

Embargoed until 07:00 am 21st November 2013

MONDAY, I'VE GOT FRIDAY ON MY MIND.

AUSSIES STRUCK BY 'FRIDAY-ITIS'

New research reveals Australians use giving to beat weekday blues

21 NOVEMBER, 2013 – AUSTRALIA: Forget Monday-it is. New research released today by global online giving platform, JustGiving, reveals Australians are suffering from a new form of weekday blues – 'Friday-itis' – with 26% of Aussies saying they feel the least inspired on Friday afternoons, and women feeling it the most at 29%.

So when are we as a nation the most inspired? Hump Day. Australians feel most inspired on Wednesdays. Giving to a charity helps to lift our spirits – with close to 60% saying this inspired them out of their weekday blues. Moreover, analysis of JustGiving donations shows that Australians are most benevolent when it comes to giving to charity mid-week, with giving online hitting a high on Thursdays at 10am.

Launching officially in Australia this month, JustGiving – the world's most popular online giving platform – has developed *Inspiragram*, a Facebook app to help Australians beat the weekday slump and support their migration to social platforms to both give and fundraise for the causes they care about. *Inspiragram* is an inspirational quote generator that allows fundraisers to share quotes and images in support of one of seven partner charities. November also sees the peak of Australian generosity, with average donations in November beating those of any other month.

Nikki Kinloch, JustGiving's Country Director in Australia, explains:

*"We created *Inspiragram* as a fun way to help people support their favourite charity on social media, which is a huge driver of giving. More donations come to JustGiving from Facebook than from any other website – showing that this is a really impactful way for supporters to show they care about their chosen cause. By telling their story through quotes and inspirational images, we hope to help fundraisers inspire Australians out of the doldrums during their end of week slump."*

According to Kinloch, the decision to launch JustGiving in Australia was made simple by Australia's well documented love affair with all things digital. In 2012, over \$1.9 million was donated via

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JustGiving from Australian's to charities in other countries. One in four donations in Australia now comes from a mobile device, with Facebook mobile the most popular referrer.

Charities on-board with JustGiving's Australian launch include, but are not limited to: ChildFund Australia; Shane Warne Foundation; Evolve; Australian Red Cross; Guide Dogs SA/NT; Australian Cancer Research Foundation and the Perry Cross Spinal Research Foundation.

To view the App and share an 'Inspiragram' visit: <http://bit.ly/inspiragram>

Key research findings snapshot:

- One third of Australians (33%) feel the least inspired to do things on Monday evenings
- One quarter of Australians (26%) feel the least inspired to do things on Friday evenings.
- 35% of males experience lower inspiration levels on Monday afternoons as compared to 31% of females
- 29% of females experience lower inspiration levels on Friday afternoons as compared to 23% of males
- 57% of Australians agree that when they help others or donate to charity they feel more inspired and positive.
- 79% of Australians said that they are more productive and positive when they are inspired.

-ENDS-

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About JustGiving

JustGiving (www.justgiving.com) is the world's largest online fundraising platform and has helped 13 million people raise over \$2.2 billion for more than 12,000 charities since 2001. JustGiving accepts over 8 different currencies through their payment partner, WorldPay.

About JustGiving Launch Partners

ChildFund Australia

ChildFund Australia is an independent and non-religious international development organisation that works to reduce or eliminate poverty for children in the developing world.

<https://www.justgiving.com/childfundaustalia>

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The Shane Warne Foundation

Our mission is to enrich the lives of seriously ill and underprivileged children in Australia. The funds we raise are distributed to charities and individuals who require financial assistance.

<http://www.justgiving.com/tswf>

Evolve

Evolve is a not-for-profit organisation working with at-risk young people who know there's a better path to be on but don't know how to get there. We assist them in recognising their value, redefining their sense of self and making positive choices - all before 'at-risk' becomes a tragic reality.

<http://www.justgiving.com/evolve>

Australian Red Cross

Australian Red Cross is committed to helping vulnerable people across Australia and the region, focusing on improving lives and reducing vulnerability. We help tens of millions of people around the world each year.

<http://www.justgiving.com/australianredcross>

Guide Dogs SA/NT

With offices based in Adelaide and Darwin, Guide Dogs SA/NT assist people with sensory loss - those who are blind, vision impaired, and/or deaf or hearing impaired - to live as independently as possible. We also provide Autism Assistance Dogs for families of children living with Autism.

<http://www.justgiving.com/guidedogssant>

Australian Cancer Research Foundation

The Australian Cancer Research Foundation (ACRF) is dedicated to helping discover the treatments and cures for cancer by funding world-class research in Australia. Since its inception in 1984, it has awarded \$86.5 million in grants to the most promising cancer research projects in the country.

<http://www.justgiving.com/acrf>

Perry Cross Spinal Research Foundation

Perry Cross Spinal Research Foundation (PCSRF) raises funds to support research projects, to promote and educate the public on the need for research, development and prevention for the 12,000+ Australians suffering paralysis.

<http://www.justgiving.com/pcsrp>

Methodology and footnotes.

The research was conducted by Galaxy Research in November 2013 among 800 male and female Australians aged 25-54.