

**Media release****19 May 2008****Future2 launches new website enabling donations online**

Following the successful launch of Future2 last year as a social responsibility initiative of the Financial Planning Association of Australia Ltd, the Foundation has launched a website to enhance engagement with the community and with other stakeholders.

Future2 Chair Terry Power said that the website, [www.future2foundation.org.au](http://www.future2foundation.org.au), marks the next phase in the foundation's development, as it reaches out to grant seekers, donors, financial planners and the wider community.

"The website has a distinctive Future2 identity and is designed to engage with a wide range of users. We invite people to make a donation online, to register as a Friend of Future2 and to find out more about the community projects we are supporting", he said.

"Links with major donors, charities funded by Future2, and organisations that are supporting our work will drive traffic to our site. The website will be the hub for all that we are doing," Mr Power said.

"Interest is growing, particularly within the financial planning community. Our initial focus is on building links with licensees and FPA members, and keeping them informed of our progress. This is a key function of the website", he added.

Future2 has issued its first newsletter as an integral part of the website. The newsletter will be distributed via email to Friends of Future2 and available to all FPA members through a link from the Association's weekly CEO e-news.

"Our first newsletter highlights the Magdalene Centre's Sudanese youth project, our latest grant recipient, and the FPA's Adelaide Chapter, which supported the grant application.

"We also flag a new initiative, to be built into the second phase development of the Future2 website, which will enable financial planners to log their pro bono advice and community volunteering work on a central database. There's a large, and growing, amount of such work going on and we want to be able to capture and monitor it", Mr Power said.

Future2's first founding benefactor is AMP.

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**For further information:**

- Susan Grice, FPA / Future2, 0418 391 934
- Dr Chris Westinghouse, FPA Interim Media Communications Manager (02) 9220 4506

Future2 exists to support the financially under-privileged and to enable the financial planning profession and associated stakeholders to give back to the community from which they draw their livelihoods. A key factor differentiating Future2 from other foundations is the strong link it seeks to establish with FPA members who will assist with project identification, fundraising and promoting the foundation's work in the community.