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donated. This is a great teacher's resource also and a great way for Australian school children to be learning about other cultures. We are mostly focused on Africa where 80% of deaths due to malaria occur, but Papua New Guinea also is a recipient.

I am aiming for 500 registrations through the website by the end of the year.

GB: Why is (or should) charity be important to business?

LI: I think Body Shop in the U.K. is a great example of how business and ethics can work well together and be very successful. Having a sense of purpose, a deeper meaning and a strong sense of community in the workplace is not only good for the world's poor and the environment - it's good for business.

It's all about spiritual intelligence – I believe, given a choice, people want to do the right thing. Give people and business a choice to do something that assists the community and ultimately our race – they will engage. It makes you feel good knowing you have done something for someone in dire circumstances that you can't imagine.

A lot of corporates now are supporting their staff in raising funds for charities. So if the staff get together to raise funds then the management will match it \$ for \$. And really, \$6.50 is such a small amount to pay – I can't imagine anyone saying no when they realise it will directly help a child in need.

Opportunity International gave me a window to see what poverty is and that it is not inevitable; that we can change it. People need a structure to see how it works and microfinance is the way to do it. I have a fire in my

belly to get the message out there.

GB: Why focus on malaria?

LI: During my travels I became aware of the link between health and poverty. Malaria is the disease of the very, very poor. It has a profound effect on the African economy, costing up to \$12 billion a year. It is usually recurring in certain areas; in fact some economies can measure the change in GDP by the rate of malaria. And yet, it is so preventable.

GB: What do you think SMEs can do to support charities like yours?

LI: Get a drive happening with your staff – get them involved – it builds team spirit. It gets people interacting instead of just worrying about their everyday issues. It grows a sense of team and leadership.

If you walked into your office and you had a picture board showing how many people your staff had saved due to buying malaria nets – that's empowering stuff. In fact, a company at Brookfield in Queensland have done just that in their reception area so it is the first thing staff sees when they walk in. How can you say no?

Visit the website at www.auzziemozzie.com.au




Leah Israel wants school children to know that the world is a wonderful place full of challenges and that we can change a child's life that lives on the other side of the world



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