



MEDIA RELEASE

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GRASSROOTS CHARITIES RECEIVE FUNDING BOOST FROM icare foundation

Three charities went head to head last week pitching to an audience of Insurance and Care ([icare](#)) NSW staff for a share in a funding pool of \$100,000.

The Pitch In event, hosted by ABC Radio's James Valentine, involved six-minute pitches from [Wheel Easy](#), [Limbs 4 Life](#) and [Waves of Wellness](#). At the event, each audience member was allocated \$750 of the \$100,000 funding from the icare foundation to pledge to whichever charity or charities best captured their attention.

"We wanted to bring together grassroots change-makers who have the potential to create positive, long-lasting difference in the prevention or post-injury care and treatment space," said icare foundation GM, Amanda Keogh.

"Live crowdfunding is a unique and fun approach to capacity building for non-profits that involves our icare employees in the funding process," she added.

Each of the three charities approaches the injury care and treatment area from a fresh angle.

Up first was Max Burt from WheelEasy. Max, a wheelchair user, knows firsthand how people living with disability are prevented from participating in leisure activities the rest of the community take for granted. He explained how the WheelEasy website offers wheelchair users the basic tools and information so they can get out and enjoy life.

"Our first product is an Access Information Website – a sort of TripAdvisor for everything to do with mobility access. It crowdsources information, inviting users to share what they know, building a really powerful and influential community of mobility-impaired people," said Max.

Next up was Melissa Noonan, CEO of Limbs 4 Life, the peak body for amputees in Australia which provides support to thousands of amputees and their care givers.

"After losing my leg in an accident, I had a million unanswered questions and I was really frustrated that there wasn't any information out there for people who had experienced limb loss.

I founded Limbs 4 Life so that no one has to go through the trauma of limb loss alone. Limbs 4 Life supports amputees through the provision of one-on-one peer support in hospitals, health and wellbeing information, social inclusion events and activities and web-based information and assistance tools," said Ms Noonan.

The final pitch was from Joel Pilgrim, CEO of Waves of Wellness, who spoke about the WOW Surfing Experience, an eight-week evidence based learn to surf program for young people at risk of, or experiencing, mental health issues.

"Our program breaks down the barriers and stigma that prevent people from being well. The primary focus of the program is to introduce surfing to participants as a way to improve connection, physical health, mental health and wellbeing.

"By facilitating conversations and connection and by increasing awareness, we want to change the way mental health is viewed and treated," said Mr Pilgrim.

At the conclusion of events in Sydney and Parramatta, the final tally was: WheelEasy \$33,250, Limbs 4 Life \$28,250 and Waves of Wellness \$38,500.

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About icare: icare (Insurance & Care NSW) is the insurance and care provider for NSW.

We insure 3.7 million workers, motorists and builders and 296,000 employers. For more information, visit: www.icare.nsw.gov.au





Background on icare:

icare is one of the largest insurance providers in Australia and a Public Financial Corporation providing workers compensation insurance to more than 3.7 million workers, builders, road users and homeowners in NSW and over 296,000 NSW businesses.

icare is a social insurer (not-for-profit), established on 1 September 2015. It has more than \$32 billion in assets across its schemes and insures state-owned assets, including the Sydney Opera House, Sydney Harbour Bridge and Taronga Zoo.

Whether a person is severely injured in the workplace or on our roads, icare supports their long-term care needs to improve quality of life, including helping people return to work.

We're made up of six primary schemes that are committed to delivering better cover, treatment, and care to the people of NSW.

For more information visit: <http://www.icare.nsw.gov.au>.

Background on icare Foundation:

icare foundation is a social venture. We work to make sure the people of NSW stay safe and healthy at work and on the roads and have the support they need to recover from injury.

In the past 2 years, the icare foundation has provided over \$13 million in funds to support vital programs and research projects to prevent workplace injury, improve workers quality of life and enhance return to work outcomes.

To find out more about the icare Foundation and its investments, visit: <https://www.icare.nsw.gov.au/about-us/icare-foundation/our-story/>

