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<city as suburb><state><postcode>

the  
power of  
humanity

Dear Sample,

**You can help save our neighbours' children from disease  
– and save on your tax this financial year.**

**SALUTATION**, thank you again for supporting Victorians during the Bushfire crisis, you made such a difference.

In Australia, for most of us, getting water is as easy as turning on a tap. Over the last decade we have experienced one of the worst droughts in history yet throughout this time all but a few have had daily access to clean, safe water.

Imagine living in a village where you have to spend hours every day fetching and carrying water for your family. Or worse, you witness your children dying because they only have dirty, contaminated drinking water.

Your donation can provide safe, clean water to those who need it the most. The good news is that by donating to Red Cross before 30 June not only will you be helping others - you could save on your tax this financial year.

**It is hard to imagine that children are still dying because of lack of clean water.**



With your gift, clean water for drinking and washing helps improve the health of families like Amivi de Sousa's in East Timor.\*

East Timor is one of the poorest countries in Asia. Despite being independent since 2002 and one of our closest neighbours, barely half of East Timor's population has access to safe drinking water and sanitation. Insufficient water supplies have a significant impact on the lives of everyone in a village. Without a water supply nearby, both women and children spend a large part of their day collecting water. This means less time for growing food, education and cultural life. And it increases the pressure placed on health and hygiene.

Amivi De Sousa\*, a 34 year-old mother of six from East Timor, knows only too well how important clean drinking water is.

Continued...

My Supporter No: < donor id > < appeal code >

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<city as suburb> <state> <postcode>

**Please accept my donation of:**

**My choice \$** \_\_\_\_\_

**OR**

**I want to help Australian Red Cross on a monthly basis:**

**My choice \$** \_\_\_\_\_

Donations \$2 and over are tax deductible. A receipt will be forwarded promptly. Your privacy is our priority. All personal information remains confidential. We will not disclose your details to any other organisation.

**yes | will support the  
work of Red Cross**

**I will make my donation by:**

MASTERCARD  VISA  DINERS CLUB  AMEX

Cardholder Name: \_\_\_\_\_

Credit Card Number:

□□□□ □□□□ □□□□ □□□□

Signature: \_\_\_\_\_ Expiry: □□/□□

Cheque/Money Order enclosed, payable to Australian Red Cross

Phone: □□ □□□□ □□□□

DOB: □□ □□ □□□□



A gravity fed water system which protects the water source, pipes water from a stream to distribution tanks and water outlets in the village.

‘When our water supply was bad, I saw many children in my village get sick, I was so worried that my own children would die. But Red Cross helped us set up a clean water supply. Now our children are not getting sick as often.

With volunteers from the village, Red Cross built latrines for all our families. They taught us the importance of clean water, especially washing our hands and clothes. I am so happy that my family’s health may now improve. I no longer need to worry about my children drinking dirty water. Thank you Red Cross for caring about us.’

**The power is in your hands - donate by 30 June and you will also benefit**

Every day, disasters happen overseas and in Australia. Your donation can do so much to help – and remember all donations over \$2 are tax deductible. If you donate before 30 June you can help people like Amivi De Sousa and her village have access to clean drinking water - and make a positive difference to your tax return.

Thank you so much - if you make one donation at this time, please choose Red Cross. Your gift will go towards making a real difference to a wide range of people in need.

Simply complete and return the attached coupon before 30 June 2010 or call toll free on 1800 811 700.

Yours sincerely



A gift of \$70 can provide one family with access to clean water

Signatory  
Title

P.S. To view a handy tax deduction table please see below.

P.P.S. Please accept our token gift of personalised address labels to help promote awareness and as a small ‘thank you’ for your support.

\*Amivi’s name has been changed to protect her privacy. Her story is drawn from actual people that Red Cross has helped in East Timor. If you would prefer not to hear from us in the future please call 1800 811 700.

**Tax Deductible Donations – the real cost to you after Tax**

Your tax-deductible donation to Australian Red Cross		\$30	\$50	\$100	\$250	\$500
		After tax cost to you*				
2010 marginal tax rate	15%	\$22.50	\$42.50	\$85	\$212.50	\$425
	30%	\$21	\$35	\$70	\$175	\$350
	38%	\$18.60	\$31	\$62	\$155	\$310
	45%	\$15.50	\$27.50	\$55	\$137.50	\$275

\* The tax information detailed above should be used as a guide only and should not be taken as taxation or financial advice. The actual benefit to you is dependent on your income and circumstances. This information is not intended to reflect your individual situation and you should consult a taxation specialist if you require further information. Please note the amounts above do not take into account the 1.5% medicine levy.

**the power of humanity**

**The power of humanity is in your hands**

Shelter from a disaster on the other side of the world, or a hot meal bringing comfort and hope for someone living on the streets here at home. Clean water for a child in East Timor and breakfast for a hungry Aussie child mean a better future for both. Support for people living with HIV in Cambodia and a daily phone call for Australians living alone means living with dignity.

We help tens of millions of people around the world each year and care for local communities in Australia and Asia Pacific. With almost 100 million volunteers worldwide and 60,000 members and volunteers in Australia we can reach people and places like no other. Relief in times of crisis, care when it’s needed most and commitment when others turn away. Red Cross is there for people in need, no matter who you are, no matter where you live.

The power is in your hands, please consider sending a gift today.