

Speech notes for Rotary presentations

Wearable Clothing for Welfare

A partnership against poverty between the Brotherhood of St Laurence and Rotary District 9800.

Suggested structure for a 10-15 minute speech:

1. Introduction

President:

Chairperson for the day

Thank you for the opportunity of speaking to you today.

1996 - 41 - INTERNATIONAL YEAR FOR
ERADICATION OF POVERTY

2. Brief overview of the Brotherhood

I'm sure you are all aware of the Brotherhood of St Laurence but may not be familiar with its operating principles or its range of services and activities:

Support for those on low income:

- Material Aid Centres, providing blankets, bedding and other household essentials (centres at Fitzroy, Frankston and Whittlesea)
- No interest loans scheme

Support for families:

- A range of family services
- Child care centres
- Early intervention programs
- Support for first-time mothers
- Homework project

Support for the unemployed

- Employment and training programs
- An innovative community and business development project underway at Ballarat

Support for the aged

- Day care centres (eg Coolibah)
- Hostels and independent living units
- Nursing Home
- Direct care in the home
- Activities for those with dementia
- Recreation and leisure programs

Research and Action:

The Brotherhood's Social Action and Research unit

- undertakes research into the causes of poverty and inequality
- develops policy proposals for change
- publishes a wide variety of books and papers
- gives a voice to those on low income.

Directly providing services to those in need as well as research and policy work to alleviate poverty makes the Brotherhood both innovative and unique.

This uniqueness derives from its operating principles. The Brotherhood:

- responds to needs not being met by other agencies
- develops service models that others can follow
- addresses the causes of poverty and
- encourages independence and autonomy of local communities

Throughout its history the Brotherhood has been at the forefront of innovative projects: projects it has initiated in the past include Community Aid Abroad, Family Day Care, Family Planning Clinics and Legal Aid.

Sources of income

(info from BSL's 1996/97 budget)

| | |
|---|-----|
| Government funding: | 38% |
| General fundraising (donations, raffles, trusts, service clubs): | 26% |
| Commercial activities eg clothing recycling | 13% |
| Fees such as accommodation | 25% |
| Miscellaneous | 2% |

It is important that the Brotherhood seek new avenues for revenue so as not to be reliant on government funding,

3. Importance of Donated Goods Division

We have been collecting and recycling clothing for nearly 50 years. It has been our traditional means of raising funds, independent of Government grants or subsidies.

Clothing is collected in three ways:

1. Through the Brotherhood's 750 bins located around the metropolitan area. This method is now very competitive with private "for profit" operators now involved.
2. Through home collections with empty bags delivered via letterbox.
3. Through direct donation to our 22 community shops (op shops)

The clothing goes to the Brotherhood's Donated Goods Division at Campbellfield where it is sorted.

Unfortunately 30 percent of the clothing is sent directly to the tip because it is totally unsuitable for recycling or sale.

After collection the clothing is used in four basic ways:

1. Sold through the Brotherhood's 22 community shops
2. Distributed free through our Material Aid Centres (Emergency Relief) at Fitzroy, Frankston and Whittlesea.
3. Some is sent overseas in the export clothing market
4. Converted into industrial rag

The financial contribution by Donated Goods Division is critical to the Brotherhood's ability to deliver services and assistance to undertake its activities.

Si it is vitally important that we have a steady supply of good quality, wearable clothing.

4. 1996 - a year for action against poverty

1996 marks the United Nations International Year for the Eradication of Poverty.

It also marks a year where government - Federal, State and local - are reducing financial support to charities and their own provision of community services.

The forthcoming Federal budget will create additional pressures because of cuts in funding to Labour Market Programs, an area in which the Brotherhood is very active. (Employment Action Centre and at Peninsula region).

So there are many financial constraints facing the Brotherhood. Like many other welfare agencies, we are facing tough times.

Which brings me to the topic for today: the *Wearable Clothing for Welfare* project...

5. The Project

- Since its inception in the early 1930s the Brotherhood has worked in many ways to overcome poverty.
- Rotary, through its national and international focus has been at the forefront of many humanitarian campaigns.
- It seems fitting that both organisations - innovators for the common good - can now come together in this special project.

The District Governor, Dr John Reddish, has agreed for District 9800 to support this *Partnership Against Poverty* - an alliance between the Rotary District 9800 and the Brotherhood of St Laurence.

The aim of *Wearable Clothing for Welfare Project* is for Rotary members to help collect good quality, wearable clothing to assist the Brotherhood in its work in alleviating poverty and providing services to low income families.

The Brotherhood is asking for your participation, not financial assistance.

We are not asking Rotary to go out into the community and raise money. Rather we are asking you all to participate in this project to help us collect clothing.

What's involved in the project:

1. Special collection bags will be given to all members in participating clubs. Each member then distributes bags to family, friends and colleagues.
 2. Clubs are encouraged to organise larger collections in partnership with other community groups such as schools, scouts and guides etc. Perhaps have a promotion at a local shopping centre or at a local community event.
 3. Members would return filled bags to an agreed collection point at the Club level. Arrangements would be made for collection by the Brotherhood.
- The Project will be limited to a 12-week period, from 11 August and launched during Brotherhood Week 11-16 August.
 - Clubs may organise collection of clothes over the full 12 weeks or you may prefer to have a concentrated campaign for two or three weeks.

The exact method of organising and marketing of this project is being left to individual Clubs, but Brotherhood staff can assist with publicity ideas, draft media releases etc.

- You may consider combining your efforts with a nearby Club.
- If you own a business you may like to have a Brotherhood bin outside your shop for a few weeks.
- You may like to take some bags to your workplace and encourage your work colleagues to fill up a bag.

If every member of the Rotary District 9800 filled 8 bags, more than 250 tonnes of clothing would be collected and would generate nearly \$300,000.

We therefore hope to involve as many Clubs in District 9800 as possible in this project.

To assist in encouraging donations of clothes we are organising a lucky draw. Those filling a bag will be asked to fill out a form and at the end of the campaign one lucky family will win a trip to Queensland.

5. Speech Close

Thanks for their invitation to attend.

Leaving some brochures with details of the project

Ask them to seriously consider participating in the project

Invite questions.

IF "YES" - WHO WILL TAKE DELIVERY
CONTACT NO