



MEDIA RELEASE

Wednesday, 1 December 2010

Corporate Australia asked to 'Give-A-Day' to raise \$500K for CanTeen

A unique fundraising concept trialled successfully between CanTeen and Clarius Group was today launched to corporate Australia in a bid to raise \$500K this Christmas to support young people living with cancer.

Called Give-A-Day, the initiative invites companies and their employees to donate a day's pay, annual leave or paid company leave to CanTeen, the Australian organisation supporting 12-24 year olds living with cancer.

Last October, Clarius Group employees from Alliance Recruitment, Candle, Jav IT, Lloyd Morgan, SouthTech and The One Umbrella gave a day of their salaries to CanTeen. Their fantastic support raised \$22,000 and was so strongly embraced by employees that another Give-A-Day event was held last month, raising an additional \$27,000 for CanTeen.

CanTeen CEO, Mr Andrew Young, said he was thrilled with the support of Clarius employees and what it meant for the young people CanTeen supports.

"Last year's trial with Clarius was the first time CanTeen had tested this fundraising concept and it was a resounding success, despite the GFC," he said.

"The support from Clarius employees was astounding – they really got behind Give-A-Day as a simple and rewarding way to make a significant difference to the community. They are now one of our biggest supporters.

"Money raised by the Clarius team will enable CanTeen to run a variety of programs and services to connect young people going through a cancer experience. This includes practical resources and information on a broad range of cancer related topics such as dealing with grief and loss, stress management and daily living skills.

"Donations will also enable CanTeen to continue research into the needs of young people living with cancer and advocate for better health services.

"We are appealing to corporate Australia this Christmas to join Clarius in a country-wide Give-A-Day donation to help us raise \$500K and ensure we continue to be there for the young people who really need us."

Mr Young said Give-A-Day donations were taken from employees' pre-tax salaries, thereby reducing the amount of income tax deducted from employees' salaries.

"Donating a day's pay means, for an individual, sacrificing the net amount they would get, but the full, untaxed amount goes to CanTeen," he said.



“It’s an easy way for companies to raise a significant amount of money that will have a tremendous impact on young lives – all in one day.”

Mr Young said CanTeen had experienced a drop of 20% in general donations during the GFC which impacted its ability to provide both existing and new programs next year.

“That funding is very hard to recover and, in our case, it has cut into our ability to deliver some of our vital programs,” he said.

Clarius COO, Ms Kym Quick, who was a leukaemia patient as a young adult, said Clarius agreed to participate in the Give-A-Day trial after contacting CanTeen to see how they could help.

“Our employees wanted to give something back to the community and were deeply moved when they learnt of the challenges faced by 12-24 year olds coping with various forms of cancer.

“Our company believes ‘giving is sweet’ and our employees’ involvement in Give-A-Day certainly reinforces that.

“They are very proud to know they’ve made such a valuable contribution and I’m very proud of their efforts and generosity – this simple gesture on their part will make an enormous difference to many young lives.”

Ms Quick appealed to the Australian corporate community to back the Give-A-Day initiative this festive season: “It’s been a very rewarding journey and I’d encourage other companies to get involved in Give-A-Day this Christmas. It’s amazing how much difference one company can make in one day.”

To get involved in Give-A-Day this Christmas, call Roz Taylor at CanTeen on (02) 9286 6037.

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