

q charity: A DOLLAR A WEEK

A Dollar A Week was setup by our founder Mick in 2017, to engage everyday people with ONGOING giving, that was one of choice and continual impact. The platform is designed to connect Impact Legends (donors) to partner for just \$1 a week with amazing projects based in Australia that are producing great results both domestically and overseas.

This unique setup is a 100% model, which means we don't take a cut of the weekly pledges, and every single week, people can support their favourite project.

When asked about the purpose Mick stated: *"I've always given to charities myself over time, however always really adhoc. I haven't really been connecting to a cause ongoing for a variety of reasons. So ADAW came from wanting to product a space for people to give to projects they connect with, on a regular basis that doesn't break the household budget. With the concept of crowdfunding continually evolving and the global connectivity we now have thanks to social media and the like; we really do have an opportunity to create lasting impact with these projects by working together."*

The ADAW tagline says that "half the world can afford it, and the other half could use it". And they really believe that.

Mick says, *"This little idea of ADAW is one of possibility and imagination for creating a sustainable giving model that everyone can get involved with. Just imagine what is POSSIBLE if every single working adult in Australia gave just \$1 a week to their favourite project. Millions of dollars EVERY WEEK being given 100% to the chosen projects to create amazing results on the ground. With that sort of funding, these amazing projects could achieve impact that would last generations and secure a completely different future for our children."*

Since their launch, in August 2017, the growth has been organic and steady enough that they have created some great outcomes. With a little over \$2000 raised for our projects, ADAW have been able to create tangible outcomes that have contributed to; around 500 hungry people fed a meal with OzHarvest, Delivered 6 children through mental health awareness and discussion programs with the legends at Sydney based Batyr; Contributed to the building of a new water well in Eathiopia via Well Wishers; the list goes on with each of our projects.

"The results so far are great, however we're only at the very beginning. It's very early days in our young platform, we have amazing projects to continue to support. Currently with 11 projects there is something for everyone to get involved with", Said Mick. *"Our first target is to get to IMPACT 1000. Which is 1000 registered donors, all giving \$1 a week. That's \$52,000 a year in funding for our partners."*

The company is setup as an incorporated structure as A Dollar A Week inc, and is registered with the Australian Charities and Not-for-profits Commission, with a third party accounting firm engaged for yearly Auditing. This Mick says is "to do it right from the start, so our donors have confidence in the system"

So the future looks bright for this young business looking to change the world. People are registering each week and each week their Impact is compounded. \$1 a week is achievable for at least half of the population. The variety of projects to choose from is great too. From local grass roots organisations providing local outcomes to national and event international organisations that have a much larger scope. There is something for everyone. So the sky is the limit in what can be achieved.

BUT it doesn't work with just words ... they need you to TAKE ACTION and register. It's only \$1 every week, you choose who gets it, and they make sure it gets there. Get on board now, so that you can say in ten years time when we are changing the world with millions of Impact Legends ... "I was one of the first". Join us NOW at ground level, and be apart of the beginning of something amazing!

Head to www.adaw.biz to register now! ADAW is also looking for business partners and brand ambassadors to help them spread the word. If you'd like to express interest in this, you can email Mick at mick@adaw.biz

