

IS GIVING BROKEN?

You might be forgiven for thinking that donating in Australia is broken when you learn that:

- Most of us give SPONTANEOUSLY to charities and when we do it's mostly ONE-OFF;
- And according to research undertaken by the ACCC and other reputable sources, giving in this way (usually in response to frustrating cold calls and direct mail) is the most expensive way to give, costing on average 40% of donations (and in some cases even more) ... before it even gets to the front door of the charities.

It's not the charities fault...these kinds of campaigns are very expensive to run.

But for donors, who want all their donations to reach their chosen charity...THERE MUST BE A BETTER WAY!

Up until now, there has been little help for donors looking for a viable alternative.

A new way of giving...**Flexible Planned Giving**... has just been launched by a non-profit, **INVEST2DONATE**, and we believe it's a great initiative.

In brief, **Flexible Planned Giving** makes it easy for clients to select their preferred charities, plan their donations ahead of being asked and then set up regular donations (saving charities' the costs of re-asking) via direct link to the chosen charity's website. No middleman or platform, no costs and no risk that donations will be diluted. 100% of donations going to your charity.

Their Donation Planner tool is really easy to use and guides clients through three simple steps. It will even assist in choosing charities should clients need some help.

It's simple, safe and free and we'd like to introduce you to invest2donate.org.au
Simply contact your adviser if you'd like to talk to us about it and we'll be in contact.

Please note: We are in no way connected to **INVEST2DONATE** and receive no payments or incentives. We support the concept because we believe it to be a better way to donate and are proud to help promote it as part of our existing on-going services.