

29 March 2011

5 cents for 5 senses – a little goes a long way

Children suffering the loss of one or more of their senses will be the big winners from an innovative fundraising campaign launched today by United Way WA.

The ***5c for five senses*** campaign is calling on people across Western Australia to scour their homes, workplaces and vehicles for 'unwanted' 5 cent coins that are gathering dust and could be put to better use.

United Way WA Chief Executive Officer Sue Dixon said the five cent piece, which people often put to one side at home, in the office or in the family car, is largely redundant and would be better off helping someone in need.

"This is a great way to generate much-needed funding for the benefit of five senses-related charities – Telethon Speech and Hearing Centre, Senses Foundation, WA Deaf Society, Assistance Dogs Australia, and Friends of Autism," said Ms Dixon.

"I like the five cent coin but it's increasingly unsuitable for parking metres, vending machines and even at the shops. Personally, I never know what to do with them and they usually pile-up in my study at home or on the bedside table.

"If through this campaign we're able to collect coins from just a fraction of the population, it will make a real difference in the lives of those less fortunate, especially children with senses-related disabilities.

"We are keen to generate interest from the public for five senses-related Community Partners from our list of United Way Community Partners by seeking contributions of 5c coin for Senses Campaign."

Simply take your 5 cent coins that are lying around in your house, your car or your office to any Westpac branch or HBF branch and add them to a coin collection unit located on a counter.

If you have collected them together with your work colleagues, and have more than a mug full of coins, then please contact United Way. For further information are keen to ensure our project partners, Westpac and HBF provide the usual service to their customers.

We will update our website at the end of April and end May with the amount collected.

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United Way

United Way is a 120 year old not for profit organisation with a global network of 4,000 independent organisations in 46 countries. It is recognised as the US's number one charity and raises over US\$7 billion per annum globally. In Australia, it is one of the top five community investors and distributes \$5 million per annum. United Way is one of the top five community investors in Australia and is often a vital source of resources for community organisations who do not have the capacity to market or fundraise themselves. Each United Way is a registered not for profit organisation with no religious or political affiliations.

The **5c for five senses** campaign is new for 2011 and United Way will demonstrate how it can work collaboratively for the benefit of the community. This is a key link towards our Community Impact strategy which is our annual funding approach to support lasting programs that make a difference in the area of education, income and health.

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