

REVOLUTION

Do Not Create Revolt: Help Save Charity Funding

Choice Magazine is pushing to have the exemption of charities from the Do Not Call Register removed.

Charities must actively resist this. 99% of the time, unless Australians are asked to make a donation, buy a raffle ticket or give support in some other way, we won't seek out opportunities to give. We have been conditioned to behave this way from when we all sold charity chocolates and raffle tickets at primary school. Habits die hard.

There is an expectation and a need for charities to provide services for the benefit of the community and these services require funding. Even though some charities are largely Government funded, some receive no Government funding at all.

Telemarketing contributes significantly to the budget funding of charities such as Vision Australia, Royal Life Saving and the Salvation Army.

Traditional fundraising involves acquiring a new donor/supporter, building a relationship with them and hoping that, over time, the donor will continue to and even increase their support. To achieve this, charities require access to the general public via mail and phone.

Choice Magazine's endeavours to severely limit access to one of these channels should sound alarm bells for the charitable sector and for the community that relies on the services provided.

It should also sound alarm bells for Government who will be required to fill the financial void, should charities be limited in their contact opportunities with the general public.

The regulations around telemarketing activities are already tight and the penalties for non-compliance are significant. In a recent incident, Getaway Escapes were fined over \$300,000 for intentionally calling numbers that were on the DNCR. See the regulations [here](#).

Help protect Australian charities by supporting the charitable agency exemption.

What difference can I make? To find out more information or discuss what steps you can take to support this initiative, please contact Rick Sillett, CEO, Communication Direct or [click here](#) to see the Fundraising Institute Australia's response to Choice.