



VIETNAM VETERANS ASSOCIATION OF AUSTRALIA SOUTH AUSTRALIA BRANCH INCORPORATED

Administrative Instruction 31/2011

BADGE DAY

Introduction

1. To develop the potential for fund raising through donations the State Council has introduced "Badge Day" as a major fundraising activity to provide welfare funds and has registered this activity with the Lottery and Gaming Commission.
2. This AI explains the State Executive involvement with Badge day and sub-branch responsibility with respect to fundraising for veterans' welfare purposes.

Detail

3. Badge Day will be held on the closest Friday to August 18th (Vietnam Veterans Day) each year.
4. The State Executive will appointed a "Badge Day Coordinator" responsible for developing and producing all advertising material and the placing of all orders for sub-branch requirements needed to conduct their fundraising. The Badge Day Coordinator is to circulate an order form to each sub-branch in sufficient time to complete the ordering process during June of each year.
5. All advertising is to be conducted by sub-branches in their local areas. The State Coordinator free of charge will supply advertising materials.
6. Welfare Badges, VVAA stickers, collections tins and other items will be supplied to sub-branches at wholesale prices or agreed cost. An invoice will be raised on delivery of the August State Committee Meeting so that payment can be delayed until after the Badge Week fundraising is complete.

Authority

State Council meeting: 20th Feb. 2011

NB: Sample media releases are available from the State Office on request.

Vietnam Veterans Association of Australia
(S.A. Branch) Inc.

Badge Day

By act of Parliament, August 18 has been proclaimed Vietnam Veterans Day. Consequently, each year on Vietnam Veterans Day¹ memorial services are held throughout Australia in memory of those who suffered or died as a result of their Vietnam War service. Unfortunately, many Vietnam veterans are still suffering and are in need of assistance. The Vietnam Veterans Association (VVAA) was formed specifically to assist these veterans and to provide the welfare support they desperately need

On the closest Friday to the 18th August (Vietnam Veterans Day), the VVAA conducts a fund raising drive known as Badge Day. This is a major VVAA fund raising activity, and sub-branches throughout metropolitan Adelaide and country South Australia will be seeking donations. A stick-on lapel badge will be offered to donors in recognition of their generosity irrespective of the amount given. Funds raised during Badge Day will be used to provide welfare support to Vietnam War veterans.

Separate leaflets are available detailing the aims and objectives of the Association as well as the South Australia Branch welfare activities.

For further information please contact:

State Secretary:

FOR VVAA (SA)