



RSL & SERVICES CLUBS



4th December 2019

Dear Members,

JOINT DROUGHT CAMPAIGN

Leagues Clubs Australia and the RSL & Services Clubs Association have joined forces to promote fundraising initiatives to assist out rural communities suffering from the worst drought in a thousand years. We are seeking your Club's engagement and support by offering some successful campaign ideas to assist you to build awareness and support from Club patrons and staff. Our friends in rural Australia desperately need our help with recovery being several years away, even if rain fell tomorrow.

Below are some ideas for your Club to consider. Many of you have already made significant contributions, and we thank you. But more, much more, is needed for thousands of farm families and rural communities. They need cash – to buy water, animal fodder, food and clothing for families. Local economies west of the Great Divide desperately need more support, and our Clubs are well placed to provide the injection of cash.

Fundraising Ideas

Merrylands RSL Club earlier this year raised \$120,000 to purchase bales of hay and deliver them to farm communities in the Central West. They raised these funds through staff contribution and patrons support.

Staff at the Club were asked if they would make a weekly contribution from their pay packet to the drought campaign. Each person was free to decide if they would and how much they wanted to donate; whether it was \$1 or \$20 per week, it all counted. At the end of the FY, they received details of their tax deductible donation. The Club Board matched every dollar raised and at the end of the 10 months, they had \$60,000. QANTAS then matched this figure and a huge total enabled the Club to purchase many tonnes of hay. The Club hired a bus and took some staff west to personally deliver the bales of hay to the farmers.

The Club also ran a series of 'silent actions' in the foyer area, offering sporting and other memorabilia for sales to club patrons. Thousands of dollars were raised to the Club's total.

This is a successful strategy that YOUR club could consider. It works, it engages everyone in the everyone in the Club and builds awareness of the drought across the local community.

To watch a video about the delivery to the farmers, click here: <https://www.youtube.com/watch?v=pHhHVHQEvsE>

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Joint Initiative – Club Rivers & Club Taree

Both Clubs asked their staff and members to donate bottles of water, which would then be transported and given out by both Club Rivers and Club Taree's staff.

- Distributed 28,800 bottles of water to the people of Murrurundi.
- \$2500 of gift cards
- \$500 of dog food for the local pantry.

Please keep your Association informed of what you have already contributed over the past several months and what else you will do to support our farming communities. Email us with the details, any photos or videos, any personal stories of those you have helped.

We want to build a complete picture of our Clubs' efforts to inform Government, the media and the people of NSW, so please tell us!

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