

MEDIA RELEASE - WA

Flying into the future

What do you do when the organisation you run has an annual 15% shortfall and aging planes that need replacing? This was the question confronting the Royal Flying Doctor Service (WA) in its recent fundraising campaign which successfully raised \$17million and was awarded tonight the 2007 award for the Most Outstanding Fundraising Campaign in Australia.

Working for the campaign, Don Humphries secured the first significant gift of \$1 million from Westfarmers, one of WA's icon companies leading by example in corporate social responsibility (CSR).

Part of the strategy was to recruit 1,000 women to pledge a minimum of \$1,000 each. The strategy was soon amended to include men in the pledging target which raised nearly \$1 million.

An extraordinary average gift of almost \$60,000 was received during the campaign, highlighting the generosity of Australians who, overall, gift \$11 billion annually to charitable causes in Australia.

Fundraising Institute Australia (FIA)'s Awards for Excellence in Fundraising have been running for almost thirty years, since shortly after 1968 when the professional association commenced.

"Over time fundraising has become increasingly professional, more competitive and more successful" said Sue-Anne Wallace, CEO of FIA.

Dr Wallace said "Australians give to charities and nonprofits at less than half the rate of Americans, where philanthropy and tax incentives have long inspired giving, and about one and a half times as generously as Canadians. Giving in Australia is generous and the efforts of Australian charities in managing philanthropy are recognised through FIA'S Awards"

She added that "The Awards are a key element of FIA's goal of promoting best practice and professionalism in fundraising."

The West Australian branch of St Vincent de Paul Society was inducted tonight into the National Hall of Fame having won three national awards – in capital campaigns, major gifts and direct marketing – since 2004. The Society won the national award for the most outstanding fundraising project in 2005.

Among other award winners were:

Epilepsy Action Australia NSW tax appeal 2006
Technical Aid to the Disabled NSW 'My First Bike', a media campaign to raise awareness and gifts
The Fred Hollows Foundation NSW May Appeal 2006
Peter MacCullum Cancer Foundation Vic Unaddressed acquisition 2006
Austin Health Vic ROCKINC, a corporate battle of the bands

For further information:

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FIA's Awards for Excellence in Fundraising are supported by Xponential Fundraising consultants.

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