

Media release

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Future2 streamlines supporter categories; boosts donor recognition

To better recognise the generosity of donors and their contribution to the work of Future2, the foundation has revised its supporter categories and increased the benefits accruing to different levels of donor.

Future2 Chair Terry Power highlighted the principal changes as the:

- recognition of a new category of Founding Donor which applies to all contributions of \$1,000 or more made up to 30 June 2009, and
- the removal of the distinction between corporate and individual donors in favour of simplified categories based on level of contribution.

“Future2 is a foundation still in infancy and we rely absolutely on the generosity of our early donors to make our first grants to community projects”, Mr Power said.

“By recognising Founding Donors in perpetuity, we are placing a high value on their commitment and support at this critical time for us. At the same time, of course, we hope to encourage more people to support us, so that we can start to build a firm capital base which will provide a steady income for grant-making.”

“We decided to replace the two-tier system for corporate and individual donors in favour of a simpler one based on Partner, Gold, Silver and Bronze categories.

“Many donors wish to support Future2 because it is the foundation of the financial planning profession; but the fact that we can now offer a graduated package of benefits provides an additional incentive”, Mr Power said.

Future2 trustees are preparing to meet with senior representatives of fund managers and licensees at a series of lunches in Melbourne and Sydney in August and September.

“The lunches are being generously hosted by AXA in Melbourne and AMP in Sydney. We look forward to sharing with our guests the vision and enthusiasm that trustees have for making a difference to the lives of some of the most disadvantaged Australians – and to showing how the financial planning and wider financial services sector can contribute in very practical ways”, Mr Power said.

Future2 is accepting online donations at www.future2foundation.org.au. All donations of \$2 or more are tax deductible.

Future2's first founding donor was AMP.

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Future2 exists to support the financially under-privileged and to enable the financial planning profession and associated stakeholders to give back to the community from which they draw their livelihoods. A key factor differentiating Future2 from other foundations is the strong link it seeks to establish with FPA members who will assist with project identification, fundraising and promoting the foundation's work in the community.