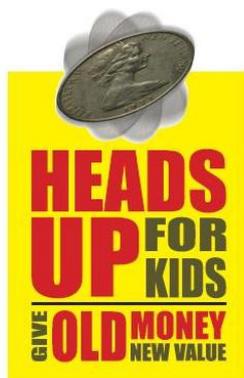




BETWEEN THE LIONS

NEW ZEALAND LIONS NEWSLETTER • OCTOBER 2011



HEADS UP FOR KIDS – OLD COINS COLLECTION ONE YEAR ON - AN UPDATE

Copper trails, brass razooks and gold sovereigns are all part of the Lions Clubs of New Zealand unusual campaign which has just celebrated its first birthday. Launched in July last year, Heads Up for Kids is a unique collection which asks New Zealanders to dig out and donate old decimal and pre decimal New Zealand currency, and all foreign money. **The obsolete cash is then redeemed for NZ dollars and used to fund education programmes and scholarships for New Zealand youth via a Charitable Trust.** A number of young people have already benefited from Heads Up for Kids, receiving scholarships to Spirit of Adventure and Sir Edmund Hillary Outdoor Pursuits Centres.

Over the course of the past year, **Lions have collected eight and a half tonnes** of coins and thousands of banknotes bringing the total raised to in **excess of \$200,000**. This hefty amount is made up of three tonnes of old New Zealand coin which has been redeemed for face value at the Reserve Bank of New Zealand; two tonnes of foreign coin shipped off shore and exchanged for New Zealand dollars, and over three tonnes of copper coins sold for scrap metal. A number of rare and unusual coins also make up the tonnage and these are valued and sold on to coin collectors.

"We're delighted with the success of Heads Up for Kids. The beauty of this project, in tight economic times, is that it isn't taking real money out of anyone's pockets. It's overwhelming how many people have dug out their old NZ money and cash from overseas trips to help us in supporting New Zealand youth," said **Simon Hayes, Queenstown Lion and Campaign Chairman.**

It's an excellent way of recycling too. **Alan Boaden, Head of Currency at the Reserve Bank of New Zealand,** says: "old coins returned to the Reserve Bank are sold for scrap. It is better for the country to sell the copper and nickel in old coins than have them sitting idle in peoples' homes." The Reserve Bank of New Zealand has estimated that there is **\$116 million in old NZ coins and banknotes** unaccounted for. There's plenty more to be collected and Lions Clubs of New Zealand aim to collect \$1 million.

The past few months has seen an expansion in Heads Up for Kids in both awareness and reach with new outlets for collections and much publicity. In March Foodstuffs Wellington approved a proposal for all **47 New World supermarkets in Central New Zealand** to install Heads Up for Kids donation boxes. The project team arranged for custom made donation boxes to be designed and manufactured to suit the layout and customer flow of the New World stores. **Calvert Plastics** produced the large stand-alone donation boxes at \$250 each (negotiated down from an initial quote of \$490 – great sponsorship Calvert!) and \$80 per counter top donation box.

The clubs within the region were given an option to pay for the donation box in their area, which would improve the Heads Up For Kids donation rate payback to their communities and provide them with an asset they could use for future projects. To date, only five clubs have volunteered to purchase donation boxes as most clubs believed the project should fund itself. This is disappointing and we would again ask those **clubs who have now seen the collection boxes in operation in their local New World supermarket to consider donating the small cost of the collection box to the project.** Just let Executive Officer David know and he will arrange an invoice to you.

During June and July the donation boxes were prominently branded with Lions logos and individual club contacts and couriered to New World stores where there is massive foot traffic (New World in Wellington City has 80,000 shoppers through each week). This is a great opportunity for both Lions and Heads Up for Kids to generate further awareness and recognition in the community plus generate more funds. The New World arrangement kicked off another round of media coverage with over 25 newspaper articles and photographs published in the first 2 weeks of this phase of the project.

In addition to providing space and staff to keep an eye on the collections boxes, New World also offered, at no cost to the project or Lions, to run advertisements in their weekly mail-out and through their online databases.



Foreign Currency

September 2011 turned out to be foreign currency month for the Heads Up project. Coin Company International have sorted and calculated the coins from the latest foreign coin shipment with the tonne of coins producing an impressive **\$25,200** for Heads Up for Kids. Also in September another 450kgs of foreign coins were sold locally for **\$13,000**.

Old Money Facts From the Reserve Bank of New Zealand

- The **average household** has 200 old and foreign coins
- **Men hoard** far more coins than women
- The average Kiwi carries 9- 10 coins with them when they go out
- The Reserve Bank issued over 500 million 5 cent coins between 1967 and 2006. About **350 million were never returned!**

Heads Up for Kids benefits New Zealand Youth - it also:

- Saves the taxpayer the cost of buying new coins, as the old coins are recycled
- **Recycling** copper and nickel. The metals that the older coins were made from can be sold for scrap metal and recycled.
- **Boosts the economy**, as it brings idle money back into circulation.



Weighty Donations

Photo: Karori Lion, Arnold Hart

After a busy week of handing out Heads Up for Kids envelopes at Karori New World, the community response was so positive that the collection box couldn't contain all the donations and the bottom gave out!

Donation boxes at New World supermarkets are an expansion on the collection outlets. **Resene Paints** and the red tins continue to be a main method of collection.

The Radio Network sponsorship contract has finished. A number of people commented that they had heard the advert, and more than 50 calls to the 0800 number were generated as a result of the radio advert proving its success as a call to action. Based on this number, it would be reasonable to assume that many others acted directly by taking coins to Resene themselves.

Today's Update on Heads Up

Our MD202 Council of Governors has just resolved to "Approve expenditure of \$10,000 from the accumulated funds of the Heads Up For Kids project as sponsorship towards a special one-off Outdoor Pursuit Centre 4-day course for Students from Taita and Naenae Colleges commencing 27th October 2011."

The aim of this Heads Up sponsorship is to:

- **Assist 60 students** from these two low decile schools build confidence
- Promote the **Youth aspects** of the Heads Up Project
- Demonstrate to our sponsors just what can be achieved
- **Gain further publicity** of the project to take it to the next level

Both colleges are within the School Zone that encompasses 3 New World stores, Foodstuffs Central Zone Head Office and both Resene & Fastway Couriers, all significant contributors to the project. There is a need to extend the very successful New World promotion/collection boxes into the Foodstuffs Northern and Southern Zones. This will depend on the project team being able to **demonstrate positive community benefits** and working partnerships that can be replicated from Kaitaia to Bluff to encourage both the Northern and Southern Zone Foodstuffs supermarket franchise owners to come on board with this Lions project. **National coverage through the total New World network** will accelerate the collection of coins which are currently coming in at **\$5000 worth a week**.

Campaign Chairman Simon Hayes has suggested, "Each club appoint a Heads Up for Kids team, with a mix of long term and new members and see if collections can be boosted."

"Collecting for the campaign needn't be time consuming. It's about working with and establishing community relationships. All you need to do is set up and maintain collection points and importantly let people know about it."

- **Banks** continue to donate buckets of old money. **Remuera Lion, Richard Simmons** has recently collected 80kgs from a local ASB. Take a red collection tin into your local bank and ask if you can leave it with them, or simply ask if they have any old and foreign currency they'd like to get rid of.
- **Community centres** have also proven to be successful points: Libraries, churches, schools, sports centres.
- A few Lions have taken a collection tin to their local **golf club**, and taken a few minutes to talk to the players about Heads Up for Kids.
- **RSAs** are another excellent source. **Blockhouse Bay Lion, Ray Warren** has collected huge amounts of coins from their club by leaving a collection tin at the bar.
- **Masterton Lion, Joy Tutty** has collected well over 100,000 coins in her area by **maintaining media momentum**. Whenever something interesting is found or a new total is announced Joy contacts her local radio station and newspaper.
- **Newsletters** - Use your community newsletter, church or school newsletter to inform people about Heads Up and how they can support it.

Heads Up For Kids Charitable Trust

The project will continue under the banner of a **Charitable Trust** and the Trust Deed will shortly be confirmed by the Council of Governors at their November Council meeting. A team of **Trustees** will be sought to administer the growing Heads Up fund and undertake donations and sponsorships for the Youth of New Zealand while the project team will continue to grow the pool of money through lots of enterprising ways.



Please email Olivia@morrillac.com with questions, queries, or suggestions.

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COMMUNICATIONS

Club Presidents or Secretaries who receive Between the Lions are asked to pass this on to their club bulletin editors or to members at the next club meeting.

Feedback and comment are welcome – email executiveofficer@lionsclubs.org.nz
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Executive Officer
