

MEDIA RELEASE

SEEKING A COLLABORATIVE WAY TO FUNDRAISE

United Way Glenelg is seeking information from the small and medium business community to investigate if there is interest in a more efficient and coordinated approach to supporting community groups in the Glenelg Shire.

United Way Glenelg has partnered with Portland Young Professionals Network to survey local business owners in the Glenelg Shire. The survey will be used to determine if there is support for a Business in Glenelg (BIG) Fund which will encourage local small and medium Businesses' to join together and each make a manageable monthly donation to make a BIG difference.

Nicole Carr, Executive Officer from United Way Glenelg said there is potential for the fund to be a more efficient form of fundraising.

"We would be encouraging small businesses to make a monthly tax-deductible donation of as little as \$50 (or an amount that is manageable) to be "pooled" and made available for community groups to access.

"Our goal would be to sign-up 10 businesses at \$50 per month to kick-start the BIG Fund, giving United Way Glenelg up to \$6,000 to donate to community groups", said Ms Carr.

"The advantage for SME's is tax deductibility, it enables the donation to stay within the Glenelg Shire, and it removes pressure from business owners to respond to dozens of community groups,"

"There are no overheads are charged and so collectively it can make a real impact on our shire's most disadvantaged," concluded Ms Carr.

BIG partners would receive a United Way Glenelg window decal to identify the business as part of the BIG Program. They would be included on the United Way Glenelg Business directory website and would be provided with marketing material enabling them for those community groups seeking support.

If you would like to be part of the BIG program please contact United Way Glenelg Executive Officer Nicole Carr on 0410 513 305 or mail@unitedwayglenelg.com.au

Survey link; <https://www.surveymonkey.com/r/VMM87HJ>

- End -

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

Media Interview and Photo Opportunity

Where: Wednesday 30 May 2018 1.00pm

When: Portland Observer

Who: Portland Young Professionals Network and United Way Glenelg

What: Survey for small and medium businesses

Why: To see if there is interest in a more efficient and coordinated approach to supporting community groups