

MEDIA RELEASE

Charity Shark Tank to support and raise money for innovative programs.

Three grass-roots community organisations will have the opportunity to “pitch” their story to a spectacular live crowdfunding event that aims to connect people who want to make a change with people who are doing it!

United Way Glenelg announced at their 20 years of giving celebration on Wednesday that this would highlight the work of local grass-roots not-for-profits and create a new way of collaborating with donors.

“Imagine Shark Tank with a philanthropic angle” said Nicole Carr Executive Officer United Way Glenelg.

“We are now asking for expressions of interest from any grass-roots organisation working in the Glenelg Shire who are seeking a little bit more to achieve great things. They will have six minutes to persuade the 100-plus audience to pledge to their cause.

Their program must align with one of the priority areas facing people living in the Glenelg Shire as identified by the Glenelg Shire Council Health and Wellbeing plan”, said Mrs Carr.

From the expression of interest, an independent panel will select three organisation’s to participate in the live event, United Way Glenelg will provide pitch coach training, guaranteed funding for each program and the chance to connect with a roomful of potential donors.

A Master of Ceremonies will engage with the audience to pledge funds to each organisation, with the aim to raise over \$7,000 for each program.

United Way Glenelg is forging a new partnership with AWA Alliance Banking who will provide guaranteed funding for each organisation involved on the night.

“AWA Alliance Bank is just as excited as we are with this innovative way of fundraising. The partnership aims to make a real positive difference for the region and an improved sustainable future for all”, said Mrs Carr.

The event hopes to attract new donors to the world of philanthropy, including small, medium and large local businesses, service clubs, Church groups, primary and secondary school SRC’s, local philanthropic organisations, social clubs and individuals.

If you are a grass-roots community organisation interested in participating in the first Philanthropic shark Tank event, please go to [United Way Glenelg.com.au](http://UnitedWayGlenelg.com.au) to read the criteria and then complete the application form.

Expression of interest close on Friday, 12 July 2019. Live event to be held at Portland Arts Centre Tuesday 3 September 2019 from 6.00pm. Tickets available soon.

- End -

Media enquiries to Nicole Carr on 0410 513 305 or mail@unitedwayglenelg.com.au