



DK MARKETING PTY LTD

As part of our broader community involvement, DK Marketing recently extended the hand of charity to three organisations dedicated to changing lives. A collective sum of \$40,000 in cash and in-kind support went to the Darwin offices of RSPCA, Variety and Cancer Council NT, giving a huge boost to their fund-raising abilities.

Donating cash to these vital causes is just the start. DK will also create standout brochures, newsletters, posters and marketing support for their fund-raising events, guaranteeing a tremendous response from the local community these charities so heavily rely on.

As General Manager Wayne Ratcliffe stated, "As well as providing cash, we are offering the services of our marketing and creative staff, copy writers and graphic designers, to take local fund-raising to a new level."

We're already well advanced in helping Variety invite participants to their annual "Bash" and "Splash" events. These week-long road and boat adventures get local people out there and having fun for a great cause. The funds raised will help Variety improve the lives of children with special needs by providing them with equipment, facilities and incredible life experiences.

"The generous sponsorship package from DK Marketing," says Vicki Dennien, Executive Director of Variety NT, "will make it easier for us to help families and organisations desperately struggling to give their children the very best opportunities in life – often when life has already set huge barriers in front of these amazing children."

For the Cancer Council of the NT, the support of DK Marketing provides essential funds to produce local promotional material. "The Cancer Council relies on the local community to support us and grow our services, so the generous donation of both cash and in kind support from DK Marketing is extremely helpful," says CEO Helen Smith.

DK's support in providing advertising, newsletters and marketing material for the RSPCA in the Territory will help them beat their tight budgets and send their important message out to the community. As Stefan Wood, CEO of the RSPCA in the Territory said, "This kind of support is actually more valuable to us than cash."



Helen Smith, Vicki Dennien and Stefan Wood (front) with DK Marketing representatives Blake Fowler and Wayne Ratcliffe.

The three charities received their support as:

- \$10,000 in cash and \$10,000 in-kind marketing services to Variety
- \$5,000 in cash and \$5,000 in-kind support to the Cancer Council NT
- \$5,000 in cash and \$5,000 in-kind support to RSPCA

DK Marketing's charitable efforts extend to many causes including active participation in several local charity events. In March, \$3,500 was donated to Leukemia Foundation after a company-wide effort to raise funds. And throughout 2007, DK Marketing staff will volunteer at various not-for-profit organisations to offer a helping hand in daily operations.

Blake Fowler, Operations Manager of DK Marketing, looks forward to a long and rewarding relationship with these organisations: "Helping raise more money than ever before for charities in need is just our way of giving back to the local community. We are doing our utmost to give them support they may not have received in the past, but most certainly deserve."



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