

## ***MEDIA RELEASE***

### **UNITED WAY GLENELG INTRODUCES TAP TO DONATE TECHNOLOGY**

United Way Glenelg is set to provide an innovative way for local people to support its literacy program, Dolly Parton Imagination Library, by introducing Donation Tap Point as a new channel to raise funds.

Donation Tap Point technology is allowing people to simply “tap to donate” to a pre-set amount determined by the charity.

Nicole Carr, Executive Officer United Way Glenelg is excited to introduce the new technology to Portland.

“An individual can make a donation simply by tapping their card on the system, which displays United Way Glenelg’s branding with the pre-set donation amount of \$2.00.

“Trends are indicating that traditional methods of coin collecting are reducing and introducing Donation Tap Point is an innovative alternative to cash collection in an increasingly cashless society.

“Donation Tap Point would not have gone ahead without the financial backing from Port of Portland.

“They have taken on 100 per cent of the costs, both the hardware and software for the next two years. This means all the money donated goes towards more children in the Glenelg Shire receiving free monthly books, building a literacy-rich community” she said.

“Research shows that learning to read is one of the most important factors in educational attainment, and that early exposure to books and stories substantially contributes to success at school, concluded Mrs Carr.

The unit will make its debut at Subway Portland with franchisee, Andrew Wilson eager to be part of the project.

“We’re excited to be the first business to host Donation Tap Point. United Way Glenelg is an important charity to our community and Subway Portland is happy to support this new approach.”

The unit will be hosted by a new business every two months in order to reach out to different demographics.

If you’re interested in hosting Donation Tap Point at your business please contact Nicole Carr for more information on 0410 513305 [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

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