Entry type: Concept
Entry ID: AWE0729

Fundraising, Australian Red Cross Victoria

Summary

Fundraising was initially the main function of the Victorian branch, with appeals launched by the President and undertaken through Committees and branches. Initially, funds were administered by the Australian Branch. Their Central Depot became the first collection and distribution point, although Victoria was also empowered to appoint a depot for contributions. Fundraising has gradually become more specialised, with Committees focused on the hallmark Red Cross Calling, the Murray Marathon since 1969, and a Desperate & Dateless ball for over ten years. Retail has expanded from Card & Gift Shops, to 'Been Around Before' stores and merchandise campaigns, while corporate sponsors, are emphasised and bequests, foundations and trusts have expanded.

Published resources

Resource
Trove, National Library of Australia, 2009

Archival resources

Australian Red Cross Victoria Archives
The Archive & Heritage Collection of the Australian Red Cross

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