



## THE FUNDING NETWORK AUSTRALIA

### Collective Giving Event Set to Transform Local ACT charities

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On September 21, three local Canberra charities will come together at a high-impact and high-energy live crowdfunding event, to pitch for over \$15,000 funding and in-kind support for their innovative social programs.

Hosted by [The Funding Network](#) (TFN), this collective giving event will bring together the leaders behind GG's Flowers, Women's Centre for Health Matters, and Mental Illness Education ACT, to showcase and support their programs that are addressing complex social problems in the ACT and beyond, in unique and powerful ways.

Collective giving, in its simplest form, is the coming together of individuals or foundations to pool funds and resources to incite social change.

Georgina Byron, CEO of The Snow Foundation says, "These events empower the community to band together to give more and in new, more engaging ways. This is helping to reposition and reimagine what philanthropy will look like over the next decade appealing to so many more people.

"The Snow Foundation is excited to be part of this powerful social movement that will transform three Canberra-based charities and enable locals to have a collective impact, far greater than what they could achieve alone", she continued.

Recent research into the collective giving movement shows more Australian philanthropists are engaging in collective giving in addition to their normal giving, with 90 per cent of respondents indicating they were motivated by the desire to encourage giving in others<sup>1</sup>.

A critical shift is taking place, changing the way Australians are engaging with charities; moving away from "cheque-book philanthropy" to a more hands-on connected relationship with social causes and beneficiaries, with 67% of respondents to the largest collective giving survey declaring they gained greater awareness of community needs, and 66% making longer-term commitments to giving when participating in collective giving groups<sup>2</sup>.

Lisa Cotton, Co-Founder and CEO of The Funding Network says, "We're shaking up the traditional notions of philanthropy, flipping the cliché that you need to be wealthy to make a difference.

"These live crowdfunding events are changing the way sectors come together, to harness the power of the collective and engage everyone to play a role in creating positive social change.

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<sup>1</sup> <http://www.communitybusinesspartnership.gov.au/about/research-projects/giving-australia-2016/>

<sup>2</sup> [http://communitybusinesspartnership.gov.au/wp-content/uploads/2017/07/collective\\_giving\\_report\\_2017.pdf](http://communitybusinesspartnership.gov.au/wp-content/uploads/2017/07/collective_giving_report_2017.pdf)



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So, we're looking forward to seeing the impact this will have on the ACT community", she continued.

The Funding Network is the largest collective giving model in Australia. In four years, TFN has facilitated over \$5.5million in funding to over 150 grassroots non-profits, plus further in-kind support. The live crowdfunding event will be held at Vibe Airport Hotel on 21 September. To get a taste of these events and how they work, [watch this video](#).

### **Event details:**

5.30pm – 8.30pm, Thursday 21 September

Vibe Hotel, Airport, 1 Rogan Street, Canberra ACT 2609

Event partners: The Snow Foundation, Vibe Hotel, Canberra Airport, Aspen Foundation, Clayton Utz, and Deloitte.

Tickets available here: <https://www.thefundingnetwork.com.au/tfn-live/upcoming-events/canberra-21-sept/> (Tickets are \$20 each, which will be evenly distributed to each of the charities on the night)

### **The three grassroots non-profits pitching at the event include:**

- **GG's Flowers**

GG's Flowers is a social enterprise florist that employs people with special needs. They provide meaningful employment and education opportunities to special members of the community who are often forgotten and marginalised. With the right amount of support, encouragement and opportunity, people with special needs can be extraordinary members of the workforce. GG's Flowers are seeking funds to continue to be able to provide more employment opportunities for people with special needs, providing real job training and qualifications in floristry for new employees. [ggsflowers.com.au](http://ggsflowers.com.au)

- **Women's Centre for Health Matters**

Women's Centre for Health Matters is a community-based non-profit organisation working in the ACT region to improve women's health and wellbeing, focussing on the 'social determinants of health'. The funding they are seeking will support a new sustainable micro-finance facility (Assistance Beyond Crisis), which has been developed in response to the researched needs of local women who have escaped domestic violence situations. The facility will provide victims with a one-off no interest loan to establish short-term financial stability and access to financial counselling. [wchm.org.au](http://wchm.org.au)

- **Mental Illness Education ACT**

Mental Illness Education ACT works in the youth, school and community setting to provide education and awareness in relation to living with a mental illness. They use personal stories to demystify mental health problems and to contribute to increasing the likelihood of young people seeking help early. Funding assistance will enable MIEACT to develop and begin to deliver a bullying prevention program, that not only provides support to victims of bullying, but also develops strong social networks to better prevent



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bullying in the first instance, while also encouraging initiators of bullying behaviour to seek support to begin to address the root causes of their own actions. [mieact.org.au](http://mieact.org.au)

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**For media enquiries or to arrange an interview with Lisa Cotton or Georgina Byron, please contact:**

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### **About The Funding Network**

Established in 2013, The Funding Network (TFN) is a capacity building model for nonprofit organisations that convenes live crowdfunding events and creates deeper donor connections into community via skilled volunteering, mentoring and learning forums. As a non-profit organisation, The Funding Network collaborates with a large community network of individuals, foundations, businesses and government bodies seeking to support innovative social change programs. To find out more visit [www.thefundingnetwork.com.au](http://www.thefundingnetwork.com.au)