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Media Release

Immediate release

Generous Party is the icing on the cake for charitable little party goers

With research showing that 70 per cent of parents believe their children have too many toys, party planning website Generousparty.com has come up with a smart, thoughtful and environmentally friendly way for children to celebrate their birthday or special day.

Working in collaboration with leading not-for-profit organisations, this online party planning website encourages children to leave a lasting impression by asking guests to contribute to a selected charity in lieu of a wrapped gift.

Website creator and mother of three, Ann Nolan, was inspired by the fact that children were often excited more by party food and playing with friends rather than the gifts they received, and she saw this as a great opportunity to instil some community values in her children in a fun and interactive way.

“There were three things I had in mind when devising Generous Party: I wanted it to make party planning easy for busy mums; I wanted it to teach children to be more compassionate; and I wanted it to be eco-friendly by cutting back on the unnecessary use of paper used in cards, invitations, gift wrapping and unwanted gifts, Ann said.

“Parents simply register their child’s party and select one of the nominated charities to benefit. Guests are then able to make a secure online gift contribution instead of a wrapped present which, after the 15 per cent administration fee, is split 50/50 between the nominated not-for-profit and the hosting parent for the purchase of a special gift for the child on behalf of all their guests.

“The parent of the birthday child will also receive a tax invoice from the selected not-for-profit which can be claimed in their next tax return,” she said.

With children attending an average of six birthday parties per year and spending between \$16 and \$20 on gifts – many of which are just adding to the toy collection and consequently landfill – and more than half the parents surveyed believing that it’s essential their children have an understanding of charities and giving to those less fortunate, it’s an ideal way for worthwhile not-for-profits to combat growing charity fatigue.

One of Generous Party’s supported charities is the Murdoch Childrens Research Institute which is dedicated to finding innovative ways to treat conditions affecting babies, children and adolescents.

“We are delighted to have been chosen as a supported charity of Generous Party. It is particularly fitting for the Murdoch Childrens, as the Generous Party model will see

children electing to support a cause that benefits the health and wellbeing of other children,” said Professor Terry Dwyer, Director of the Murdoch Children's Research Institute.

“We hope that children will nominate the Murdoch Childrens as their charity on Generous Party and feel empowered by the opportunity to support us in our quest to discover ways to help children live happier, healthier lives,” he said.

Key features of the site include:

- A selection of e-invites and thank you e-cards for distribution;
- An RSVP management function for both party planners and attendees;
- Distribution of reminders in the lead up to the event; and
- Collation of contact details and other important information such as allergies etc.

Generous Party currently supports: Room to Read, Murdoch Childrens Research Institute, ActionAid Australia, St Laurence Community Services and Live & Learn Environmental Education, however children and parents are encouraged to put forward a charity for inclusion.

-ENDS-

Ann Nolan is the founder of successful online community Babysitterdirectory.com.au. She has a background in Psychology and Community Development and worked in the not-for-profit sector both in London, Scotland and Australia. She has worked in online communications for the last 10 years. Ann lives in Melbourne with her husband and three children. She is available for interview or comment.

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