

THE WORLD'S FIRST DONATION DOLLAR CONTINUING TO REMIND AUSSIES TO GIVE DURING THIS NATIONAL TIME OF NEED

With \$6 million coins currently in circulation, The Royal Australian Mint is urging Aussies to check their change, pockets, and coin jars to find a Donation Dollar and donate.

9:01AM Monday, 5 September 2022, AEST – International Day of Charity (September 5th), marks the two-year anniversary since the Royal Australian Mint (the Mint) released the world's first Donation Dollar: a one-dollar coin designed to be donated.

Since its 2020 launch, the Mint has released an impressive 6 million Donation Dollar coins into circulation, with over 2.9 million Aussies reporting* to have found one in their change. The goal is to continue circulating Donation Dollars until 25 million are released, including an additional \$5m to be released this year. If every Australian donated a Donation Dollar just once a month, it has the potential to raise an additional \$300 million annually for those who need it most.

New research released from the Mint has revealed that over half of Aussies (63%)* who have found a Donation Dollar coin proceeded to donate the coin, resulting in an estimated \$1.9 million donated* to charities and people or businesses in need.

Assistant Minister for Competition, Charities and Treasury, the Hon Dr Andrew Leigh says this initiative aligns nicely with the Government's goal to increase giving by 2030.

"Australians are naturally generous, but sometimes in our busy lives, charities can be forgotten. The Donation Dollar is a tangible reminder of the importance of giving back. These coins make that ask: if you find one, donate it, and if that feels good, then take the next step in supporting Australia's community builders.

"The Albanese Labor Government has an ambitious agenda to rebuild and reconnect communities. After decades in which rates of joining, volunteering and participating have waned, we want to build a stronger sense of civic society.

"The Australian Government has set a goal to double philanthropic giving by 2030, and to strengthen the community sector. By donating to support local charities, each of us can help shape Australia into a fairer and more connected country," said Dr Andrew Leigh.

The innovative concept has remained a much-needed helping hand throughout the ongoing global pandemic and the resulting financial pressures. There are various ways in which Australians choose to donate their coins such as giving to charity (19%)*, a homeless person (19%)*, someone in need (14%)* or giving to a struggling business (11%)*.

Research has found the preference for cash rose throughout the COVID and lockdown period**. This has resulted in an increase in Donation Dollar circulation, therefore the opportunity for Australians to give to those in need is more prevalent than ever - not just in times of crisis, but all year round, in smaller amounts, more often.

Royal Australian Mint CEO, Leigh Gordon, said:

"We know through our findings that the more aware Australian's are of the Donation Dollar the more likely they are to go out, find one and donate one*. Which is why on International Day of Charity we

are reminding Australians of the potential positive impact. Like any other one-dollar coin, the cycle of a Donation Dollar is ongoing. So, with Australia's support, we believe Donation Dollar has the power to make a real difference."

"The unique Donation Dollar coin features a green centre with a gold ripple design symbolising the ongoing impact each donation makes to those who need it most. Once received in their change, a Donation Dollar can be used to donate wherever cash donations are accepted. We encourage Aussies to double check their change, pockets, car consoles and saving jars for the Donation Dollar. The power lies in the hands of the receiver to decide where their coin will make the most impact. For example, they can donate it to their charity of choice, to a struggling business, or to anyone in need."

Charities can find out how they can benefit from Donation Dollar by visiting www.donationdollar.com.au. Australian businesses can show their support for the initiative by downloading "accepted here" signage from the website.

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RESEARCH REFERENCE

*Brand Awareness Q1 2022 commissioned by the Royal Australian Mint.

** Future of Cash, Kantar, 2021 commissioned by the Royal Australian Mint.

DONATION DOLLAR FAQs

What's the purpose of the Donation Dollar campaign and initiative?

At the heart of the Donation Dollar is a vehicle for all Australians to engage in a moment of generosity, prompted by a simple \$1 coin. The intention behind the program is twofold: to promote charitable behaviour and to provide a tangible, accessible way for people - who have the means to - to enjoy the benefit of giving a small amount more frequently.

How do I receive or get my hands on a Donation Dollar?

Donation Dollar coins are progressively being released into circulation across the country, initially replacing standard \$1 coins, so you might start to see them appear in your change. At time of launch, the Mint had produced 4.5 million Donation Dollars and it intends to mint millions more of these daily reminders to give - one for every Australian. These are being gradually released into circulation, with around six million already released since 2 September 2020.

How do I know when I have a Donation Dollar?

Donation Dollar is the first Australian \$1 coin to feature a colour designed with a call to action in mind. The unique Donation Dollar coin features a green centre with a gold ripple design symbolising the ongoing impact each donation makes to those who need it most. The distinct design was created to catch the attention of the receiver and encourage them to consider donating it to those who need a helping hand the most.

Where can a Donation Dollar be donated?

Donation Dollar can be used to donate wherever cash donations are accepted or you can also use the Donation Dollar as a reminder to donate online. It is up to the receiver to decide where their Donation Dollar will have the most impact. For example, they can donate it to their charity of choice, a struggling business, or someone in need.

What is the circulation time of a Donation Dollar coin?

Just like any other one-dollar coin, the cycle of the Donation Dollar is ongoing; just like its potential for positive impact on the charity sector and those who need a helping hand the most, not just today, but for years to come. If every Australian donated the Donation Dollar just once a month, it has the potential to raise an additional \$300 million annually* for those who need it most. Demonstrating that if we all get on board, Donation Dollar has the power to make a real difference.

If I receive a Donation Dollar coin, but want to donate it to a good cause that only accepts donations online, can I deposit my coin to my bank account and make an online donation?

Yes. The Donation Dollar is a legal tender coin and can be spent or saved like any other dollar, meaning you can donate it online. From here, the Donation Dollar will then be put back into circulation for another person to receive and choose where it will have the most impact. Apart from being a \$1 coin that can be spent or donated, Donation Dollars are daily reminders, for people who have the means, to give to those who need it most, not just in a crisis, but all year around.

Do I have to donate the Donation Dollar if I receive it in my change?

The Donation Dollar is a long-term initiative aimed at helping the most vulnerable people in our community. We know many Australians are doing it tough, and that is why the Mint is encouraging Australians to donate their Donation Dollar to those who need it most. However, the Donation Dollar still retains its legal tender status and can be used for purchases if the individual who receives it in their change wishes to do so.

Who created the Donation Dollar initiative?

Donation Dollar is a world-first initiative by the Mint in partnership with Saatchi & Saatchi Melbourne.

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The Royal Australian Mint

The Royal Australian Mint is responsible for producing all circulating coin for Australia. The Mint also produces a range of high quality collector and investment coins together with minted non-coin products including medallions, tokens and medals for domestic and international customers. The Mint is also a national cultural institution and a Commonwealth Heritage Site.

Community Council for Australia

The Community Council for Australia is an independent non-political member based organisation dedicated to building flourishing communities by enhancing the extraordinary work undertaken by the charities and not-for-profit sector in Australia. CCA seeks to change the way governments, communities and not-for profits relate to one another. It does so by providing a national voice and facilitation for sector leaders to act on common and shared issues affecting the contribution, performance and viability of NFPs in Australia.