



7th May 2011

Letter to the Editor

The Herald Sun
HWT Tower
40 City Road
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The Australian Charities and Not-for-Profits Commission to be established following the forthcoming Budget is a welcome and long overdue reform for the sector [Charities get extra \$500m to help poor, 07.05.2011].

It is a step in the right direction towards encouraging a stronger culture of philanthropy among Australians.

As a nation we are exceedingly generous in responding to emergency appeals following disasters but are less convinced by ongoing, year round donations through salary sacrifice and planned giving.

Having founded Neighbour Day, Australia's annual celebration of community, in Melbourne in 2003 and personally funded it entirely from my private resources for ten years I know how hard it is to gain seed-funding from government and financial support from the corporate sector.

Andrew Heslop
Founder & CEO, Neighbour Day
Australia Day Ambassador