

MEDIA RELEASE
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ImpactPay launches the future of giving

ImpactPay calls on Australians to Tap & Give

[ImpactPay](#), a world-first payment platform, is set to harness the 672 billion cashless transactions¹ that will occur around the world next year to drive real change and raise vital dollars for Australian charities including Sydney Children's Hospital Foundation, Alannah & Madeline Foundation, Ronald McDonald House - Greater Western Sydney and Guide Dogs Victoria.

If everyone in the world donated just 10 cents with each transaction, there would be \$67.2 billion dollars each year to change the world. Australians can now sign up for the ImpactPay prepaid debit card and smart wallet app which combines the collective power of micro-giving with 'tap and go' convenience to define the future of giving.

"The simple act of handing over a few coins to support a worthy charity has fallen out of step with the needs of the not-for-profit sector, as well as our convenience-focused, cashless lives. Givers are calling on better technology and greater transparency to make donating easy and to see outcomes in real-time," says Adam Levine, co-founder of ImpactPay.

"With ImpactPay, cause entities have the technology needed to leverage the power of micro-giving and connect with the next generation of givers who want control of who, what, when and how they donate," says Mr Levine.

With every tap or swipe of ImpactPay's Mastercard² prepaid debit card, Australians can support causes and projects of their choosing. With the smartphone app, givers can track the impact of their donations alongside the collective progress of their chosen project.

The payment platform is set to revolutionise the fundraising sector, where currently just one third of cause entities can receive donations through mobile channels³. Until now, these charities have been closed off from connecting with the key growth market of next generation givers - those aged 18 to 35 who have a preference for smart technology.

The '*ImpactPay next generation of givers*' report⁴, released today, reveals that while 84 per cent of Australians donate to charity at least once a year and 75 per cent believe supporting charities is everyone's responsibility, those aged 35 and under want smart tech and greater transparency from charities before donating.

"There is no doubt that donors, particularly younger donors, require transparency and honesty about how their dollars are used," says Lesley Podesta, CEO, Alannah & Madeline Foundation.

"Our donors want to know their support goes towards keeping children safe from violence and bullying. With most of our income going straight to our programs, they know their donations make a difference," says Ms Podesta.

The report finds 33 per cent of millennials would prefer to give via online donations, 21 per cent want mobile-enabled giving technology, 35 per cent want greater control to dial donation amounts up or down and 26 per cent want to track project donations in real-time.

"This cashless generation has grown-up in a mobile-first world where a social footprint is evidence of life and the business of living, from ordering dinner to managing their super,

happens through the tap of a card or swipe of a smartphone. By launching a movement that democratises giving, harnesses existing habits, and amplifies the power of the collective, we can change the world,” continues Mr Levine.

The data reveals three in four millennials would donate to a charity each time they tap their debit card and make micro-donations every time they shop online. The findings suggest millennials know their micro-donations, in collaboration with others can make a significant difference and kick-start global movements for change.

Arani Duggan, Head of Marketing and Fundraising, Ronald McDonald House Charities - GWS – one of ImpactPay’s founding charity partners, says, “As a charity, we are always on the lookout for new ways to engage the next generation of supporters, and the industry is crying out for transparent and easy-to-use technology. We know that traditional methods of supporting charities are on the decline and it’s important to embrace new ideas and technologies, if we are to continue to make an impact.”

ImpactPay’s other co-founder, Regina Levine, says, “A ‘Be Good & Do Good’ philosophy sits behind the ImpactPay movement; encouraging our tribe members to ‘Be Good’ with their money and take control of their weekly spending budget, as well as ‘Do Good’ by making a positive social impact with their daily transactions.”

“By connecting like-minded Australians who are passionate about making a difference; ImpactPay aims to raise one million dollars in its first 12 months, through the collective power of micro-giving. After that, we aim to donate one million dollars per month to causes that will change the world,” concludes Mrs Levine.

ImpactPay will be launching on 12 November, with those who have signed up to the waitlist getting early access to the platform. For more information and to join the waitlist, visit the ImpactPay [website](#), [Facebook](#), [Instagram](#) or [LinkedIn](#) pages.

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Further key findings from the report include:

- For millennials, seeing is believing. The most important factors when donation are:
 1. Knowing the donation will make a difference, not just cover admin costs
 2. Being able to see the end result
 3. Receiving updates on how the cause is going
- 28 per cent of Australians give to charity because of a personal connection
- 46 per cent of Australians donate to charity when they can see how the donation is used
- 51 per cent of Australians agree that lots of people giving small, regular amounts to the same cause has the potential to achieve the greatest outcomes

About the ImpactPay prepaid debit card:

- The ImpactPay prepaid debit card can be used wherever Mastercard is accepted.
- The card is free for students and has a monthly fee of \$1.49 for non-students

Notes to editors:

References:

¹Capgemini, BNP Paribas. (2018). World Payments Report 2018. [online] Available at www.worldpaymentsreport.com/ [Accessed 17 October 2018].

²Mastercard and the Mastercard brand mark are registered trademarks, and the circles design is a trademark of Mastercard International Incorporated. The ImpactPay Card is

issued by EML Payment Solutions Ltd ABN 30 131 436 532. Terms and Conditions apply - see impactpay.com/pds for further details.

³The Department of Social Services. (2017). Giving Australia 2016: Giving and volunteering: the non-profit perspective. [online]. Available at www.communitybusinesspartnership.gov.au/wp-content/uploads/2017/12/nonprofit_report_final_4dec17.pdf [Accessed 29 August 2018].

⁴ImpactPay next generation of givers report: ImpactPay commissioned research by PureProfile in June 2018 to survey over 1,000 Australian adults to understand their giving habits and attitudes.

About ImpactPay

Social impact payment platform, ImpactPay, is set to change the world by empowering a new generation of spenders, savers and givers.

The ImpactPay premise is simple, harness the untapped potential of the more than 577 billion payment transactions made each year with the power of micro-giving to change the world.

Through the unique payment platform's debit card and the collective power of the tribe, users can support causes of their choosing with each payment or transaction they make through micro-donations, starting at just 10 cents. At the same time, tribe members can utilise the platform's spending and budgeting technology to monitor their everyday finances.

ImpactPay is calling on Australians to sign-up to the ImpactPay movement. Founding tribe members will be gifted \$5 towards their chosen cause's project when cards are activated.

For more information and to register, visit the ImpactPay [website](#), [Facebook](#), [Instagram](#) or [LinkedIn](#) pages.