

# ***MEDIA RELEASE***

Thursday 26 August 2021

## **FRONT ROW SEATS AT VIRTUAL CROWDFUNDING EVENT**

Audience members will have front row seats to see passionate community members pitch their project to a virtual crowd and raise funds for better outcomes for local people and the community.

United Way Glenelg will be hosting their annual live crowdfunding event SharkPitch enabling people to tune into this “feel-good” initiative globally!

This year, Sue Wray from Edgarley Assisted Living, Wayne Barrett from Portland Community Garden, and Mick Doherty from Portland Yacht Club will tell their organisations story by providing a 6-minute pitch, followed by a 6-minute Q&A session to the virtual audience. MC for the evening, Neil O'Donnell will engage with the audience who can “pledge”, or donate. AWA Alliance Bank will join in to match audience funding, giving donors the extra incentive to donate.

Edgarley Assisted Living is hoping to raise funds to build a multi-generational playground, creating a safe place for their residents and the little people in their lives to connect and play. Think Old Peoples Home for 4-Year-Olds!

Portland Community Garden want to create a thriving, more resilient community where people from all walks of life can connect over the simple joy of growing fresh, nutritious food in a new purpose-built shed. The Space will allow for meeting new people, build new skills and create new life experiences.

Portland Yacht Club wants to encourage young people to safely get back on the water by assisting Portland Yacht Club to raise funds for a safety and coaching powerboat. At a time when ocean drownings are devastatingly high, together we can create a safer ocean playground for our community!

“Community organisations are the life-blood of a thriving community. Whether it’s with a group of friends, a hobby group, a sporting team, our neighbours or an online community, a sense of belonging is what humans need, said United Way Glenelg Executive Officer, Nicole Carr.

“A sense of belonging plays a key role in combating loneliness as we age. Being part of a community has a positive effect on mental health and emotional wellbeing.”

This will be the second year the event has been held virtually, and after the success of last year, it was a “no brainer” for the organisation.

“To eliminate the uncertainty, and the risk of having to postpone, or even worse cancel the event, we decided very early this year we would hold the event virtually,” said United Way Glenelg Executive Officer Nicole Carr.

“We gained a multitude of experience from last year and we have the same team behind the scenes assisting us again.”

“Technology also allowed us to reach a broader audience, receiving donations from across Australia,” said Ms Carr.

“This year we will help our community organisations to raise the funds they need to kick-start their projects.”

“On the night, feel free to grab a drink and get comfy in front of your computer or mobile device, as you prepare to hear from three passionate people,” concluded Ms Carr.

Pro-bono and in-kind needs will also be highlighted for those looking for volunteering opportunities. Several fun challenges will be encouraged, providing for a very entertaining evening.

The virtual event will be held on Tuesday 7 September 2021, starting at 7.00pm. The event will be held on Crowdcast, connection details will be emailed to all registered guests 24 hours before the event.. To register for the event head to <http://www.shorturl.at/mpNR3>

If you're interested in receiving more information about SharkPitch please contact Nicole Carr on 0410 513305 [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

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*Photo: L to R Sue Wray, Wayne Barrett and Mick Doherty.*