



*** FOR IMMEDIATE RELEASE ***

A NEW BENCHMARK FOR CORPORATE PHILANTHROPY SET BY NATIONAL MORTGAGE BROKER

IS IT ENOUGH TO SAVE THE CHARITY SECTOR?

MEDIA RELEASE: Queensland, 15 June 2020

In a time when charities are struggling to survive, Mortgage Brokers Edgeview Finance are giving \$500 per loan to charity through their newly launched Donation Program.

Edgeview's Donation Program represents a new benchmark in corporate giving. Recent research conducted by charity consultant, The Good Cause Co., revealed the average Australian business gives just over 1% of their profits to charity. Through this program, Edgeview Finance estimates they will be giving 20% of their upfront commissions to charity.

Director of Edgeview Finance, Daniel Peters states:

"We want our contribution to charity to be significant, not a token. Rather than look at what our competitors were giving, or what a minimum acceptable "pledge" was, we worked out what was the maximum amount we could give. We want to set the benchmark for what's possible."

Such a commitment to the charity sector cannot be underestimated. If widely adopted; it could save the sector. If all Australian businesses increased corporate giving to just 1.3% of pre-tax profits, expected losses in charity donations from the COVID-19 economic downturn could be avoided.

CEO of The Good Cause Co., Jessica Bowman highlights:

"Australian charities are struggling. Now, 16% face foreclosure in the next six months if drastic action isn't taken. Business can play a serious role in bridging the gap between what charities need to survive and any expected loss of income."

Edgeview Finance, via its Donation Program, will partner with up to 10 carefully selected charity partners that provide strong evidence of delivering on their mission. Charities include:

- **GIVIT**, who match generosity with genuine need. Donations by Edgeview Finance will assist GIVIT to continue to support those affected by hardship, whatever their circumstances, by drought, fire or by events like COVID-19.
- **The Fred Hollows Foundation**, a not-for-profit organisation that works to see a world where no one is needlessly blind or vision impaired. The Foundation works with communities to improve their health systems by training doctors, nurses and healthcare workers while generating, and advocating for, new ideas that push for change. Each donation made by Edgeview Finance can restore sight to as many as 20 people.
- **Orange Sky**, who help to positively connect the 116,000 Australians experiencing homelessness. Each donation by Edgeview Finance will support people doing it tough by providing 210kg of laundry, 21 safe, warm showers, and 14 hours of genuine conversation.

GIVIT Founder and Director, Juliette Wright OAM said more Australians than ever need support from charities and community organisations such as those registered with GIVIT.

“With negative economic impacts of COVID-19 being felt across Australia, we’re already seeing a significant increase in people needing assistance and expect this to rise over the coming months – including many who may never have found themselves in such a vulnerable position before,” said Ms Wright.

For more information on Edgeview Finance’s Donation Program, visit <https://edgeviewfinance.com.au/donation-program/>.

For research by The Good Cause Co. on how business can save the charity sector, visit <https://www.thegoodcause.co>

- END -

Notes to Editors

For further information, images and interview requests contact:
Daniel Peters, Director & Founder of Edgeview Finance
E: dan.peters@edgeview.com.au
P: 0405053155

About Edgeview Finance

Edgeview Finance is a national mortgage broker that has a mission to provide clients with an independent mortgage advice service and work together to improve our communities. W: <https://edgeviewfinance.com.au>