

NOVEMBER NEWSLETTER

Dale Alcock South West launches Charity Home

An innovative plan for “giving back” by builders Dale Alcock South West and SMR has achieved an overwhelming result for local charities and the company itself.

With plans underway to build a Charity Home at residential estate Vasse Newtown, Dale Alcock South West was finding it tough to decide on a single beneficiary.

With help from SMR, a unique idea called “Vote My Charity” was hatched.

Charities from all over the South West were invited to nominate for the Vote My Charity competition where six finalists would compete for public votes and a corresponding proportion of funds raised by the DASW Charity Home.

For example, achieve 60 per cent of the vote, secure 60 per cent of the prize money!

A judging panel, including Forrest MHR Nola Marino, was charged with the difficult task of identifying the six charities from the huge number of entries.

Competing for the public support and funds are:

- CASPA
- Val Lishman Research Centre
- MS Society of WA
- Mates Men’s Group
- Monarch House
- Yallingup Bush Fire Brigade

With voting open at votemycharity.com.au until November 30, more than 5400 people have already joined in the fun and registered their email address with the site.

The Charity Home “Oceanic” is now well under construction with lock up anticipated for the end of November.

It’s a stunning showcase design with four bedrooms, two bathrooms, open living, theatre, office, alfresco and a contemporary kitchen.

SMR CEO Samantha Reece said the Vote My Charity Concept had been well received by public voters and the media.

“ABC Radio interviewed all six charity finalists, which resulted in more than one hour of airtime and fantastic exposure,” Ms Reece said.

Dale Alcock South West General Manager Jeff Hayres said he was amazed by the level of interest the concept had generated.

“Congratulations to the six finalists but the work is not over yet,” Mr Hayres said.
“There’s still time to cast a vote for your favourite charity.

“The response we have received to this project just shows what great community spirit exists in the South West.

“SMR has assisted us with developing a very innovative and successful campaign which we now plan to replicate on a bi-annual basis.”



<http://www.dalealcock.com.au/charity-home>