



United Way Glenelg

MEDIA RELEASE

Tuesday 30 June 2023

SHARKPITCH EVENT OFFERS FUNDING OPPORTUNITIES TO COMMUNITY GROUPS

In an exciting opportunity, three community groups will have the chance to present their compelling stories at a virtual crowdfunding event, seeking vital funds for their projects.

United Way Glenelg is inviting groups that are running innovative or new programs, with a focus on providing health, education, or financial stability opportunities to apply.

Teaming up with AWA Alliance Bank, United Way Glenelg aims to provide guaranteed funding of at least \$8,000 per community group, matching pledges made by audience members during the event. This means that every dollar raised on the night, up to \$8,000, will be matched.

"AWA Alliance Bank is proud to partner with United Way Glenelg in supporting the SharkPitch event and offering funding opportunities to community groups," stated Gavin Heathcote Chief Executive Officer of AWA Alliance Bank.

"Innovative programs can make a real difference in people's lives. By matching the pledges made by the audience, we aim to maximise the impact of these community initiatives and contribute to building a stronger, more inclusive community."

Nicole Carr, Executive Officer of United Way Glenelg, expressed her enthusiasm for SharkPitch as a unique platform to connect donors and community groups in an entirely innovative way.

"It allows individuals who wish to give back, whether financially, through their time, or with services and products, to connect directly with established community groups that require support."

"Community groups can enhance the skills of their staff and volunteers, receiving personalised guidance in areas such as public speaking, pitching, and self-marketing."

To help each 'pitcher' effectively articulate their request, United Way Glenelg, as part of the package, will provide pitch coaching. This coaching empowers pitchers with confidence on the night, creating a relaxed atmosphere.

During the event, each pitcher will have six minutes to captivate a live and virtual audience, inspiring them to pledge their support.

Powerhouse Productions will collaborate with all three groups to develop one-minute videos showcasing their impactful work. This opportunity will provide valuable exposure, enabling them to connect with potential volunteers, funders, and the wider community in the future.

Since 2019, SharkPitch events have successfully raised over \$210,000 for community projects.

Expressions of interest open Thursday 1 June 2023, closing Friday 30 June 2023 and can be submitted through the following link: <https://www.unitedwayglenelg.com.au/our-work/grants/>

Make a note in your calendar and get ready to join us on Tuesday 7 September 2023, at 7:00 PM for an incredible virtual event. And if you're up for some live action and celebration, we look forward to welcoming you at the Royal Hotel for a memorable viewing party.

For further information, please contact the Executive Officer of United Way Glenelg at 0410 51 3305.

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