



## MEDIA RELEASE

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### CHANCE FOR CHANGE-MAKERS TO PITCH

icare foundation's third Pitch In has just been launched, with the call going out for small not-for-profits in the prevention and post-injury care space to apply for a share of \$100,000 at two live crowdfunding events in November.

Don Ferguson, icare Group Executive Care and Community, said that for small charities, garnering financial support is a mammoth task - especially when facing the large corporate charities with their significant fundraising capabilities.

"Four per cent of charities receive 80 per cent of the revenue, which makes it so difficult for programs which connect at the most local level to get off the ground," Mr Ferguson said.

"That is why icare is committed to Pitch In, where we have \$100,000 available for three winning change-makers. We are looking for small organisations who will contribute to a more resilient, healthy and thriving community," he added.

"We run Pitch In twice a year and have had remarkable results to date. It's also an incredibly rewarding experience for our employees, working in the insurance and care sector, to be directly exposed to inspiring people who are incredibly innovative. They get the chance to vote on how the money should be divided up," he said.

Entries for the November event have just opened. Organisations have until 1 October to submit an entry. Successful finalists will attend a coaching workshop and then present to the judges. The final three will then have the opportunity to pitch to icare staff at an event in Sydney on Monday 26 November and again in Gosford on Thursday 29 November.

All grassroots organisations (with lower than \$5 million income per annum) operating innovative health and wellbeing programs in NSW are welcome to apply. Their programs should prevent physical and psychological illness or treat and rehabilitate injured NSW employees or road users.

Previous participants are:

- Limbs 4 Life, the peak body for amputees in Australia
- Waves of Wellness Foundation (WOW), a mental health surf therapy charity
- WheelEasy, developers of an accessible leisure information website
- Batyr, a school education program about mental health
- Top Blokes, providers of social education and peer mentoring to disadvantaged young men
- Uplifting Australia, who build emotional and mental health and resilience in families.

For more information and to apply [online here](#) or visit [www.icare.nsw.gov.au/icare-foundation/](http://www.icare.nsw.gov.au/icare-foundation/).

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

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