



hello@givora.com.au

givora.com.au

ABN 90 281 016 332

CHARITIES EMPOWER PEOPLE · WE EMPOWER CHARITIES

# Get your cause heard. And funded.

A hyperlocal fundraising channel for community charities —  
always-on storytelling and a campaign every quarter, run for  
you.

# Fundraising shouldn't be a once-a-year scramble.

Local charities do extraordinary work — but raising money too often comes down to a single campaign or a volatile grant cycle. There's rarely the time, the budget, or the in-house skill to tell your story consistently, and turn local attention into income.

## What we do instead

Givora turns scattered, occasional fundraising into a channel you can rely on all year — steady storytelling that grows a local audience, and a rotating campaign each quarter that converts it into funds and recurring monthly givers. You stay the registered fundraising operator and beneficiary; we're simply the engine behind you.

HOW IT WORKS

# Two layers, working together.

An always-on engine that keeps your community warm, and quarterly peaks that turn that warmth into funds.

ALWAYS ON



## The storytelling engine

A steady stream of short impact videos every week — built from one monthly shoot and cut down into many. It grows your supporter list, builds local presence, and quietly invites monthly giving.

EACH QUARTER



## The quarterly peak

A rotating campaign — a hero-prize raffle, a community auction, or a seasonal appeal — that turns your warmed-up audience into a funding surge. Every round gets cheaper and bigger as your audience grows.

The retainer buys the **engine**, not the raffle: continuous storytelling grows an audience you own, drives monthly giving year-round, and makes every future campaign cheaper by re-engaging warm supporters instead of buying cold reach each time.

YOUR YEAR AT A GLANCE

# A peak every quarter.

One signature campaign each quarter, with storytelling running underneath the whole way through.

**Q1**

## Raffle

A sponsor-funded hero prize that grows your list fast.

**Q2**

## EOFY appeal

The biggest giving moment of the year, with tax-time urgency.

**Q3**

## Community auction

Local experiences and items, donated by your partners.

**Q4**

## Christmas raffle

A festive hamper draw to close the year strong.

Plus always-on storytelling, **every week.**

WHAT YOU GET

# Everything, run for you.



## Weekly impact content

Short videos and posts that keep your cause visible.



## A campaign landing page

Branded, mobile-first, built to convert.



## Managed social ads

Targeted locally, tracked, and optimised.



## Supporter & giving growth

A list that's yours, and monthly givers that recur.



## A local partner network

Businesses that fund your prizes for the exposure.



## Full management & reporting

We run it; you see exactly what every dollar did.

# A revenue channel, not a cost.

**01 Predictable, not a once-a-year gamble**

A dependable rhythm of campaigns you can plan around.

**02 Compounding monthly giving**

Recurring revenue that grows quietly in the background.

**03 An audience you own**

A warm local following you can re-engage cheaply, again and again.

**04 Sponsor-funded prizes**

Local businesses fund the prizes, so your margin stays high.



EXCLUSIVE BY DESIGN

# One charity per category, per ward.

We work with a single charity per cause in your local area.  
Your category, your suburb — yours alone. No competing  
asks, no diluted attention.

# You stay in control.

We provide the technology and the marketing as a managed service.  
The fundraising stays yours, start to finish.

- ✓ Your charity remains the registered fundraising operator and beneficiary.

---

- ✓ Run to Queensland fundraising and gaming rules from day one.

---

- ✓ Clear reporting on every dollar raised and every dollar spent.

---

- ✓ We never take a cut of your fundraising — only a fixed monthly fee.

---

THE MODEL

# A channel you can switch on.

Every month we tell your impact stories and build a local audience that belongs to you — an email and SMS list, followers, a warm audience we can reach again cheaply. Each quarter we convert a slice of it into donations and monthly givers. The bigger your audience grows, the cheaper and bigger every future campaign becomes.

WYNNUM PANTRY · QUARTERLY RAFFLE



**\$82,400 raised**

target \$100k

+1,240 supporters

+96 monthly givers

8 local sponsors

Illustrative example, shown to explain the model — not actual results.

NEXT STEP

# Is your cause still open in your area?

We partner with just one charity per cause in each local area.  
Check whether your category is still open — and take this  
prospectus to your board.

\* [givora.com.au](https://givora.com.au) · [hello@givora.com.au](mailto:hello@givora.com.au)

## Charities empower people. We empower charities.

---

Givora is operated by David Burkett · ABN 90 281 016 332. Givora provides marketing and technology services to charities; participating charities remain the registered fundraising operator and beneficiary. Raffles are conducted under Queensland charitable gaming rules.