

28 July, 2008

Beanie of Hope sets new record for charity

Australia's most travelled little beanie, the Beanie of Hope (photo on page 2 of release) has completed the 5,000km Great Endeavour Rally from Toowoomba to Tamworth and raised \$20,000 for Queenslanders living with a disability.

Auctioned on 24 July, the beanie attracted fierce competition between rival rally competitors Car 81 (Col Desbrow of Toowoomba) and Car 606 (Tony Lowe of Willowvale) with each jostling for auction honours to help the Endeavour Foundation.

With neither backing down, teamwork and compromise prevailed.

"Neither of us wanted to miss out so we threw in \$10,000 each and now we're joint owners," Car 81 driver, Col Desbrow said.

"In the process, we set a new record price and created a precedent involving joint custodianship."

The Beanie of Hope's new custodians said they felt privileged to be a part of the little beanie's incredible journey as it continues around the world.

"The Beanie has an inspiring story and we will take seriously our obligations to care for the woollen wonder before returning it back to charity to continue to raise money for very worthy causes," said co-owner Tony Lowe.

The Beanie of Hope's former custodian, Warren Southee of Toowoomba, who paid \$3,100 for the beanie last year, was overwhelmed with the amount of money raised for Endeavour Foundation and proud that he had chosen Endeavour as the beneficiary.

The Beanie of Hope is not your ordinary beanie. It can't be worn; its purpose is to raise funds for charity; and it has travelled 18,000 km through four Australian states and territories as part of its global journey.

The now priceless handmade beanie has captured the hearts and minds of Australians across the nation and is increasing in value each time it is 'sold'.

When the Beanie of Hope first stepped onto the fundraising stage, it sold for just \$300 with proceeds aiding a young child with Cancer.

Since then, as the Beanie's profile has grown, so too have bids for its ownership – increasing by \$19,700 (6,666.7 per cent).

Endeavour Foundation CEO Kelvin Spiller said Endeavour was honoured to be chosen as the next beneficiary of the beanie's sale.

KEY POINTS

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Endeavour is Australia's largest non-Government, not-for-profit organisation providing support, accommodation, training and vocational opportunities for around 3,000 Queenslanders with a disability.

For more info, visit:
www.endeavour.com.au

“This is a significant donation and we are very grateful. It will go a long way in helping us to continue to provide services to the 3,000 Queenslanders with a disability that we support.

“Who would have though a humble beanie could raise so much money?” Mr Spiller said.

This is only the fifth time the Beanie of Hope has been sold since it began life in charity work in Streaky Bay in 2004.

Each time the beanie sells, the new custodian can hold on to it for twelve months but must agree to release it back to the charity world.

The Great Endeavour Rally is one of Endeavour Foundation’s major annual fundraising events. To date, the event has raised over \$2 million through generous community and corporate support.

This year’s event raised \$240,000, including proceeds from the beanie.

The Endeavour Foundation is one of the largest non-government organisations in Australia supporting and providing opportunities for people with a disability.

Operating solely in Queensland, Endeavour Foundation supports around 3,000 people with a disability through a mix of services and businesses at over 220 locations from Cairns and Mareeba in the north to the southern end of the Gold Coast, and west to Roma, Kingaroy, Stanthorpe and Warwick.

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