



Media Release
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JOIN THE CROWD AND TAKE ACTION AGAINST HOMELESSNESS

StreetSmart is taking its fundraising online to raise a crowd to directly fund grassroots projects

Adam Robinson, the founder of grassroots charity StreetSmart Australia came across the emerging crowdfunding site KickStarter in the USA several years ago. He immediately saw the potential for the idea to be harnessed for good, and in particular- be an innovative way to fund local, grassroots projects that help some of the most vulnerable people in our community.

Since 2003, StreetSmart has raised over \$3 million to fund 845 small-scale local projects by running its successful national events (DineSmart and CafeSmart). But Adam knew that this was just the tip of the iceberg when it comes to the need for funds for local community-based organisations.

So now with StreetSmart's launch of its 'Projects' website, the organisation is turning to the power of crowdfunding and the social web.

"We are now taking StreetSmart's fundraising online", Adam said. "The new 'Projects' platform enables us to directly connect donors with community organisations that need support right now."

"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, often operating on tiny budgets and too small to raise a crowd themselves.

"On the flip-side, we know that the community wants to support this work but they find it hard to know how to do this. Therefore, we are making it easier for people to find them and help out directly."

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.

Adam said: "Homelessness is something we need to urgently address. While there are 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."

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