**FINAL STAGE OF FUNDRAISING FOR CHARLTON PARK 2020**

Charlton Park 2020 have announced the final stage of their fundraising for the $4.2 million multi-purpose facility at Charlton Park.

The fundraising campaign was launched at a meeting of the committee and major park users on Wednesday night March 29. The guest speaker was Jaime Firman, Senior Sports Partnership Manager from the Australian Sports Foundation. Jaime outlined a fundraising strategy to the meeting as well as outlining the support the ASF would be able to provide.

Outcomes of the meeting included:

* Establishment of a fundraising sub-committee led by Peter Whykes. Other members include Kim Thompson, Amy Nicolson, Kay Cossar, Bluey McGeown, Greg McGurk, Murray McLean and John Harley. This committee have the power to add members, if anyone feels they would like to contribute please speak to Peter about joining or recommending fundraising suggestions.
* Setting a target of $500,000 to be raised in this fundraising program. The extensive campaign will seek support from a wide range of sources – philanthropists, local and national businesses, local sporting and service clubs and associations, ex-residents and of course our own Charlton residents.

The campaign was preceded by a news item on the local WIN News on Wednesday night. The video of this is now available to view on the Charlton Park 2020 Facebook page at: <https://www.facebook.com/Charlton2020/notifications/>

Please like the Facebook page to keep abreast of updates.

The Charlton Park 2020 committee has been working closely with the Buloke Shire and the Victorian Government to finalise government funding for the project as well as finalising the plans and is confident that announcements are imminent. Therefore it has taken the decision to commence the final fundraising for the project. The fundraising commenced way back in May 2013 when David Parkin launched the campaign. The campaign was commenced with a commitment of the Charlton & District Community Bank to provide $500,000 towards the project and this amount is currently finalised and ready to be used. The users of the Park have committed in excess of $150,000 along with service clubs of over $50,000 and many individuals have already made commitments or donated already.

**Publicity for the campaign**

The sub-committee will be working on publicity for the campaign which is likely to include:

* Information on the ASF website where donations will be able to be made very simply online at :

<https://asf.org.au/projects/charlton-park-2020-association/>

* Use of a local shop front to publicise the campaign.
* Information through the local media

Strategies

* Contact to the citizens and businesses of Charlton seeking their support. However we would love you to contact us with a donation. Committee members will be available to explain the project and campaign to you personally if desired.
* Contacting ex residents and national businesses and philanthropists
* “Buy a Brick” campaign – every donation of $100 or more will entitle you to have a paver with your name on it to be laid as part of the development at Charlton Park.
* Donation points at businesses that will shortly be announced.

Campaign Chairman Peter Whykes said he was excited by the coming campaign. “ I led the last major campaign about 30 years ago when the Charlton community so generously donated to the Charlton Stadium project and we can see the value that has been gained for the young people, the school and for sports like badminton and basketball which remain very strong parts of our sporting community. I urge the Charlton community to support this campaign generously”, Mr Whykes added. “ 30 years that the community raised $250K then and we feel this amount is achievable”, said Mr Whykes.

The Charlton Park 2020 committee and the fundraising sub-committee looks forward to working with the community to bring this project to conclusion and to complete the 3 major facilities for Charlton to be upgraded or replaced following the 2011 flood – the new hospital, the new Trade Training Centre at Charlton College and a new sport and recreation facility for our town.

Photos

Jaime Firman ( ASF), Peter Whykes and John Harley at the fundraising workshop

Photo of the new facility