

the CSR Citizen

December 2005
Christmas Edition



"Corporate Social Responsibility (CSR) is when a company achieves sustainable development not only in the economical dimension, but also in the social and environmental dimensions"



Featuring this month...

- [The World's Most Useful Christmas Gifts](#)
- [Go Volunteer this Christmas](#)
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For this **Christmas Edition** of the CSR Citizen, we've decided to focus on what **You** can do to be a 'socially responsible' citizen this Christmas, and give back to those less fortunate than you, both locally and globally.

The World's Most Useful Christmas Gifts



Do you ever feel that your friends and family don't really need the gifts you give them? Does your credit union struggle to think of unique presents to give business partners? Are you sick of receiving 'novelty' gifts, when you know that so many people go without?

If so, maybe you would like to engage in some truly 'meaningful' gift giving this Christmas. You can give gifts that can help reduce global poverty and over-consumption. Organisations such as TEAR Australia, World Vision and Oxfam facilitate purchasing practical gifts that are delivered in the name of a loved one to a poor family in the developing world.

Some examples of gifts include:

- **School supplies (\$5):** a year's supply of workbooks, exercise books, pencils and paper for a child in a community education program (India, Bangladesh, Zambia).

- **Tree Seedlings (\$8):** tree seedlings for villagers to plant around homes, schools and water tanks to help protect the environment in drought-prone areas (India, Kenya).
- **A Mosquito Net (\$10):** By sleeping under a mosquito net, a family dramatically reduces the risk of contracting malaria, one of the most common causes of death in young children and women in many rural areas (Burma, Uganda).
- **Safe Drinking Water (\$20):** A supply of safe drinking water for a family through either a well, rainwater tank or piped-spring water system. Clean water will bring immediate benefits to family health (Bangladesh, Nepal, Kenya, Thailand, Cambodia, Burma).
- **Goat (\$50):** Just one goat can make a real difference to a poor family. They're bred for their nutritious milk and meat, and their fast reproduction capability means a small herd can be built up in just a few years (Uganda, Afghanistan).



For every item you purchase, a gift card is sent to your friends or family. The card has a description and photo of the gift, and provides a blank space for you to fill in the name of the friend or family member who will be 'receiving' the gift, and your name.

If you would like to learn more or purchase such a gift, check out the following websites:



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- o <http://www.oxfamunwrapped.com.au/>
- o <http://www.worldvision.com.au/smiles/>
- o <http://www.tear.org.au/giftcatalogue/index.shtml>

And, if you're questioning the usefulness or value of giving a goat to a family in the developing world, we recommend that you read the article "Getting Your Goat" at the following link:

<http://society.guardian.co.uk/voluntary/story/0,7890,1636820,00.html>.

The author follows the path of a charity goat...

Christmas Volunteering¹

In the lead up to Christmas, many community groups are busy fundraising or undertaking special activities to meet the increased demand for welfare assistance. So at this time of year, community groups require many additional volunteers. Volunteer activities such as packing hampers or delivering food and toy packages can greatly assist those individuals and families in need.

If you've ever wondered what you can do to help, now is the time for action! Why not get your family, a few friends or credit union colleagues together and form a team of volunteers?

Here are just a few examples of Christmas volunteering roles available on Volunteering Australia's online volunteer recruitment website GoVolunteer:

Christmas Gift Wrapper

- Can you spare a few hours before Christmas?
- Do you love arts & crafts?
- Have the knack for gift wrapping?

This volunteering position is certain to put a smile on your face and send your happy customers home to hide the presents before Christmas.

Operation Santa Hamper Packers

Seeking volunteers with Christmas Spirit to help make up hampers of toys and gifts as part of its Operation Santa service for families in need.

Hamper Packer duties include:

- Unpacking and sorting of toys and donations
- Choosing suitable toys and gifts for children's hampers
- Packing and labelling hampers ready for distribution.

¹ Article obtained from the GoVolunteer website, <http://www.govolunteer.com.au/volunteer/content/events.asp>

Christmas Dinner Helper

Assist with the preparation and serving of Christmas Dinners to those in need.

Finding a Christmas volunteer role on <http://www.govolunteer.com.au/> is easy - just do a keyword search on the word 'Christmas'. When you find a position of interest apply online and your application will go directly to the organisation advertising for volunteers.

Case Study: Tenth Year of Christmas Cheer



South Australia's Credit Unions celebrated 10 years of supporting the Adelaide Christmas Pageant in November.

The Credit Union Christmas Pageant is one of the largest events of its type in the world with more than 300,000 people lining the streets to watch 1300 characters parading on 70 floats.

In 1995, with the event in doubt due to a lack of corporate support, six South Australian credit unions – Savings & Loans Credit Union, Australian Central Credit Union, CPS Credit Union, Police Credit Union, Satisfac Credit Union and Powerstate Credit Union – stepped in and secured the future of the pageant.

The credit unions now work closely with the South Australian Government to deliver the pageant, with staff from each of the credit unions filling the character roles.

Deputy CEO of Savings & Loans Credit Union, Tony Innes, who appeared as a clown in this year's pageant (*pictured above*), said the event captures the community spirit of credit unions.

"A key principle of the credit union philosophy is we support the communities in which we operate," he said.

"The Credit Union Christmas Pageant is one of the largest community events in the world.

"From a staff perspective, to parade through Adelaide with hundreds of thousands of people cheering you on is a surreal experience.

"It's our unique way of saying thank you to the South Australian community."



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