



www.thetithingtree.org.au

News of the Tithing Tree

Summer 2007

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News from Abroad:

I recently returned from Los Angeles where I attended The Elevate Film and Music Festival ...directed by my son Drew. Elevate challenges film directors and musicians to create an uplifting piece of work in 48hrs. It was held at The Kodak Theatre to a packed house of 3,800. Newly created Tithing Tree postcards were inserted in the programs as a way of sharing our vision with more of the world....A great night was had by all!
Jo Heriot

Imagine
a no-rush Christmas

Imagine
creating change in the world

Imagine
this is easy

You are imagining
The Tithing Tree

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Initiatives for 2007:

We are excited to announce the realisation of two great initiatives for 2007. The first is the production and distribution of **10,000 stunning TTT postcards** along the east coast of Australia. The postcards resulted from a sponsorship application to **AvantCards** early in the year and represent a gift of \$4,600! We are very appreciative of this sponsorship opportunity.

AvantCards are postcards that are available free from display racks in all kinds of locations – you will have seen them in cinemas, cafes, shopping centres and bookshops. Our cards will be released on November 21st with 4,000 in key locations around both Melbourne and Sydney, and 2,000 in metropolitan Brisbane.

The cards feature the Tithing Tree logo with very colourful icons on the branches and the web address across the top with the words, *Creating a simpler, more humanitarian Christmas* underneath the tree. On the back of the card is a space for writing an address and the message: *Imagine....* which is on the back of the business card.

AvantCards are a fantastic way to advertise your product or service and we are really looking forward to seeing The Tithing Tree cards around town. Make sure you find them and send some off to friends!

The second initiative involved the placement of large **promotional signs across the back of several buses** for at least a month from mid November leading up to Christmas. The signs will have a white background with the tree and coloured icons to the left and the *Imagine...* writing to the right.

There is a bus on the following routes with the signs:

- **Route 1: City, Kew, Ringwood, Nunawading, Doncaster**
- **Route 2: City, Elwood, Brighton, Moorabbin**
- **Route 3: CBD, Carlton, South Yarra**

The **Buspak advertising** required some further tithes and we thank all those who assisted us with this!

Some other interesting Possibilities:

Planet Ark was approached earlier in the year about a possible sponsorship arrangement or a link on their website in the Greening up Christmas campaign. The general manager thought our idea was wonderful, the website, logos and graphics beautiful and the site very user friendly. There is a very strong possibility that TTT will be listed on www.planetark.com as a 'greener' alternative for Christmas.

In the investigation of possible ways to promote TTT we have identified bulletin boards on the back of the tram driver's door in all trams that is used for advertising and general notices. There is an opportunity next year to secure some of this space with the compliments of Yarra Trams. All space was allocated for this year.

Changes to the Website:

We are planning to create additional pages on the website that will be devoted to opportunities to tithe at other occasions during the year. There are a number of websites that encourage the tithing of gift money to charities such as www.weddinglistgiving.com Please contact us with details of any websites of this nature.

Have a look at **Other Databases** on our site as this has been re-organised into categories to make the list of sites more readable:

- CHARITY DATABASES
Addition: www.greatconnections.com.au
- GIFTING CATALOGUES
- ENVIRONMENTAL CREDITS
Addition: www.climatepositive.org
- CORPORATE SOCIAL RESPONSIBILITY
Addition: www.melbournecares.org.au
www.pilotlight.org.au

A Profile of more recent additions to our Database:



<http://www.elevatefestival.com>

Elevate is an all inclusive movement of professional artists, dedicated to elevating global consciousness and unifying all people.

WHAT WE DO

Elevate is the first 48 hour film festival to challenge the international film community to create works of social and global importance. Our mission is to unify through art and media by bringing awareness to organisations and individuals who are making an impact on our world.

WHERE YOUR MONEY GOES

All donations go directly into producing the festivals, giving budgets to filmmakers who make these important films, and helping ELEVATE's vision expand globally by having festivals in other countries and supporting foreign filmmakers in creating ELEVATE projects.

POINTS OF INTEREST

A powerful documentary called the South Central Farmers was produced in the first ELEVATE Festival in December 2005. This film raised awareness and created a call to action for an urban community farm that was trying to save their land from demolition. In ELEVATE Festival 3, December 2006 festival director Mikki Willis recognized the talent and heart in a homeless youth named Ishmael that he saw singing at a local benefit. The ELEVATE team worked together to help this young man record his first song ever. He participated in the music video category and won Best Musical Artist.

HOW TO MAKE A DONATION

Send a check to ELEVATE Foundation at P.O. Box 291727 Los Angeles, CA 90029. We are also open to working with businesses who want to partner with ELEVATE as a sponsor at our festivals. We have many sponsorship opportunities available.

Assistance Dogs Australia

Contact Details
PO Box 455 Engadine
Engadine
2233
NSW
1800 688 364
rlord@assistedogs.org.au

<http://www.assistedogs.org.au>

Assistance Dogs Australia (ADA) is a non-profit organisation that trains Labradors to help enhance the quality of life and improve the level of independence for people with physical disabilities. As a result of the ADA program, these highly trained dogs allow recipients to have greater mobility, gain confidence and have higher self-esteem.

Have a look at the website and pull up the newsletter for a real treat!



Contact Details
loans@kiva.org
<http://www.kiva.org>

Kiva lets you connect with and loan money to unique small business in the developing world. By choosing a business on Kiva.org, you can "sponsor a business" and help the world's working poor make great strides towards economic independence. Throughout the course of the loan (usually 6-12 months), you can receive email journal updates from the business you've sponsored. As loans are repaid, you get your loan money back.

WHAT WE DO

Kiva partners with existing microfinance institutions. In doing so, we gain access to outstanding entrepreneurs from impoverished communities world-wide. Our partners are experts in choosing qualified borrowers. That said, they are usually short on funds. Through Kiva.org, our partners upload their borrower profiles directly to the site so you can lend to them.

loans that change lives WHERE YOUR MONEY GOES

Kiva provides a data-rich, transparent lending platform for the poor. We are constantly working to make the system more transparent to show how money flows throughout the entire cycle. The below diagram shows briefly how money gets from you to a third-world borrower, and back!

HOW TO DONATE

To make a loan go to www.kiva.org

Kids In Need

Contact Details
Shop7/147 Foster St,
Dandenong
9792 3751
97945601

kidsinneed_melbourne@yahoo.com.au

<http://www.home.vicnet.net.au/~kidsneed/welcome.htm>

Kids In Need Youth Help Services / Ridgeway Lodge Inc focus on delivery of programs to young adolescents, who are at particular risk of leaving school early. Services include : Work Education, Job Placements, Counselling, Respite and residential care, Literacy & Numeracy Education, Self Esteem and Motivation Lessons as well as Family Mediation.

KIN is sponsored by David Nutter Ford and the only funding is provided by Ritchie's Community Benefit Fund. All monies obtained go primarily to run the programs and services, very little, if any is spent administratively. KIN is a registered charitable organisation.

The Tithing Tree committee has changed the annual subscription to a very nominal amount to overcome the challenges presented in collecting it. As our members also donate to the organisation during the year if extra money is required for special projects, the collection of the annual fee seemed redundant.

New memberships remain at \$45. For those wishing to join us please forward your details and cheque to:

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