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**MEDIA RELEASE**  
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## **Givewell Good Giving Guide Charity Awards announced Today**

Michael Carr-Gregg will launch **The Good Giving Guide**, by Lyn Amy and Mary Pearce this morning at 11am in the Atrium, Federation Square.

The event will culminate in the announcement of the *Givewell Good Giving Guide Charity Awards*. These awards will recognise Australia's Best Practice Not-for-Profit, Best Community Project and Best Communications Program from over 35,000 charities throughout the country.

**The Good Giving Guide** is the first book of its kind and aims to inspire readers to give, or give more, to non profit organisations and charities. It includes practical tips on individual giving, setting up trusts, business giving and corporate volunteering, along with in-depth analysis of one hundred Australian charities. All royalties will go to The Australian Charities Fund.

Written by **Lyn Amy** and **Mary Pearce**, with fundraising and financial information supplied by *Givewell*, the premise of this in-depth guide is that more people would give if they had more information about the charities and how best to support them.

Now in their fifth year, the *Givewell Awards* have previously been presented in association with *Ethical Investor's* Australian Sustainability Awards. The process for each award involved the compilation of a detailed report on each candidate, supplemented by interviews with CEOs from the short-listed charities and a peer review by members of the *Givewell* team. More information about Givewell can be found at [www.givewell.com.au](http://www.givewell.com.au).

Details of the *Givewell* award-winners are included in **The Good Giving Guide**, which is published today by Penguin (rrp \$26.95)

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