**MEDIA RELEASE**

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**FOR IMMEDIATE RELEASE**

**HEADLINE:** Queensland Ignite Ideas start-up representing Australia at North America’s largest tech conference

Queensland headquartered social enterprise [Little Phil](https://littlephil.org/) (short for ‘Little Philanthropist’) is representing Australia as a featured start-up at North America’s largest tech conference, the Collision Conference that starts today.

As a [featured start-up](https://collisionconf.com/startups/featured-startups?q=eyJxdWVyeSI6IkxpdHRsZSBQaGlsIiwicGFnZSI6MSwiY29uZmlndXJlIjp7ImhpdHNQZXJQYWdlIjo0OCwidGFnRmlsdGVycyI6WyJjYzIxIl19fQ==) representing Fintech for Philanthropy & Social Good, Little Phil was selected from thousands of applicants worldwide. Its Blockchain inspired technology empowers donors to give directly to causes they care about, while at the same time giving charities an alternative source of revenue raising through the Little Phil platform.

Little Phil Co-founder and CEO, Josh Murchie is excited to be one of the companies representing Australia at Collision as the business looks to scale.

“This incredible opportunity to showcase Little Phil to some of the leading founders, investors and advisers from across the globe is coming at an exciting time for the business,” said Mr Murchie.

“We are currently working with a number of charities including Greenpeace, mental health organisation LIVIN and the Currumbin Wildlife Sanctuary. Appearing at Collision enables us to showcase the work we are already doing in transforming the charity sector to a global audience and allows us to highlight how our technology aids charities in supporting their causes.”

Founded in 2017, Little Phil is a total giving ecosystem that connects donors, businesses, and brands more directly with charities and beneficiaries through its Fintech technology platform.

It provides charities large and small access to a tool that raises awareness of their causes and gives them the ability to directly connect a donor with a cause they specifically are passionate about.

The core point of difference is that it ensures those giving money to have direct oversight over how their funds are used and ensures that there is full transparency in how every dollar is spent.

For charities, this technology then enables them to provide direct reporting to individuals and organisations who are providing them financial support on how their contribution is making a difference.

It achieves this by using the Blockchain technology to provide regular updates, reports, and notifications on the progress of a specific campaign and outline how the money is being spent.

For Josh Murchie, Collision provides further validation that the market and investors are interested in providing the charity sector the tools it needs to engage the next generation of donors.

“In 2020 we ran an Australia-wide survey – the State of COVID report into Australia’s not-for-profit sector – that shows that the giving behaviour of Gen Z’s and millennials is one of the major challenges facing charities,” Mr Murchie said.

“From the feedback we’ve received regarding our attendance at Collision, this is a problem faced globally as charities seek to understand how they can better engage with under 40’s and that the technology we have developed may assist with this process. Excitingly we will also be unveiling our latest initiative at this conference that will seek to provide charities new sources of recurring revenue through Blockchain technology that directly appeals to Gen Z’s and millennial cohorts.”

**About Little Phil:**

Little Phil (short for Little Philanthropist) 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 developing 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 Start-ups at the largest technology conferences in the world, and is proudly supported by the Queensland governments Ignite Ideas Fund.

Learn more at: littlephil.org

**For interviews, images or further information please contact:**

Sean Braybrook, sean@inskribed.com/m 0406 961 067

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