



STARTSOMEGOOD



school for  
social  
entrepreneurs

## Play your part in a better tomorrow

### Applications open for ING DIRECT Dreamstarter crowdfunding 2016

**9 February 2016:** If you have a bold idea to drive social change, make it a reality with ING DIRECT Dreamstarter, an online crowdfunding initiative for social impact projects supported by StartSomeGood and the School for Social Entrepreneurs.

Applications are currently open for [Dreamstarter](#) 2016, which since inception in 2014 has supported 44 social entrepreneurs to raise more than \$617,000 for social impact projects in Australia.

Dreamstarter alumni include [Street Art Murals Australia](#) (SAMA), a social enterprise focused on legitimising street art and supporting developing artists - from at risk youth and emerging talent, to professional level artists.

SAMA's successful Dreamstarter campaign was the foundation for the Katoomba [Street Art Walk](#), launched in June 2015. The Katoomba Street Art Walk brought together eight local emerging artists, as well as master street artists from around Australia and overseas, to design and paint 30 mural sites and establish a visitor attraction in the Blue Mountains, NSW.

#### About Dreamstarter

For each successful Dreamstarter venture, [ING DIRECT](#) provides funding up to 50 per cent of the 'tipping point' of the crowdfunding campaign.

Dreamstarter also provides access to training on how to run a crowdfunding campaign, campaign support and promotion, and financial management courses to help you sustainably manage and grow your social enterprise.

So whether it's helping break the cycle of homelessness, connecting communities, or inspiring young people through environmental education, applying for Dreamstarter can help make your dreams a reality and shape a better tomorrow.

Applications are open at [ingdirect.com.au/dreamstarter](http://ingdirect.com.au/dreamstarter) until 29 February with live crowdfunding campaigns launching in April 2016.

-ENDS-

#### Media contacts:

Kristen Costandi, PR Manager, ING DIRECT  
+61 2 9018 5160, +61 413 317 225  
E: [kristen.costandi@ingdirect.com.au](mailto:kristen.costandi@ingdirect.com.au)

#### About ING DIRECT

[ING DIRECT](#) changed the way Australians bank 16 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.



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### **About StartSomeGood**

[StartSomeGood](#) is a crowdfunding platform for social innovation. They aim to create an "everyone a change-maker" 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.

### **About the School for Social Entrepreneurs**

[School for Social Entrepreneurs](#) (SSE) Australia inspires and equips change-makers 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 change-makers for a more inclusive and sustainable world.