

# Letters



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## Percentages

THERE needs to be greater transparency and disclosure in the not-for-profit sector when paid professional collectors are engaged.

When I started as a schoolboy volunteer collector for Red Cross Calling, before later becoming an executive with Australian Red Cross and British Red Cross, I was one of hundreds of thousands of people happy to give up our weekends to doorknock.

What I discovered as an employee some years later, and as a board member elsewhere, were the challenges of recruiting such collectors.

I have a personal dislike of the “chugger” (paid charity mugger) standing outside shops, principally because of the damage the often poorly paid professional collectors are engaged.

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I have a personal dislike of the “chugger” (paid charity mugger) standing outside shops, principally because of the damage the often poorly

briefed short-term employees do to a charity’s brand. They are also despised by prospective donors, which is another strong reason not to use them.

The new Australian Charities and Not-for-Profits Commission is a step towards greater accountability, which should include requiring fundraising companies to provide a percentage breakdown to reveal from every dollar how much the collector is paid, how much the company retains, what goes on administration and what actually reaches the charity.

**ANDREW HESLOP, founder,  
 Neighbour Day, Sydney**