

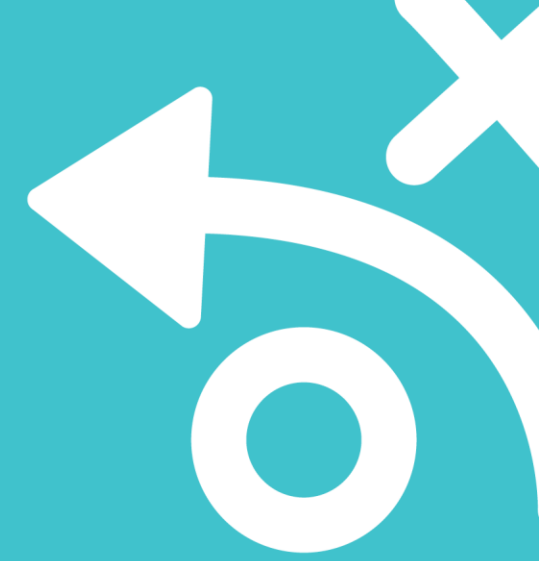


At the *heart* of fundraising



Acknowledgment *of Country*

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

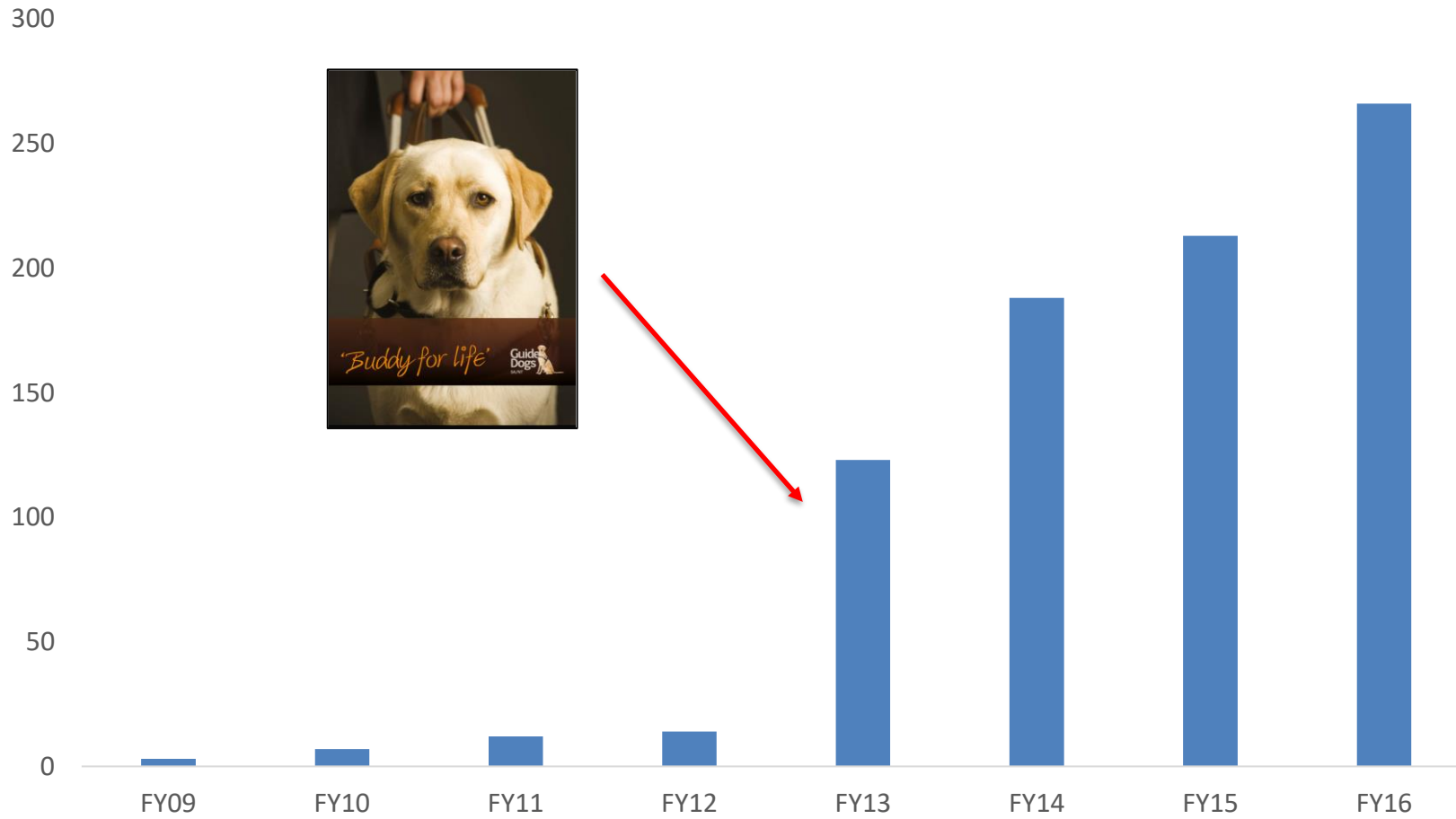


Creating amazing
Gift In Wills
creative propositions



At the *heart*
of fundraising

Confirmed Bequestors SA (not inc realised)





Why Invest?

Include a Charity research indicates that currently there are 7.5% Australian's who on their passing leave a gift in their will. Over the coming decades this is set to significantly grow with the boomer generation retiring.

Data sourced from ABS, Swinburne Uni, Pareto Benchmarking, The Benchmarking Project, Include A Charity & Philanthropy Australia .

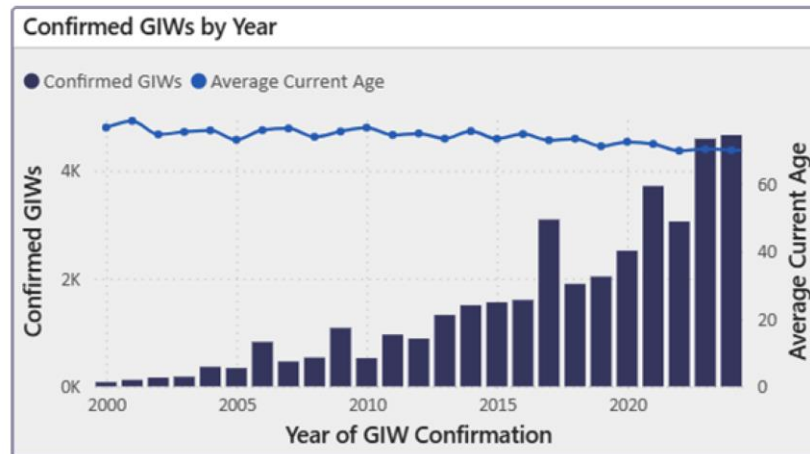
Year	No. who pass (60+)	% leave a GIW	No. who leave a GIW	AVG	Total revenue

GIW Benchmarks



Encouragingly the volume of new Gifts in Wills confirmations continues to grow

This suggests a growing pipeline of future Gifts in Wills estates. And the **average age of pledgers is slowly decreasing**, suggesting that younger donors are being reached earlier and more intentionally, though this does mean longer stewardship timeframes.



51% of confirms are still actively giving – highlighting a need to consider both active and non-active stewardship plans.

58% of all confirms are or have been Single Givers, reflective of a focus of prospecting on older and long-term donors. Average age is around 74.

24% of all confirms are or have been Regular Givers, this is the fastest growing cohort and due to large scale presents a significant opportunity. Average age 67.

Gifts in Wills income continued to grow year on year



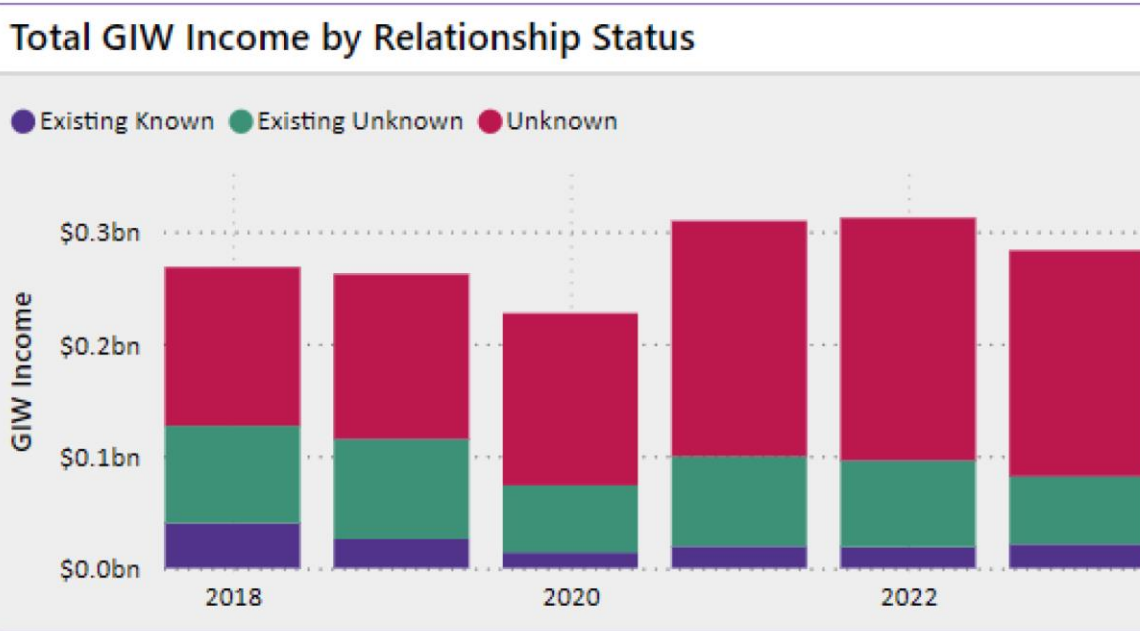
We observed a 20% increase in Gifts in Wills income over the past 5 years.

This is a Compound Average Growth rate of 6.8% over the past 5 years, and 2.8% over the past 8 years.

The 5 year moving average suggest a potential flattening in growth in the past 5 years.

GIW Benchmarking

Gifts in Wills marketing is reaching beyond those who tell you (confirm a Gift in Will)

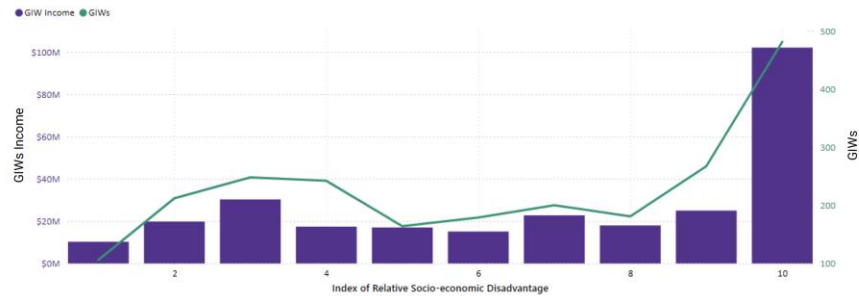


For every Gift in Will received from an Existing Known donor (an existing donors with a known Gift in Will status), another 3 Existing Unknown (existing donors without a known Gift in Will status) also realised a Gift In Will.

Whilst we continue to receive a larger proportion of Gifts in Wills from what appear to be non-donors, other research indicates that within this 'unknown' data are service users, staff, volunteers and indeed donors - the connection between the Gift in Will and past giving behaviours has not been identified.

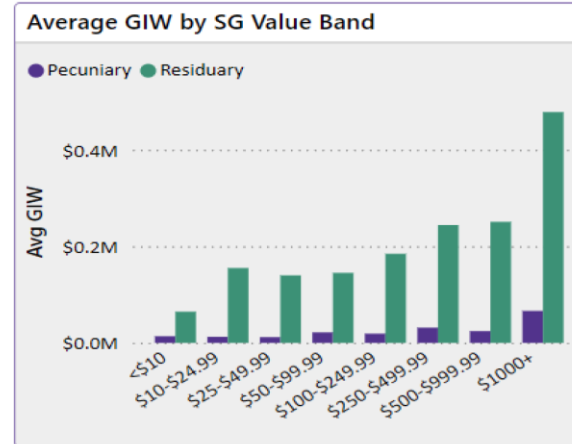
Over the past 10 years, 41% of the Gifts in Wills realised from known donors, have predominantly come from higher socio-economic deciles.

GIWs and Income by Index of Relative Socio-economic Disadvantage



41% of realised Gifts in Wills income was from known donors who were in the top 3 IRSAD declines. Average Gift in Wills from these deciles was \$156k compared to the overall average of \$115k.

Gifts in Wills by value of donors' pre GiW income

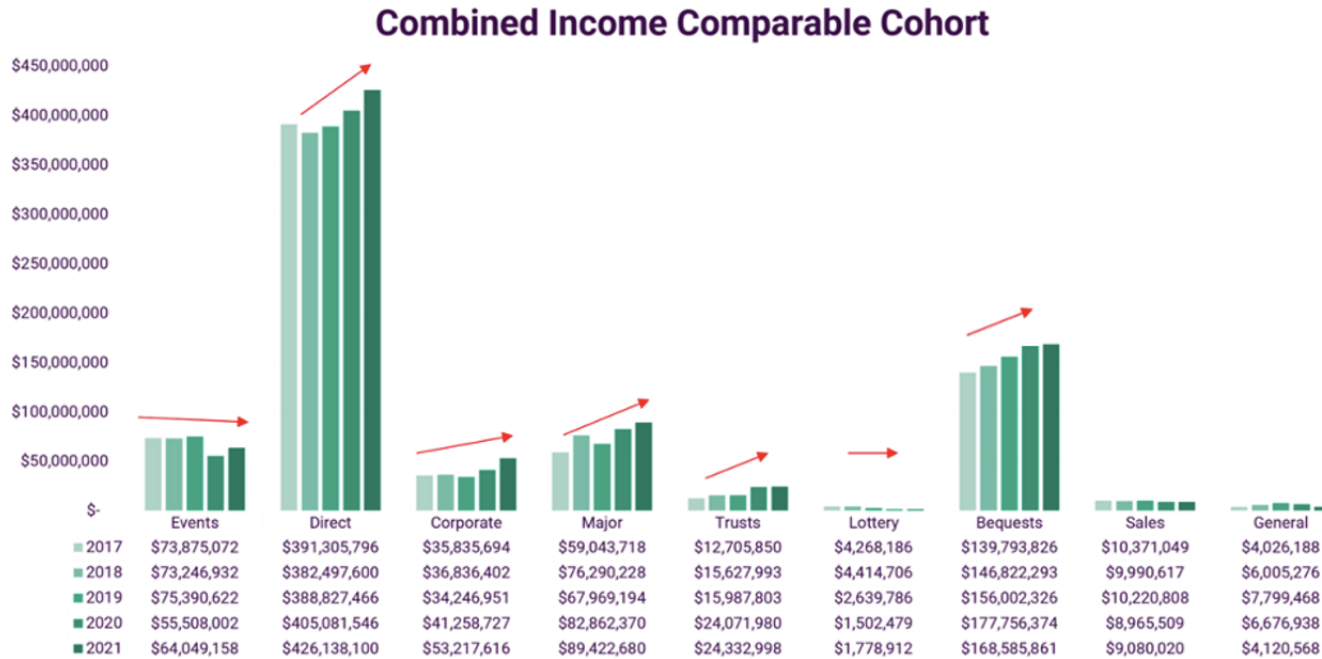


Average Gift in Will from previous Single Givers by Single Gift donation value band

The higher the value a donor's giving during their lifetime, the higher the likely value of their realised Gift in Will.

The Benchmarking Project

Combined income trend data



- **Events:** Events fundraising income
- **Direct:** Direct marketing fundraising activity
- **Corporate:** Corporate sponsorship and giving
- **Major:** Major gifts, giving over
- **Trusts:** Income from trusts & foundations
- **Lottery:** Lottery & raffle income
- **Bequest:** Gifts in Wills
- **Sales:** Revenue from fundraising related sales
- **General:** income not allocated to the other categories

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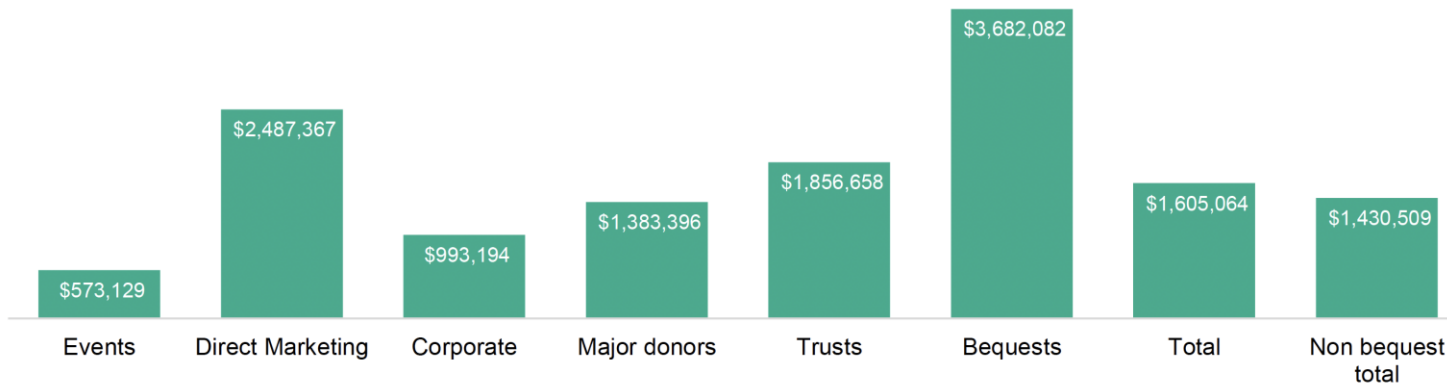
The Benchmarking Project



The Benchmarking Project

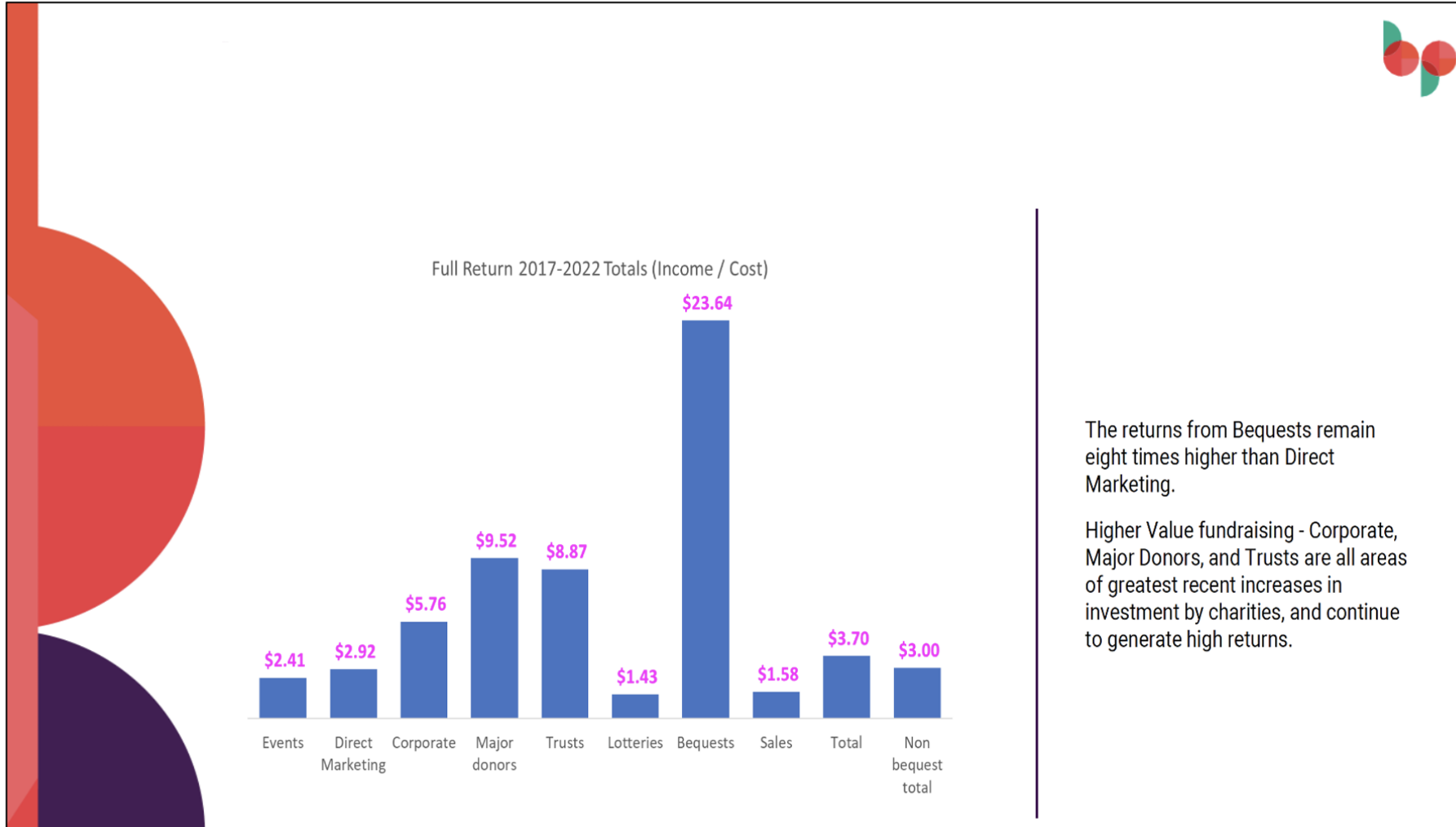
The average income generated per fundraiser is \$1.6 million per year

Income/FTE (where FTE provided) 2019-2023



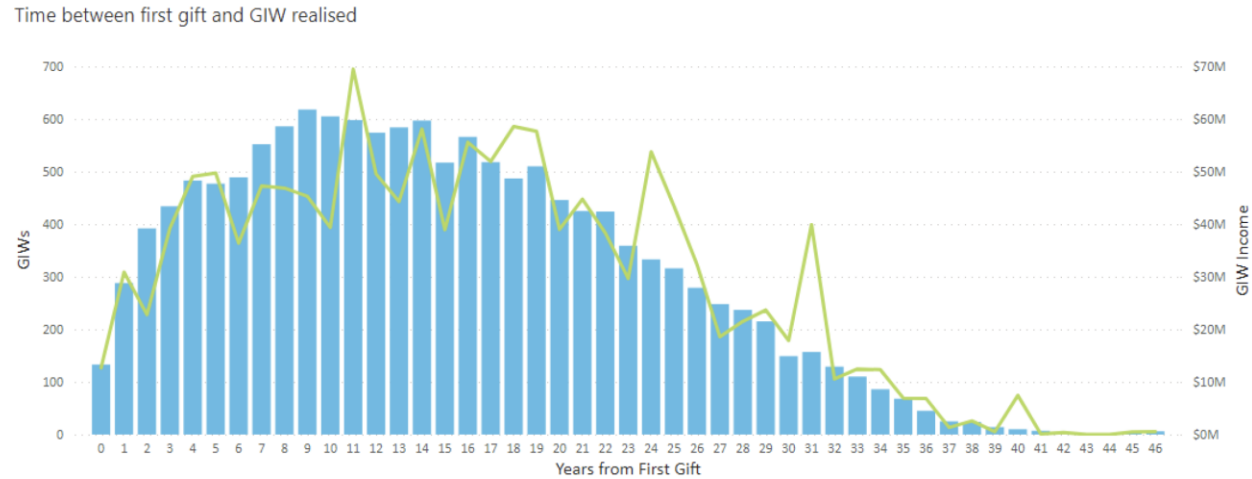
This income per Full Time Employee analysis from the More Profitability benchmarking shows us how impactful investment in Individual Giving is. Direct Marketing in this context includes Single Giving and Regular Giving, and Events are Community Fundraising, Peer-to-Peer and Events.

The Benchmarking Project



Gift in Wills

Time between first gift and realisation of Gift in Will

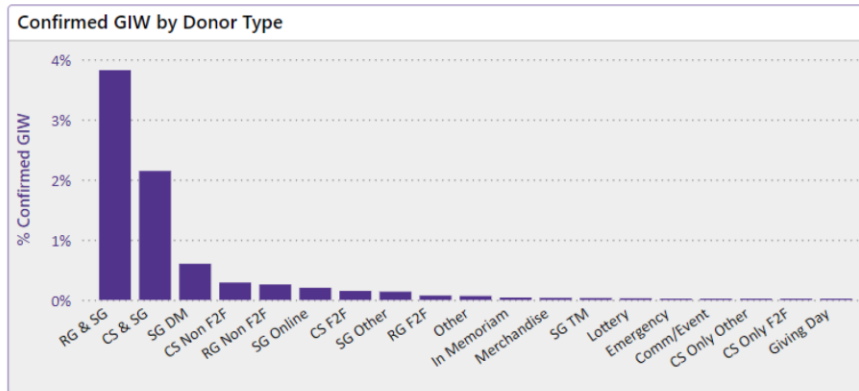


With some Gifts in Wills taking more than 45 years from a first gift of any type to realisation – organisations should be prepared for some very long periods of stewardship.

The average time between first gift and realisation of a Gift in Will from donors who notify an organisation they have added them to their Will is 15 years.

GIW Benchmarking

Donors who give in multiple ways are more likely to have confirmed a Gift in Will

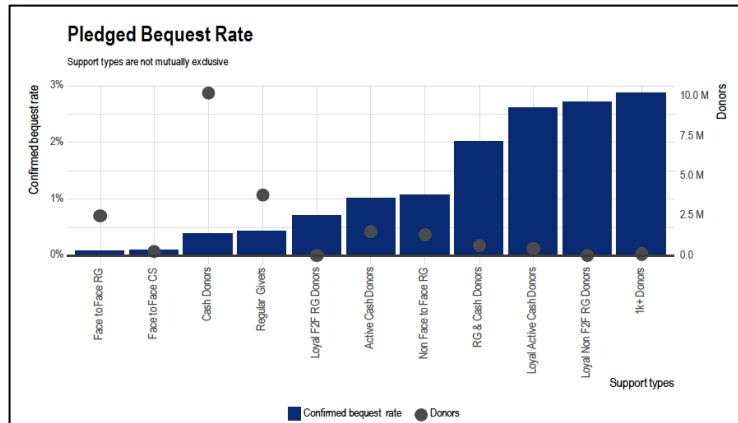


Donor Type	% all Confirmed GIW	Average % of Active Confirmed	Industry High % of Active
Regular Giver + Single Giver	3.8%	36%	16%
Child Sponsor + Single Giver	2.1%	4%	4%
Direct Mail Single Giver	0.6%	40%	10%
Non F2F Child Sponsor	0.3%	1%	1%
Non F2F Regular Giver	0.3%	8%	4%
Digital Single Giver	0.2%	3%	4%
F2F Regular Giver	0.1%	4%	0.7%

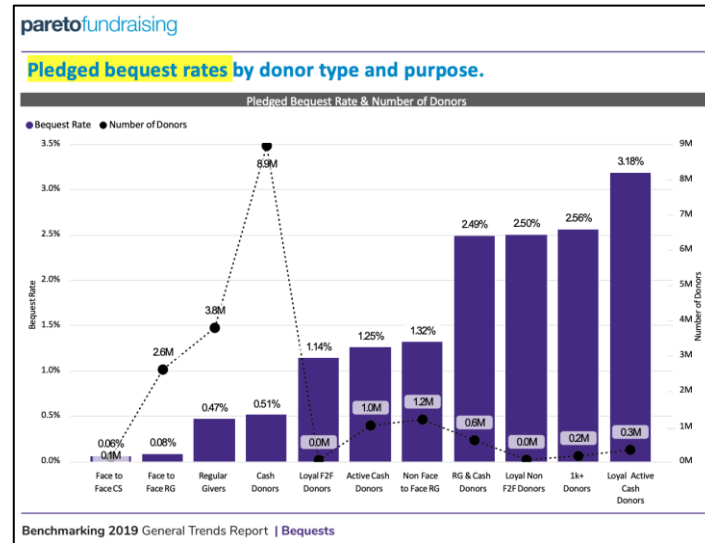
Single Givers, and those who convert to Regular Giving are the most likely to have confirmed a Gift in Will.

Whilst we have fewer Regular Givers who have confirmed a Gift in Will the range of confirmation between charities indicates this may be a result of less targeting of this audience.

Market leaders confirm 4% of their active non-F2F Regular Givers and almost 1% of their active F2F Regular Givers.



2016



2019

These charts show three common data-points for living individuals recorded as "confirmed" for a Gifts in Wills:

- Recency = months since last single gift at time of confirming GIW
- Value = value of last single gift at time of confirming GIW
- Count = number of single gifts at time of confirming GIW

Living Confirmed Donors - Who?

- As expected, recency of gift, lifetime value of gifts, and number of gifts all correlate with the propensity to include a Gifts in Wills (measured as the incidence of a confirmed Gifts in Wills flag)
- These are a suitable starting point when a more refined Gifts in Wills targeting model is difficult (particularly when your volume of confirms is low and therefore modelling challenging)
- Will you miss important factors - can you check against deceased GIW records?
- This chart is a summary, more data is available to review for data-contributing members including:
 - Age at time of confirmation
 - Channels of the confirmation

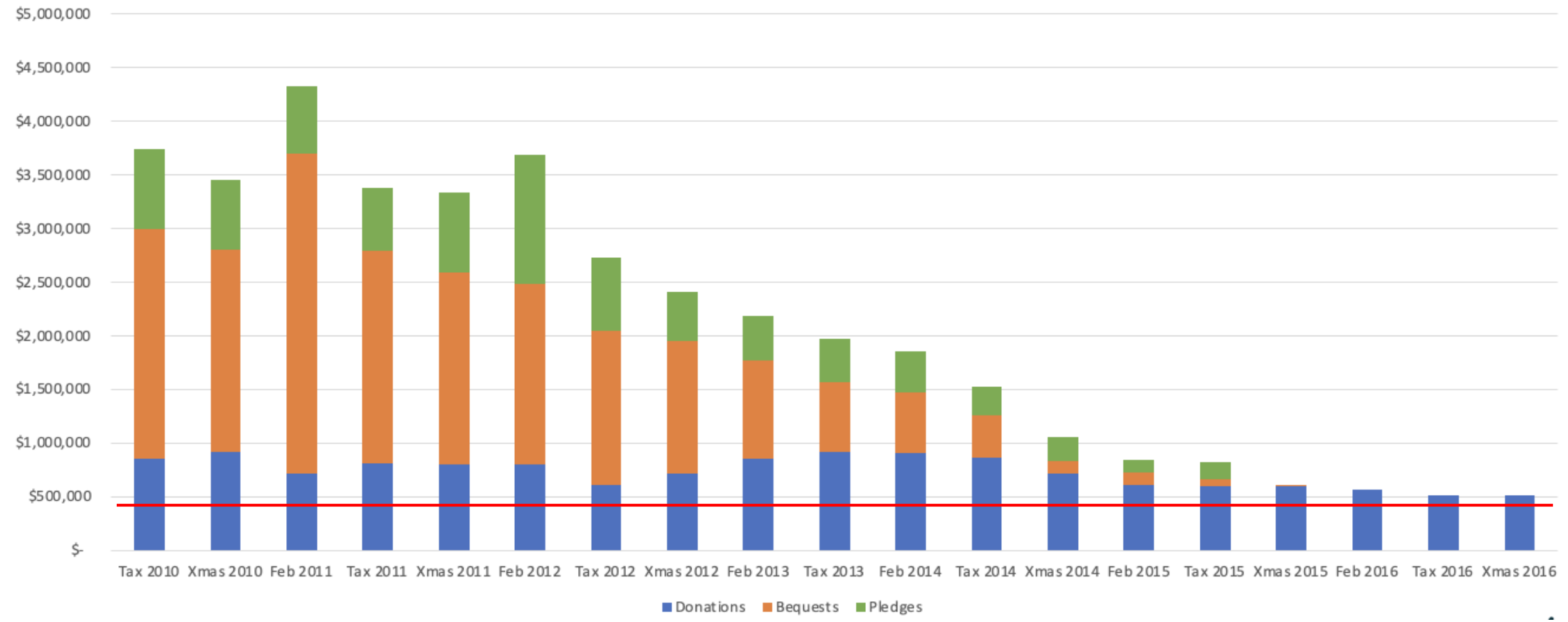
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2022



Acquisition DM to GIW

GDSA - LTV DM Acq to GIW

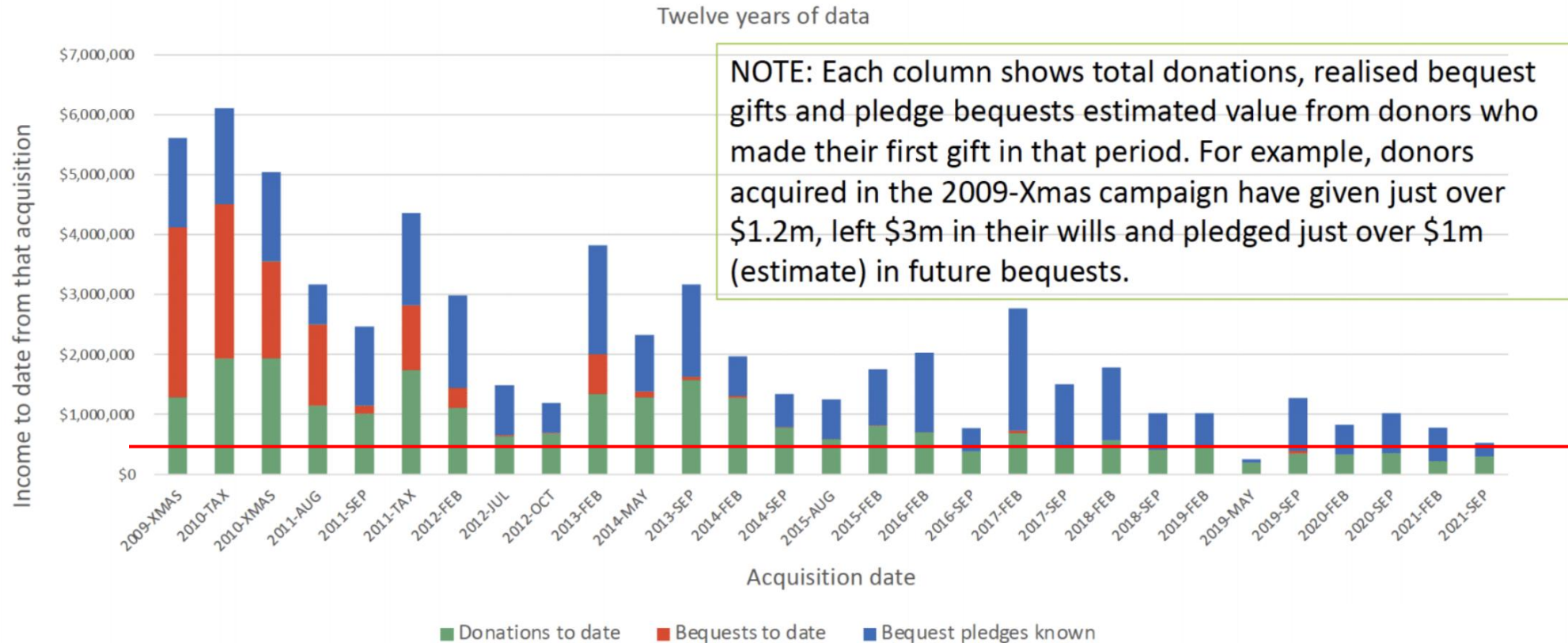


ROI 12:1

At the heart of fundraising



Acquisition DM to GIW



ROI 13:1



Know your donor..

At the *heart*
of fundraising

Age at death

In 2018, there were 158,493 deaths registered in Australia. The majority of deaths in Australia, like other developed countries, occur among older people. Sixty-six per cent of deaths registered in Australia in 2018 were among people aged 75 or over (59% for males and 73% for females). The median age at death was 78 years for males and 84 years for females ([Table S2.1](#)).

Figure 2.1: Deaths by sex and age group, 2018

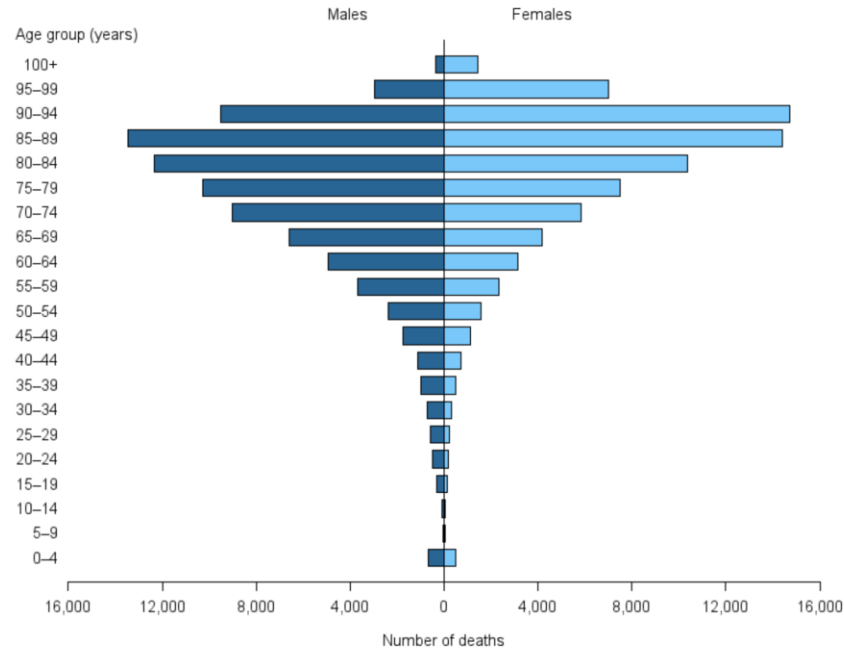
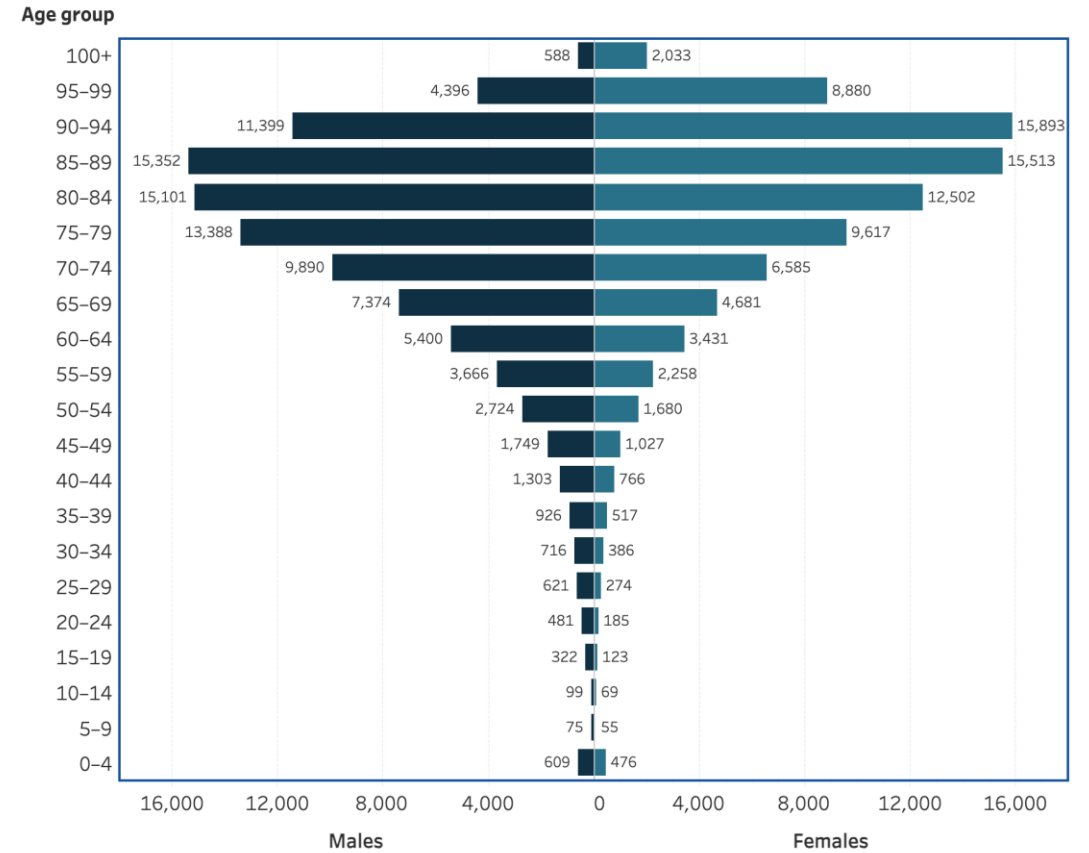


Figure 2.1: Deaths in Australia by sex and age group, 2023



Know Your Donor

- Most people dying over past few years were born 1925 – 1940 (80 - 95 years old)
- Children during WW2 (1939 - 1945)
- Varying levels of experience around the great depression (1929 - 1930)
- Married after WW2 (may or may not be widowed)
- Brought up in religious households
- Writing and style of messaging needs to account for this





A wholistic approach...

At the *heart*
of fundraising

R

Donor
Republic

Gifts in Wills Strategy Tree





Gifts in Wills Strategy Tree



1. Strong Foundations for Growth

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

Gifts in Wills Strategy Tree



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Leadership support
Dashboards
Data capture and insights
Best practice processes for estate management

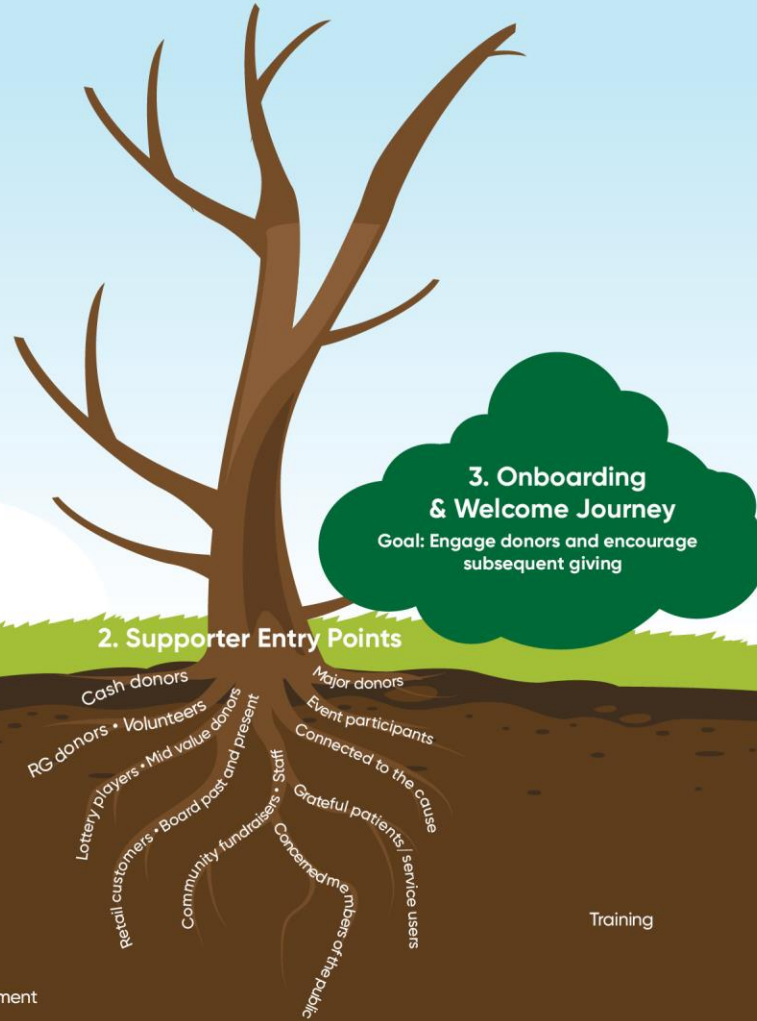
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Gifts in Wills Strategy Tree



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Data capture and insights

Best practice processes for estate management

2. Supporter Entry Points

Cash donors

RG donors • Volunteers

Lottery players • Mid value donors

Retail customers • Board past and present

Community fundraisers • Staff

Concerned members of the public

Major donors

Event participants

Connected to the cause

Grateful patients, service users

Training

3. Onboarding & Welcome Journey

Goal: Engage donors and encourage subsequent giving

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Gifts in Wills Strategy Tree

4. Donor Love

Newsletters • Impact Reports • Feel good thank you's • Best practice asking
Goal: Deepen engagement to increase number and value of gifts

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Gifts in Wills Strategy Tree

6. Always on GIW Awareness & Lead Generation

Supporter Surveys • Articles in Newsletters • Gifts in Wills targeted newsletters • Telemarketing • Events • Social media marketing • Include a Charity Week • Funding Statements • Tick boxes on reply devices • Mentions at any event • Bookmarks • Search • Single or Multi-wave GIW mailings • Thank you calls with GIW mentions • Articulated GIW visions

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

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5. Mid Value Donors

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

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TV • Radio • Digital • Outdoor • Search
Goal: Give talkability and normalise concept to those where the organisations ongoing touchpoints don't reach as well as reinforce the messaging received

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8. GIW Consideration, Cultivation & Inspiration

Activities as per focus area 6 as well as:
 GIW Relationship Management • Focus on data collection • Personalisation where possible • Strong conversion pack • Conversion pathway mapped • Informative • friendly GIW area of website • Thank you calls • Invite to events • Annual reports • Mini Surveys • Digital background marketing to amplify conversion asks / impact • online Wills
Goal: To migrate supporter to place your charity in their Will

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9. GIW Confirmed & Reconfirmed Stewardship

Welcome pack • Welcome to GIW Society • Exclusive events • Post donation thank you calls • Focus on data collection where gaps exist • Updates to keep 'on the inside track' • Digital background marketing demonstrating impact to reinforce decision • Strong personalised stewardship
Goal: Highly engaged supporter who prioritises your charity in their Will and considers increasing the value over time

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1. Strong Foundations for Growth



Three main pillars led to 9 main steps

1. Data and Donors

1. Target market
2. Data collection systems – surveys etc

2. Core Program

3. Bequest building – donor on-boarding and engagement
4. Bequest proposition, messaging, style - conversion pack - collateral
5. Telemarketing campaign
6. Events (acquisition, engagement and ask)

3. Integration, Relationships and growth

7. Relationships & growth
8. Integration to middle and major donors
9. Mass Marketing & Estate Agents

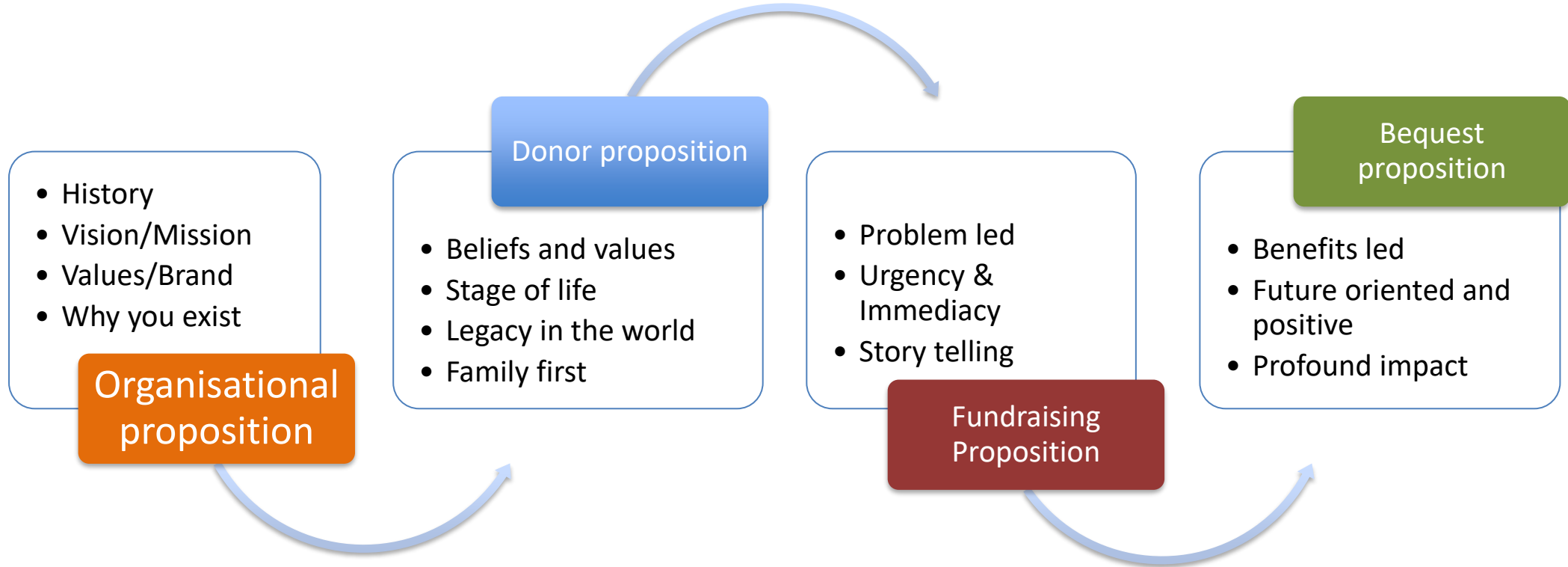
Focusing on proposition led creative

What is a proposition?

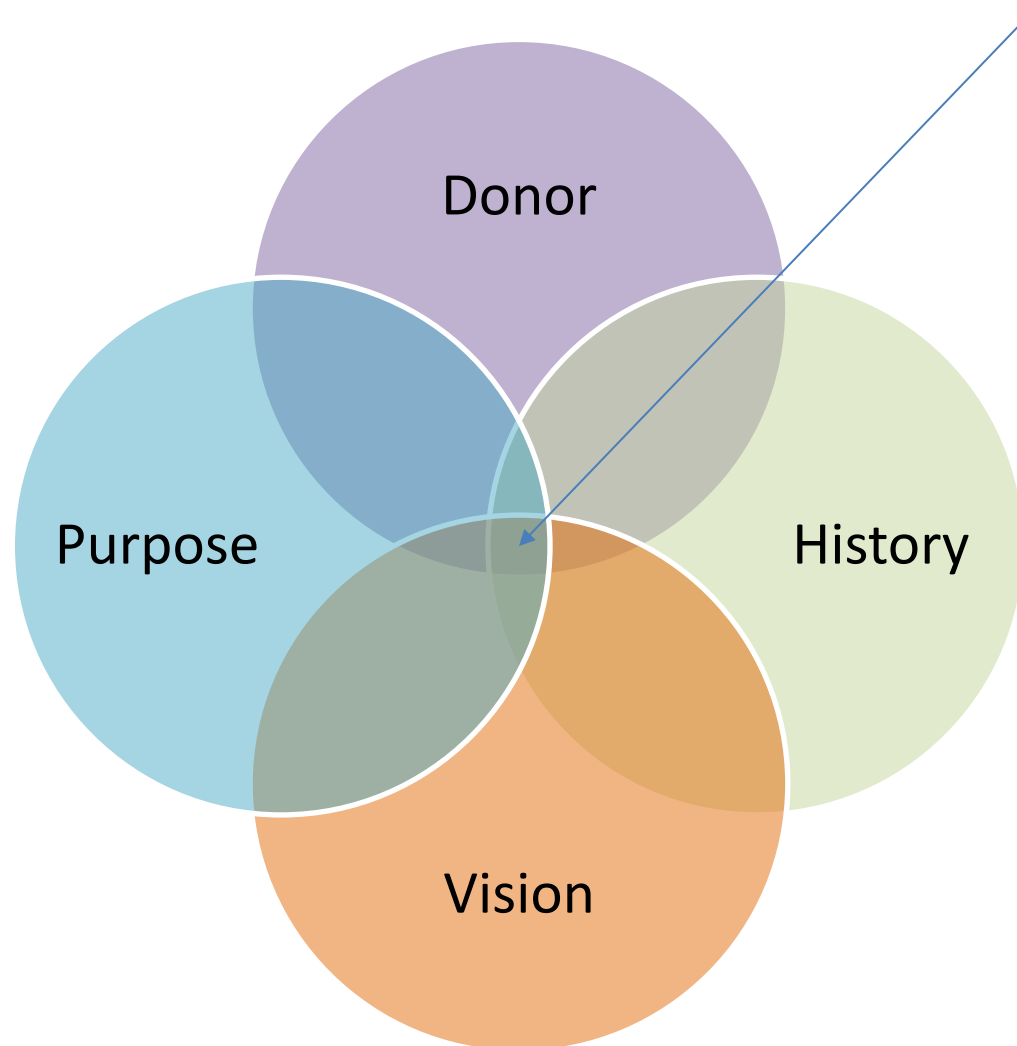


The single, most powerful thing you can say to inspire someone to leave a gift in their Will to your organisation. A short, compelling statement proposing someone will achieve something they care about by supporting you.

Proposition & Collateral - Framing the message



Objective: Develop Bequest Proposition and supporting collateral that aligns with donor's philanthropic motivation and the organisations history, purpose and vision



There are different types

Organisational Proposition

What you stand for and why you exist, informed by your history, vision and mission.



Donor Value Proposition

What you empower donors to achieve. The overarching reason that you raise funds. More problem-led, urgent & immediate. The main reason they give.



GIW Proposition

What you empower to achieve through a gift in their Will. Benefit-led, future oriented and positive. 20-30 Year Vision



Digital 2-Step Proposition

Appeal Proposition

How you empower donors to meet a single, specific purpose or need. Immediate.

RG Proposition

How you empower donors to meet an ongoing need. Immediate but on-going.

Digital 2-Step Proposition

A mechanism to engage prospective donors in a relevant conversation, ahead of a financial ask.

MV/MD Propositions

How you empower donors to meet a more substantial need. Ideally larger in scale, with more rational justifications and supports. 3-5 years

Proposition Development

Organisational Proposition

Safe Water for All

Fundraising Proposition

Water is a basic human right. Help ensure communities affected by poverty and/or conflict have access to safe, reliable water.

Bequest Proposition

Help create a world where no child ever again goes thirsty or gets sick from drinking dirty water.



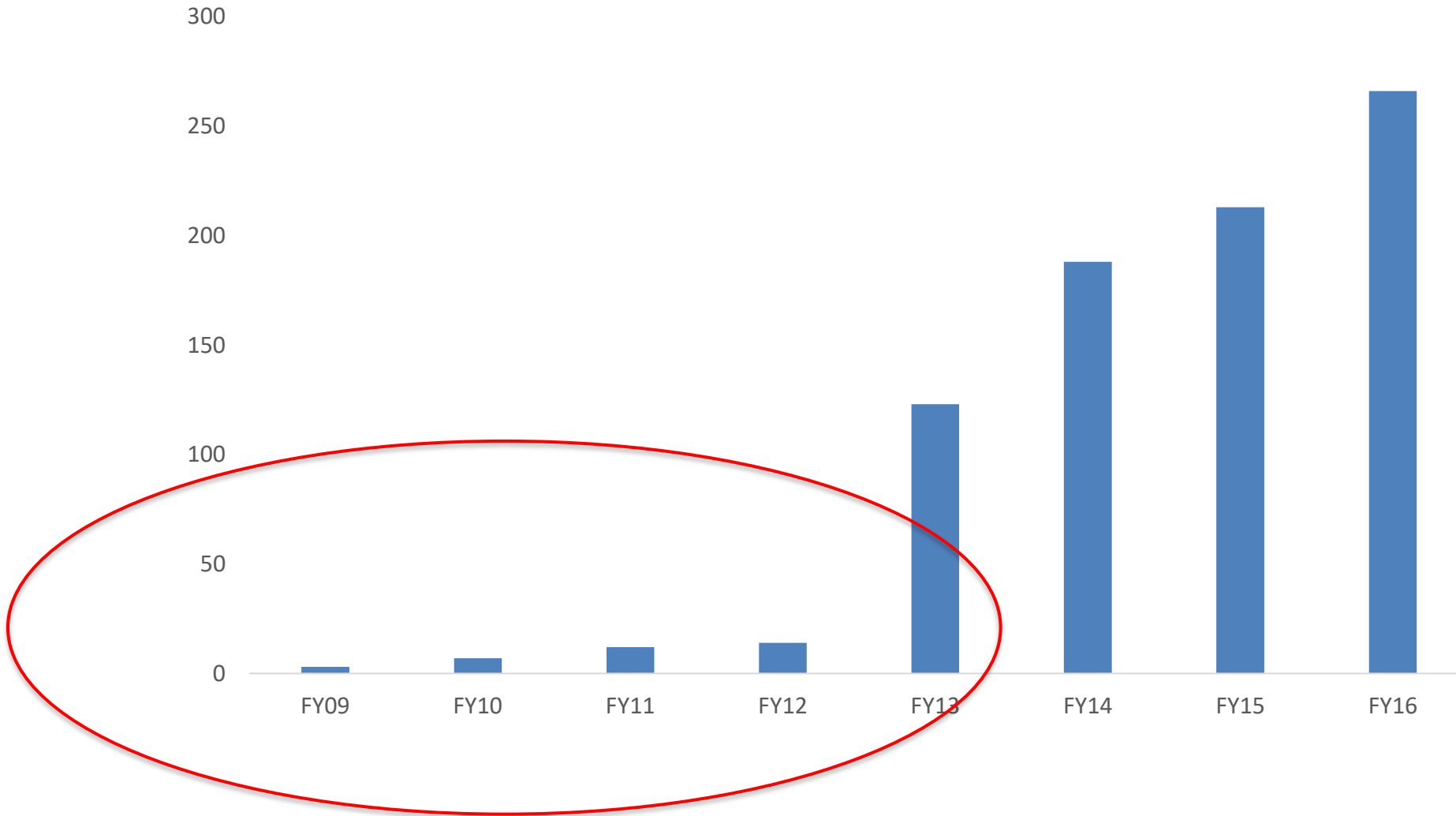
The power of a Name

- 1. Internally, brings it to life, creates the culture and existence**
- 2. Creates a sense of belonging**
- 3. Allows people to digest a lot of information easily**

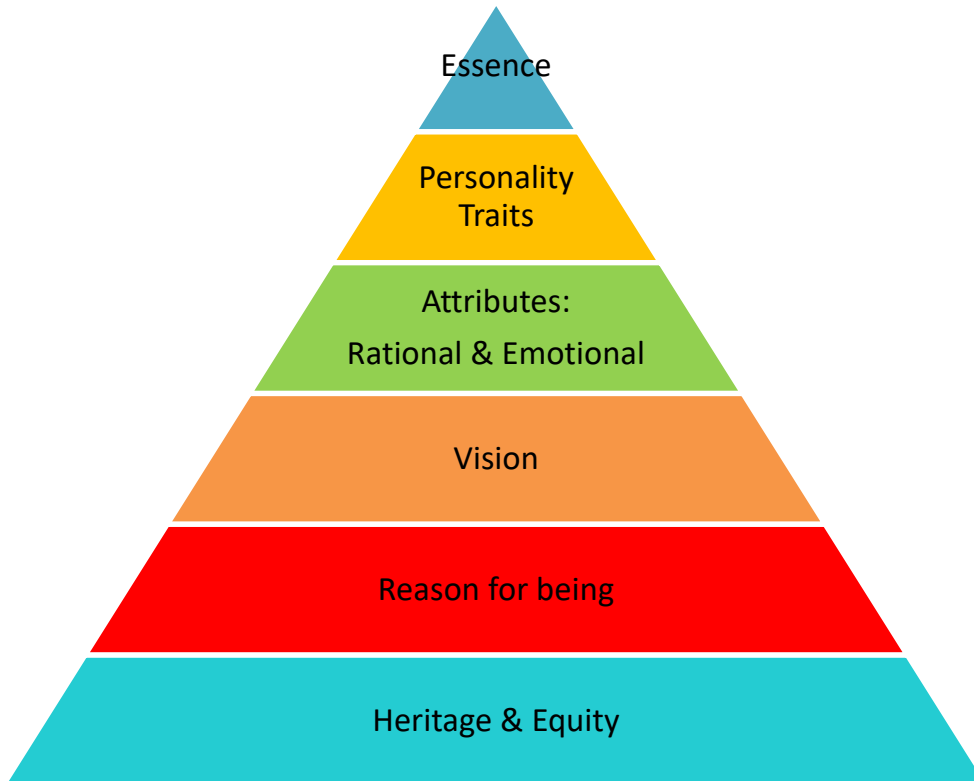
A name, or [identity](#), is a powerful thing. It is a descriptor that allows people to make quick judgments and assumptions about us. While we can understand the harm of assumptions, for the human mind it is a fast way to categorize a lot of information in a short amount of time. Assumptions also give us social context for the “rules” we need to interact with new and different people.

Goodtherapy.com

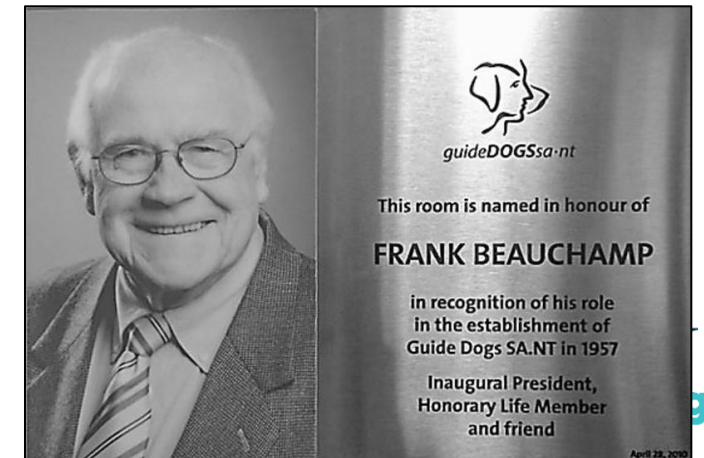
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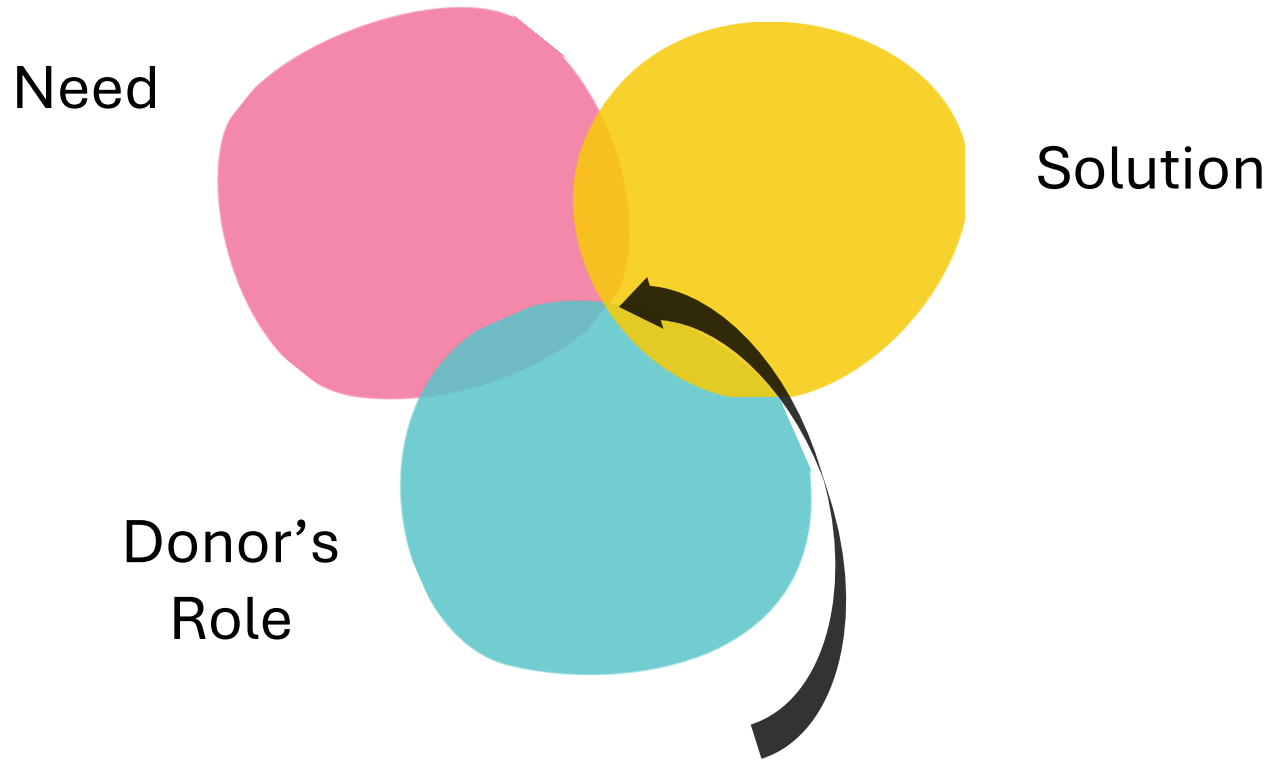
Proposition & Collateral - Framing the message – using Brand pyramid



History...



A succinct tool to help get us there



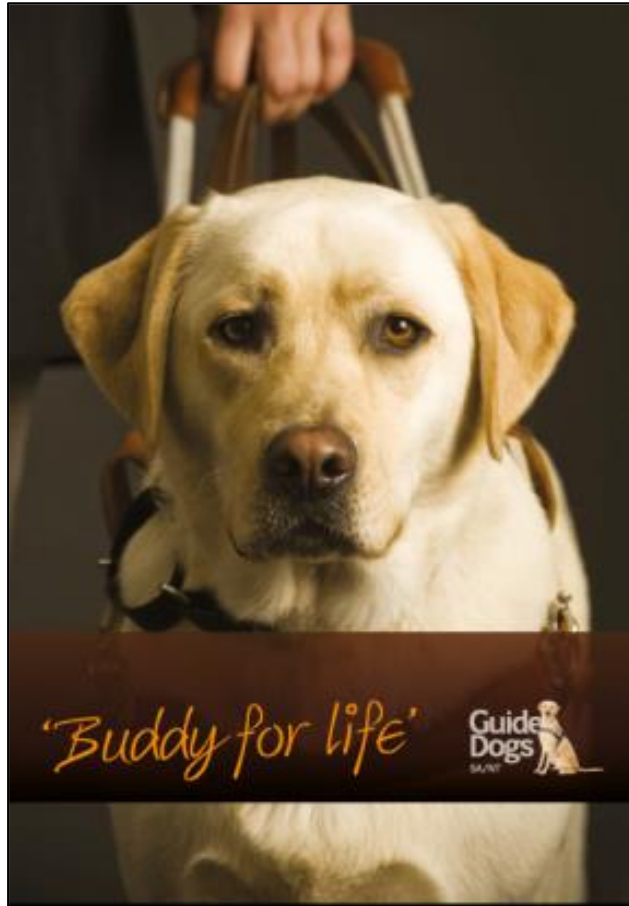
Said in a way that inspires people to give



Guide Dogs



Help give people with vision impairment their buddy for life

Proposition & Collateral - Framing the message – using Brand pyramid



  <p>Guide Dogs SA/NT Bequest Charter</p> <ol style="list-style-type: none"> We will always respect your privacy. We recognise and appreciate that your Will is completely personal to you and shall be held in strict confidence and not publicly disclosed during your lifetime without your expressed permission. We also realise that, rightly, your family and loved ones will always come first. Because we are committed to making a difference to the lives of people living with disability, we encourage you to leave a gift in your Will to Guide Dogs SA/NT. We recognise that it's your decision and you need to make it in your own time. We would love to know that you have included Guide Dogs SA/NT in your Will so that we can discuss any wishes you may have. Of course, if you decide not to tell us, we understand your decision. We act with integrity and will use your gift carefully and cost effectively so that it has the greatest impact for people living with disability. We will handle your gift with care and respect. We will give you the opportunity to be connected with the work we do, that is made possible by gifts such as yours. 	<p>We believe that all people with a vision or hearing impairment, and children living with autism, have equal rights with all other people.</p> <p>Guide Dogs is dedicated to helping people living with disability to reach their full potential and empowering them to live as independently as possible.</p> <p>As Australia's Most Trusted Charity – voted for the last three years in a row, people can be assured that their donations are actually changing the lives of South Australians and Territorians with sensory disability.</p> <p>Our work is not possible without the help of our generous "suppawters" and for that we thank you.</p> <p>The Guide Dog movement in South Australia and Northern Territory began with the vision of Frank Beauchamp. Frank was the first President of Guide Dogs SA/NT and is still an active supporter today! We hope you will join the <i>Buddy for Life</i> program and help keep Frank's vision alive.</p> <p><i>The total economic cost of vision and hearing loss in Australia is estimated to be over \$40 billion per annum.</i></p> 
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Proposition & Collateral - Framing the message – using Brand pyramid

A photograph of an elderly woman with short grey hair and glasses, smiling warmly. She is wearing a patterned scarf and has her arms around a light-colored puppy. The background is dark.

**BEV
and
IGGY**

"To ensure that the dogs can continue to be trained and help people lead more independent lives, I am happy to include a gift in my Will."

Bev has been an active Guide Dogs supporter for many years. She loves the work Guide Dogs do and how much they improve the lives of people in her community. Bev proudly leaves a bequest for Guide Dogs.


Introducing the Buddy for Life Program

Thank you for considering Guide Dogs as a beneficiary in your Will. When you choose to support us in this way, please call our Fundraising Manager on 8203 8333 so we can recognise your gift in your lifetime and invite you to be a member of our *Buddy for Life* program, include you in Guide Dogs' events and invite you to Guide Dogs' presentation days at our Puppy Development Centre.

The *Buddy for Life* program aims to ensure we represent the reverence of your relationship with Guide Dogs. 'Buddy' was the name of the first Guide Dog ever trained, and with your generosity, we can continue to uphold Buddy's legacy and carry on with our work to improve the quality of life of people living with a vision or hearing impairment, and families of children living with autism.

A photograph of three puppies sitting on a white background. Two are black and one is light-colored. They are all looking towards the camera.

Proposition & Collateral - Framing the message – using Brand pyramid

An advertisement for Guide Dogs. On the left, a man named Scott is smiling and looking at a light-colored dog named Zelda. The background is dark grey. Text on the left identifies them as 'SCOTT and ZELDA'. A quote from Scott is on the right. At the bottom left, an orange box contains a short bio. On the right side of the advertisement, there is a section titled 'The magic of Guide Dogs' with several paragraphs of text. At the bottom right, there is a small image of a black dog sitting.

**SCOTT
and
ZELDA**

"If it wasn't for the help of Guide Dogs, blind people would be doing what we did in the 1800s – just sitting in a room, doing nothing. I'm thankful and glad that they have opened up the world for us."

Blind from birth, Scott is a bright 25-year-old who uses a Guide Dog called Zelda, as well as Global Positioning System (GPS) software that "speaks" navigational directions from his mobile phone. The software lets Scott know his location, while Zelda keeps him safe – and is good company, too!

The magic of Guide Dogs

Pause for a moment and think about what you did today. You may have gone to the shops, met with friends, travelled to work or accomplished something around the house or garden.

Now imagine for a moment trying to do any or all of those things if you were blind.

The world would be very scary, where even the simplest activity is an apparently insurmountable challenge. You might be afraid to travel. Obstacles and dangers might prevent you from doing what you might otherwise choose to do. Your world may well retract into a lonely and dark place as the fear of these dangers and obstacles discourages you from living an active life.

What if that world suddenly opened up? How might your life change if all the things you wanted to do, but were too afraid to, were now possible?

And what if the key to unlocking this new world of opportunities went on to become your best friend?

That is the magic that a Guide Dogs can make possible!



Proposition & Collateral - Framing the message – using Brand pyramid

A photograph of a young child with curly blonde hair, wearing a green shirt and blue shorts, sitting in a wheelchair. A light-colored dog is sitting next to the wheelchair. The background is dark.

**LACHLAN
and
GRADY**

“Grady is very gentle with Lachlan, and even lets him lie on him! Grady stays by Lachlan’s side and acts as if he can feel Lachlan’s pain. He helps Lachlan forget about his aching bones.”

Six-year-old Lachlan was born with Osteogenesis Imperfecta, a rare genetic condition known as ‘brittle bones’. The condition means Lachlan will always have a short stature, and will experience many bone fractures throughout his life. Lachlan now has a ‘Pets As Therapy’ dog called Grady.

About our dogs

A huge amount of effort goes into matching the clients with just the right Guide Dog. We consider not only the client’s lifestyle, age and travel needs but also the personality and guiding attributes of the dog. We teach clients how to look after their Guide Dog and how to work with them as a team.

At two-years-of-age following much intense training, newly graduated Guide Dogs start off knowing about 30 basic commands like ‘left’ and ‘right’ or ‘find the door’. Obeying simple instructions (even under confusing conditions) and leading their owners safely around obstacles is the basis of the team partnership.

Each command has to be taught and understood. Each destination has to be learnt.

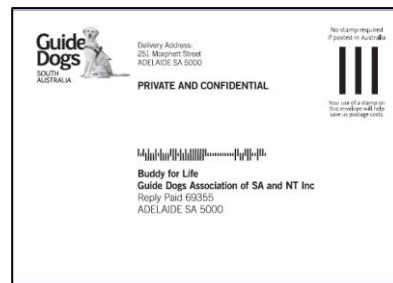
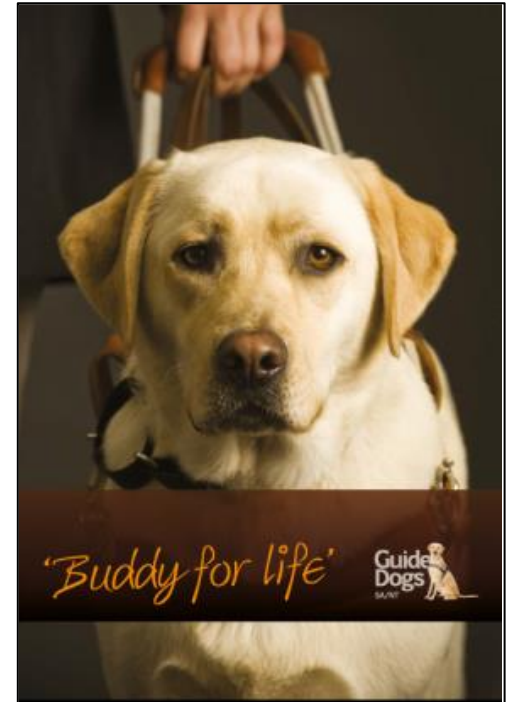
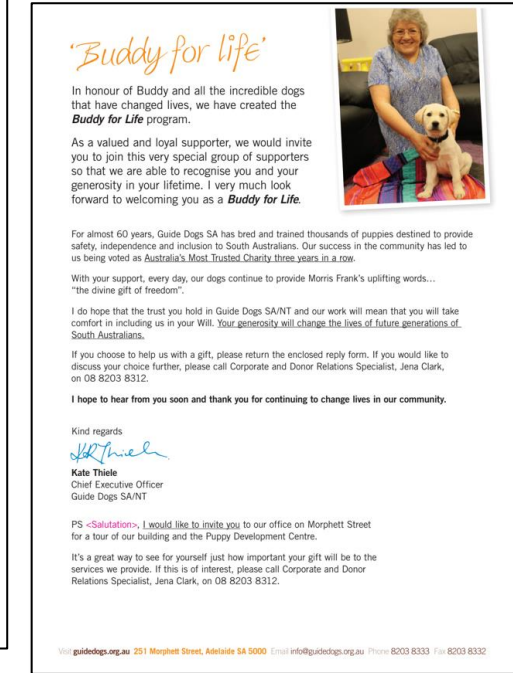
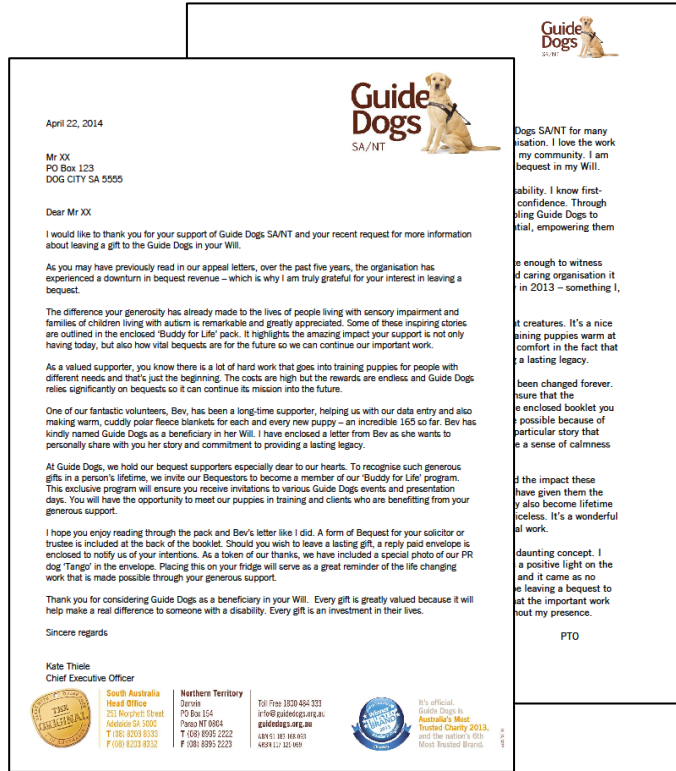
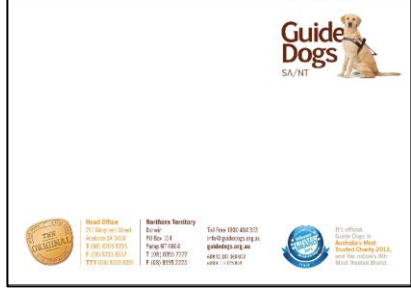
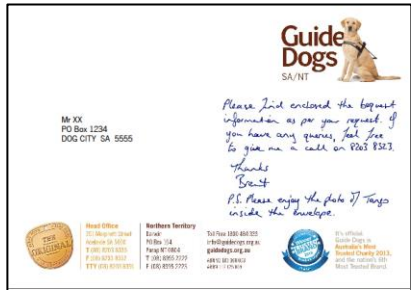
A Guide Dog’s memory is amazing. Experienced dogs may have learned to find their way to a multitude of destinations with simple commands like “we are going to the office” or “take me to the shop”.

The owner gains a new sense of independence and freedom. The dog has an interesting life, in a job that rewards intelligence and intuition – a job that dogs clearly enjoy.

Our contact with the client will continue throughout the Guide Dog’s working life. Along the way, we take great pride and delight in watching the growing bond between the client and his or her Guide Dog. It makes all the hard work worthwhile.

A photograph of a black dog lying down on a white surface, next to a colorful rope toy.

Enquiry Pack



Thank You Process

1. Thank You Phone call / pack
2. Invitation to Welcome/Thank You Event
3. Regular invitations to all events as special guests

An invitation card for Guide Dogs SA/NT. The top half features the text 'You're Invited' in a large, elegant orange script font. To the right is a photograph of a light-colored puppy lying down. Below the text, the following information is provided: 'Guide Dogs SA/NT Chairman Joe Thorp would like to invite you to learn more about the Vision For The Future Campaign.'; 'Date 18 November 2014'; 'Time 5.15pm for 5:30-7:30pm'; 'Venue Guide Dogs SA/NT 251 Morphett Street Adelaide SA 5000'; and 'RSVP to Sam Sample by calling 8115 6008 or email sam.sample@guidedogs.org.au before 12 November 2014'. At the bottom left, there is a paragraph: 'Guide Dogs was recently voted Australia's Most Trusted Charity for the second year in a row. That's an accolade we hold dear. Please join Guide Dogs Chairman Joe Thorp and the Board as they share the highlights of 2014 and the Vision For The Future.' At the bottom right, there is a circular award logo that says 'Voted Australia's Most Trusted Charity' with the years '2012' and '2014' on a ribbon, and the Guide Dogs SA/NT logo featuring a dog and the text 'Guide Dogs SA/NT'.

Thank you pack to confirmed



A Proud History

A black and white historical photograph showing a woman in a dark dress and white collar smiling at a light-colored dog. The dog is sitting and looking towards the right. In front of the dog is a small table with a sign that reads 'Help To Train A GUIDE DOG for a BLIND PERSON'. There are some items on the table, including what looks like a small statue or figurine.

The history of using dogs to assist people who are blind is thought to date back centuries, with Roman murals and plaques from the Middle Ages depicting this special relationship.

Modern Guide Dogs are thought to date back to 1917, with the foundation of the German War Dog School, set up to support soldiers blinded in battle.

Australia's first Guide Dog, Dreena, arrived from the UK in August 1950.

Guide Dogs SA.NT began operations in 1957, founded by members of the Adelaide and Unley Apex Clubs. In the early 1960s a national appeal raised £16,800, a junior auxiliary was formed and nine Guide Dogs were trained. In 1965 the South Australian Government amended the legislation to allow a person who was wholly or partially blind to be accompanied by a Guide Dog into any building, public space or vehicle.

Today, thanks to the generous community support, we continue to raise, match and train Guide Dogs working in the community; have expanded services into low vision, hearing and more recently children with autism. In April 2010 we launched a state-of-the-art, interactive Discovery Centre focusing on education, information and prevention.

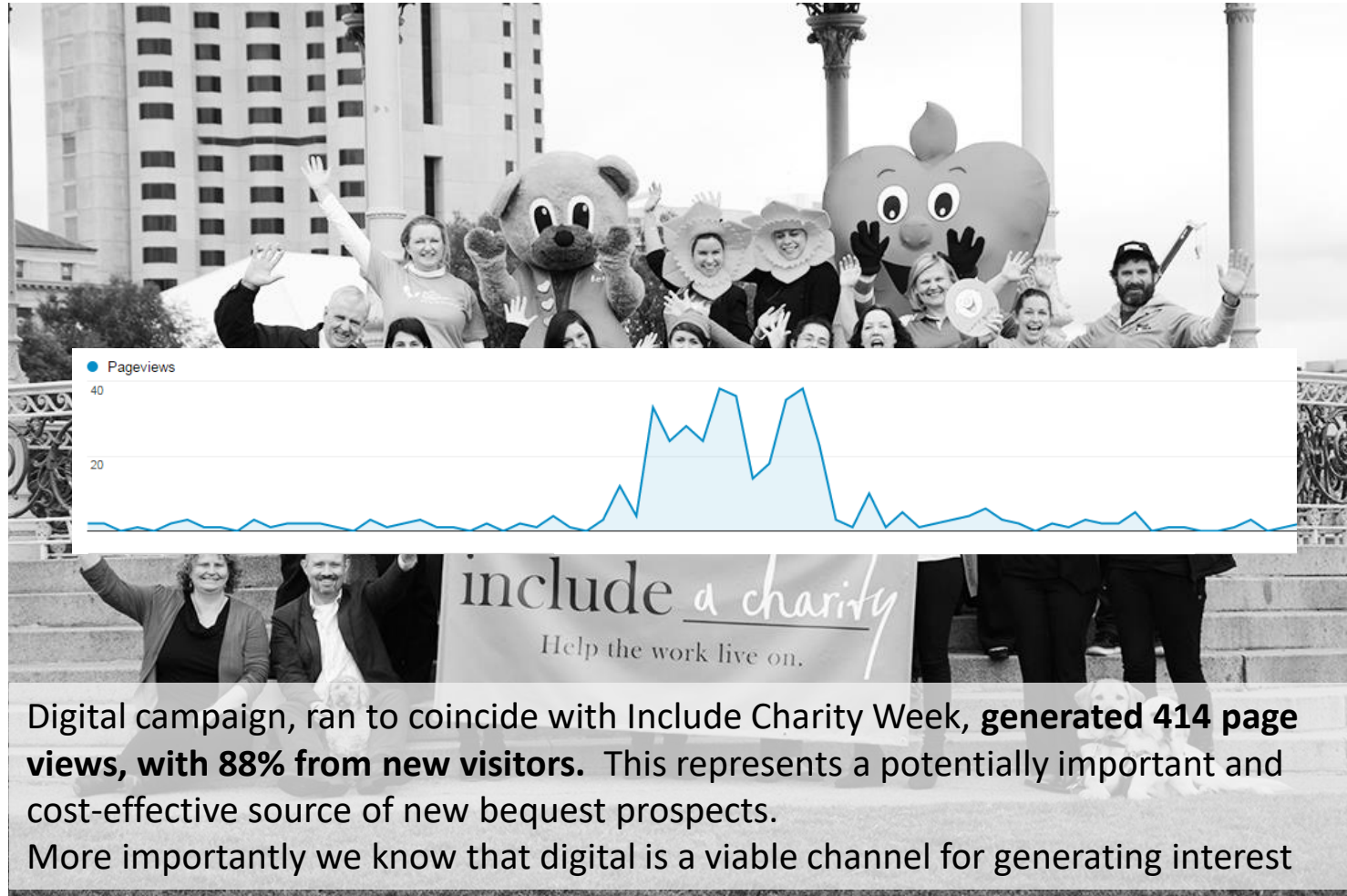
A small white outline logo of a dog's head, identical to the one in the top right of the image above.

Multi-Channel collateral



Digital Integration
Events
Website Page
Phone Scripts
SMS

Digital collateral



Bequests funded our building...mentioned at every event
Links to did you knows...funding statements...



Digital collateral Website and Videos need to be on proposition

GIFTS IN WILLS


Client stories

A video that provides an insight into the people that Guide Dogs NSW/ACT help every year by providing them with services that enable them to live a confident and independent life. A Gift in your Will can help our clients achieve their life goals and lead happy and fulfilled lives.



Guide Dogs SA/NT Thank you for ensuring Alisha never walks alone

Alisha's story



Andrew, thank you so much from the bottom of our hearts for your recent donation to Guide Dogs. It is because of caring, loving people like you that we are able to make a lasting difference to people who are blind.



It was nice to chat with you over the phone recently and I hope you enjoyed the welcome book we sent you which showcases all the truly inspiring people that you will be helping along our incredibly journey together.





Guide Dogs SA/NT has been voted Australia's Most Trusted Charity five years running – it's an accolade we hold dearly. So please feel free to get in contact with me or Suzy who sent you an SMS if ever you have any questions about your life changing support.

Thanks again for your kind donation and I look forward to seeing you soon at one of our puppy events – they are so much fun and so rewarding!


Kind Regards

Kate Thiele
CEO

Show your support for Guide Dogs:  Share  Tweet

Guide Dogs SA/NT DONATE NOW PUPPY SPONSORSHIP VOLUNTEER YOUR TIME    

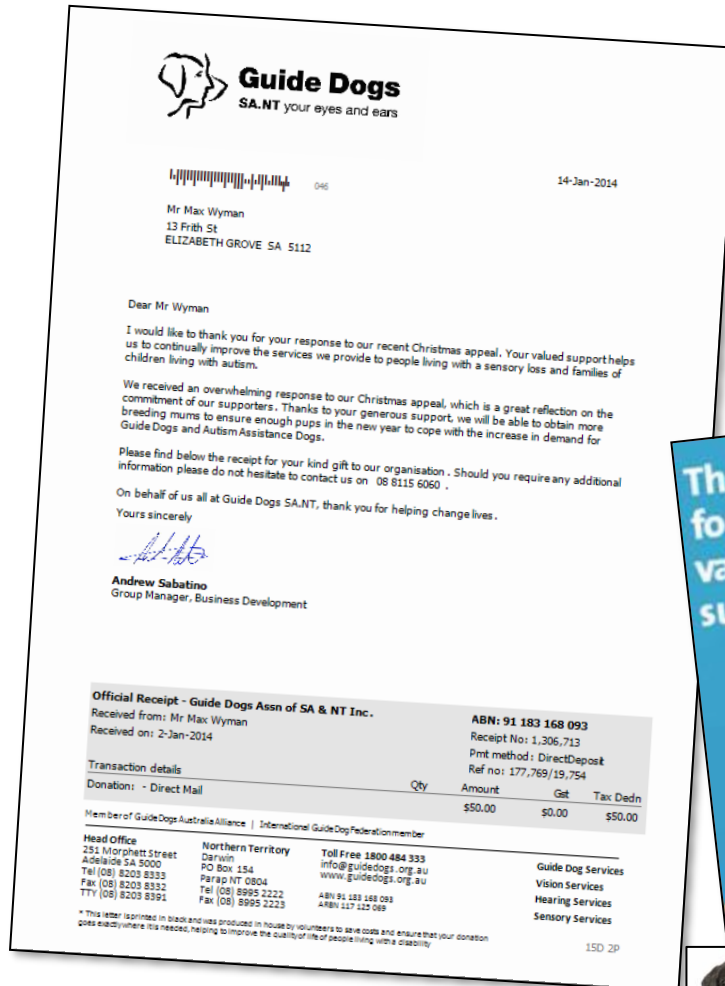
Thank you for your valuable support.



Guide Dogs SA/NT your eyes and ears

The proposition was played out throughout all fundraising programs.

Receipt letters – 1st donation – Thank (affirmation of donation)



Thankyou for supporting our vital work in the community. I have enclosed a thank you booklet that was printed for free by our sponsors for you to enjoy. Andrew



Your kind contribution is now helping improve the quality of life of people living with a sensory disability, and for the families of children living with severe autism.



Guide Dogs Association of SA and NT Inc
Full member of the International Guide Dog Federation
Phone: 8135 6060
info@guidedogs.org.au
www.guidedogs.org.au
ABN 4118 164 093 ABN 11175 018



Autism Assistance Dog Blake with Riley

"The biggest change is that we can leave the house for a walk without any stress or fear of danger. It's such a relief to know he is safe."
Nicole - Riley's mum



Vision Services Client Tori

"Sometimes I try to imagine what it would be like to be able to see. I actually think I would find it quite scary. This is just what I am used to - it's regular life."
Tori



Guide Dog Elfie with Daniel

Now my blindness isn't an issue, because it doesn't stop me from doing the things I like doing.
Daniel



Autism Assistance Dog Windsor with Jackson

"We have already been on walks to the local park and I have seen such amazing progress in a short time."
Tanis - Jackson's mum

Thank you for your valuable support.



Guide Dog Services

Did you know a Guide Dog will know up to 30 commands by the time it graduates?

A Guide Dog offers mobility - and through mobility comes independence, confidence and companionship to someone living with a vision impairment.

Your support will help people who are vision impaired enjoy a better quality of life.

Autism Assistance Dogs

More than 50 children are diagnosed with autism every month in South Australia alone.

Autism Assistance Dogs offer safety, comfort and inclusion, allowing families to participate in social activities they may never have attempted without a dog by their child's side.

Your gift will make a life-changing difference to the lives of families of children living with autism.

Vision Services

75% of vision loss is preventable or treatable. Regular eye checks are the key to early detection.

Vision Services staff train and support people to use white canes, take public transport and help people learn how to cope with vision loss after a stroke or head injury.

This also extends to specialised support and training for children with vision loss.

Hearing Services

1 in 6 Australians are affected by a hearing loss. This is predicted to increase to 1 in 4 by 2050.

Hearing Services staff support individuals and their families to effectively manage their hearing loss. This includes workshops, support groups and resources.

Education programs are also conducted at workplaces for greater awareness and prevention.

Sensory Services

Sensory Services support people with complex needs, including vision or hearing loss or both.

People with sensory loss need help adjusting as they may experience other issues relating to their condition such as depression, social isolation and learning difficulties.

Individual programs help minimise the social isolation and improve peoples quality of life.

Discovery Centre

Australia's first, award winning interactive vision and hearing education centre.

The Discovery Centre educates school and community groups, by taking visitors through its interactive and innovative exhibits that simulate life with a vision or hearing impairment.

For a booking, please call (08) 8203 8333

Fold out this brochure to proudly display your Guide Dogs SA,NT puppy poster.

'Affirmation of Donation'



3rd donation – evidence piece

Guide Dogs
SA.NT your eyes and ears

14-Jan-2014

Mr Max Wyman
13 Fröh St
ELIZABETH GROVE SA 5112

Dear Mr Wyman

I would like to thank you for your response to our recent Christmas appeal. Your valued support helps us to continually improve the services we provide to people living with a sensory loss and families of children living with autism.

We received an overwhelming response to our Christmas appeal, which is a great reflection on the commitment of our supporters. Thanks to your generous support, we will be able to obtain more breeding mums to ensure enough pups in the new year to cope with the increase in demand for Guide Dogs and Autism Assistance Dogs.

Please find below the receipt for your kind gift to our organisation. Should you require any additional information please do not hesitate to contact us on 08 8115 6060.

On behalf of us all at Guide Dogs SA.NT, thank you for helping change lives.

Yours sincerely

Andrew Sabatino
Group Manager, Business Development

Official Receipt - Guide Dogs Assn of SA & NT Inc.

Received from: Mr Max Wyman
Received on: 2-Jan-2014

ABN: 91 183 168 093
Receipt No: 1,306,713
Pmt method: DirectDeposit
Ref no: 177,769/19,754

Transaction details	Qty	Amount	Grt	Tax
Donation: - Direct Mail		\$50.00	\$0.00	\$50.00

Member of Guide Dogs Australia Alliance | International Guide Dog Federation member

Head Office 251 Morphett Street Adelaide SA 5000 Tel (08) 8203 8333 Fax (08) 8203 8352 TTY (08) 8203 8391	Northern Territory Darwin PO Box 154 Parap NT 0804 Tel (08) 8995 2222 Fax (08) 8995 2233	Toll Free 1800 484 333 info@guidedogs.org.au www.guidedogs.org.au ABN 91 183 168 093 4888 117 122 089	Guide Dog Services Vision Services Hearing Services Sensory Services
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* This letter is printed in black and was produced in house by volunteers to save costs and ensure that your donation goes exactly where it's needed, helping to improve the quality of life of people living with disability.

1SD 2P

I have enclosed a little card featuring three of our cheets. Their lives have been changed because of your support. Thankyou.
Andrew

Your support
has changed lives.



Daniel Earle
with Guide Dog
Eiffel

“Now my blindness isn’t an issue, because it doesn’t stop me from doing the things I like doing and I no longer worry about the things I can’t do.”

Their dreams of changing lives was just beginning for Eiffel, York and Hero.
We thank you for being a part of that amazing journey. Your support gave Eiffel, York and Hero along with many other puppies the best chance to become a Guide Dog, Autism Assistance Dog or Pets as Therapy Dog, and change lives forever.

Jody Holdback
with Guide Dog
York

“With a dog there is such a sense of freedom. I can’t explain it. You just get up and go! It is ‘free walking.’”

Bob Pamment
with Guide Dog
Hero

“I was walking down King William Street by myself, for the first time in years...with a dog! It was then I realised that he was a living, breathing, thinking mobility aid...and with the help of Guide Dogs SA.NT – the key to my independence and freedom.”

4th donation – bond and inspire



Thank you for your continued support over the years. Together, with your help, we are truly changing lives in our community.
Andrew



Together
we will
create
bonds.



Meet Riley, with Autism Assistance Dog, Blake
"The biggest change is that we can leave the house for a walk without any stress or fear of danger. It's such a relief to know that Blake is keeping Riley safe."

Autism Assistance Dogs offer comfort, safety and inclusion for the families of children with severe autism.
guidedogs.org.au

Together
we will
offer
comfort.



Meet Lachlan, with Pets as Therapy Dog, Grady
"Grady is very gentle with Lachlan and even lets him lie on him! Grady stays by Lachlan's side and acts as if he can feel Lachlan's pain. He helps Lachlan forget about his aching bones."

Pets as Therapy Dogs offer companionship to people who may be disadvantaged because of age, illness, disability or isolation.
guidedogs.org.au

Together
we will create
lasting
memories.



Meet Tori

"One day, I'd love to have a Guide Dog. But right now, at least I can get around with my O&M training. I can't imagine what life would be like without having my cane. I'd have to rely on other people and I can't stand that!"

Vision Services provides support and training to help people navigate and travel, independently and confidently.
guidedogs.org.au

Together
we will
create new
beginnings.



Meet Jessye

"Since Life Skills Camp I feel more confident and am now using a Trekker Breeze. I've been going on lots of walks which means I'm more active. I like this because it means I don't need to depend on people to take me around, I can do it on my own."

Life Skills Camp gives children further orientation training in the use of electronic mobility aids to travel with greater confidence.
guidedogs.org.au

Strong appeal

rebuilding lives
huttST
 CENTRE

Please support our **urgent appeal** and **help** people like Ray this Christmas.

When Ray* thinks of his early childhood, his heart aches for a time when he wasn't afraid, alone and hungry. Your donation of **<Ask1>** by 15 December will provide a sense of family and a little Christmas joy to Ray and the thousands of other South Australians sleeping rough this coming year.

Will you please help?



XXXXXXXXXXXXXXXXXXXX
 <DONORNO>
 <Title> <Firstname> <Surname>
 <Company>
 <Street 1>
 <Street 2>
 <SUBURB> <STATE> <PCODE>

rebuilding lives
huttST
 CENTRE

Hutt St Centre
 Reply Paid 7047
 Hutt Street, SA 5000
 CM08501202

POSTAGE PAID AUSTRALIA

Please support our **urgent appeal** and **help** people like Ray this Christmas.

When my dad died, Christmas died, too.



...such a valued part of the Hutt St Centre community. **Thank you.** Your help like Ray feel safe, warm, and like someone cares at Christmas.

...ged to work with some amazing people and I want to share a story with you and hope that really touched my heart, as I'm sure it will yours.

...d, with a deep love and respect for his dad.

...ble tragedy struck. Ray's dad was diagnosed with stomach cancer. Five

...seven. Life as we knew it totally changed. Mum started to hit the alcohol and had to go to Hillcrest Hospital for help," says Ray.

...to care for us kids. Nana made sure that Christmas was still good for us, too. I missed him so much."

...brother, David, experienced sexual abuse. At the hands of their uncle, with their ability to trust. "We stuck together, David and I. We couldn't tell anyone because our uncle threatened us. It brought us closer together than ever."

<VP2A <Salutation2>, you've already been so generous. In the season of giving, please give again. A donation of <Ask1>, <Ask2> or even a generous <Ask3> by 15 December will ensure safe, emergency accommodation for a family in crisis this festive season.>

Even after all of this, Ray was to take another enormous blow with David's devastating death at just 19, also due to cancer. Unbelievably four weeks later, he lost his beloved Nana, too.

"When David died, it was like half of me died as well."

Ray had already dealt with so much. This was the tipping point. Life has never been the same since.

"Mum was shattered. She tried hard to hold the family together and she did well; she didn't rely on alcohol this time. But I started slipping away into a world of grief. Alcoholism took hold and I couldn't keep a job."

After a time, Ray managed to rebuild his life, had a relationship and a son. But this comfort was snatched away, too. After a difficult relationship breakdown with his ex-partner, he lost contact with his son who was just six.

"After I lost my son, I was out on the street off-and-on for years. I even did some time in jail. While I was in there my mum died as well, which was really tough on me.

"I've worked since then but when someone cut up all my work clothes after an argument I really lost it. I thought I was a liability for my boss so I quit my job. I was in a really bad place."

The pain of not being by his mum's side when she died, losing contact with his son and everyone close to him, all became too much for Ray and he tried to take his own life.

That was a turning point for Ray. "I woke up from this attempt and straight away wondered why I was so special. Why had I been given another chance over other people who had done great things?"

"I came to Hutt St after hearing about it from a friend on the street. I was reluctant at first because I'm not really good with lots of people but everyone is so friendly and welcoming. I get to eat a meal every day, have a shower and do my laundry. They even have Internet and help with my post. It sounds corny but it does make me feel good on the inside - and I'm so grateful for the support of the community and all the staff and volunteers at Hutt St Centre for helping people like me.

"If it wasn't for Hutt St Centre, I'll tell you straight out, I would not be sitting here. It's such a good, positive environment."

<Salutation2>, this is why the services provided by your generosity are so vital. Each year in South Australia, almost 6,000 people seek help from agencies like Hutt St Centre.





Let down by
poor thank you
and no 'why'

Microsoft Office 365 interface showing an email from Hutt St Centre. The email subject is "Thank you for your donation". The sender is "Hutt St Centre <no-reply@huttstcentre.org.au>". The email was received on Tuesday, 20 December, and is addressed to Andrew Sabatino. It includes a PDF attachment named "receipt_482145.pdf (1.8 KB)". A notification indicates "You forwarded this message".

The email content features the Hutt St Centre logo with the tagline "rebuilding lives" and an image of a person walking. The main text reads: "Thank you for your donation to Hutt St Centre. You have made a difference in the lives of people facing homelessness in Adelaide. This is a tax receipt from Hutt St Centre."

Details of the donation:

Name: Andrew Sabatino
Receipt No: 482145

Product	Price	Inc tax
Donation	\$50.00	\$0.00
Total	\$50.00	\$0.00

Contact information for Hutt St Centre:

Hutt St Centre
www.huttstcentre.org.au
258 Hutt St Adelaide SA 5000
8418 2500

At the heart
of fundraising



Hutt St Centre

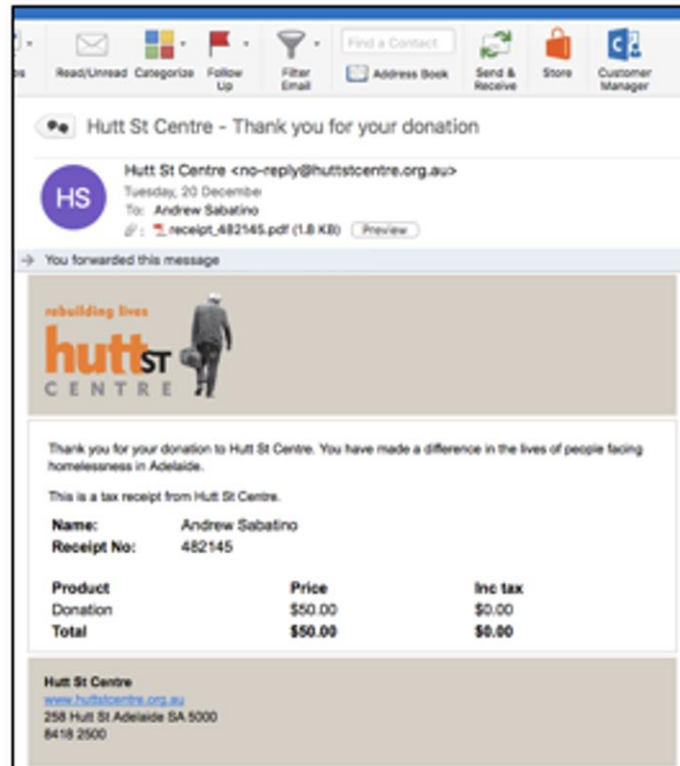
Tax Invoice # 482145

Payment Method: Credit Card
Date: 20/12/2024
Name: Andrew Sabatino
Email: asabatino@donorpublic.com.au

Product	Price	Inc tax
Donation	\$50.00	\$0.00
Total	\$50.00	\$0.00



Simple change can
have a big impact



At the heart
of fundraising

Hutt St Centre

Tax Invoice # 482145

Payment method: Credit card payment
Date: 20/12
Name: Andrew Sabatino
Email: Asabatino@donorirepublic.com.au

Product	Price	Inc tax
Donation	\$50.00	\$0.00
Total	\$50.00	\$0.00



1. What we do

2. and why we do it

3. Is thanks to you



	Qty	Cost	Next appeal RR%
Image	1,563	\$800	38.76%
No Image	1,817	0	24.49%

$$1,863 \times 28.70\%$$

$$= 535$$

$$535 \times \$52$$

$$= \$27,860$$

Strong appeal



<UID><CampaignCode><PackType>
<MailingName>
<Address1>
<Address2>
<Address3>
<Suburb> <State> <Postcode>

[Mailing Date]

"There's a big possibility we may outlive Isaiah. We try not to think about that and take each day as it comes."

Isaiah's mum, Karen

Karen is strong but sometimes she breaks down and cries for her beautiful little boy.

Isaiah was born with half a functioning heart and will need four open heart surgeries before the age of five. He is too young to know how hard his life will be. It tears Karen apart.

I need you to send an urgent gift < of \$<Ask1>> to fund breakthrough treatments to help kids like Isaiah live long and healthy lives.

Dear <Salutation>

Thank you very much for your past support of the Children's Hospital Foundation and our vital work in the community. Today, I'd like to share with you an inspiring story that really touched my heart and I'm sure it will yours. It's about a courageous little boy named Isaiah and his remarkably resilient family.

On the sixth day of Isaiah's life, when most newborn babies have left the hospital with their proud parents, Isaiah had a seven-hour open heart surgery to save his life.

At such a tender age, he should have been nestled in his mother's arms, but instead tiny Isaiah lay still and quiet, recovering in paediatric intensive care. His fragile chest was still open due to swelling from the surgery. Tubes ran in and out of his chest and complex medical equipment kept him alive.

His family's nightmare began in mid-2014, when Karen went for her 20-week pregnancy scan. She couldn't wait to find out the gender of her baby, but that day she received terrible, unexpected news. There was a serious problem with her baby's heart.

"It was scary because we were told he had a heart condition but the doctors couldn't determine how bad it was," says Karen. "The rest of the pregnancy was awful. I cried - just not knowing if he would survive the birth. Then you start thinking... even if he does survive, what kind of life is my child going to have?"

That is why Queensland's children's hospital, the Lady Cilento Children's Hospital is working towards developing a world-class centre for paediatric cardiac research. It is already the only medical facility in Queensland providing open heart surgery for children. And now, with adequate funding for future discoveries, this new research centre could give parents like Karen and Joshua hope their child can have a better future.

<Salutation>, your gift < of \$<Ask1>> will enable cardiologists at our children's hospital to work on breakthrough treatments to help kids like Isaiah live longer and happier lives.

Almost immediately after Isaiah's birth, he was rushed for tests to determine how serious his heart problem was. **Can you imagine only having one tiny cuddle with your baby before he is taken away?**

The test results were devastating. In simple terms, they showed that Isaiah had just half a heart. His heart wasn't strong enough to be fixed, instead he would have to manage with half a functioning heart.



A PO Box 8099
Woolloongabba QLD 4102
E info@childrens.org.au


P 1300 SICK KIDS (1300 7425 5437)
ABN 11 607 902 687

www.childrens.org.au



Let down by a
poor thank

No why!



Children's
Hospital
Foundation

Children's Hospital Foundation

FRIDAY, 03 MARCH



Thank you for donating to Childrens Hospital Foundation Queensland

Dear Andrew,

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

Receipt	AUD78915790
Amount	\$53.00
Name	Mr Andrew Sabatino
Address	
E-mail	asabatino@donorrepublic.com.au

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

Follow Us:  Twitter  Facebook

At the heart
of fundraising



Thank you for bringing hope
to a child and his family

**A behind the scenes look
for a special supporter**



A different approach – **Why do you do what you do** – to make sick kids smile, because in that moment there is hope



Thanks to you, our surgeons can carry on their vital work

When our cardiac surgeons work for hours to save the life of a child with a heart defect, their families are beyond grateful.

But behind the scenes, it's not common knowledge that our surgeons also come away from operations with new ideas about how to better fix the heart.

To be of any real use to children like Isaiah, these ideas must first be evaluated in a research laboratory and then in a clinical trial.

That's where you come in.



Your support will make all the difference to kids like Isaiah

Brave little Isaiah has been through more pain and discomfort in his two years than most people will in a lifetime. He deserves to have a long and healthy life with his family and make beautiful memories. The expert cardiac team at our children's hospital is doing everything they can to make sure that happens. But they can only do so much.

Because behind the scenes, your support is the only way our world-class paediatric cardiac research team will have adequate funds to invest in giving children like Isaiah a better future through new discoveries.



Thank you for bringing hope to a child and his family

A behind the scenes look for a special supporter



Thanks to you, we can now invest in more research!

"Being told that your child doesn't have a fully functioning heart. **Having to send your child for cardiac surgery.** Having to face some significant changes in your life. That's not how you envisage your child's future when you are pregnant. Isaiah's parents have had to **deal with extraordinary things.**"

Dr Jason Wildschut
Isaiah's Paediatric Cardiologist who gives him regular check-ups.

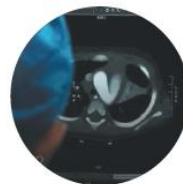


Thanks to you, we can work harder to improve lives

- **15% of children born with congenital heart disease will not make it to adulthood**
- **In simple terms, Isaiah only has half a heart**
- **Every congenital heart defect is different**
- **Isaiah may need a heart transplant one day**

Without you, we can't make new breakthroughs that could save the lives of children like Isaiah.

Thanks for helping to improve the lives of more children like Isaiah.



Ultrasound of Isaiah's heart

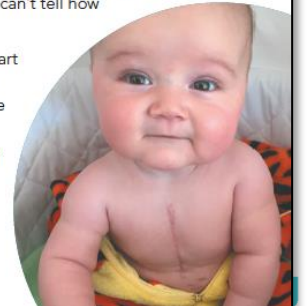
Thanks to you, kids like Isaiah can get the treatment they need



Thanks to you, Isaiah and his family feel supported

Isaiah was born with a broken heart. In his short life, he has had three open heart surgeries. Now, he is a typical active toddler who loves running in the playground with his brother. Most people can't tell how serious his condition is.

Behind the scenes, his heart struggles. His lips, hands and toes are blue because there's not enough oxygen in his blood. Daily medication and blood thinners maintain his heart function.



THANK YOU SO VERY *Very* MUCH

A big-heart felt *thanks* for your recent donation.

It's generous people like

There are 50 many ways

It's *Very* rewarding to see the difference that together

We are *Very* proud to share

There's so *much* that's been achieved so far



Your support

is giving disadvantaged Australian children the opportunity to achieve their full potential – something every child deserves.

Thank you so very very much.

T: 1800 024 069
E: supportercare@thesmithfamily.com.au
W: thesmithfamily.com.au



Learning Club and student2student participants Kyle and Aaron (above left) and triplets Chad, Aiden, Kai and older brother Ethan (above right)



Student2student participant Jessica with mum Laura (above left) and tertiary students Jason (above) and Joska (above right)



Tertiary student Mitchell (above left) and Girls at the Centre participant Sunita (above right)



Track participant Teigan with sisters Tenile and Tamara (above) and student2student participant Taleah (above right)



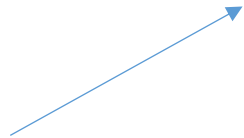
We'd like to say a few words about your generosity

Shelby, Learning Club participant

everyone's family

Thanks to you, we help disadvantaged Australian's fulfil their potential

what



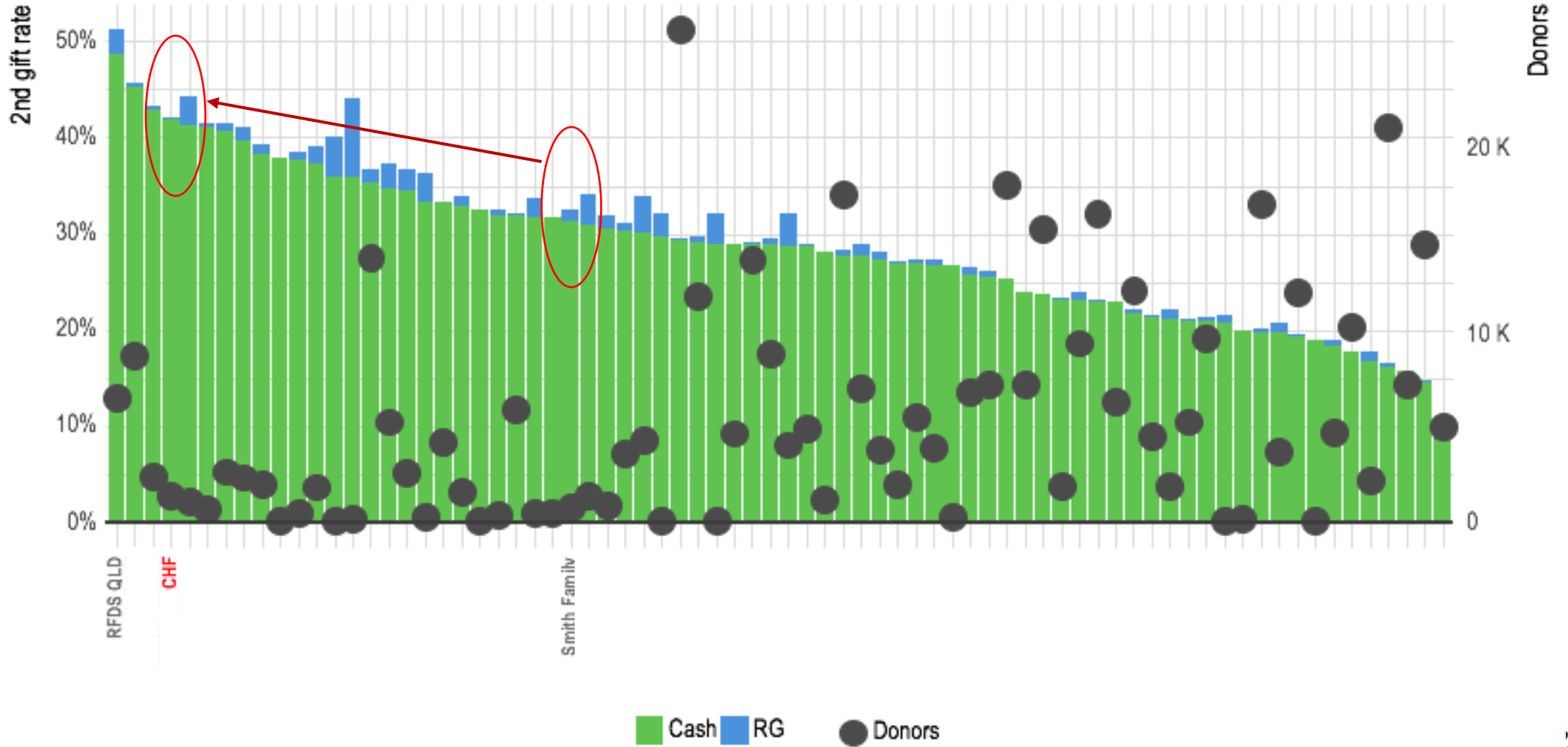
why



At the heart of fundraising

Second Gift Within 12 Months

Cash or RG second gifts - mail recruits only







DIABETES SA
ABN 52 923 028 382
PO BOX 1930
ADELAIDE SA 5001
PHONE 08 8234 1977

TAX INVOICE

Invoice	STOVN0349454
Date	7/04/2017
Page	1

Bill To: 113235 GOLDSMITH

Ship To: 113235 GOLDSMITH

DVA Reference	Debtor ID	Salesperson ID	Shipping Method	Payment Terms	Req Ship Date	Master No.
	M		DELIVERY	COG	7/04/2017	1,506,831

Ordered	Shipped	Item Number	Description	Discount	Unit Price	Ext. Price
1	1	1800	Tax Appeal - Donation	\$0.00	\$30.00	\$30.00

Subtotal	\$30.00
Misc	\$0.00
GST	\$0.00
Freight	\$0.00
Payment	\$30.00
Balance	\$0.00

Payment No: PMT1683552

Payment Options

Account Name: Diabetic Assoc of SA Inc
Details for Direct Deposit
Bank: BANKSA
BSB: 108-687
Account No: 335791543
Cheques are to be made payable to: Diabetes SA

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



At the heart
of fundraising



At the heart
of fundraising



On behalf of the thousands of South Australians affected by cancer each year, thank you for your wonderful support.

Every day in South Australia, 26 people are diagnosed with cancer and sadly ten of those people will lose their lives. Being a not for profit organisation without government funding, we rely on individuals in the community like you to continue our critical work.

Your regular donations enable us to fund on-going cancer research in South Australia through our Beat Cancer Project. This breakthrough initiative between Cancer Council SA, the South Australian Government and the South Australian Health and Medical Research Institute sees \$4 of research undertaken for every \$1 invested.

Thank you for becoming one of our amazing breakthrough supporters.

Together we will beat cancer!

Warmest wishes



Lincoln Size
Chief Executive


P.S. At the end of each financial year we will send you a tax receipt detailing your tax deductible donations throughout the financial year.

Together we will beat cancer

202 Greenhill Road Eastwood SA 5083 PO Box 920 Lily BC South Australia 5081	 +61 8 8291 4111  +61 9 8291 4122  cc@cancersa.org.au	 13 11 20  www.cancersa.org.au	Cancer Council name of Anti-Cancer Foundation of South Australia ABN 21 489 615 536
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- Every day **26** South Australians are diagnosed with cancer
- 31,202** nights of accommodation provided at Cancer Council Lodge
- 38,000** South Australians currently living with all types of cancer
- \$103,256** of short term practical and financial support was provided to ease the burden
- 7,512** people received information and support was provided from a Cancer Council nurse
- Cancer Council SA has invested **\$10 million** of donated funds into research



Ways we can help

Cancer Council Helpline 13 11 20
www.cancersa.org.au

- Cancer Council Helpline 13 11 20**
Experienced nurse counsellors who can assist you with your information and support needs are only a phone call away on 13 11 20, Monday to Friday, 8:30 am – 8:00 pm.
- A place to stay**
Cancer treatments present special challenges to people from rural and remote areas. We offer supportive, subsidised accommodation and transport.
- Clear, up to date information**
We can provide you with up to date, evidence-based information by phone, letter, email, our website, in print or in person.
- Cancer Counselling Service**
Our professional counsellors can help you talk through and better manage the challenges of living with cancer.
- Connect to someone**
Our confidential online chat groups, telephone and internet support groups and Cancer Connect telephone service can assist in linking you to someone who has had a similar cancer experience and can understand your concerns.
- Legal and financial assistance**
We can help you find relevant community and government resources that may be able to assist you financially.



At the heart
of fundraising

Why



Time ...to love

Ryan was diagnosed at 32 years of age with lung cancer.

New cancer treatments mean more time for Ryan with his family.

 Cancer Council SA

Give the gift of time
Every minute. Every hour. Every day.


cancersa.org.au



Time ...to live

Hope was diagnosed at 6 years of age with kidney cancer.

She wants to be a veterinarian when she grows up.

 Cancer Council SA

Give the gift of time
Every minute. Every hour. Every day.

cancersa.org.au



Time ...to breathe

Gina was diagnosed at 40 years of age with brain cancer.

Her wish is for more precious moments and memories with her children.

 Cancer Council SA

Give the gift of time
Every minute. Every hour. Every day.

cancersa.org.au



**Thank you
for making
the time.**



*At the heart
of fundraising*

What

How your gift helps.

Time is precious. So is your support.

Ryan, Gina and Hope have each directly benefited from the work of Cancer Council SA and donations from generous South Australians like you.

With your regular support for Cancer Council SA, no South Australian will face cancer alone. People living with cancer will get the help they need, and more precious time to smile, to love and to live.

Today, you've helped so many people. **Thank you.**

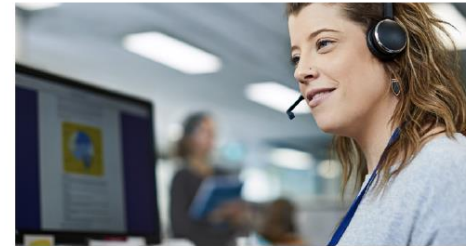


Research

We fund ground-breaking research projects into new and better ways to detect, treat, and survive cancer.

Here in South Australia, we fund over 200 research initiatives as part of the Beat Cancer Project. We partner with universities and research institutes who match our funding, meaning that for every \$1 donated, we're able to perform \$4 of research.

Each one of these projects could find the next treatment for someone like Ryan, or a cure for someone like Gina.



Support

We're here for South Australians and their families impacted by cancer.

Cancer impacts every aspect of your life, and your family's. Our support services ease the burden, whether it's providing someone to talk to on 13 11 20, or helping to pay the bills and take care of the kids while you're undergoing treatment.



Prevention

We work with childcare centres, schools and workplaces to educate and empower everyone to reduce their cancer risk.

We know that one in three cancers is preventable, which is why we help people to reduce their risk through healthy lifestyle habits like quitting smoking, being SunSmart, or exercising regularly.

Thanks to these programs, over 110,000 children are now protected from the sun through our programs, and South Australia recorded its lowest ever smoking rate.

Results

Time journey – it's working!!!

MH ○ Marta Harbuzinska <mharbuzinsk...>

To: @ Andrew Sabatino; @ James Watkins ^



[Download](#) · [Preview](#)

Hi – I will send another email shortly in more detail, but just to follow up from our WIP, we can see that retention has improved in all areas S/M & LT attrition with the new journey!!!!## - ha! As I always suspected of course.

3-month attrition is down from 23% to 18%, 6-month attrition is down from 34% to 29% and 12-month attrition is down from 55% to 48%!

Speak soon for our cap campaign check in – which is going well BTW. Attached is the feedback to the CFS to discuss.

Marta Harbuzinska

Fundraising Manager

+61 8 8291 4133 f +61 8 8291 4180 m +61 468 558 061

202 Greenhill Road, Eastwood South Australia 5063

PO Box 929 Unley BC South Australia 5061

Cancer Council

www.cancersa.org.au

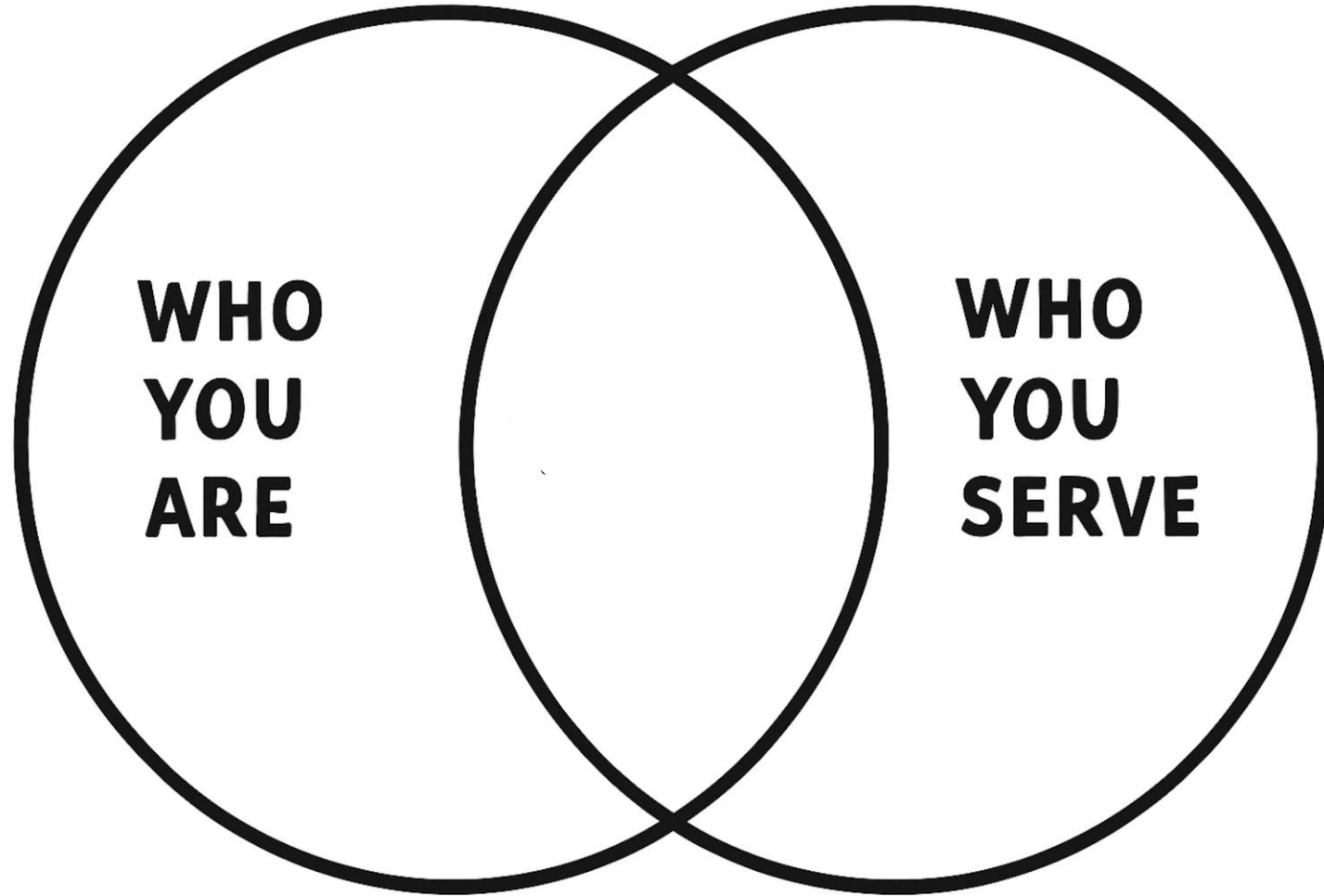


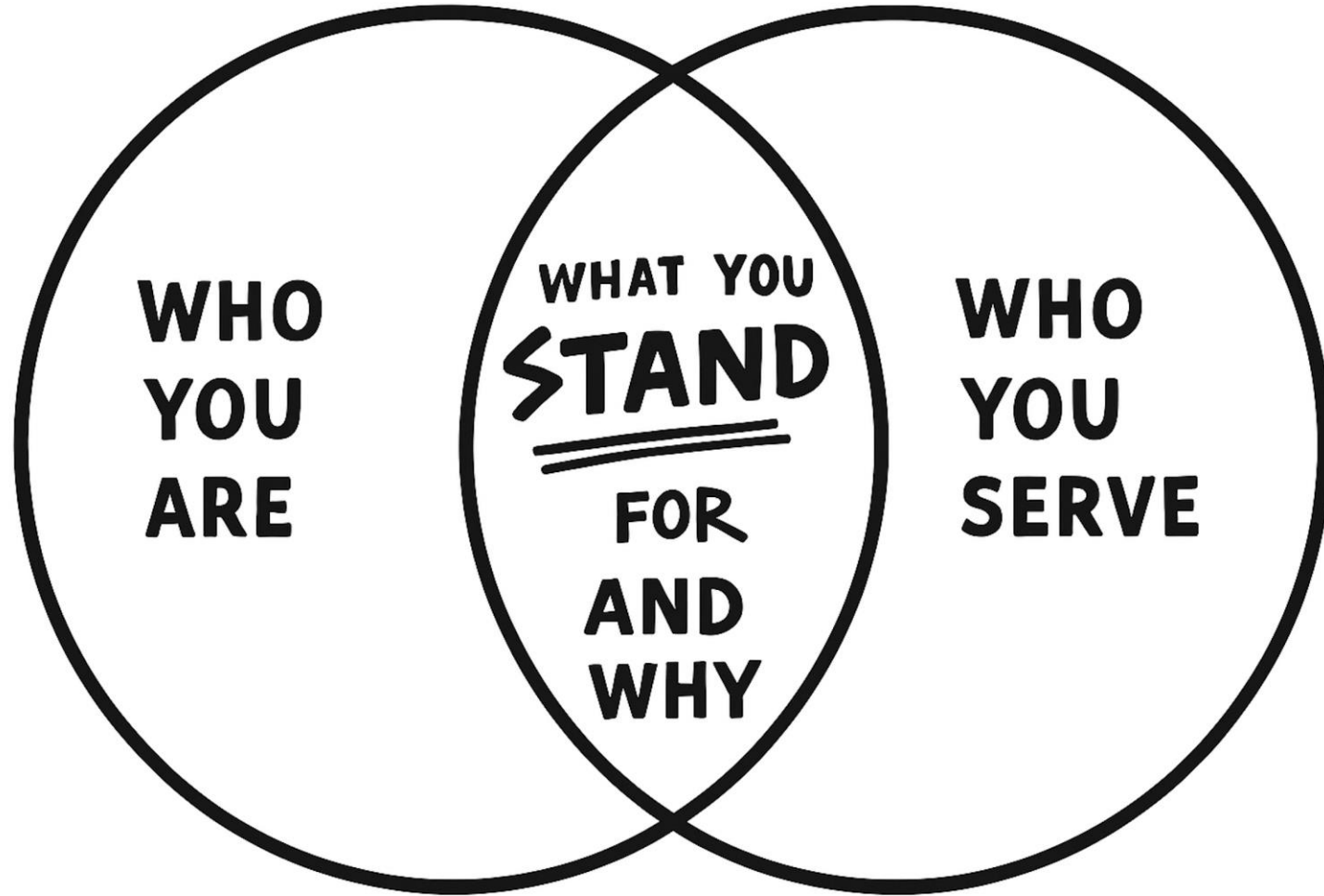
Our work is only made possible by the generous support of South Australians. Thank you.

This email and any attachments are confidential. Please notify us if you have received this message in error, and remove both emails from your system. Any unauthorised use is expressly prohibited.

Your privacy is as important to us as it is to you. That's why any personal information you give us will be

**WHO
YOU
ARE**





Another example...before

Just look how far bequests have

taken us

Those wonderful people who added the Flying Doctor to their Wills many years ago could never have imagined the technology their bequests would be helping to pay for today.

The medical equipment they've helped supply our aeromedical teams with is so advanced, it would have seemed like magic just a few decades ago.

Likewise, those who make a gift to the Flying Doctor today can only wonder at what amazing ventilators, heart monitors and other high-tech medical breakthroughs your bequests will fund in the future.





Will you become our newest Alliance member?

If you've already been thinking about your legacy, and the possibility of leaving a gift in your Will, thank you sincerely.

All bequests, no matter what their size, are incredibly valuable to us. And we take great care to ensure those who make the decision to remember the Flying Doctor are treated with the respect you deserve.

That's why we created 'Alliance' – a membership club that's reserved exclusively for our bequest friends and supporters who've taken the time to inform us that they've included the Flying Doctor in their Wills.

As well as invitations to special events and opportunities to meet members of the Flying Doctor team, our Alliance members receive an exclusive membership lapel pin, pen, pocket diary, a membership certificate and an invitation to have their name included in a special Memorial Book we keep at our RFDS Brisbane Base.

Another example...before

How bequests helped the Flying Doctor cope with half a decade of disasters

Gifts in Wills help provide the calm that enables the Flying Doctor to weather the storm and keep us safe no matter what our weather throws at us. Here's how they helped us cope during one of the stormiest half decades in Queensland's history.



Cyclone Yasi – 3 February 2011

Severe Tropical Cyclone Yasi was one of the most violent cyclones in Queensland's history, and Cairns Hospital lay directly in its path. Drawing on the help of our supporters, including those who had left gifts in their Wills, the Flying Doctor evacuated the hospital's Special Care Nursery, transporting tiny babies to the safety of Brisbane.

Cyclone Oswald and the Bundaberg flood – January 2013

Tropical Cyclone Oswald flooded large swathes of Bundaberg, threatening to submerge the town's hospital and several nursing homes. With the help of our bequest supporters, the Flying Doctor assisted the Australian Defence Force in the evacuation of 7,500 residents and patients – including hundreds of vulnerable elderly people.



Cyclone Marcia – 20 February, 2015

Cyclone Marcia tore roofs off houses and left thousands of vulnerable residents without power, short of food and at the mercy of blistering temperatures. We put out a call for donations of food, bottled water and essential supplies, and flew these items to the worst affected areas, helping Queenslanders to cope until power was restored over a week later.

When you add the Flying Doctor to your Will, you'll be in very good company indeed.

Foster carer Rachael Gooch suffered critical injuries when she fell from her horse, including a collapsed lung, broken vertebrae and six broken ribs. The Flying Doctor airlifted Rachael from Gladstone to intensive care in Brisbane for life-saving surgery.

Rachael was so touched

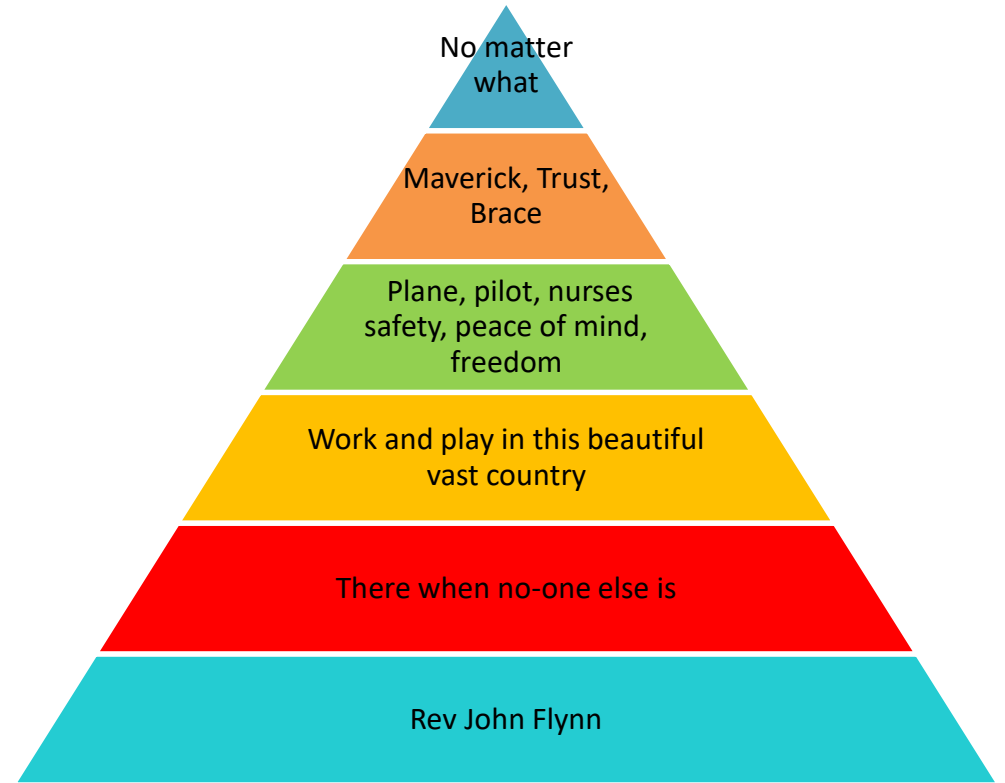
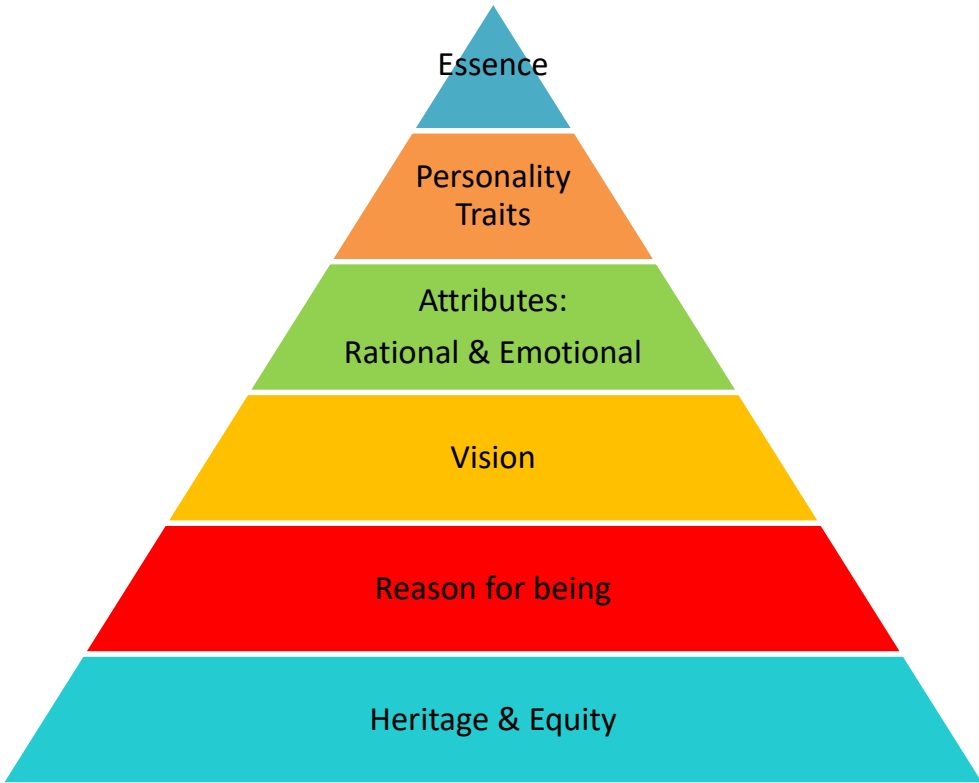
...by the exceptional care she received from our aeromedical team that she decided to include the Flying Doctor in her Will. She had donated in the past, but she wanted to go one step further by supporting our ongoing and future life-saving services.

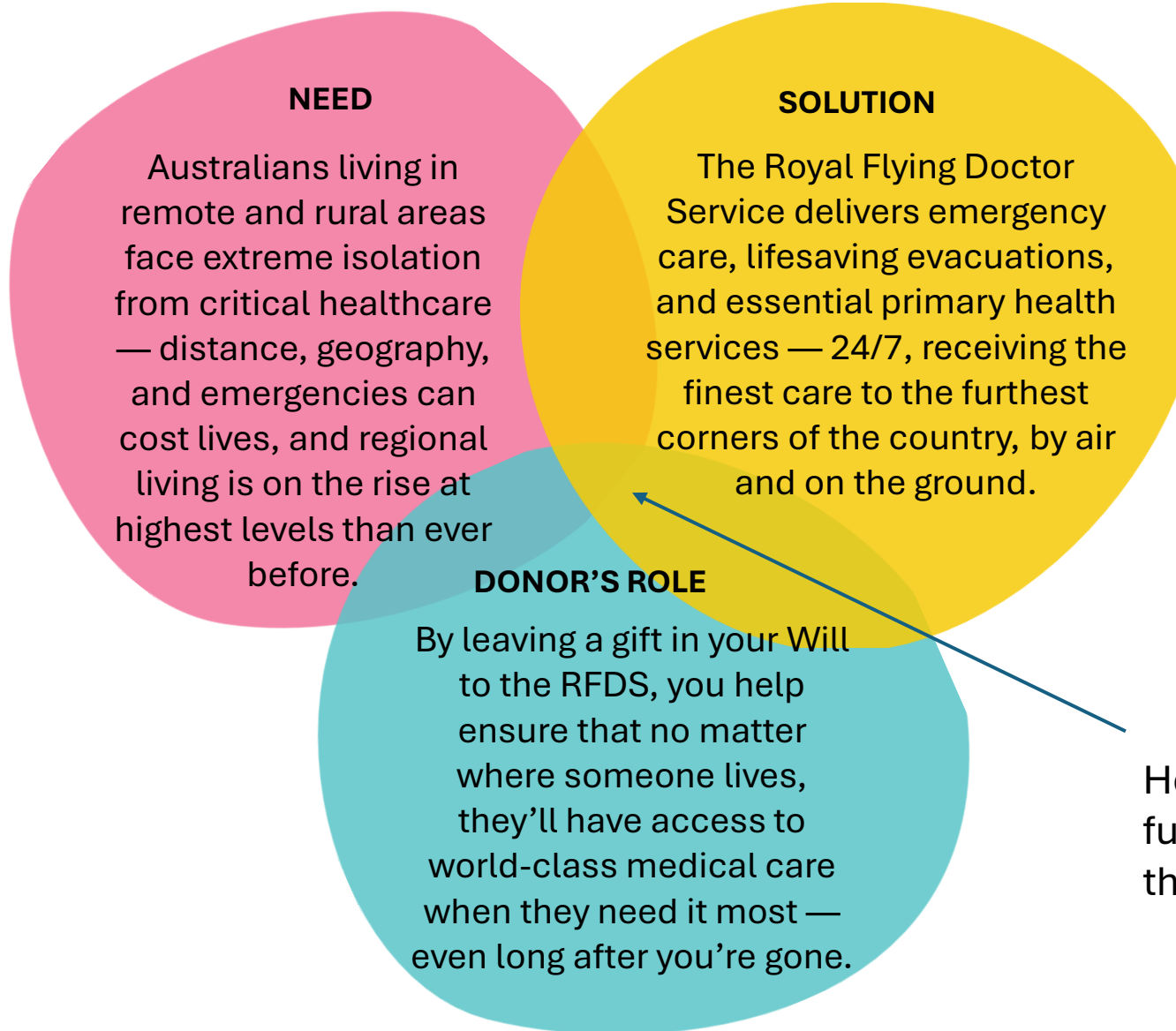


I'm happy to be including the Flying Doctor in my Will, not just because of what we've been through and what they have done for us, but because providing medical care to country people is so important, and they need more funds for that.

For those considering a bequest, don't consider, please just do. *I was one who always thought 'It won't happen to me'. And it may not happen to you. However, an accident may happen to a loved one, a neighbour, a friend or someone you know. And then wouldn't you want the best services available?*

Another example...before





NEED

Australians living in remote and rural areas face extreme isolation from critical healthcare — distance, geography, and emergencies can cost lives, and regional living is on the rise at highest levels than ever before.

SOLUTION

The Royal Flying Doctor Service delivers emergency care, lifesaving evacuations, and essential primary health services — 24/7, receiving the finest care to the furthest corners of the country, by air and on the ground.

DONOR'S ROLE

By leaving a gift in your Will to the RDFS, you help ensure that no matter where someone lives, they'll have access to world-class medical care when they need it most — even long after you're gone.

Help us continue to go further and reach more people that need urgent care

Another example...



Another example...after...

It all started with a legend who went *further* than anyone else.

In 1928, John Flynn's remarkable vision was realised.

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The furthest corner

Another example...after...

90 years later, here's *further* evidence of how we're a lifeline to so many.

Royal Flying Doctor Service isn't just unique to Queensland, it's trusted across Australia, and respected across the world.

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Number of Queenslanders helped 95,000	Babies flown 773	Medical officers 50	Aircraft fleet 18
Number of care cases, calls, contacts 336,000	Dental care patients 1,490	Pilots 70	Queensland bases 9
	Nurses on staff 70	Total staff 400	Flights from Brisbane airport 3,800



Another example...after...

These words can help us go *further*

Please take your time to consider them.

We recommend you seek advice from a solicitor to ensure that the wording of your Will reflects your exact wishes. There are several ways of leaving a gift in your Will, dependent on what is best for you and your family. Below is some suggested wording.

1. A residual Gift in Will is where you can nominate to leave part or all of what is left of your estate, after provisions have been made for family and friends.

'I give, free of all duties and taxes, the residue of my estate (or _____ % of the residue of my estate), to Royal Flying Doctor Service of Australia (Queensland Section) ABN 80 009 663 478, of 12 Casuarina Street, Brisbane Airport, QLD 4008. The receipt of the treasurer, secretary or public officer for the time being of Royal Flying Doctor Service (Queensland Section) is an absolute discharge to my executor.'

2. A specific Gift in Will may be money, property, stocks, shares, or insurance.

'I give, free of all duties and taxes, the amount of \$_____ or my units/shares in _____ Trust/Ltd, or my real property situated at [insert street address] having the title reference _____ to Royal Flying Doctor Service of Australia (Queensland

Section) ABN 80 009 663 478, of 12 Casuarina Street, Brisbane Airport, QLD 4008. The receipt of the treasurer, secretary or public officer for the time being of Royal Flying Doctor Service (Queensland Section) is an absolute discharge to my executor.'

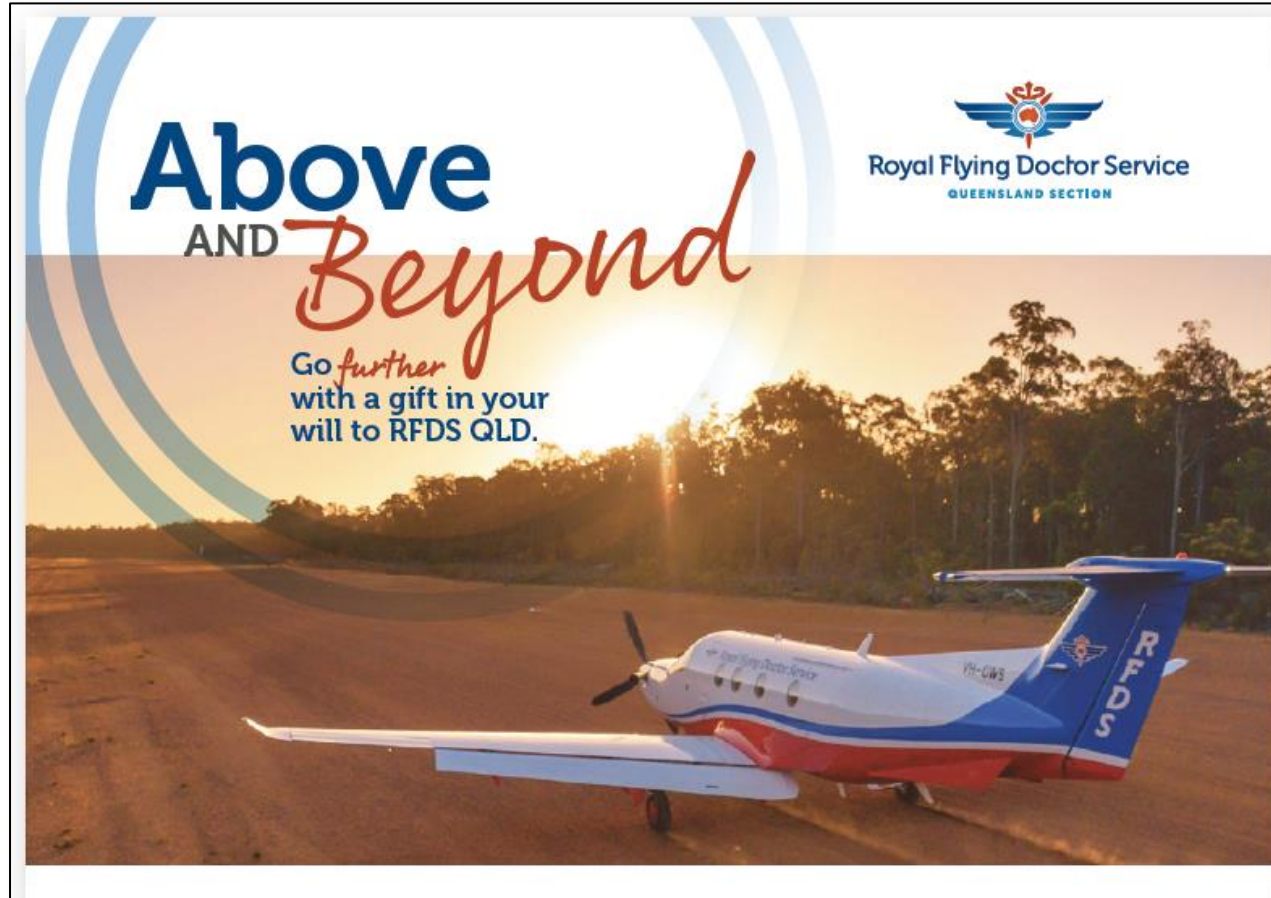
3. A percentage Gift in Will is where you can nominate to leave a specified percentage of your total estate.

'I give, free of all duties and taxes, _____ % of my estate to Royal Flying Doctor Service of Australia (Queensland Section) ABN 80 009 663 478, of 12 Casuarina Street, Brisbane Airport, QLD 4008. The receipt of the treasurer, secretary or public officer for the time being of Royal Flying Doctor Service (Queensland Section) is an absolute discharge to my executor.'

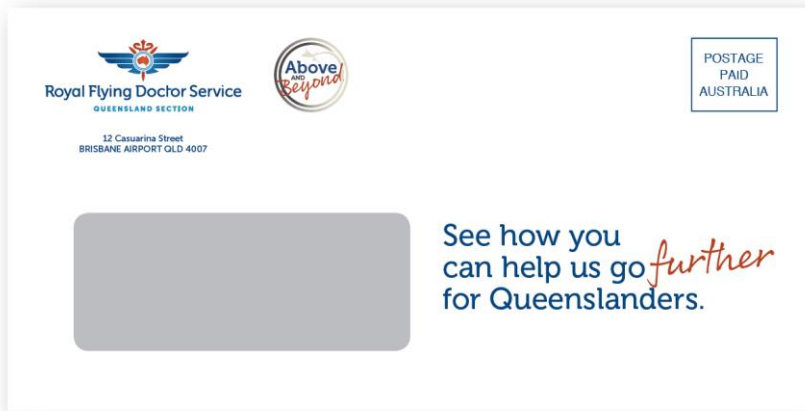
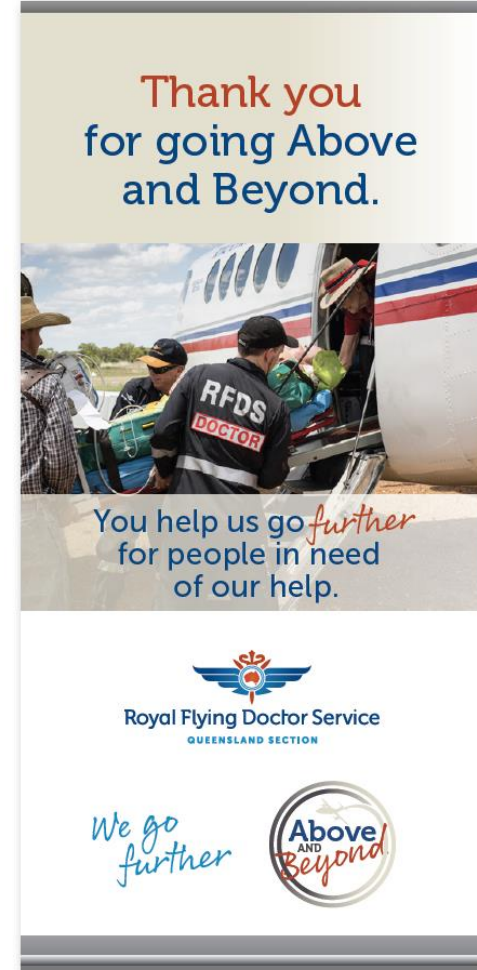
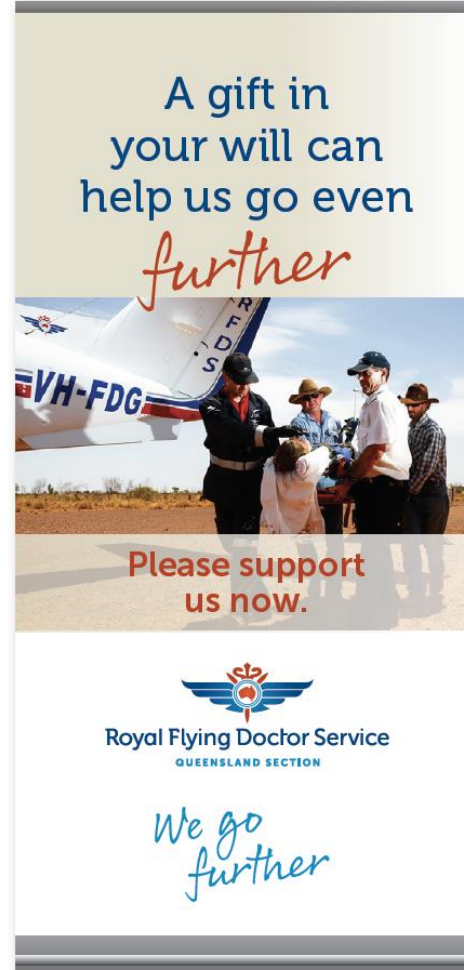
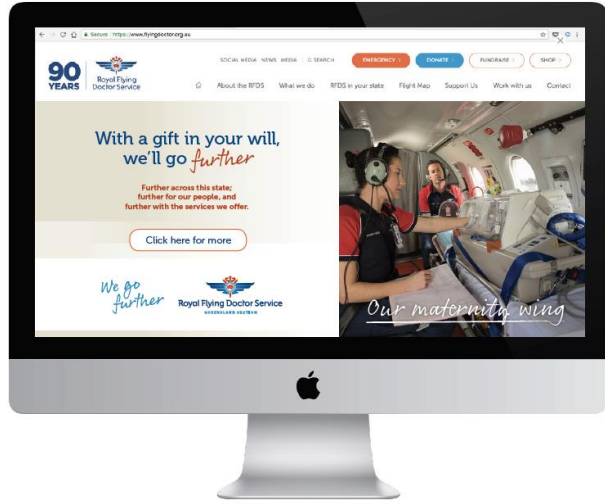
The correct address and ABN of the Royal Flying Doctor Service of Australia (Queensland Section) is: 12 Casuarina Street BRISBANE AIRPORT QLD 4008 ABN 80 009 663 478



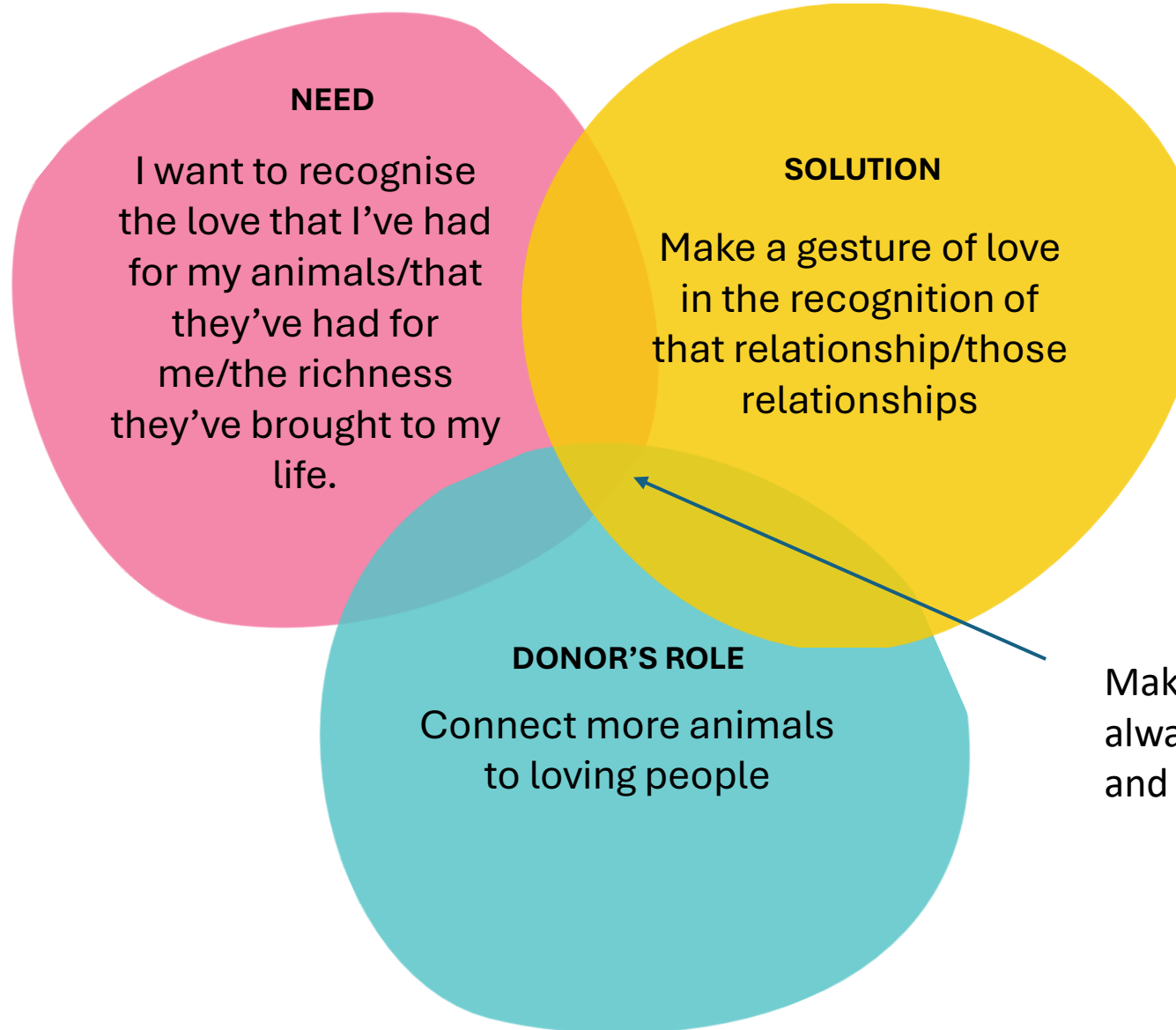
Another example...after...



Another example...after...



Lost Dogs Home



Make sure lost dogs and cats will always have the opportunity to love and be loved. Let your love live on.



Give the gift of being loved, and loving in return.

Help create a more loving world for animals. One where all cats and dogs are protected and valued. A world where lost, abandoned or abused animals can discover (or rediscover) the joy of a safe, caring, loving home. A world where every cat and dog has the opportunity to feel the wonder of being loved, and loving in return. A world that's yours to give, through a gift in your Will.



Give the gift of being loved, and loving in return.



Your guide to leaving a gift in your Will to The Lost Dogs' Home.

Front Cover - Option 1

Give the gift of being loved, and loving in return.



Your guide to leaving a gift in your Will to The Lost Dogs' Home.

Front Cover - Option 2

Let your love live on.



Like you, we at The Lost Dogs' Home understand there's nothing quite so meaningful as the wonder of loving an animal – and being loved in return.

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Acknowledgement of Country Lost Dogs Home understands home is a vital source of belonging and identity. That's why we acknowledge the traditional owners of the land we have the privilege of standing on each day etc

A gift of even 1%... utpaterm ad utem vendi di ut alic to et am quas exerum comnis exped quasite simus dolor simus, test, temos quas rehenda dis abo. Ut eicium doluptis ea nis dis eturibus magnimin eosande litatem. Neque nost quant possitis explitate que doluptatias dolorpo repuditio

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Thank you for the consideration you are giving to supporting Lost Dogs Home in this generous and far-sighted way. I hope you are inspired by reading about all the love you can help share through a gift in your Will.

Warm regards
Grant Robb



Giving the gift of love for 110 years and beyond

Together we have been caring for abandoned animals and finding them loving forever homes for more than a century.

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- thanks to your wonderful support.

Thanks to the extraordinary kindness of people like you, The Lost Dogs' Home will continue making the world a more loving place for neglected cats and dogs - for many years to come.

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Pages 4-5

You will find safe, loving 'forever homes' for animals that need them.

Adoption orum ipsom brief description of how the donor's GIW will make support adoption services.

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A gift in your Will can give lost and neglected cats and dogs the chance to experience to wonder of loving and being loved – for many years to come.

5152 dogs and cats adopted in 2019-20



A special bond.

Jan found her ideal companion when she adopted Monty.

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Gifts born of love.

Inspiring stories of kindness and hope.

For the love of animals.

People choose to leave a gift to Lost Dogs Home in their Will for many different reasons – or should that be many different cats and dogs. What they share is a deep understanding of the wonder of loving an animal and being loved unconditionally in return.

In the following pages you will find moving and inspiring stories from some of the wonderful people who have made the big-hearted decision to remember Lost Dogs Home in their Will. You can also read about some of the lovable animals that inspired such generosity.

Harold believed all animals deserved safe, loving homes.

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Mum wanted her love to live on.

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Amy wanted to continue caring after she was gone.

“I feel you are doing the best possible for those in need.”

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Animal lovers like you helped Tia find a forever home in her twilight years.

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June was inspired by her love for Candice.

“Bea isciatat escilitt liquo omnis sequam que velendit fugia sam nus eiurenisti aut velicabo. Ed quodi.”

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Gifts in Wills mean more dogs like Karen can get the love and care they need.

After reading multiple wills, Karen is now fully sponsored and enjoying life in her new loving home.

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Lost Dogs Home – Enquiry Pack

Thank you for being the kind of wonderful person who understands that humans and animals alike need love in their lives.

Here's what you'll receive when you complete this enquiry pack:

- A copy of the most powerful things you can do to help create a more loving world for all those lost and abandoned cats and dogs who are in need of your love.
- A copy of our 12pp Bequestor's Guide to help you understand how to leave a gift to support the work of the Lost Dog Home.
- A copy of our 8pp Bequestor's Guide to help you understand how to leave a gift to support the work of the Lost Dog Home.
- A copy of our 12pp Bequestor's Guide to help you understand how to leave a gift to support the work of the Lost Dog Home.

Here you enjoy reading these stories, and that they inspire you to leave the gift of love and happiness to lost and abandoned cats and dogs.

Why it's so important and personally profound. It is an expression of your values and beliefs. For that reason, it's important you talk through your gift with someone you trust and the person you choose to be your Executor.

For any queries you'd like to have a friendly chat with our staff, including gift to the Home in your own Will, we're more than happy to arrange a time to speak.

The wonderful, long-term support provided by the staff and the gift to the Home is made possible by the generosity of our supporters. We're grateful to you for being part of the team that makes our work possible.

By contributing to this special way, you can help us to continue to care for the thousands of animals who are in need of your love and support.

By contributing to this special way, you can help us to continue to care for the thousands of animals who are in need of your love and support.

By contributing to this special way, you can help us to continue to care for the thousands of animals who are in need of your love and support.

LH 2pp

STAMP PPO

ADDRESS PPO

For the love of all the animals you've ever loved.

C5 OE

Bequestor 12pp booklet

Give lost animals the gift of being loved and loving in return.

Your guide to including a gift in your Will to The Lost Dog Home.

Let your love of animals live on.

Like you, everyone here at The Lost Dog Home understands there's nothing quite so special as the wonder of loving an animal – and being loved unconditionally by them in return.

As someone who loves animals, you can help to give our lost, abandoned and neglected cats and dogs the chance to experience the gift of a loving, loving home.

Thank you for being someone who understands the gift of love and the gift of being loved unconditionally by them in return.

As someone who loves animals, you can help to give our lost, abandoned and neglected cats and dogs the chance to experience the gift of a loving, loving home.

Thank you for being someone who understands the gift of love and the gift of being loved unconditionally by them in return.

Any and all much-loved cats, dogs and abandoned pets a special chance of happiness and freedom in their new home.

Any and all much-loved cats, dogs and abandoned pets a special chance of happiness and freedom in their new home.

Any and all much-loved cats, dogs and abandoned pets a special chance of happiness and freedom in their new home.

Any and all much-loved cats, dogs and abandoned pets a special chance of happiness and freedom in their new home.

Compassionately caring for lost animals since 1913...

Together with kind support from the community, we have been caring for lost, neglected and abandoned animals for more than a century.

1913 The Temporary Home for Lost and Abandoned Dogs is officially opened on 11th March 1913. Thanks to the generosity of the Victorian community...

1920s The Home becomes the first of its kind in the world for lost dogs in need of care and support.

1930s The Home's first animal rehoming centre is opened on 27 July 1933 in the former premises of the Victorian community.

1940s By the time we start this booklet more than 100,000 lost cats and dogs have been rehomed here.

1970s A group of influential people are instrumental in calling attention to the plight of lost animals.

1980s A media campaign highlights the problems of lost animals and the need for a national rehoming centre.

1990s The Home launches the National Animal Care and Education Trust (NACET) to support the work of rehoming lost animals.

2010s Frank Samways, a former member of the House of Commons, is elected as the first Chairman of the Trust.

... thanks to our wonderful animal-loving supporters.

With kind-hearted friends and animal-lovers like you, The Lost Dog Home can continue to share the gift of love with animals and humans alike – for many years to come.

1970s A group of influential people are instrumental in calling attention to the plight of lost animals.

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2010s Frank Samways, a former member of the House of Commons, is elected as the first Chairman of the Trust.

Help to reunite lost pets with their families who love them.

Caring for lost, neglected and abandoned animals is the reason why The Lost Dog Home exists. With the support of our wonderful supporters like you, we're able to care for the thousands of lost cats and dogs who are waiting for their families to come home.

Our members provide a safe, caring environment for our animals to live in while we do everything in our power to track down their missing families and to get them back home, where they belong.

All our lost cats and dogs who come through our doors and end up in our dedicated rehoming centres are given the best possible care and support. Our staff are trained to help our animals find their forever homes. Both our rehoming centres and our staff are dedicated to helping our animals find their forever homes.

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A heart-warming reunion.

Reunions are essential for two long years. Peter's heart was broken when he realised his beloved dog Barney was missing. After searching for the last dog he had been left with, he spent hours driving around in the dark, calling out his dog's name.

The hardest part for Peter was telling his children that Barney wasn't going to be coming home. But the family never gave up hope of seeing their cherished pet again. They went to the dog and cat show, just from the rehoming to find Barney. Peter's family were over the moon when they got their dog back home, where they belong.

Barney was reunited with his family after two long years.

Barney was reunited with his family after two long years.

Barney was reunited with his family after two long years.

Joy's legacy as an animal lover.

When her beloved dog, Joy, passed away, Joy's family found themselves with a special legacy to pass on. Joy's family found themselves with a special legacy to pass on.

When her beloved dog, Joy, passed away, Joy's family found themselves with a special legacy to pass on. Joy's family found themselves with a special legacy to pass on.

When her beloved dog, Joy, passed away, Joy's family found themselves with a special legacy to pass on. Joy's family found themselves with a special legacy to pass on.

Loving and being loved in return.

Inspiring stories of kindness and everlasting love.

For the love of animals.

It's the little things that make a difference. It's the little things that make a difference.

It's the little things that make a difference. It's the little things that make a difference.

It's the little things that make a difference. It's the little things that make a difference.

Any wanted to continue caring for lost pets after she was gone.

Any wanted to continue caring for lost pets after she was gone.

Any wanted to continue caring for lost pets after she was gone.

Any wanted to continue caring for lost pets after she was gone.

Lee wants to honour the memory of her loyal companion, Harry.

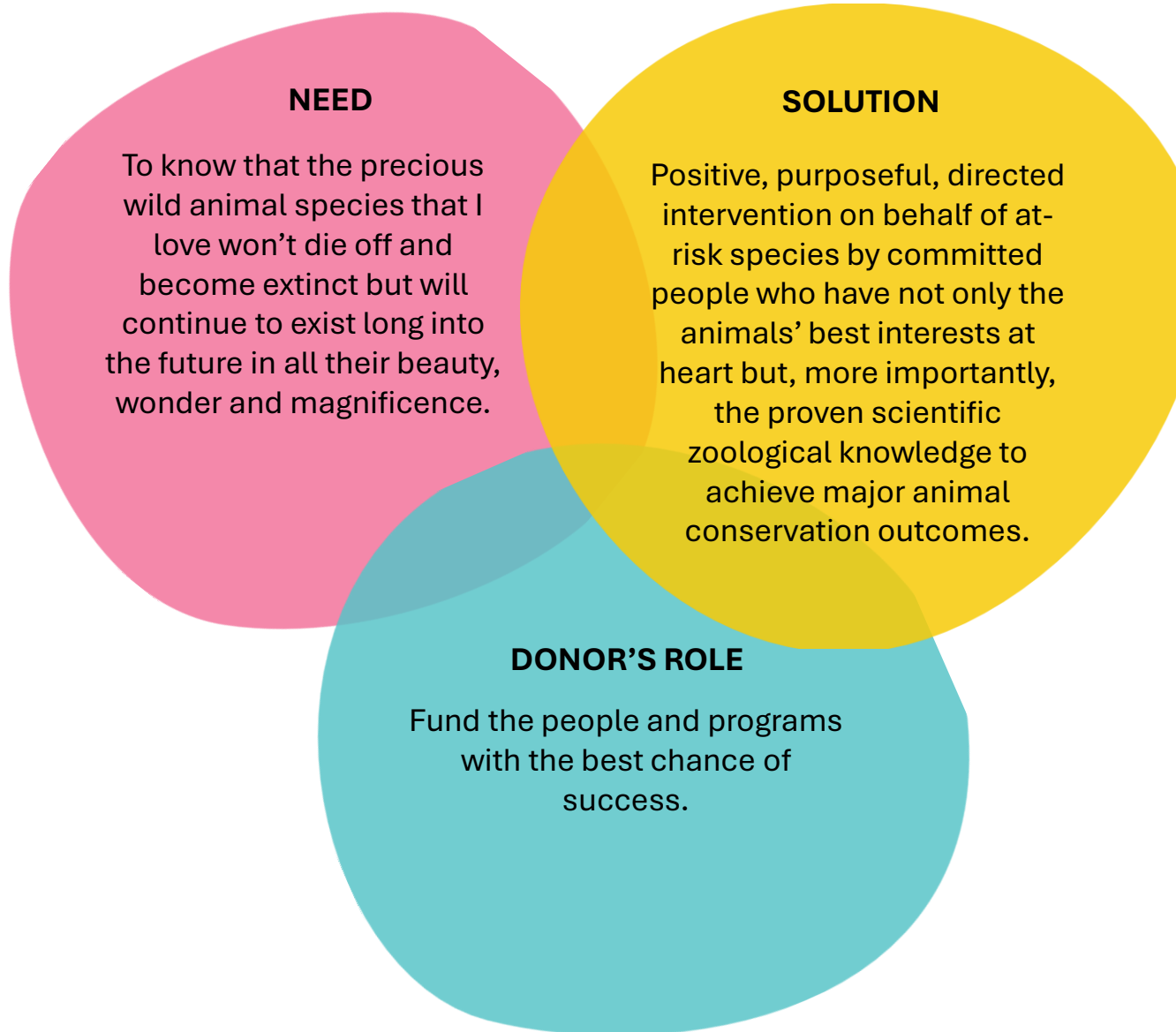
Lee wants to honour the memory of her loyal companion, Harry.

Lee wants to honour the memory of her loyal companion, Harry.

Lee wants to honour the memory of her loyal companion, Harry.

Bequestor stories 8pp brochure

Taronga Conservation Society Australia





Taronga Conservation Society Australia

Proposition

In these crucial and critical times, Taronga Conservation Society Australia (TCSA) undertakes a truly transformative and scientifically rigorous approach to ensure that our conservation efforts help endangered species and their habitats, not just survive but thrive in the wild.

Creative Idea

You can **rewild** our world.

Rationale

TCSA's approach is **redefining** the way conservation works.

The intention with bequestors is to **reawaken** their passion as we drastically reset the conservation agenda.

Such a transformation demands a new way of speaking to our audience—a language and vocabulary to **reinforce** the urgency and unique nature of our cause.

So to highlight the remarkable achievements we're making in **rewilding** and **rehomeing**, and the need to increase our bequestor support in this challenging world, we're using a distinctively different tone of voice.

Language and tone: Using a fresh vocabulary featuring **'Re'** as our prefix which will reimagine our messaging and refresh our tone.

What's in it for me? For bequestors, to become a part of a transformative experience like no other.

Stronger
Together

Rewild our world

Thriving wildlife could be your gift to future generations.

You're rewilding our world. Thank you.

TARONGA FOUNDATION

A wilder tomorrow, thanks to you.

You've made an amazing impact on the future of conservation. Leaving a gift in your Will to Taronga is a bold step towards saving wildlife from extinction.

You've put your values into action to create the future that you want to see: a world where abundant Koala mums and joeys perch happily on gum trees, Marine Turtles swim freely in clear oceans, and thriving Platypus glide gracefully through winding creeks.

Your gift is helping protect these remarkable animals so they flourish in their natural habitats. And a future where threatened species thrive in the wild.

You will drive innovative research for bold and ambitious advances in wildlife conservation programs. Your commitment will help save species from extinction, weaving a rich tapestry of biodiversity that future generations will inherit – a world alive with beauty and wonder.

There is no greater legacy to leave than a wilder tomorrow, full of hope and resilience for our precious wildlife.

From all of us at Taronga – our dedicated team, passionate researchers, and wildlife-loving scientists – thank you.

On behalf of the many vulnerable and endangered species today, and those who will need our help tomorrow – thank you.

And on behalf of the future generations who will inherit our world, thank you.

Cameron Kerr AO
Chief Executive

Threatened species survive and thrive in the wild, because of you.

Your gift will restore critically threatened species back into the wild through science led conservation and breed-for-release programs. Thanks to your generosity, iconic Australian species like the Greater Bilby, Chookich, Koala, Platypus,

Belted Kingfisher and Southern Green-tailed Woodswallow Frogs will thrive in their former natural habitats. A world where Australian native species flourish in the wild will be your gift to future generations.



Taronga – Enquiry Pack

LH 2pp

Response Mech to charity + BRE

TARONGA FOUNDATION
From the Desk of
Cameron Kerr AO
Chief Executive



Dear **Recipient**,

I want to extend my heartfelt gratitude to you for considering a gift in your Will to the Taronga Foundation. You stand to pass your love of wildlife into action for sustainable species for the next generation for a brighter future.

Together, we can rewild our world.

Imagine a world where precious native animals like the Eastern Grey Kangaroo and the Duckbill emu are thriving on our Aussie backyards. When speaking to park rangers with playful kangaroos during breakfast, when the Kingfisher Guardians keep their eyes on the water, and when the koalas are hugging the eucalyptus trees, you can make this a reality – a world where nature thrives and wildlife holds its rightful place in our natural world. Where extinction is a forgotten idea. You have the power to shape the future through your Will.

Donating to leave a gift in your Will is both a private and personal choice, and I recognize the immense weight of this decision. This gift makes the most powerful action you take to rewild our world.

In the enclosed booklet, you'll discover the ongoing story of general and personal commitments. Generators of the Will – who has left gifts in their Wills to protect wildlife. Like you, they were deeply caring for animals and cared for an endangered species such as the Koala in the wild.

This remarkable generosity has supported countless sustainable and national parks and reserves over many decades. They've funded groundbreaking conservation in conservation, enabling our world to be a better place for the benefit of future generations. It's the gift that helps establish the world's best and only Taronga reserves, rehabilitation, breeding and research facility, national zoological gardens, and the Taronga Foundation's ongoing commitment to the care and protection of our native animals and plants.

Thank for the incredible opportunity, many precious species have returned to the wild when they were rescued. And animals and new life are again in their natural habitats when they bring this to a powerful legacy for us.

Let me share just one powerful example:

Amazingly, research shows that Taronga numbers have almost halved – a devastating decline for the Koala. As a species that is not found anywhere else in the world, this is a species that is in danger of extinction. It's a species that is in danger of extinction. It's a species that is in danger of extinction. It's a species that is in danger of extinction.

Thank you for considering the important action to rewild our world.

Worried?



Cameron Kerr AO
Chief Executive

Bequestor 12pp brochure

Taronga and our conservation partners to successfully reintroduce ten adult platypuses back into their former habitats. And today they're thriving.

When we returned back to the Royal Botanic Park your letter, the discovery of a one first healthy platypus was a cause for celebration. Family member GIB, this was a win for conservation and the return of hope in a species that has long missed the spirit of nature of a Platypus people.

GIB's story and the success of the program is a powerful and beautiful example of what you can achieve for wildlife through your generosity. After all, GIB is very resilient and the success of the program was made possible by kind people like you who believe in things that are worth doing.

By leaving a gift to save wildlife in your Will, you can ensure that vulnerable Australian species – just like GIB – can survive and thrive in the wild for generations to come.

Let there still be much work to be done. **Thank you.**

As you know, we are being hundreds and thousands of critical species that are under immense threat. It is a crisis. Once a species is extinct, it's gone forever. By including a gift to Taronga's conservation program in your Will, you will be the driving force behind the new innovations that save threatened species from extinction.

After your loved ones are taken care of – a gift even as little as 1% of your estate is a higher percentage of your children's care estate because they're being protected, especially threatened animals in Australia and overseas are safe and protected for the years to come.

Leaving a gift in your Will to wildlife conservation will help you to impact conservation. Making this decision can have a major impact today. It allows us to incorporate your generosity into a planning – validated and we have the funds to help to achieve habitat and more saving conservation initiatives.

For more details of how to donate to Taronga through your Will, I hope you'll see below. I've included a card for you to share your thoughts with my team and I'll be glad to see the opportunity to help you personally in your moments of grief. I'll also include another card which will help to share your intentions with your estate.

Leaving a gift in your Will for animal conservation is a powerful legacy – a true reflection of your love for animals and our planet in our future. It's also a very important decision that requires careful thought and discussion with your estate planner. We will be glad to assist you in planning your gift to help the process. **If you'd like to talk to us further, please feel free to contact our team by calling 02 9338 1188 or emailing us at bequest@taronga.org.au**

I want to sincerely thank you again for your dedication to creating a future where our animals can not only survive but thrive in the wild.

Thank you for considering this important action to rewild our world.

Warmly,



Cameron Kerr AO
Chief Executive

TARONGA FOUNDATION
PO Box 21
Museum NSW 2008

Attention:
Cameron Kerr AO
Chief Executive
Taronga Foundation
Royal Botanic Park
Museum NSW 2008

III

The contents of this envelope are strictly confidential.

Please let us know about leaving a gift in your Will to Taronga.

Letting us know will help us recognize and thank your incredible act of kindness, invite you to exclusive events and keep you updated on the impact of your support.

Please confirm your details:

Name: _____
Address: _____
Suburb/State/Postcode: _____

Please confirm your thoughts:

Yes, I have already included Taronga in my Will.
 I would like to include Taronga in my Will.
 I have a Will and have not included Taronga.
 I have a Will and have not included Taronga.
 I have a Will and have not included Taronga.
 I have a Will and have not included Taronga.

After completing this card, please return it in the reply and envelope provided.

OE + Sticker



Stories from our Guardians of the Wild.

Lesser Crabs of the Wild
"To protect biodiversity for future generations."

I have always been interested in conservation. I grew up surrounded by bush and animals. Over time, I saw the bush and wildlife changing. I noticed people were getting for less and less wildlife and seeing it as normal. Many of the camps in the bush were used for heavy vehicles or trees, but they disappeared due to pollution and the pressure of development. It made me sad to think about.

I've travelled extensively and many of my travels have involved trying to see animals, including Corroboree, Orangutans, Gighans, and the Big 5, as well as places close to home – Koalas, Billies and Tasmanian Devils.

I can't stand to see a world where they don't exist. And if they do, they are all at risk. Can you imagine a world where the only place you would find an Elephant or a Koala is on the pages of a book?

Over time, I've realized I need to do something. I need to do something to help protect the world, making Taronga's future secure and with animal conservation projects.

I'm grateful for the opportunity to support Taronga and to be part of a team that is making a difference. I'm grateful for the opportunity to support Taronga and to be part of a team that is making a difference. I'm grateful for the opportunity to support Taronga and to be part of a team that is making a difference.

Bequestor stories 12pp brochure

Rewild our world

Thriving wildlife could be your gift to future generations.



Bequestor 12pp brochure

Card + bookmarks (x3 variations)

You've already done something incredible for wildlife.

Just the thought of leaving a gift in your Will to Taronga shows how deeply you care about protecting our wildlife so future generations can continue to experience its wonder and beauty. Thank you for seeking more information about how you can make a lasting impact.

You're a step closer to creating a future where our creeks and waterways team with thriving populations of Platypus, where Koalas and their young Roam high in the treetops and where Sumatran Tigers roam freely in the wild, and so much more!

Choosing to leave a gift to wildlife conservation in your Will is a powerful action for animals, ecosystems, and those who inherit our planet. It could be the most significant way you contribute to the conservation of so many critically endangered species in Australia and beyond.



Attention:
Cameron Kerr AO
Chief Executive

Thank you



TARONGA FOUNDATION

Please include a gift to Taronga in my Will.

For the attention of my solicitor:

This card is to advise you, my solicitor, that I wish to rewild our world with a gift in my Will to Taronga.

My name: _____

My contact details: _____

I am considering leaving a gift as a percentage of my estate for Taronga to direct to the area of greatest need, often my family and loved ones have been taken care of.

The purpose of the gift is to support wildlife conservation programs that will help rewild our world for future generations.

Can you please let me know what you need from me to fulfill my wishes to support these vital wildlife conservation efforts?

Thank you.

Solicitor Response Mech + BRE

For the attention of my solicitor:

Name of solicitor: _____


Address of solicitor: _____

POSTAGE PAID AUSTRALIA



Taronga – Welcome Pack

TARONGA FOUNDATION
From the desk of
Cameron Kerr AO
Chief Executive



Dear **<Name>**,

Thank you for your incredible generosity and unwavering commitment to wildlife conservation by choosing to leave a gift in your Will to Taronga.

Your passion and dedication to creating a sustainable, protected and thriving future for animals shine through in this exemplary act of kindness.

Your actions paint a vivid picture of the world you want to create: a place where our Australian bush teems with wildlife, majestic species roam through jungles, vibrant marine ecosystems thrive, and future generations can experience our precious wildlife in all its natural beauty.

You will be the driving force behind bold and ambitious conservation projects that will save precious wildlife from extinction, both here at home in Australia and all around the world.

Your generosity will play a vital role in rewilding our world for many years to come. So many precious animals will survive and thrive all because of you.

This is an incredible legacy to leave for future generations. Thank you!

You're now part of a remarkable community of passionate individuals who have chosen to rewild our world by including Taronga in their Wills; heroes we call Guardians of the Wild.

Enclosed with this letter, you'll discover what it means to be part of this special group, with inspiring stories about the wildlife you are helping to protect.


I also look forward to welcoming you to our Taronga events as well as our special annual Christmas luncheon.

I hope you feel immense pride in your decision.

On behalf of everyone at Taronga and the wildlife we strive to protect, I'd like to thank you again for your kindness and commitment.

Thank you for your extraordinary gift.

Thank you for taking action to rewild our world.




Cameron Kerr AO
Chief Executive

Taronga Foundation
A 2a Bradleys Head Rd Mosman NSW 2088 P 1300 369 116 W taronga.org.au
ABN 47 733 619 876

LH 1pp

You're rewilding our world. Thank you.




A wilder tomorrow, thanks to you.


You've made an amazing impact on the future of conservation. Leaving a gift to your Will to Taronga is a bold step towards saving wildlife from extinction. You've put your values into action to create the future that you want to see: a world where abundant Koalas roam and jays perch happily on gum trees. Marine turtles swim freely in clear oceans, and thriving kangaroos graze peacefully through verdant creeks.

Your gift is helping protect these remarkable animals so they flourish in their natural habitat. And in future where threatened species thrive in the wild.

You will share resources essential to build and ambitious advance in wildlife conservation programs. Your commitment will help save species from extinction, weaving a rich tapestry of biodiversity that future generations will inherit - a world alive with beauty and wonder.



Cameron Kerr AO
Chief Executive



Threatened species survive and thrive in the wild, because of you.

Your gift will ensure critically threatened species thrive in the wild through science-led conservation and breeding for release programs. Thanks to your generosity, some Australian species like the Greater Bilby, Chuditch, Koalas, Peripartus, and

Belted Kingfisher and Southern Crested Frog will thrive in their former natural habitat. A world where Australian nature species flourish in the wild will be your gift to future generations.

Groundbreaking research because of you.

You are playing a pivotal role in cutting-edge scientific research - from 3D efforts to re-establish the Southern Black Rhino, to refining the conservation strategies for Peripartus, Koalas and Boggy Honeyeaters.

Your gift will enhance our understanding of species' breeding behaviour, biology and genetics, driving bold innovations that provide lasting protection for the animals you care so deeply about.

Critical care for injured animals, because of you.

Thanks to you, the most vulnerable native species - that are hurt, sick or injured - will receive critical medical care, ongoing treatment for recovery and rehabilitation at Taronga Wildlife Hospital, before being released into the wild. Your gift will help save the lives of countless animals, across species big and small.


The next big breakthrough in conservation will be because of you.

Your incredible gift, Taronga can continue advancing critical research and ambitious programs that will shape the future of conservation for decades to come. From creating genetic diversity

in blood for release programs to preserving the genetics of species reintroductions, your legacy will fuel the innovation needed to protect wildlife long into the future.

Thank you

You've made the world a better place for animals. Thriving wildlife is your gift to future generations.



8pp Welcome brochure

OE + Sticker

TARONGA FOUNDATION

27 Cordellwood, Upper Mount St
Taronga Conservation Society Australia
PO Box 29, Art Gallery NSW 2058
02 93291242

Mailing Name
Address
Address
Address
Suburb State Postcode




A6 postcard

Thank you!

I wanted to send you a personal note of thanks and appreciation, for this kind and generous decision to include Taronga in your will.

My name is Rebekha Leisher, and I am your gift's in will manager.

I know we share a love for the wild.



... up living at the back life was a big part of tongue lizards would yard, birds called to e day, and I was always was camping with family ks.

I my deep love for ent from a young age. ya supporter, I am wildlife.

our passion and e of our precious sharing with you the n the months to follow

In the meantime, should you have any questions at all, please don't hesitate to email me on bequests@taronga.org.au.

Sincerely,
Rebeka



Stronger Together

Starship Foundation

NEED

Kiwi kids are going to be kids. They're going to catch this. They're going to fall of that. They're going to born with this. They're going to do risky stuff. And as NZ grows, there's going to be more of them. More grazed knees, more holes in hearts, more learning challenges, more every childhood health challenge. And those children deserve the best possible care.

SOLUTION

Build an expanding capacity and capability – a Starship that anticipates those children's' needs and is ready, willing, equipped and able to meet them, the best doctors, the best equipment, the best facilities right here in NZ.

DONOR'S ROLE

Fund the improvement. Fund the better. Fund the what's coming and the what will be. Fund the growth in the capacity and the capability. Fund a brighter future for all kids.



Starship Foundation

Proposition

Help build the Starship of tomorrow – a Starship that is even better placed to ensure tomorrow’s children have greater health to enjoy the magic and beauty that is childhood.

Creative Idea

A brighter future for children is in your hands.

Rationale

Whenever sick or seriously injured children come to Starship, they’ll always be in good hands – now, and into the future.

Some children put their lives in the hands of highly-skilled surgeons, who work everyday miracles and save lives. Others receive comfort and care at the hands of the compassionate nursing team, who always go the extra mile. Others put their futures in the hands of medical researchers, who search tirelessly for new cures and treatments.

And supporting them all are The Starship Foundation’s generous supporters.

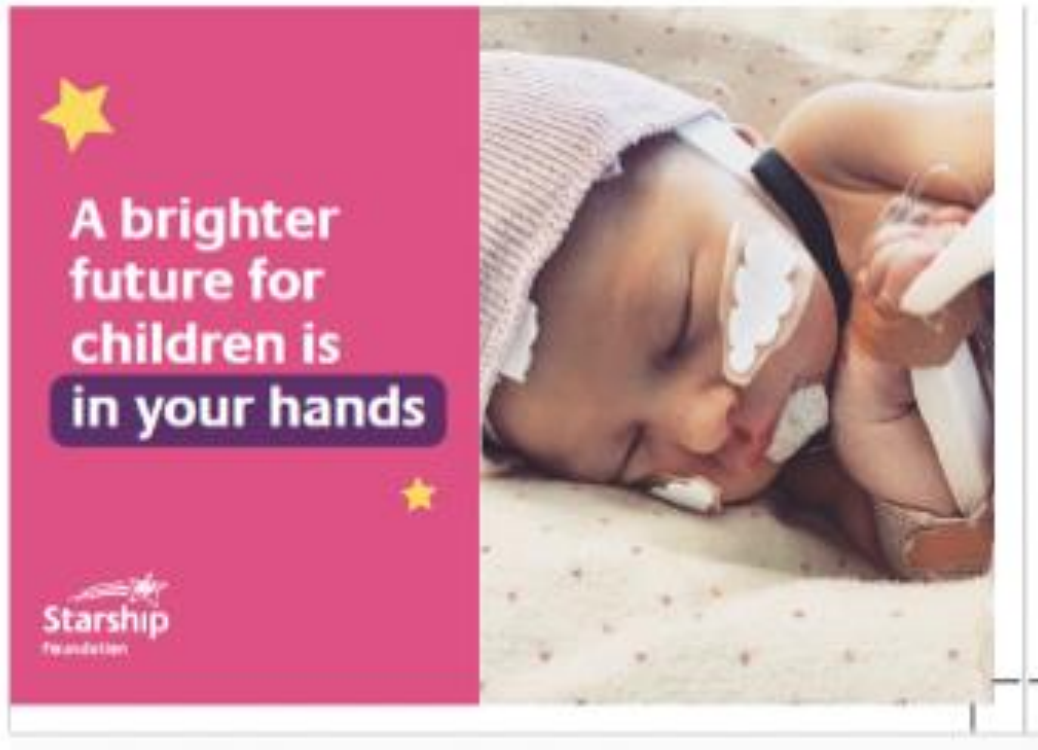
This concept lets donors know that their support is vital for saving children’s lives. And the power to create the Starship of the future is in their hands.

All they need to do include The Starship Foundation in their Will.

Their gift will help make sure every child has access to the very best care, no matter where they live in New Zealand. They’ll make help make sure every generation of children is healthier, happier and better protected than the last.

And if children ever need to spend time in hospital, they’ll make sure their stay is full of joy and laughter – and the medical team are equipped with the most advanced technology.

Stronger
Together



A brighter future for children is in your hands.



<Name>, a gift in your Will has the power to change the future, for generations of children to come.

Here are just a few of the ways a gift in your Will can make the future brighter for children in New Zealand:

- By helping Starship attract and retain more of the best and brightest clinicians, nurses and allied health team members to treat and care for our children.
- By making sure that every child has access to the very best care no matter where they live, by helping to keep the Starship National Air Ambulance flying the length and breadth of NZ – ready to go at a moment's notice for every child in urgent need.
- By providing funding support to the best and brightest clinical researchers in their tireless search for new cures and treatments that will save lives tomorrow and for many years to come.

And through all of this, you're helping give future generations of children the best possible chance to grow up healthier, happier, and better protected than the last. Thank you.



Rebecca Williams
Rebecca Williams
Gifts in Wills Manager
Starship Foundation





A brighter future for children is in your hands



Starship Foundation

The future of New Zealand's children's hospital is in your hands

You truly hold the power to bring some of the very best healthcare in the world to every New Zealand child in need. Your gift in your Will ensures:

- Starship keeps pace with the latest technology and treatments that save and improve lives.
- Starship attracts, retains and develops some of the best and brightest staff, so they can provide world-class healthcare to New Zealand children in need.
- The Starship National Air Ambulance keeps flying, collecting critically ill children from across NZ and bringing them to Starship for life-saving specialist care.
- Family centered care happens at Starship, supporting sick and injured children and their families to better health, including offering mental health and family support to make tough times more bearable.
- Life saving research projects have the funding they need, supporting Starship's best and brightest staff to bring brighter futures to ALL New Zealand children.

In all these important ways and so many more, your gift ensures the Starship story goes on.



Helping more children in more ways every day

Part of Starship's mission is to make sure all New Zealand children have access to the very best medical care no matter where they live. Your gift will help make sure that the Starship of tomorrow can help even more children like these:

- 137,074** VISITS AND APPOINTMENTS
- 191** RETRIEVALS BY STARSHIP NATIONAL AIR AMBULANCE
- 38,456** VISITS TO THE STARSHIP EMERGENCY DEPARTMENT



MANNA, 4 years old
Manna was diagnosed with a rare autoimmune condition and admitted to Starship for a month.

Shawn, 11 years
Children like Shawn with short bowel syndrome can attend Outreach Clinics close to where they live, instead of travelling to Auckland.

Raureka, 1 year
Raureka was admitted to Starship shortly after birth for lifesaving heart surgery.

Power the research that will save and extend lives

A future where every child has the chance at a long life



Thanks to the generosity and compassion of everyday New Zealanders, like those leaving a gift in their Will, the Starship Foundation is helping to ensure all children in New Zealand receive world-class healthcare. These critical funds are invested in research, technology, equipment and impact programmes that save and improve lives and allow us to give our little patients the best possible experience at Starship.

A future full of new treatments and cures

A gift in your Will can do so much to support the bright minds investigating how to keep New Zealand children safe and well. Funding vital life-saving and life-changing research to deliver better health and brighter futures for our children.

All children in New Zealand deserve a brighter future

You can give it to them. A gift in your Will today can help replace illness with joy and fear with hope, helping sick and injured New Zealand children to live their best possible lives.

You can help to build the Starship of tomorrow

I am truly honoured and delighted that you are considering the remarkable gesture of including a gift to Starship in your Will.

Our Starship family extends beyond the walls of our hospital, encompassing individuals like you who share our vision of a healthier, brighter tomorrow for our young patients. Your gift will support the continuation of groundbreaking treatments, innovative research, and compassionate care, replacing illness with joy and fear with hope for thousands of New Zealand children.

Even a gift of 1% of your estate can have a lasting impact on the countless young lives we touch every day.

I want to express my heartfelt gratitude for your belief in our mission. Your generosity will help build the Starship of tomorrow.

a testament to your enduring commitment to children and childhood. Thank you for considering this extraordinary legacy.

Rebecca Williams
Rebecca Williams
CEO
Starship Foundation

A helping hand since 1991

Starship opened on 18 November 1991 as New Zealand's first dedicated hospital for sick and injured children.

In our 30-year journey, we've witnessed the remarkable power of compassion and generosity to help to save children's lives, with gifts in Wills making a significant contribution at every step, including:

- 2008:** The rebuilt Starship Oncology & Haematology Ward marks a new cancer treatment.
- 2013:** New and improved Neurosciences and Medical Specialties Wards improve the treatment of children with a wide range of complex illnesses and injuries.
- 2015:** New operating rooms and surgical facilities at Starship were opened, helping save the lives of more sick and injured New Zealand children.
- 2021:** Paediatric Intensive Care Unit (PICU), the biggest redevelopment undertaken to date. Stage one is complete providing more vital beds to care for New Zealand's sickest or injured children.

All these and many more milestones are the legacy of compassionate New Zealanders like you. With your help, we can go on providing some of the best possible care to New Zealand children - well into the future.



You will put all NEW ZEALAND children in some of the safest possible hands


- The brightest medical teams**
You will help ensure Starship can attract, develop, and retain some of the best and brightest people to deliver precision teamwork in critical situations and give our children the best chance of making it through.
- Future-proof technology**
Providing the best possible care means having the best technology. You will help make sure the latest work-class medical technology is always on hand to save children's lives when needed.
- Rare access to every child in a crisis**
The Starship National Air Ambulance is a lifeline for our children when they need it most. A gift in your Will can help make sure every child gets the specialist care they need, no matter where they live.





The power is in your hands.

Please leave a gift in your Will to help build the Starship of tomorrow.



Starship Foundation

A gift of even 1% once your loved ones are considered would help bring a brighter future to children who need Starship.



Starship

A brighter future for children is in your hands.

<Name>, a gift in your Will has the power to change the future, for generations of children to come.

Here are just a few of the ways a gift in your Will can make the future brighter for children in New Zealand:

- By helping Starship attract and retain more of the best and brightest clinicians, nurses and allied health team members to treat and care for our children.
- By making sure that every child has access to the very best care no matter where they live, by helping to keep the Starship National Air Ambulance flying the length and breadth of NZ - ready to go at a moment's notice for every child in urgent need.
- By providing funding support to the best and brightest clinical researchers in their tireless search for new cures and treatments that will save lives tomorrow and for many years to come.

And through all of this, you're helping give future generations of children the best possible chance to grow up healthier, happier, and better protected than the last. Thank you.



Rebecca Williams
Gifts in Wills Manager
Starship Foundation



Please let me know what your intentions are around leaving a gift in your Will, to bring the very best of healthcare to ALL New Zealand children.

I have already left a gift to Starship in my Will

I am intending to leave a gift to Starship in my Will

I am considering including Starship in my Will and would like more information

I have not included Starship in my Will but have left a gift to other charities

I have chosen not to leave a gift to charity in my Will

I do not have a Will

<Name>, do I have your details down correctly? Please check and let me know if any of this looks out of date, or wrong.

mailing_name _____

addr_line1 _____

addr_suburb _____

addr_city addr_postcode _____

Phone/Mobile Number: <RM_Phone> _____

Email: <RM_Email> _____

DOB: <RM_DOB> _____

Three ways to let me know:

- Return this form
- Give me a call on 021 222 4747
- Scan this QR code

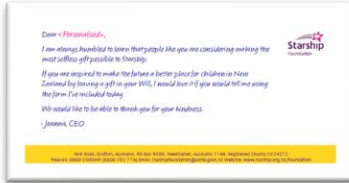



Starship Foundation

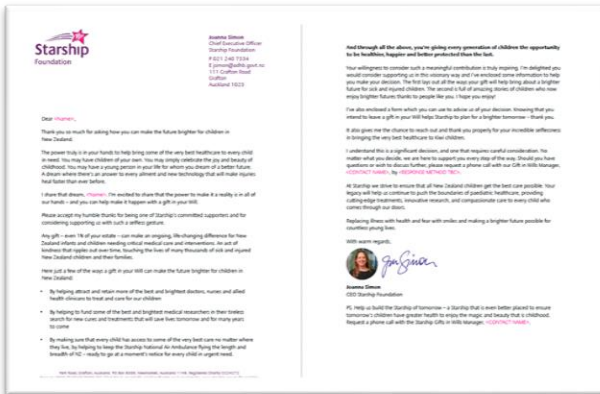
Stronger Together



Starship – Enquiry Pack



LH 2pp + compliments slip



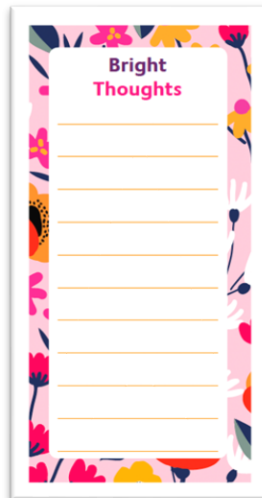
C5 OE



8pp brochure



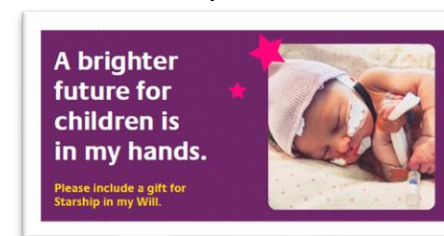
8pp brochure



Notepad freemium



Solicitor Response Mech + BRE





Starship – Conversion Pack

LH 4pp + Compliment slip

Starship Foundation

Dear [Name],

We are delighted to introduce you to our friendly Gift in Will campaign. It's a simple way to support the future of Starship, and it's a gift that will last for generations.

By leaving a gift in your Will, you can help us provide the best care for our children. Your gift will be used to fund research, support our staff, and help us provide the best care for our children.

It's a simple way to support the future of Starship, and it's a gift that will last for generations. Your gift will be used to fund research, support our staff, and help us provide the best care for our children.

Thank you for your support.

Rebecca Williams
Charity Registration Number: CC24272

Response Mech

A brighter future for children is in your hands.

Research for a fair and bright future for our children.

Support a future filled with happier and healthier children.

Research for a fair and bright future for our children.

Support a future filled with happier and healthier children.

Thank you for your support.

Starship Foundation

Gift in Will Manager
PO Box 9359
Newmarket
Auckland 1149

Reply

CONFIDENTIAL
ATTENTION: REBECCA WILLIAMS

2pp Bequestor story

Starship's very own 20 million dollar gift in Will campaign

It's a simple way to support the future of Starship, and it's a gift that will last for generations.

By leaving a gift in your Will, you can help us provide the best care for our children. Your gift will be used to fund research, support our staff, and help us provide the best care for our children.

Thank you for your support.

BRE + C5 OE

Starship Foundation

What's your name?
Address:
City/Town:
City Postcode:

A brighter future for children is in your hands.

X4 Bookmarks

Address labels



Even a gift of 1% in your Will, after you've passed, can help bring some of the very best healthcare to New Zealand children.

A handy guide to leaving a gift in your Will

Simply give this booklet to those that know you best, and let them know you'd like to include Starship in your Will.

Some Will-writing services will be online. All the information you need to get them is right here for you to copy it.

2. Decide on the type of gift you would like to leave

Some people give money, some people give a percentage of their estate and some even give something that's left after their loved ones have been taken care of.

4pp "How to" guide

8pp brochure

A brighter future for ALL children across New Zealand is in your hands.

The best possible training, for the best possible care

Cutting-edge equipment for the best possible chance at better health

Research for a fair and bright future for our children

Support a future filled with happier and healthier children

Please help to bring brighter futures to life, with a gift in your Will to Starship Foundation.

A brighter future for children is in your hands



Starship – Welcome Pack

Your gift is in good hands

I'm writing to express my personal thanks.

By making a gift in your Will to Starship, you're helping ensure that your legacy will live on in the most meaningful way. Thanks to your gift, Starship will be even better equipped to provide cutting-edge medical care, research breakthroughs, and provide a comforting, supportive experience to the sick and injured children who need it most. Your gift will help cutting-edge treatments in the hands of skilled medical professionals.

That makes the Starship of tomorrow, helping ensure the future health of generations of children to come. You are now an exciting part of our Starship family. With profound gratitude, I hope you'll find this a fitting tribute to the life you've lived and the legacy you're leaving.

Through your enduring gift, you've become a guide to a brighter future for countless children.

Bevina Wilson
CEO Starship Foundation

The hands of... world-class health professionals

Your gift will help ensure Starship can attract, attract, attract, and retain some of the best and brightest medical professionals.

"I think everybody who works at Starship, their passion, their reason that they get up in the morning is because they want to provide world-class healthcare to children and make sure that our children have world-class, equitable outcomes."

Dr John Bruce, Starship's Clinical Director of Paediatric Intensive Care.

Thanks to you, we can hire more nurses like Madeline and Marjorie.

...highly trained medical teams...

With your gift, you've helped to ensure the Starship Air Ambulance will be better equipped to receive its children from across NZ and bring them to Starship for the best possible care. You've helped to make sure that every child that arrives at the very best care in our country will be in a place for our children when they need it most.

With a concussion, a fractured skull and a collapsed lung in the brain, Gigi's parents knew she needed to get to Starship fast, and she did.

"Gigi is basically alive because of the Starship Air Ambulance. Sam and I are just so thankful and forever grateful."

Gigi's Mum, Charlotte

...and the most cutting-edge RESEARCHERS

Starship has been able to fund a new centre for research and clinical excellence for the benefit of generations to come all thanks to a generous gift in Will.

Through your own legacy, you've helped to ensure that our best and brightest research teams and clinicians will be able to make the best use of this bespoke facility. Your gift has ensured that the clinical research at Starship will improve the detection, prevention, diagnosis, and treatment of illness. Improvements that will help ensure better health and longer futures for children throughout New Zealand for generations to come.

You're making the future brighter for ALL New Zealand children

Your gift in your Will to Starship is a powerful symbol of your care for all New Zealand's children.

With your generosity, you're lighting the path to better outcomes and brighter futures. Your unwavering support ensures that some of the very best in healthcare will be available for New Zealand children in need - extending and saving young lives.

Touching the hearts of New Zealand children yet to be born - and ensuring that their lives and dreams get off to a bright start.

Thank you.

Adrienne Tolmach
Gifts to Will Manager
Phone: 09 337 4997
Email: tolmach@quinn.govt.nz

Starship Foundation

8pp brochure

C5 OE

Starship Foundation
PO Box 9328, Newmarket, Auckland 1142

Mailing name
Address
Address
Suburb
City/Post

Thank you for building the Starship of tomorrow



Starship Foundation

Dear **<name>**,

Thank you for your selfless promise to brighten the future for New Zealand children.

Your gift is going to help to build the Starship of tomorrow - a Starship that is even better placed to contribute towards ensuring tomorrow's children have greater health to enjoy the magic and beauty that is childhood.

By leaving a gift in your Will you have helped to ensure that world class healthcare will always be available for New Zealand children in need.

You have helped to ensure that the best of treatments get into the finest medical hands, where they can do the most to extend and save children's lives. You have helped to ensure that the very latest life-saving equipment will be available to all children in New Zealand when they need it most.

Thank you for harnessing the power you have to brighten the future for young people through a gift in your Will.

Through your visionary gift, you will help Starship's best and brightest to uncover new cures and treatments for some of the most vulnerable children in Starship's care, including projects we're working on right now:

- Safer ways to operate on children undergoing complicated airway surgeries.
- Better ways to diagnose and treat children with inherited brain and muscle disease.
- Reducing the risk of brain injuries for infants undergoing critical heart surgery.

This is the incredible power of the gift you have chosen to leave - a healing gift that will continue to transform the lives of New Zealand children and their families for decades to come, in so many ways.

Adrienne Tolmach
Gifts to Will Manager

adtolmach

Adrienne Tolmach
Gifts to Will Manager

Pl. Please make sure to read the enclosed brochure, which highlights just a few of the many ways your legacy will help to build the Starship of tomorrow.

Starship Foundation, PO Box 9328, Newmarket, Auckland 1142. Registered Charity (CC2472) Phone: 09 337 4997 Email: starshipfoundation@quinn.govt.nz Website: www.starship.org.nz/foundation

LH 2pp

Starship Foundation

Thank you for leaving your mark

Starship Foundation

Card with bookmark

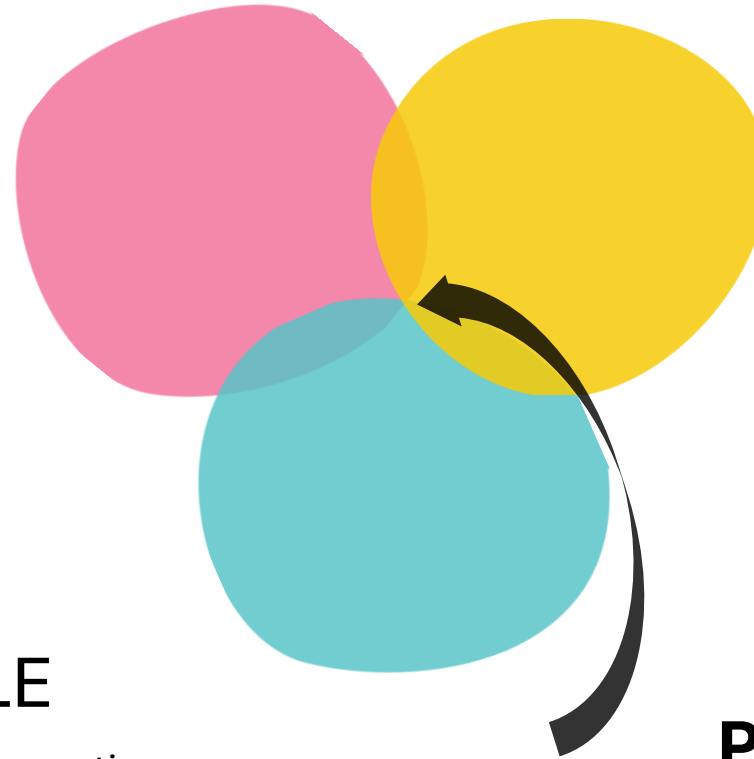
Stronger Together

1: NEED

I need to feel that there is a future where this particular awfulness – this cancer that has touched me or my loved one – doesn't take the same terrible toll on others.

3: DONOR'S ROLE

Create more possibilities, more options, more chance of achieving my own goal for cancer by funding the vital cancer research that will make it happen.



2: SOLUTION

Discover new, more effective ways to diagnose, treat and, yes, ultimately, cure the cancer that has impacted me – either directly or indirectly.

PROPOSITION

Imagine a gift in your will that can be truly transformational to the future of cancer, creating a world where dreams become realities.



Cancer Council NSW

Creative Idea

Imagine That

Rationale

This approach is firmly about the future and its wonderful possibilities. It's where dreams can become reality. It's where wishes are fulfilled and things can be truly transformational, thanks to GIW bequestor generosity. And thank to two simple words.

Whatever positive future our prospective donor imagines, it's far more likely, more readily accessible and deliverable if they leave a gift in their will. This concept sets its eye firmly on the future. It's where dreams can become reality. It's where wishes are fulfilled and things can be truly transformational. It's where the surprising, even the unlikely, is possible. And all thanks to the GIW giver's generosity. Imagine that!

**A future when
cancer doesn't tear
families apart.**

*Imagine
that.*

**A guide to leaving a
gift in your will.**





A future when cancer doesn't tear families apart.

Imagine that.

A guide to leaving a gift in your will.



If undelivered please return to:
Cancer Council NSW
PO Box 572 KINGS CROSS NSW 1540
CM17800222

POSTAGE PAID
AUSTRALIA

MAILING LABEL FPO



You are helping imagine tomorrow's possibilities.

Imagine that.

Information enclosed on leaving a gift in your will.



THE CIRCLE

Daffodil Circle Newsletter



Gifts in wills are helping bring us all so much closer to a cancer free future.

Imagine that.

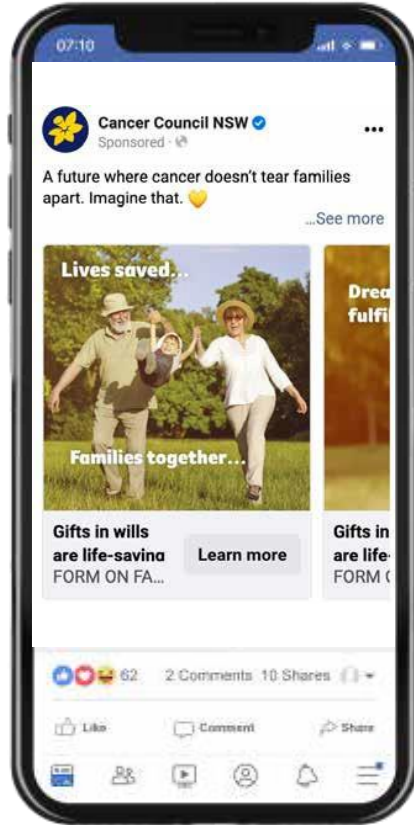
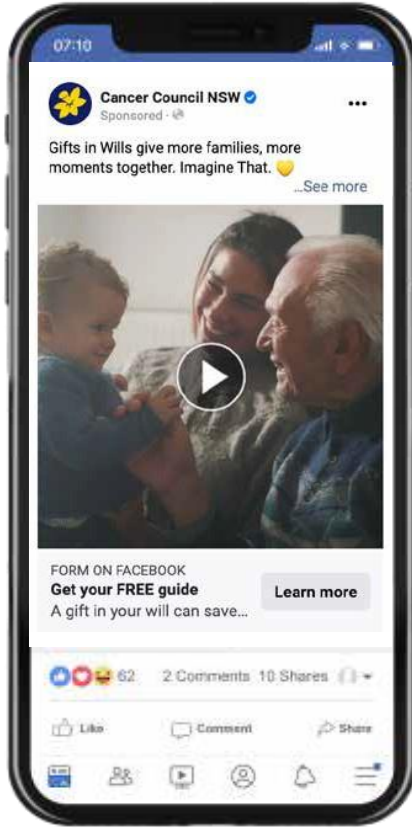


A time when your family history is only ever something to celebrate.

Imagine that.

cancercouncil.com.au





Médecins Sans Frontières Australia

NEED

There is conflict, disease, injustice, there is people whose health is suffering through lack of access to the treatment that they need. And there are growing challenges - growth authoritarian states, climate change, pandemic. And looking into the future, there are going to continue to be barriers to them getting that care. There will be a continuing need for people to overcome those barriers. Good people, expert people, brave, innovative, selfless people. I need to know those people will always be there.

SOLUTION

To empower good, expert, brave innovative selfless people who take the action required, when required, no matter the danger to themselves. No matter the danger no matter the challenge with not only here and now solutions, but lasting solutions that continue to make a lasting difference.

DONOR'S ROLE

Fund the independence that ensures that MSF can continue to be brave and true good people can continue to deliver the innovative, life saving, life changing solutions in the face of impossible odds.

Médecins Sans Frontières Australia

Proposition

By giving a gift in your Will you can ensure that MSF is always independent, always ready to respond – an impartial, adaptable and visionary force in the delivery of medical humanitarian aid.

Creative Idea

Always THERE. TODAY. TOMORROW. *Always* THANKS TO YOU.

Rationale

The proposition gives the donor a central role in the future of MSF, saying that the organisation's ability to continue to deliver on its fundamental principal of independence lies in the donor's hands.

It says clearly that MSF will go on to stand for these values – "always independent" and "today, tomorrow, always" – because of the donor's commitment and their support through a gift in their Will. These things, it says, will continue "always, thanks to you."

The care given to MSF's patients is made possible through the generosity of dedicated supporters. MSF is – and will always be – grateful for their involvement.

The words will always be delivered alongside the MSF logo and with supporting imagery, showing MSF in action.

Médecins Sans Frontières Australia – Enquiry Pack

Always there:
**HOW PEOPLE LIKE YOU ARE LEAVING
 A LEGACY OF EXPERT MEDICAL CARE**

© Candido Lobes/MSF

MEDECINS SANS FRONTIERES
 DOCTORS WITHOUT BORDERS

Always ready...
TODAY AND TOMORROW

AMBULANCE

© Isabel Cramer/MSF

MEDECINS SANS FRONTIERES
 DOCTORS WITHOUT BORDERS

Always THERE.
**TODAY. TOMORROW.
*Always THANKS TO YOU.***

MEDECINS SANS FRONTIERES AUSTRALIA LTD
 ABN: 74 068 758 654
 © Bahul Dhankani/MSF

MEDECINS SANS FRONTIERES
 DOCTORS WITHOUT BORDERS

Always there, THANKS TO YOU

YES, I want to help Médecins Sans Frontières be there for patients in the future.
By making a gift to MSF in your Will, you can leave a lasting legacy that will have a huge impact on people's lives around the world, well beyond your lifetime. You can help keep MSF prepared and ready to respond as needs escalate, delivering extraordinary patient-centred care for future generations.

Please let us know how you feel about including a gift to Médecins Sans Frontières in your Will:

I have included a gift in my Will to Médecins Sans Frontières
 I would like someone to call me to discuss leaving a gift in my Will
 I am not ready to make a decision about this for a while

Thank you for taking the time to provide this information, which enables us to keep our records updated.

Name _____
 Address _____
 Suburb _____ State _____ Postcode _____
 Mobile _____ Home _____

INFORMATION FOR YOUR SOLICITOR

HELP ENSURE MEDECINS SANS FRONTIERES IS ALWAYS INDEPENDENT AND READY TO RESPOND – today and tomorrow.

© Mariana Abdala/MSF



Médecins Sans Frontières Australia – Enquiry Pack

MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS

... (Mailing Names) ...
 ... (Address) ...
 ... (Suburbs) ...

"I left Yemen deeply inspired by my colleagues and patients, to try to serve others, to be kind and brave, and to remain hopeful, even when the world seems to be without hope."

— Dr. Hani M. Medecins Sans Frontieres Doctor

Personalised: will you help to make sure Médecins Sans Frontières is always independent and ready to respond – today and tomorrow?

Please, consider making a visionary gift that will help people in crisis all over the world.

Dear (Salutation),

I hope this letter finds you and those you love safe and well.

Your wonderful support for Médecins Sans Frontières is critical to delivering expert medical and health care to those who need it, in the face of challenging circumstances. Your care for the people we help and your belief in our organisation is an inspiration. I could not be more grateful for your generosity. Thank you so much.

Thank you, too, for your recent request for information about including a gift in your Will to Médecins Sans Frontières. I am delighted that you are considering supporting us in this powerful and enduring way. Through this decision, you can have a long-lasting impact on our ability to help people in crisis. Gifts in Wills have compassionate people like you contribute approximately 19% of our program funding. They are vital to making sure that Médecins Sans Frontières is able to provide people with access to medical humanitarian aid at critical times in their lives.

Honesty, integrity, equality and independence are some of the values that Médecins Sans Frontières was founded on in 1971 by a group of French doctors and journalists, determined to help people around the world, wherever and whenever they were.

Our founders were also committed to the idea of *terroirage* – or bearing witness. Since our beginning, we've striven to raise awareness about intolerable situations we see.

As a committed supporter, you've clearly demonstrated that these are values you share.

Médecins Sans Frontières Australia (MSF) is a not-for-profit organisation. MSF is a registered charity in Australia. MSF is a not-for-profit organisation. MSF is a registered charity in Australia. MSF is a not-for-profit organisation. MSF is a registered charity in Australia.

LH 2pp

A shared vision has enabled us to provide expert, critical care to communities caught up in some of the world's most crises – from wars to famines, from genocide in Rwanda and Bosnia to the HIV/AIDS and COVID-19 pandemics. Today, your committed support underpins our response to the ongoing conflict in Ukraine, and the medical care we continue to provide in Afghanistan. Whenever there has been a need, we've been able to get there, thanks to you.

We accept no government support of any kind, which means we remain independent of political agendas. Your selfless support is the backbone of all our work. It ensures we are free to go into action whenever we see the greatest need, without taking sides, without impartial and providing care when needed. One of our supporters recently put it perfectly when he told us:

"I think if people realise that you're independent and not taking sides, you're just there to help. They are more inclined to allow you to do your work. Médecins Sans Frontières is for the public, for the ordinary people that are suffering. It's a great humanitarian organisation."

In the years to come, we'll rely on people like you to ensure we can meet every challenge and help even more people in need. By giving a gift in your Will, you can ensure that Médecins Sans Frontières remains mobile and ready to respond at short notice, whether to conflict or natural disasters like earthquakes, epidemics or evictions from healthcare.

A gift in your Will can also make sure we remain a powerful voice for advocacy, bearing witness to the struggles of vulnerable communities and speaking out for people in crisis, whenever necessary.

Personalised: will you show your commitment to everything we stand for – today and tomorrow – by including a gift to Médecins Sans Frontières in your Will?

I understand that it's an important and personal decision – and one that you will want to consider very carefully and discuss with your family. To help you do that, I've enclosed some information for you to read over. You may also find it useful to show to your loved ones.

If after reading the enclosed information, you do decide to include Médecins Sans Frontières in your Will, I'll be very grateful if you could let me know by completing and returning the form I've included. It will give us the opportunity to thank you personally for your generous support of Médecins Sans Frontières.

If you have any questions at all – about Médecins Sans Frontières, our work, or about leaving a gift in your Will – please do not hesitate to contact our Gifts in Wills team at giftsinwills@sydney.msfi.org.au or on 02 9232 2413. We will be delighted to hear from you.

These challenging times face so many of the world's most vulnerable people. Conflict, disease, the impacts of climate change and pandemics are all on the rise. There are more people than ever whose health is suffering through lack of access to the treatment they need to years to come. They need you more than ever.

Yours sincerely,

Jessica Tenney
 Executive Director
 Médecins Sans Frontières Australia

Médecins Sans Frontières Australia (MSF) is a not-for-profit organisation. MSF is a registered charity in Australia. MSF is a not-for-profit organisation. MSF is a registered charity in Australia. MSF is a not-for-profit organisation. MSF is a registered charity in Australia.

MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS

A Legacy of EXPERT MEDICAL CARE

Your guide to leaving a gift in your Will to Médecins Sans Frontières.

© Anna Pridmore/MSF

Lift 1

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Lift 3

Always THERE.
 TODAY. TOMORROW.
 Always THANKS TO YOU.

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INFORMATION FOR YOUR SOLICITOR

HELP ENSURE MEDECINS SANS FRONTIERES IS ALWAYS INDEPENDENT AND READY TO RESPOND – today and tomorrow.

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"Thank you – we couldn't do what we do without the generosity of our donors. Your gift will result in lifesaving care, particularly to children, all around the world."

Nikola Morton, paediatric advisor

Joana Manelito, community health worker in Cuzango, Matla province, Angola.
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Postcard

Always there, THANKS TO YOU

YES, I want to help Médecins Sans Frontières be there for patients in the future. By making a gift to MSF in your Will, you can leave a lasting legacy that will have a huge impact on people's lives around the world, and beyond your lifetime. You can help keep MSF prepared and ready to respond as needs evolve, delivering extraordinary patient-centred care for future generations.

Please let us know how you feel about including a gift to Médecins Sans Frontières in your Will:

I have included a gift in my Will to Médecins Sans Frontières
 I would like someone to call me to discuss leaving a gift in my Will
 I am not ready to make a decision about this for a while

Thank you for taking the time to provide this information, which enables us to keep our records updated.

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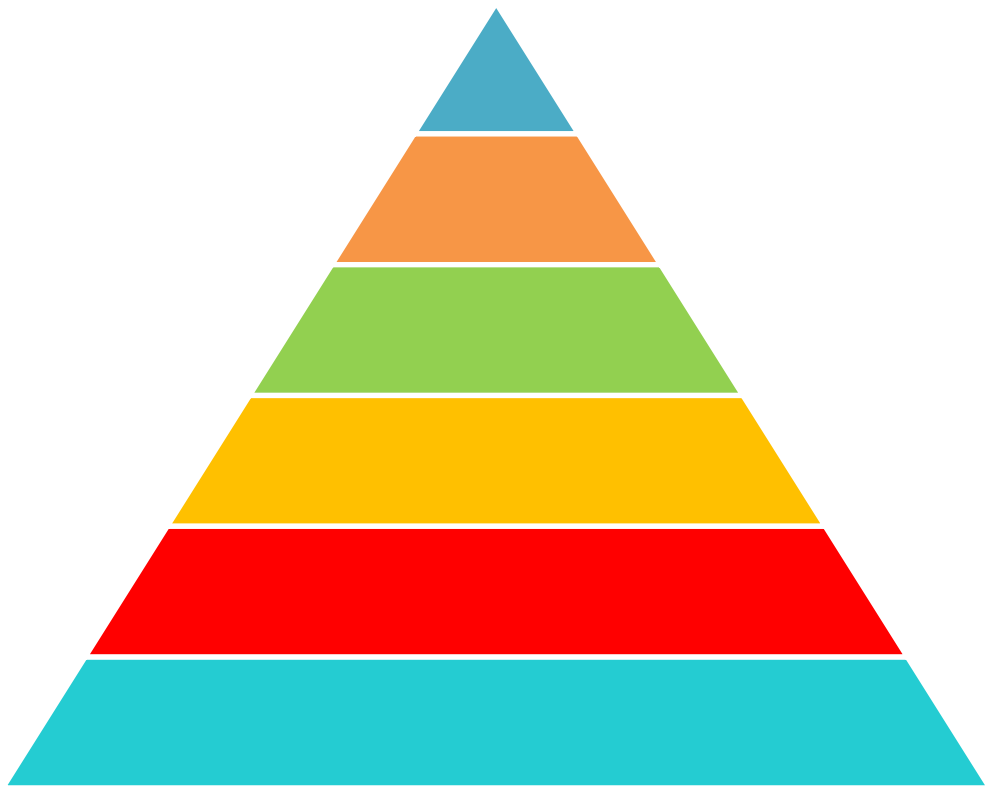
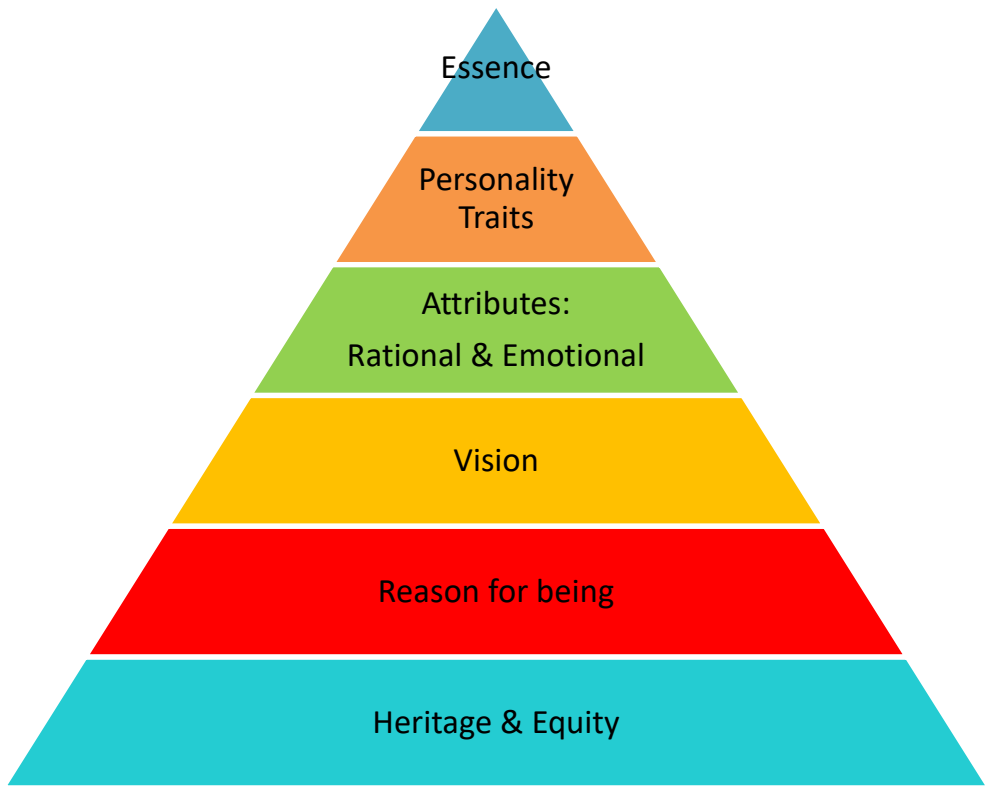
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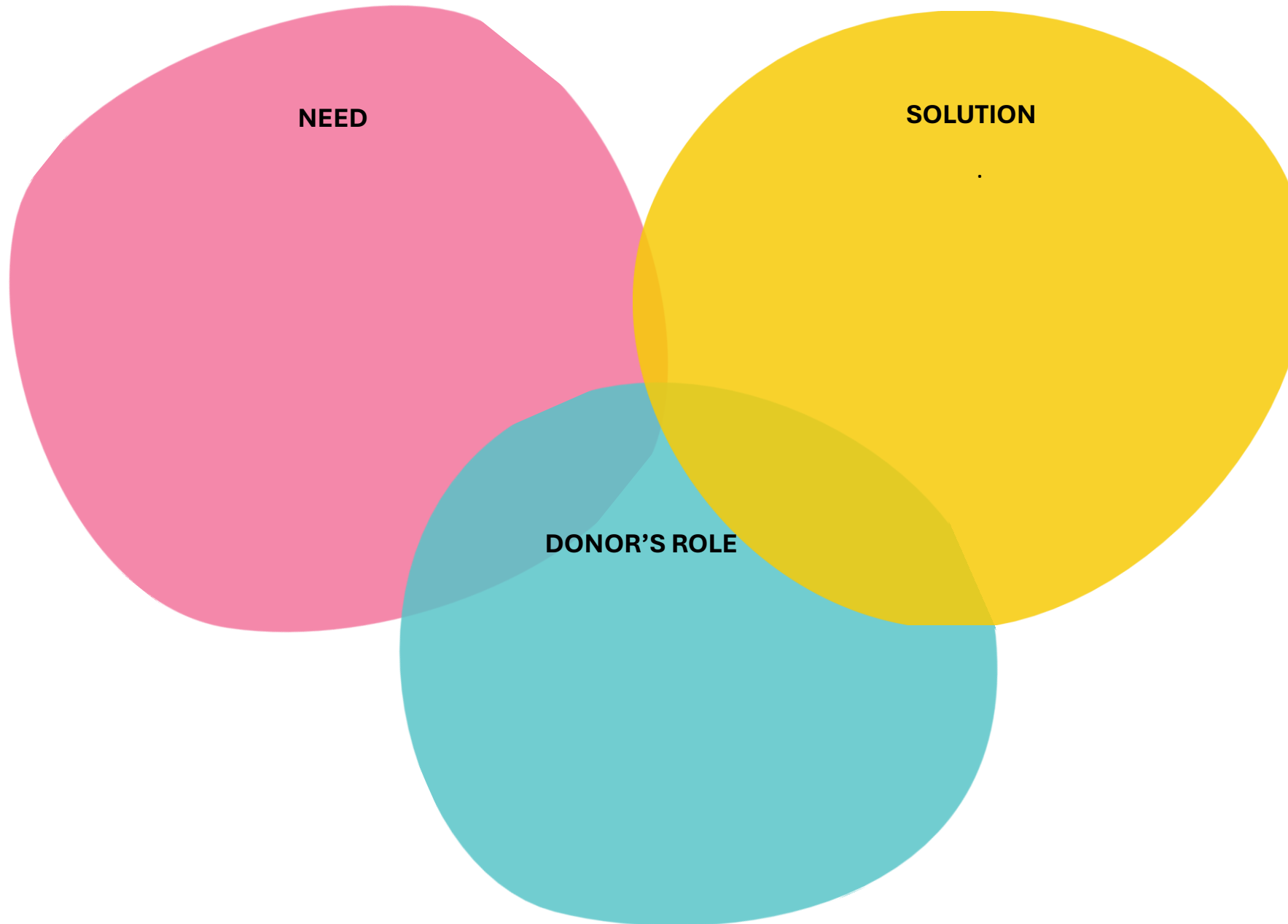
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