

# The Australian **Philanthropic Planning Companion** (APPC)

YOUR GUIDE FOR TRUSTED GIVING

Distributed in hard copy & online (APPC) is proudly in partnership with The Life Begins At family.

## CONTACT US

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**Life Begins At, established 1990 caters to Australia's fastest growing demographic – an audience of 300,000 affluent, cultivated, active and accomplished retirees – making it the ultimate lifestyle brand for those who believe that life really does begin at 50.**



The Australian Philanthropic Planning Companion (APPC) is a national directory of not-for-profit organisations and Australian charities. It has established itself as a trusted directory that connects donors with causes.

## PROMOTING YOUR ORGANISATION

Become a partner with The Australian Philanthropic Planning Companion (APPC) your organisation is put on two platforms, digital and print. This multi-platform approach ensures not-for-profit organisations and Australian charities reach a Financially Independent 300,000 Self Funded Retirees who in many cases are seeking charitable organisations to fund, donate to, bequest to or research.

Published in April & October APPS coincides with two popular times of year for giving & provides valuable time for our audience to consume the directory and its contents and therefore plan for who and when they wish to bequest to.

### JUNE

A time for Financial Planning with the preparation of Tax Returns and financial strategies for reducing ones Tax.

### CHRISTMAS

A time when many on emotional grounds like to make conscious decisions on wanting to assisting & contribute to those in need.

# ONE EDITION

Marketplace **Bequests Guide 1**

## Even a small Gift can make a Big Change



**R**esearch has shown that people with Type 2 diabetes are at least twice as likely to get dementia as those without.

There's a growing movement that sees people ensuring that not only their family and friends are taken care of in their Will, but also charitable causes that are close to their hearts. Leaving a bequest is not just the domain of the wealthy, philanthropy is within reach of most people – You can make a difference. Even a small gift left in your Will can make a big difference and ensures that the charity whose values you believe in, is able to continue its work and also ensures your own legacy lives on.

"We've seen an increase in the number of people wishing to leave a bequest that ensures their personal legacy lives on through charities whose work deeply moves them," Animal Welfare League Queensland CEO Denise Bradley said.

"It's an incredibly generous action to provide a charity with a gift in your Will, large or small.

"That single act of kindness can initiate thousands of actions that ultimately benefit your charity of choice."



**More Information**

To support AWLQ or find out more, simply call (07) 5509 9099 or visit [www.awlqld.com.au](http://www.awlqld.com.au)

10 Life Begins At... Guide to Bequests 2017



**Our promise to you is that we will never put down a healthy pet.**

**'Winston'**  
Adopted 2nd June, 2016



**Animal Welfare League Qld**  
Est. 1959  
*Embracing a Brighter Future*

**Please help us with a gift in your will.**

Each year Animal Welfare League Qld rehomes nearly 9,000 surrendered and abandoned animals. We are leaders in the field of rehoming and will never euthanise a social, healthy or treatable companion animal – whatever its age. By leaving a gift in your will you will be helping us continue a lifesaving commitment which began in 1959. Become part of the AWLQ family and make a difference for animals in need.

**Contact us today for more information or for a confidential conversation.**  
Visit [awlqld.com.au](http://awlqld.com.au) | Call 07 5509 9099 | E: [bequests@awlqld.com.au](mailto:bequests@awlqld.com.au)

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# The Australian **Philanthropic Planning Companion** (APPC)

## ONE EDITION CONTINUED

**Standard Listing** (Listed in both Print & Online)

**\$299**

Example:

Heart Research Australia, Royal North Shore Hospital, St Leonards NSW  
Jenny Jones, Fundraising Manager, 02 9436 0056

**Premium Listing** (Listed in both Print & Online)

**\$450**

(Bold & listed before Standard Listings. Including Web Address & About Us)

Example:

**Heart Research Australia**, Royal North Shore Hospital, St Leonards NSW  
Jenny Jones, Fundraising Manager, 02 9436 0056  
**[www.heartresearch.com.au](http://www.heartresearch.com.au)**

About: Heart Research Australia raises funds for research into the prevention, diagnosis and treatment of heart disease.

# TWO EDITIONS



**Change lives with a gift in your will.**

89 years ago, the very first Royal Flying Doctor Service flight performed an emergency evacuation – made possible by a bequest from supporter **Hugh McKay**.

It's no different now – the RFDS relies heavily on donations and bequests to purchase and medically equip our aircraft – at a cost of \$8 million each.

Today, we assist 290,000 Australians each year through emergency aeromedical and essential health care services. Leave a legacy of hope for future generations.

Your bequest will keep the Flying Doctor flying.

**For more information contact the Royal Flying Doctor Service of Australia**

- > Call us on (02) 6269 5500
- > Email us at [enquiries@rfd.org.au](mailto:enquiries@rfd.org.au)
- > Visit us at [www.flyingdoctor.org.au](http://www.flyingdoctor.org.au)

**Royal Flying Doctor Service**

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Jenny Jones, Fundraising Manager, 02 9436 0056  
**[www.heartresearch.com.au](http://www.heartresearch.com.au)**

About: Heart Research Australia raises funds for research into the prevention, diagnosis and treatment of heart disease.



# DISTRIBUTION

Subscribers who receive Life Begins At magazine in May & November also receive a copy of APPC.

**Distribution Partners include:**

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- Exclusive Retirement Resorts
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- Car Clubs
- Polo Clubs

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Please contact us if you would like to be featured in more than one category.

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- HIV / AIDS
- Homelessness & Affordable Housing
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