



New Social Enterprise, PonyUp for Good, donating 50% of profits to SecondBite to feed those doing it tough...

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PonyUp for Good, a new Melbourne based social enterprise with a firm lock on reducing toxic landfill, has this week announced that SecondBite, a national food rescue charity, will be the benefactor of a cool 50% of its profits.

PonyUp is the brainchild of longtime friends and Co-Founders, Mardi Brown & Cat Harding, two big-hitters who took the leap from their corporate backgrounds in Marketing & Communications to build a social enterprise with a WIN WIN WIN kicker. This sharp new social enterprise is reducing e-waste landfill by collecting donated, decommissioned devices (smartphones, tablets & laptops) from socially conscious organisations. They are then securely data cleansed and on-sold via networks into developing countries to be reused for up to seven more years, providing access to technology, which may otherwise be unaffordable. The final kicker - PonyUp for Good is donating 50% of its profits to its charity partner, the fresh food rescue superheroes, SecondBite.

SecondBite is Australia's biggest fresh food rescue charity, redistributing fresh surplus food donated by farmers, wholesalers, markets, supermarkets, caterers and events to more than 1300 community food programs on the frontline of food poverty around Australia. In 2015/2016 SecondBite rescued 10 million kilograms of nutritious food. That's 20 million healthy meals for vulnerable people, including homeless, women and families in crisis centres, youth at risk, indigenous communities, asylum seekers and new arrivals to Australia.

Jim Mullan, CEO, SecondBite says; "At the heart of all great partnerships lie a broad set of shared values and a commitment to a common purpose and this holds true with respect to the relationship between SecondBite and PonyUp. SecondBite is delighted to partner with PonyUp as we're both passionate about waste reduction, better use of resources, helping communities and generally improving the lives of those doing it tough."

"In Australia there are 18 million tonnes of e-waste going into landfill every year," Brown says.

"While programs like MobileMuster are contributing to landfill avoidance, we felt there was a gap in the market where we could provide companies with a non-monetary opportunity to contribute beyond themselves via decommissioned technology, at the same time reducing toxic landfill and making a charitable contribution."

"There's a real shift among people towards purpose, with so many people asking themselves why they are doing the jobs they are doing everyday." Harding says. We asked ourselves, 'How can we use our education, knowledge, networks and resources to build a company which directly benefits others with meaning and impact' - and so PonyUp was born."



The potential impact of this partnership is significant, not only keeping millions of kilos of food and technology out of landfill but meaningfully contributing to the ongoing issue of food insecurity in Australia.

End.

Notes for Editor:

- Background information, available immediately upon request
- Images available upon request
- Interviews available upon request
- www.ponyupforgood.com
- www.secondbite.org

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Boilerplate - PonyUp for Good Pty Ltd

PonyUp for Good is a hybrid social enterprise, who take donated, decommissioned devices from socially conscious organisations, on-sells them to wholesalers where they are distributed in developing countries and re-used for an additional 5-7 years, reducing the rapid rate of toxic landfill. PonyUp then donates 50% of profits to SecondBite Australia.

SecondBite is a food rescue charity, who redistribute surplus fresh food to community food programs around Australia. Food is donated from farmers, markets, supermarkets, caterers and events. This high quality food is redistributed to community food programs, which support people who are homeless, women and families in crisis, youth at risk, indigenous communities, asylum seekers and new arrivals.



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