MEDIA RELEASE   **April 30, 2008**

Fred's Foundation named as top Australian charity

The Fred Hollows Foundation has been named as 'Best Practice not-for-profit' at the Annual Australian Charity Awards, held in Melbourne today.

CEO Brian Doolan said the award represented a tick of approval for The Foundation, which carries on the work of ophthalmologist Fred Hollows.

"Fred Hollows was the kind of person that demanded the best from everybody. I am proud we have kept that spirit alive in the work of The Foundation," said Doolan.

"This award shows we are delivering on our promise to carry on Fred's work," he said.

The Annual Australian Charity Awards are presented by Givewell, a service set up to conduct research on charities and provide information for people who want to make informed choices about giving.

Criteria used to assess the Best Practice category state the winning organisation will:

- Exhibit an ability to deal with significant social problems in tangible ways.
- Deliver thoughtful and practical programs across a range of social dimensions, including awareness raising, network development, solution finding and support provision.
- Demonstrate best practice organisational and financial management.
- Be transparent and accountable with clear financial reporting.
- Have strong fundraising and financing mechanisms providing it with the capacity to deliver to its constituency.

"I consider this award a tick of approval. It shows people can have confidence that a donation to The Fred Hollows Foundation is an effective way to have a real impact," said Doolan.

The Fred Hollows Foundation works to end avoidable blindness in the developing world and to improve health and eyesight in Indigenous communities in Australia. In 2007 The Foundation helped make possible 143,759 eye operations.

The operation to overcome cataract blindness and restore sight can cost as little as $25 in some developing countries.

For more information about The Fred Hollows Foundation visit www.hollows.org.au or phone 1800 352 352.

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