

Making a difference at Christmas

GIVE back to your community and take the guesswork out of gifts with Simply Giving

Every Christmas, charities help thousands of Australian children who would otherwise go without. They rely on your generosity so that these children can be included in the spirit of the festive season. This year, Simply Giving (www.simplygiving.com.au) has teamed up with your favourite charities to allow donors to purchase appropriate gifts online for those who need them most.

Simply Giving brings convenience, efficiency, cost-savings and appropriateness to the giving process this Christmas. Donors can purchase a gift online for their chosen charity and Simply Giving will deliver the gifts directly to the charity to distribute to those the gift is meant for.

With Simply Giving you can relax and donate online with ease and convenience. You will feel content in the knowledge that your donation is best suited to those who receive it, and you can ensure that your favourite charity gains the greatest cost-savings, letting them do their job properly.

"Simply Giving gives charities the choice of which products are the most appropriate for people to donate. Last year 5,000 toys were donated and this year the aim is for 20,000 toys to be donated," said Terry Evian, one of the founders of Simply Giving.

"This ensures that those who receive the gift get something suitable for their needs. Using Simply Giving also cuts down associated costs for charities to set up gift-sorting operations each Christmas, allowing them to focus on those in need."

You can choose to donate your gift to numerous charities, such as The Smith Family, Mission Australia, Variety, Barnardos, The Salvation Army, Anglicare, The Starlight Children's Foundation, OzChild and the Benevolent Society.

To find out more, visit Simply Giving online at www.simplygiving.com.au