



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

HEADLINE: QLD Government-backed tech firm Little Phil launches Innovative employee retention tool

Gold Coast social enterprise Little Phil is taking its Company Giving initiative nationwide this March as it seeks to completely transform Workplace Giving in Australia.

The micro philanthropy platform is a social enterprise founded in 2017 to bring transparency to the charitable sector by enabling donors to track their donations from start to finish and prevent third-party fundraisers from taking a large share of the funds raised.

Company Giving is its latest offering designed for companies seeking to attract and retain employees in an increasingly competitive market for talent, whilst also supporting the not-for-profit industry. The turnkey Corporate Social Responsibility (CSR) solution will empower employees to choose where the companies donations should go, come together to close out campaigns and track their impact over time.

Little Phil Co-founder and General Manager, Mat Sayed, said that the company is now ready to go national with its Company Giving platform following a more targeted launch in December with leading Australian telco Amaysim.

“After a successful initial rollout of our Company Giving program in December with Amaysim, we are now ready for our turnkey technology platform to be utilised by businesses across Australia to drive their community impact programs.” said Mr Sayed.

“Our platform provides companies a turnkey solution to empower employees to select not-for-profits or community causes they are passionate about and provide direct financial support – rather than not having a choice in the generic company-wide program. From the employer’s perspective, they get to attract and retain socially conscious employees, with the additional benefit of still retaining tax benefits as we are a registered non-profit with the Australian Charities and Not-for-profits Commission (ACNC) – so it is a ‘win-win’ scenario for all parties.”

Little Phil will offer all companies that sign up to Company Giving three months’ free on the platform if they sign up before the end of the financial year.

Company Giving on Little Phil is the second groundbreaking initiative that the fast-scaling tech start-up has launched over the past six months.



Concurrently it went live with its foray into the Non Fungible Tokens (NFT's) space in November to provide charities greater access to alternative fundraising solutions.

This initiative saw it partner with Korean music-star DJ Soda, along with NFT digital trading platform Xillion to deliver to the market a digital art piece valued at AUD\$2.8 million with 12.5 per cent (an estimated AUD\$350,000) of this total to be allocated to charitable causes.

Mr Sayed said that both program launches showcase the goal of the company to create a total giving eco-system that connects donors, businesses, and brands more directly with charities and beneficiaries.

"Both these initiatives highlight our goal to empower more socially conscious workplaces while enabling charities access to the cryptocurrency space to help them in diversifying their fundraising streams," Mr Sayed said.

"We can't wait to see what the rest of the year will bring as we deliver further disruption to the not-for-profit sector."

About Little Phil:

The micro philanthropy platform, aptly named Little Phil was founded in October 2017 and believes that with the latest scalable technology and passionate people, we can make the world a better place.

It all started with a mission to develop a smartphone optimised giving platform designed for the next generation of givers. Little Phil has now evolved into creating a total giving ecosystem that connects donors, businesses, and brands more directly with charities and beneficiaries. This provides donors full transparency around where their donations go and charities the ability to showcase the difference every dollar makes in real-time.

Little Phil has won industry awards for innovation, represented Australian Fintech and Social Enterprise Startups at the largest technology conferences in the world, and is proudly supported by the Queensland governments Ignite Ideas Fund.

Learn more at: littlephil.org

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