MAV 01276

a list of societies seeking funds; there was to be no soliciting. But, alas! In "20½ days" the agents collected only $276.50 from 137 contributors. Matthew had something to learn about human nature.

Fund raising for charity was to grow to huge dimensions in America during the 19th century. Appeals for outside causes such as the Greek War of Independence in 1829 and the Irish famine of the 1840's were as successful as those for internal organizations. The American Y.M.C.A. was the first to hit on the idea of promoting gifts from business firms. During the Civil War of 1861-65 someone suggested selling government bonds to raise money to fight the war. It was a shrewd idea: you make a little profit from a safe investment and you help your side to win. It was adopted in Britain and Australia during the two World Wars of this century.

In all three countries as time went on organizations such as churches, schools, hospitals, scout and guide groups and institutions which assisted the poor, the sick or the handicapped began to hold fairs, bazaars, fetes - the modern word -, sometimes regularly, sometimes not, to raise money to finance their activities. I once heard a rueful remark about the latter from a church member: "We supply every - thing and then we buy everything". However, in the absence of better ideas the fetes go on. Lately the white elephant stall, perhaps because it has a double appeal - you get rid of something and you pick up a bargain - has been very successful. One of the lures used by modern fete organizers is to invite a radio or T.V. personality to be present. The service clubs in Moorabbin, as elsewhere, sometimes organize functions to make money for social or cultural purposes.

During the two World Wars there was strong enthusiasm for raising money for providing comforts and Christmas parcels for the soldiers. At the time of the First War someone hit on the idea of selling buttons; here in Australia it was very successful, perhaps because a button pinned on your coat showed that you had been a giver. In Moorabbin during the Second War the public were lured by entertainments; concerts, balls, socials or dances offered an evening out as a bait for money for the war effort.

Probably the most successful money-raiser in Australia has been an appeal to the gambling instinct. From street raffles to Tattersall's and the huge state lotteries they go on and on,

New ideas for raising money are usually successful - until they become old. Such is the door knock, invented during the last twenty years, at first very successful but now sometimes adversely criticized. It is usually carried out by voluntary helpers and is an interesting experience; from the remarks made to you at front doors and those from inside which you are not supposed to hear you learn something about human beings. Another is the telethon: after listening to an appeal on the radio you phone, promising a donation. Another popular one is the walkathon. An idea with a touch of humour always appeals; such was the bathathon last year when young people from the Cheltenham Church of Christ pushed a bath from Frankston to Cheltenham to raise money for the church. The sale of Christmas cards by charitable organizations