



STARTSOMEGOOD



school for
social
entrepreneurs

ING DIRECT kicks off Dreamstarter 2015

Supporting seven social change projects from across Australia

Wednesday 27 May, 2015: ING DIRECT has launched its online crowdfunding initiative Dreamstarter 2015, supporting seven social change projects from across Australia with seed funding and crowdfunding campaign assistance. The projects range from a Mobile Shower Service for homeless people in Melbourne through to the Social Outfit, a fashion outlet in Sydney providing training and employment to refugee and new migrant communities.

In partnership with crowdfunding platform StartSomeGood and the School for Social Entrepreneurs, Dreamstarter is harnessing the power of social media to rally Australians to get behind some of the country's most inspiring go-getters who are eager to make a positive change in Australian communities.

Jackie Ruddock of The Social Outfit, from Newtown in Sydney, which is part of Dreamstarter 2015, said: "The Social Outfit is approaching its first birthday and we are thrilled to be celebrating with Dreamstarter. One year in and we've been wowed by the skills and talents of the refugee and migrant community we work with, but we're hungry to do more."

Jackie added: "Dreamstarter gives us the opportunity to connect with valuable supporters to nurture more creativity and make a bigger impact with people in need."

One of last year's Dreamstarters, Natalie Woods of the [Clean Coast Collective](#), said: "Dreamstarter 2014 gave us the opportunity to make one of our large scale clean-up projects a reality by reaching beyond our immediate group of followers and volunteers. In the past year Clean Coast Collective has removed almost 4,000 plastic remnants and 16,000 cigarette butts, and almost 900 bottles and cans from the coast of mainland Australia."

David Breen, Head of Corporate Affairs, ING DIRECT, commented: "Dreamstarter is about helping individuals who have a vision of change and the drive to make it happen, ultimately leading to strong communities and social change. It's great to be building on the success of Dreamstarter in previous years with such a diverse range of social entrepreneurs and projects."

Since its inception in 2013, ING DIRECT has provided \$117,800 in funding to projects, which has helped 31 Dreamstarters to leverage crowdfunding of up to \$371,230. Their work has had huge impacts across health, education, the environment and social welfare.

Visit www.ingdirect.com.au/dreamstarter to support the current projects in Dreamstarter 2015.

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Dreamstarter 2015

- www.campaigns.ingdirect.com.au/dreamstarter

The Social Outfit:

- Website: <http://thesocialoutfit.org/pages/about>
- Twitter: @TheSocialOutfit
- Facebook: www.facebook.com/TheSocialOutfit
- Instagram: @thesocialoutfit

About ING DIRECT

ING DIRECT changed the way Australians bank 15 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation. With over 1.5 million customers – and \$32 billion in savings and \$38 billion in mortgages – ING DIRECT has the highest Net Promoter Score of any bank.

About StartSomeGood

StartSomeGood is a crowdfunding platform for social innovation. They aim to create an "everyone a changemaker" world, where anyone with an idea for creating a better future is empowered to make it happen. They connect your dream with the people and resources you need to make an impact. www.startsomegood.com

About the School for Social Entrepreneurs

School for Social Entrepreneurs (SSE) Australia inspires and equips changemakers and social entrepreneurs to establish, scale and sustain social ventures that foster social and economic participation, and create a lasting impact within disadvantaged communities. Their vision is a community powering positive changemakers for a more inclusive and sustainable world. <http://sse.org.au/>

Dream-starter	Project	Project Description	Location
Joshua Wilkins	Mobile Shower Service	The mobile shower service offers homeless persons a safe place to shower, shave, brush their teeth and gain access to free clothing and hygiene products.	Sydney, NSW
Jessica Grynberg	The Bread & Butter Project	The Bread & Butter Project is a wholesale artisan bakery that provides training & employment pathways for refugees & asylum seekers to enhance their prospects of successful resettlement & sense of belonging in Australia.	Sydney, NSW
Amelia Salmon	Just Earth	Just Earth is a fair food café, fair trade coffee roaster and physical and online retail store. They aim to create 22 new jobs for people disadvantaged in the labour market.	Brisbane, QLD
James Zaki	Hive Trade	HiveTrade is a collaboration platform where ideas are shared and products are made. It aims to build a community of artists and makers working together to share, make, and innovate.	National (online)
Brad Cardis	The FARM	This project will take over unused land in Mount Penang Parklands and create an eco-friendly, recycled & working bee arts barn with access for art workshops, retreats, and events.	Mount Penang Parklands, NSW
Jackie Ruddock	The Social Outfit	As a trading social enterprise, The Social Outfit provides education, training and employment opportunities in the fashion industry to refugee and new migrant communities in clothing production, retail, design and marketing.	Sydney, NSW
Claudia Devlin	All Things Finance Business College	All Things Finance offers competitively-priced, comprehensive, accounting services to individuals and small-medium businesses on the Central Coast, with all profits being directed back into Youthconnections.com.au and their range of innovative programs.	Kariong, NSW