

Web help for charities in the hunt for funds

RECENT statistics indicate South Australia shows greater levels of poverty than the national average for each household type in Australia.

Improving the quality of Australians' lives by providing valuable resources, support and financial aid is a difficult task for our local charities.

With deeper cuts in government aid and the public and business constantly being asked for help, fundraising has become increasingly complex.

Donate2.com.au is an initiative of an Adelaide-based web-development company which recently launched a dedicated online charity-auction website. It was set up to help Australian charities and not-for-profits raise funds more effectively.

Founder Madan Kumar and I work closely to help charities



my
BUSINESS

BY CORRIE HOLTY

meet their goals. Charity auctions are an enjoyable, competitive, time-tested fundraising tool that also build community spirit and promote cause awareness.

Most people know of the online bidding concept, best-known with eBay, but in our case, the goods are supplied by private and business donors with the proceeds going to local charities.

At present, we are focusing on the first stage of the launch by contacting and encouraging individual donors and businesses to support the cause by providing goods and services for auction.

As part of our official launch,

DONATE2.COM.AU

■ **Founded:** Madan Kumar and Corrie Holty teamed up to create donate2.com.au in 2007.

■ **Background:** Madan has IT qualifications and experience in developing internet-based application for small to medium-sized businesses while Corrie has been a marketing manager and

also has worked in local government, telemarketing for charities, teaching and retailing.

■ **Service:** Offers a cost-effective, easy-to-use e-commerce solution for the specific needs of charities and non profit organisations.

■ **Growth:** At present supporting local charities

we are extremely excited to partner with Kids Future Kids (KFK), a small but progressive community profit organisation.

KFK is an independent, non-affiliated organisation, providing life and leadership skills to children and young adults, aged six to 16 from disadvantaged backgrounds, through recreational camps. Apart from being an dedicated Australian charity-

auction website, our aim is to create a national web-based information centre.

Donate2.com.au provides charities with a cost-effective fundraising tool that needs little capital and resources and avoids donor fatigue by not constantly targeting the same donor base.

□ Corrie Holty is marketing and communications co-ordinator for Donate2.com.au.