



Media Release
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JOIN THE CROWD AND TAKE ACTION AGAINST HOMELESSNESS

StreetSmart launches crowdfunding platform to secure grassroots projects

Melbourne based not-for-profit, StreetSmart Australia, is branching out from its DineSmart and CafeSmart fundraising events to launch an online crowdfunding platform and boost support for community organisations.

Adam Robinson, the founder of StreetSmart Australia, says crowdfunding is an innovative way to support local, grassroots projects that help some of the most vulnerable people in our community.

Since 2003, StreetSmart has raised over \$3.1 million to fund 938 small-scale local projects by running its successful national events (DineSmart and CafeSmart). According to Robinson, this was just the tip of the iceberg when it comes to the need for funds for local community-based organisations.

“We are now taking StreetSmart’s fundraising out of dining venues and taking it online using our ‘**Projects**’ website and harnessing the power of the social web,” Robinson said.

“The new ‘**Projects**’ platform enables us to directly connect donors with community organisations that need support right now. As State and Federal funding is cut our smaller community based organisations need our support.

“We want to build a community of supporters who see the benefit of supporting the smaller, independent not-for-profits. These organisations are out there on the front line, delivering critical support, often operating on tiny budgets and too small to raise a crowd themselves,” said Robinson.

Robinson said that crowdfunding gave the community a way to support this work and make a meaningful contribution, directly, while raising awareness for these smaller organisations.

StreetSmart is staying true to its roots and focussing the ‘**Projects**’ site to assist smaller charities, social enterprises and organisations that help people who are homeless or at risk.

“Homelessness is something we need to urgently address. While there are major structural changes that need to be made, such as building more affordable housing, we also need action to help people who are experiencing homelessness or are at risk right now.

“We are keen to work with organisations who are interested in this type of fundraising, and hearing from corporate partners who want to join us and the public to direct funds to where it is needed most” said Robinson.

For more information contact StreetSmart CEO Adam Robinson 0488 336419 or adam@streetsmartaustralia.org

