



MEDIA RELEASE

LITTLE PHIL LAUNCHES GIVING INITIATIVE WITH AMAYSIM PARTNERSHIP

Gold Coast start-up Little Phil has partnered with leading Australian telco amaysim to launch their latest platform addition, **Company Giving**.

Little Phil, which stands for Little Philanthropist, is a non-profit micro philanthropy platform, 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 support the not-for-profit industry.

Earlier this year the company was awarded funding from the Advance Queensland Ignite IdeasFund to grow the number of charities using its platform, boost their campaigns, donor database and grow revenue.

Little Phil Co-founder Craig Gillam is driving their corporate partnerships program and said the amaysim partnership involved the company becoming part of the telco's **Big Love Legends** program, which seeks to support customers who are making a positive impact in the community through not-for-profit organisations, charities, volunteer or local community groups.

"amaysim has also generously committed \$5,000 in the form of credit on the Little Phil platform so they can choose which charities or campaigns they want to support," Mr Gillam said.

"We're hoping other companies see this and follow suit as it is a great and meaningful alternative to throw-away gifts so common during the holiday period."

amaysim is no stranger to showing their customers love and their Big Love Legends program is just one example of this.

Isaac Ward, Chief Operating Officer at amaysim says they are pleased to continue showing big love to organisations such as Little Phil and says it is another tangible and meaningful demonstration of how they put customers at the heart of everything they do.

"We are so grateful to be able to partner with important causes like Little Phil and rally our resources to put towards the Company Giving initiative. It's incredibly special to not just be able to support Craig as a loyal amaysim customer but also provide support to a charity that is particularly important," Mr Ward said.

Mr Gillam said the amaysim partnership followed Little Phil launching another initiative called Company Giving.

"Company Giving is a positive spin on the current system for workplace giving, which is outdated and involves salary sacrificing," Mr Gillam said.

"This is about enabling a continuous donation stream to flow through to the not-for-profit sector all while allowing companies to retain the charitable tax benefits and letting employees support causes they care deeply about. At the same time companies can create a better culture, which leads to higher retention and employee satisfaction."

Mr Gillam said 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 year.

In addition, as part of its Annual Gift of Giving campaign, Little Phil will match dollar-for-dollar up until it reaches the total limit of \$10,000 for all companies that credit employees on the platform.

“These initiatives mean Little Phil is ending the year with a bang,” Mr Gillam said.

“We can’t wait to see what 2022 will bring as we deliver further disruption to the not-for-profit sector and look forward to doing this alongside partnering companies like amaysim.”

For more information visit: www.littlephil.org and www.amaysim.com.au/big-love-legends.

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NOTES TO EDITOR:

Available interview opportunities:

- Little Phil Co-founder, Craig Gillam
- amaysim COO, Isaac Ward

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 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.

About amaysim’s Big Love Legends Program

In May this year, amaysim launched their Big Love Legends program designed to get behind their customers and the not-for-profit organisations, community-based initiatives, and social innovation programs they are invested in. With over 80 applicants responding, the telco then selected five finalists who will all work closely with amaysim over the next 12 months, Little Phil was one of these five. The initiative will see amaysim work with the five finalists over the coming months to offer them tailored support, which will range from supplying devices, offering free sim cards, marketing, PR and social assistance through to leaning on amaysim’s network and connections.

About amaysim

At amaysim, 10 years of being the least complained about telco comes with certain responsibilities. With award-winning customer service, amaysim goes above and beyond to show ‘Crazy Customer Love’ by providing great value, frictionless connection and what you need most: no lock-in contracts, more data for your buck, access to the Optus 4G Plus network and surprising bonuses. In other words, the amaysim SIM is a little love machine, powered by customer love.

We’re the fourth largest mobile service provider, servicing over 1.2 million subscribers. We exist to courageously champion our customers, giving them amazingly simple connectivity, smart tools, DIY account management, and transparent products with a whole lotta heart. For more info about amaysim visit www.amaysim.com.au.