



## ***MEDIA RELEASE***

Thursday 2 June 2022

### **ARE YOU READY TO TELL YOUR STORY?**

Three grass-roots community organisations will have the opportunity to “pitch” their story at a virtual crowdfunding event with donors to raise vital funds for their project.

United Way Glenelg is keen to hear from community organisations that are running innovative programs focusing on providing health, education or financial stability opportunities for people experiencing disadvantage in the Glenelg Shire community.

United Way Glenelg and its partner AWA Alliance Bank expect to provide guaranteed funding of at least \$10,000 per participating organisation to match pledges made by audience members at the event. This means every dollar raised for the organisation on the night up to \$10,000 will be matched.

Nicole Carr, executive officer United Way Glenelg said **SharkPitch** is an excellent opportunity to connect donors and community organisations innovatively.

“It allows people wanting to give back, whether financially, in time or with services and products to link with organisations already established but needing support. Community groups can upskill their staff and/or volunteers with personalised guidance towards their pitch in soft skills like public speaking, pitching and marketing themselves.

“To support each “pitcher” to articulate their request, we provide pitch coaching with trainer and English teacher, Debra Crespan of Bayview College. This will give pitchers greater confidence on the night and make it a more relaxed atmosphere.”

Each pitcher will have six minutes on the night to persuade a live and virtual audience to pledge to their cause.

Powerhouse Productions will also work with all three organisations to develop a one-minute video of their work, allowing them to gain valuable exposure to potential volunteers, funders and connect with the community into the future too.

Since 2019 over \$150,000 has been raised for community projects through the SharkPitch events.

Expression of interest close on Thursday 30 June 2022. <https://www.unitedwayglenelg.com.au/our-work/grants/shark-pitch-eoi/>

The virtual event will be held on Tuesday 6 September 2022 from 7.00pm. Registration open soon.

Photo: Troy Lovett pitched for addioantnal funds in 2020 to filasie the Heywood War memeorial Towerr.

**Contact United Way Glenelg Executive Officer for more information 0410 51 3305.**

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