

NEWS RELEASE

CROWDFUNDSW1 CHARITY TO LAUNCH NEW INITIATIVE AT MICROSOFT HQ

CrowdfundSW1 will launch a new initiative to help support local charities and community groups by providing them with a platform to promote their projects and increase awareness at Microsoft HQ in London Victoria on 21 March 2012. The aim is to enable funding to reach into the heart of the local community where it is most needed.

This is the first crowd funding platform in the world to focus on fundraising for grassroots charities in a specific locality. The event (organised by CrowdfundSW1, Microsoft and Time and Talents Westminster) will be hosted by Steven D'Souza, internationally renowned speaker and author of the bestselling book *Brilliant Networking*. It will also feature a number of inspirational speakers, interactive stalls and networking opportunities. Featured charities will include:

- **South West Fest:** Annual community festival, bringing residents together, celebrating the area
- **In-Deep:** Helping isolated older people through communal breakfasts and dinners – entirely volunteer run
- **Pimlico Toy Library:** Allowing families in one of the most deprived estates get access to toys & learning

“Extraordinary things can happen when networks of local people come together and focus on helping those most in need and CrowdfundSW1 is enabling that to happen” - Steven D'Souza - Host

Local people are invited to come along to find out more about your local community and discover how technology can be used to deliver innovative and impactful campaigns.

Date: 21st March 2012 - 18:00 - 20:00

Venue: Microsoft London, Cardinal Place, 100 Victoria St SW1E (complimentary wine & canapés)

RSVP: cliff.wilton@theabbeycentre.org.uk

Microsoft employee volunteers are fundraising for the featured charities & supporting the planning and running of this event. Matched and supported by Time & Talents for Westminster.

Notes to editors

1. **Crowdfund SW1:** Established in 2011 Crowdfund SW1 setup by South Westminster Action Network www.southwestminster.org.uk helping to support struggling charities and community groups in south Westminster. www.crowdfundsw1.com
Follow on Twitter: twitter.com/crowdfundsw1 and Facebook: www.facebook.com/crowdfundsw1
2. **Steven D'Souza:** Best-selling author of 'Brilliant Networking', recommended in the Times & Telegraph. Featured nationally in the Independent's 'Success at Work' series. Steven is an Executive Fellow of IE Business School in Madrid and has a portfolio career of writing, consulting and coaching executives in networking skills. Clients have included BT, Goldman Sachs, and Accenture. **Steven's TedX talk** – In praise of the ordinary: <http://tedxtalks.ted.com/video/TEDxBucharest-Steven-DSouza>
3. **Time & Talents:** Employer Supported Volunteering Social Enterprise. Helping charities connect with companies, employee volunteers & share skills with community. Part of Volunteer Centre Westminster. www.volunteer.co.uk
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