

5 December 2013 | [Operations](#) <sup>[1]</sup>

## **Virgin Australia aims to raise \$1 million with unique adventure based community program** <sup>[2]</sup>

Virgin Australia today announced a new partnership with Inspired Adventures that will see it launch a unique adventure based fundraising program for both the airline's staff and Velocity Frequent Flyer members.

Virgin Australia's goal is to raise \$1 million in the first 12 months by giving Velocity members and staff from across the company the opportunity to take part in a series of life changing adventures to raise funds for 15 major charity organisations from across Australia.

The innovative program will support a number of organisations focused on youth at risk and the indigenous including the Australian Indigenous Mentoring Experience (AIME), Plan International Australia, Black Dog Institute, Brisbane Youth Service, Oasis Youth Support Network, Youth off the Streets, Oxfam Australia, Sir David Martin Foundation, Starlight Children's Foundation, Variety the Children's Charity, The Oaktree Foundation, Barnardos Australia, Lifeline Australia, Kids Helpline and Camp Quality Australia.

The staff program launches this month and will see 15 unique experiences take place over 12 months in a range of destinations. Virgin Australia staff will have the ability to apply to take part and will then be given dedicated support as they fundraise for their chosen adventure and charity.

From climbing The Great Wall of China to tackling the historic Kokoda trail or helping build a local school in Vietnam, these life changing adventures will help contribute needed funds to organisations who are focused on giving young Australians and indigenous groups a brighter future.

Neil Thompson, CEO of Velocity Frequent Flyer highlighted that charitable giving is an innovative way of having a lasting impact in the communities in which we work and live.

"Our people are passionate advocates in supporting local communities and ensuring we have a lasting impact on those who need it most.

"We recognise many of our Velocity members share this passion. This mirrored fundraising program has the potential to drive real outcomes for a number of fantastic causes whilst challenging those who take part and creating unforgettable experiences.

"We're a brand built on innovation and changing the way our 3.8 million members can use their rewards to make a lasting impact on the lives of others is important to us. We look forward to opening this unique opportunity up to them and kick starting their fundraising efforts."

Early next year the program will extend to Velocity Frequent Flyer members. Velocity Members who book Velocity Inspired Adventures will receive a reduced registration rate and have their charity fundraising process kick started with a \$50 donation.

For those members wanting to make donations to the charity organisations but not take part, Velocity Frequent Flyer will also launch all 15 charities in its Rewards Store so that all members can make points based donations.

Inspired Adventures is an Australian based fundraising agency focused on creating and managing physically challenging adventures to support a number of charities. The partnership with Virgin Australia will be the largest program ever to be rolled out by Inspired Adventures.

Justine Curtis, CEO of Inspired Adventures said, "This fundraising program is breaking new ground; both as a staff engagement opportunity, and as a chance for Velocity members in helping some truly amazing causes. The benefits to these important Australian charities will be significant as will be the life-altering experiences of those who participate.

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