic)

## 4. Fraud alert.

It seems that the variations on the infamous Nigerian advanced fee scam that has been going around for the past decade is again targeting Australian email addresses with several variations.



The email has raised hundreds of millions of dollars for West African crime gangs by duping unsuspecting businesses and individuals around the world into providing their banking details. Some non-profits overseas have also received a variation saying they are the beneficiary of a multi-million-dollar bequest and requesting they send over letterhead with banking details, and sometimes even provide some money to the lawyer dealing with the bequest.

The original letter asks for help to invest millions of dollars and offering a massive percentage for anyone who allows their bank accounts to be used to hold the money.

The latest one sent to ourcommunity was from the family of a former government Minister in Sierra Leone wanting help to invest millions of dollars and of course offering a percentage of the money for assistance.

The advice is to ignore them completely. If you have received a new variation on the standard letters send it to [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) and we will warn other non-profits.

## 5. Sending on Easy Grants.

Just a quick note to remind members that you are more than welcome to send copies of Our Community Matters to any other groups or friends you think might be interested.

**BUT...** just a gentle reminder that the same policy does not apply to copies of **Easy Grants, Raising Funds** or **Scholarship Alert**. We have had several instances lately where the newsletters had been passed on outside of the organisation that subscribed.

We have kept the newsletter pricing deliberately low to allow groups to be able to afford them. We would just ask that recipients of the paid newsletters observe copyright and keep them within your own organisation. If you have any queries about this please contact Rose or Leeba at [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au) or on (03) 9320 6800

## 5. And don't forget.

If you have a good idea, great fundraising initiative, super volunteer management program, a new way to use technology or a terrific example of how you have helped build your local community, tell us about it.

We are always on the lookout for groups with good ideas to feature in our weekly radio broadcasts and in Raising Funds. So Get to it. Send details and contact numbers to Brian Walsh at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au).

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## 9. Products and Services

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

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

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

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

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

ourcommunity.com.au also offers a free online donations and a free online volunteer service. For details visit [http://www.ourcommunity.com.au/giving/giving\\_main.jsp](http://www.ourcommunity.com.au/giving/giving_main.jsp)

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

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

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

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

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

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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](mailto: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](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](mailto:brianw@ourcommunity.com.au) or call (03) 9320 6813.

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

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

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