



onehitwonder.org

Media Release

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Tasmanian Aid Initiative Goes Global

Four ambitious Tasmanians have this month launched an innovative project that aims to raise over seven million dollars for the world's poorest communities, one dollar at a time.

onehitwonder is an initiative of Third Place Communities Inc—a Hobart-based, non-profit association—and the four young Hobart men - Darryn Altclass, Mark Kuilenburg, Shaun Wilson and Tom Smith.

onehitwonder arose out of a simple thought—what if everyone in the world gave you one dollar? Darryn, Mark, Shaun and Tom have taken this idea and developed it into a global initiative.

'The world is amazingly connected,' says Darryn, 'Apparently we're no more than six steps away from each person on earth, and conservative estimates suggest there are 729 million people across the world with internet access. We thought to ourselves, imagine if 1% of those people gave a dollar—that's over seven million dollars that could be given away to people and communities who need it most. It was too simple an idea to not pursue.'

onehitwonder works by participants logging onto a new website—www.onehitwonder.org—to make one dollar hits. Only one dollar can be contributed at a time, but people can make as many hits as they wish, or register for recurring hits.

All payments are processed through PayPal, the world's largest payment gateway. In a world first, **onehitwonder** has negotiated with PayPal to develop an innovative international micro-payment processing system.

'There are 150 million PayPal account holders worldwide and an international micro-payment process such as this did not exist before we started talking to PayPal', says Darryn. 'It took months of testing to get the system right, but now

we know we have a secure and fast process for people to make their one dollar hits. All they need is a credit card or PayPal account.'

To further ensure the legitimacy of the project, **onehitwonder** is audited by Deloitte, one of the world's leading accounting firms.

'We asked Deloitte to audit the project to assure the public that **onehitwonder** is completely above board.'

In the first 14 days since **onehitwonder** was launched, hits have been received from across Australia and countries as diverse as the Netherlands, United States, Canada, Malaysia, Taiwan, Ireland, New Zealand and Germany. Contributions to date amount to \$4,500 in recurring hits and 550 one-hits.

onehitwonder will donate 100% of the money raised—not one dollar will be used for administration or any other associated expenses. All operational costs will be covered by the organisers and their partners, none of whom will make a cent from the project. Organisations to have offered their support include RACT Insurance, Wilson Homes, Tasmanian Timber Engineering, Devonport Physiotherapy, and a number of individual patrons.

Contributors are prompted to indicate where they would like their dollar to go every time they hit and organisations cannot nominate themselves to receive funds. **onehitwonder** is already in discussions with aid organisations including Oxfam, World Vision, Tear, Engineers Without Borders, Care Australia and several smaller aid organisations who have been recommended by **onehitwonder** contributors.

On December 25, 2008 the **onehitwonder** team will start to give away every dollar raised through the project—90% to the poorest communities in developing countries, and 10%, plus interest for projects within Australia.

To contribute to **onehitwonder** or find out more, go to:
www.onehitwonder.org

Media enquiries and interviews:

Darryn Altclass
Phone: 0416 221 853 or (03) 6234 8487
email: info@onehitwonder.org

Maura Bedloe
Working Words/onehitwonder Publicity
Phone: (0418) 597701 email: words@auswide.net.au

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