

UNLOCKING HEARTS AND HELPING ANIMALS

DECIPHERING CHARITIES' CHARGES AND CONTRIBUTIONS



Opinion



Mary-Anne Fiebig

Mary-Anne is a volunteer on assignment with Animals Fiji as part of the Australian Volunteers Program, an Australian Government Initiative.

Charities are organisations, like Animals Fiji, are funded through donations, either money or goods and people volunteering their time to help the charity's mission continue. The organisation depends on the generosity of the community to maintain their discounted services or goods to those in need. They primarily serve the public interest and their activities are intended to benefit specific areas of the community. Charities are 'non-profit' meaning that any funds that are generated are used to further help the organisation achieve its goals and do not benefit an individual(s). They are ruled by strict Government regulations and are required to provide a high standard of financial accounting to ensure that these regulations are carried out.

Balancing affordability with maintaining the dignity of the client and value of the service is an important part of a charity's function. Community circumstances and resource availability are constant considerations when determining what charges are made for goods and services.

Why does a charity charge for its goods and services?

Why does Animals Fiji, as a charitable organisation, charge for its services? This is a question Animals Fiji is often asked.

Most charitable organisations charge a nominal amount for their goods, for example the Goodwill, The Salvation Army and Red Cross Clothing Shops. They all charge a small amount for goods that they sell so that people value their purchases. This is a common practice for charitable organisations.

There are many reasons why discounted services are offered rather than completely free ones. This list is some of the more important ones.

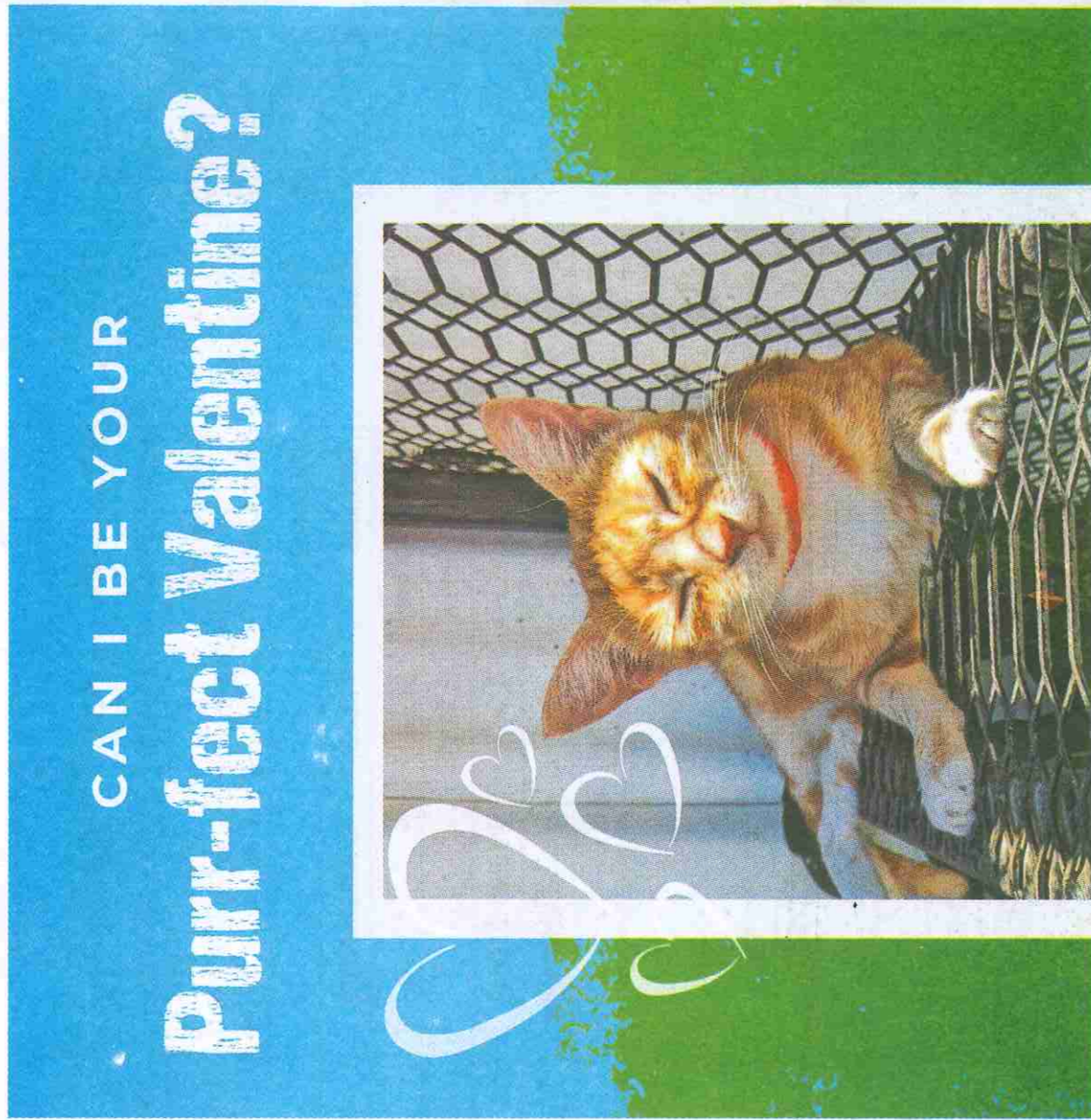
- Dignity: Offering services at a discounted rate allows the individual to contribute to the services, no matter how small the amount - this allows them to retain their dignity.
- Value: By charging a discounted rate, it helps people understand the value of the services they are getting, even though they are paying much less than the actual cost.
- Keeping the charity operational: By charging a small proportion of the actual cost, the charity can use that money to continue to cover its ongoing costs. This ensures that the charity will be able to keep assisting others in the future.
- Using resources wisely: Limited resources are a common challenge to most charities. By charging a reduced fee, it allows the charity to use resources in the most effective way.

- Encourages responsibility: When a person pays for a service they are more likely to use it correctly.
- Prevents unnecessary use of the service: For some charities, charging a small fee for the service can discourage people from using a service that they don't really need.
- Increases the number of people or animals that can be helped: Charging a small proportion of the actual cost to people allows the charity to help more people.
- Expectation: When goods and services are not charged, the receiver can begin to expect it to be free always and may become angry and confused if that service is taken away due to not being available anymore.

Note: Animal Fiji, as do other organisations, offer subsidised or when needed free services when it is the best option, especially in emergencies or for people in extreme financial need. This decision is based on the unique circumstances of the client, the organisation's mission and the needs of the community and the resources available.

How can you help the animals of Fiji?

As we carefully consider how much things cost and their worth, and understand how crucial it is to treat our clients with respect, Animals Fiji is excited to share a special opportunity for you and your loved ones this Valentine's Day that will allow you to celebrate the holiday while raising funds to help our mission continue. We believe in finding the right balance based on the needs of our community and the resources we have. This helps us make sure our services are affordable while still being really valuable.



Purr-fect Kitty Valentine.

your partner's name and we will send a photo of our puppies with a sign that says "Thank you for helping me, I love you (your partner's name)". You can choose to post the photo on your own socials or find a special way to present it to your partner.

Your FJ\$50 donation will desex 1 dog, which can prevent over 12,000 puppies in the next five years.

Purr-fect Kitty Valentine

Make this year filled with furry love this Valentines' Day by saving a kitten in your Valentine's name. Donate \$50 this Valentine's Day and receive a photo of your 'purr-fect' Valentine. We will send a photo of our kitties with a sign that says "Thank you for helping me, I love you (your partner's name)".

Your FJ \$50 donation will desex 1 cat which can prevent over 400,000 kittens

Valentine's Day Special at Animals Fiji

As we navigate the delicate balance between affordability and value, Animals Fiji is excited to introduce a heartwarming way for you and your loved ones this Valentine's Day.

Fur-ever Puppy Valentine

Forget flowers and chocolates - give your valentine the love they deserve - puppy love! Donate \$50 this Valentine's Day and receive a photo of your 'fur-ever' Valentine. Let us know

in the next seven years.

How to Participate and Spread Love

Visit our website at <https://animalsfji.org>. Together, let's make this Valentine's Day special for you and the animals we care for.

Thank you for being a part of our mission to 'build a lifeline for animals' and improve their welfare. Happy Valentine's Day!

Animals Fiji relies on donations to continue their important work of 'building a lifeline for animals' and ensuring that their mission 'to improve the welfare of all animals, domestic and wild'.

If you can help with either money or goods, or can volunteer to help - please go to www.animalsfiji.org/get-involved or ring our offices on the contact below:

must read

ANIMALS FIJI

As a non-profit charity, Animals Fiji depends on donations to continue in its work to support animals across Fiji.

To find out more about

Animals Fiji's services and how you can help, please contact their Savusavu Clinic at (+679) 998 6253 or Nadi Clinic at (+679) 993 6647 or visit their website at www.animalsfiji.org.

>ANIMALS FIJI

