



MEDIA RELEASE

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## WORLD-FIRST BANKING SERVICE LETS CUSTOMERS GET act.IVE FOR CHARITY

Innovative not-for-profit banking specialist Community Sector Banking is launching a world-first banking service, which allows customers to give to a range of worthy causes simply through their banking.

The new division of Community Sector Banking – **act.** has been established after two years in development to deliver a positive social impact around Australia.

It will use a crowd-sourcing model to raise money for social enterprise projects across all sectors, each month.

Under the initiative, **act.** will allocate “impact dollars” – real dollars taken from the profit it earns – to each **act.** customer to donate to the project of their choice. Customers will choose where their donations go, how much and how often.

The amount of impact dollars a customer generates will depend on their banking habits.

For example, a customer who holds a \$250,000 mortgage with **act.** could generate \$31 a month to reinvest in the social project of their choice.

“**act.** believes in profit for purpose and **act.** is a world-first – a new way of banking where who you bank with does matter,” the head of Marketing, Communications and **act.** at Community Sector Banking, Amanda Watt, said.

“Simply by choosing to bank with **act.** you can contribute to a project or projects of your choice from among a range of diverse charity, not-for-profit and social enterprise projects – all delivering positive social impact.

“**act.** transforms banking from an everyday passive undertaking to a positive force for change.”

The social projects cover areas such as animal welfare, support for people with illness and disabilities, the environment and community food programs. Each project will be live for a maximum of 60 days and, similar to a crowd-source model, if it doesn't raise its funding target in the allotted time, the project will not be funded.

An online and telephone banking service only, **act.** offers seven products including transaction accounts, savings accounts credit cards, personal loans and home loans. **act.** accounts generate the standard interest applied to other banking products.

“By signing up for banking products with **act.** our customers or **act.**ivists, as they will be known, can make a real difference to a social cause simply with the click of a button.”

“**act.** gives you the opportunity to earn and donate banking profits to a whole range of inspiring, community-focused projects simply by doing something you already do everyday.”

The **act.** website – [www.letsact.com.au](http://www.letsact.com.au) – launches on November 10 with ten social projects. Six to eight projects will go live on the website each month.

For further information on **act.** call 1300 228 863 or see <https://www.facebook.com/pages/act/letsactau> or <http://twitter.com/letsactau>

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