



## **SNOW FOUNDATION PLEDGES \$125,000 FOR 'PRODUCT PHILANTHROPY' ORGANISATION GOOD360 AUSTRALIA**

The Snow Foundation has pledged \$100,000 to kick start the drive to fund an innovative software platform, the Good360 GivingPlace that will underpin Good360's operations in Australia. The Foundation has also committed \$25,000 to Good360 for operational funding.

Good360 connects businesses who have excess goods with charities who need them. It has been operating successfully in the United States for three decades and is now being established in Australia under the strong leadership of Alison Covington.

Snow Foundation CEO Georgina Byron said Good360 was a terrific concept with huge potential and the initiative was a win-win for charities, individuals in need, businesses and the environment.

"Good360 matches businesses to charities and redistributes excess non-perishable goods like toys, clothes, shoes, household goods and office furniture to charities who, in turn, pass them on to people who need them most. It is similar to the thriving OzHarvest or Yellow Van model whereby excess food is redistributed from restaurants and food outlets to charities.

"Good360 has been running in the US for 30 years and is extremely successful. The UK also has a similar model but there's nothing like it operating in Australia at the moment.

"We recognise that to make it work properly requires a dedicated and proven IT system, so we are pledging \$100,000 of the \$350,000 needed to get the platform up and running in Australia.

"The Good360 Australia team is top shelf, with logistics, financial, marketing and on-line retail experience, and their business plan is well considered. They have engaged with charities across the country to identify their needs, and with businesses who have already pledged goods worth in excess of \$1 million in advance of the official launch.

"We are keen to collaborate with other foundations to support this initiative to maximise the whole community approach and the benefits across Australia," Ms Byron said.

Good360 Australia Founder and Managing Director Alison Covington said: "This seed funding from the Snow Foundation gets us a step closer to our operational launch. We have every expectation this will be the first of many donations, as our discussions with donors indicate significant interest.

"We recently received an additional \$10,000 from one of our foundation donors, Renata Cooper of Forming Circle, bringing their total contribution to \$25,000. We're grateful to have partnered with businesses already that are capable of helping us scale as the donations grow and more charitable relationships are forged," Ms Covington said.

More information on Good360 Australia can be found at [www.good360.org.au](http://www.good360.org.au)

More information on the Snow Foundation can be found at: [www.snowfoundation.org.au](http://www.snowfoundation.org.au)

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