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ANZ brings Apple Pay to leading Australian charities

ANZ today announced that Donate with Apple Pay is available on the 'Shout For Good' fundraising platform, providing Australian charities with an easy and secure way to offer digital payments.

ANZ's Shout For Good will include Apple Pay functionality within its iOS App and integrated charity web based products, enabling the supporters of more than 60 of its aligned charities to donate money instantly with one touch using Touch ID, or a double click of the side button and Face ID on iPhone X.

Commenting on the launch, CEO Shout For Good Charlie Carpinteri said: "We know more people want to donate without cash, so we are always looking at innovative payment solutions to help our charity partners succeed in the digital age.

"ANZ is excited to be the first fundraising platform to bring Apple Pay to Australian charities, as it will enable them to seamlessly update their fundraising efforts and accept cashless donations on their website through the Safari browser on Apple's Mac computers, iPhones and iPads."

A recent ANZ-commissioned survey of 2,000 Australians revealed 43 percent of respondents would have donated to a charity but didn't have cash on them at the time or the ability to donate with contactless payments. And 39 percent of them said they do not generally carry cash.

The survey also showed online security and privacy as two concerns people have when making online donations, with 69 percent of Australians worried about handing over their credit card details and 72 percent worried about the privacy of their personal information.

Cancer Council Australia will be one of the first to use the Donate with Apple Pay this week when it stages its Australia's Biggest Morning Tea fundraising event on 24 May.

Professor Sanchia Aranda, Chief Executive of Cancer Council Australia said: "Digital giving plays a crucial role for Cancer Council in today's increasingly cashless society. Innovative new solutions like Apple Pay make it easy for people to donate, helping to fund our vital work across cancer prevention, support, advocacy and research.

"We are extremely excited to be the first charity in Australia to be using this new digital giving model."

Apple Pay now offers Australians a fast, secure and convenient option in which to donate to charities, on the go and 'in the moment', through their mobile phone, or online. It eliminates the need to enter billing and contact info, create an account or fill out long forms to check out.

More than 60 of ANZ's Shout For Good aligned charities will accept donations with Apple Pay, including:

- Cancer Council Australia
- FightMND
- Australian Red Cross
- Smiling Mind
- World Vision Australia
- Save The Children Australia
- Guide Dogs Victoria
- Movember Foundation
- The Smith Family
- RSPCA Victoria
- Starlight Children's Foundation Australia

More charities will add Donate with Apple Pay support in coming months.

The Shout For Good App is available from the App Store on iPhone, iPad and iPod Touch or at <https://itunes.apple.com/au/app/shout-for-good/id663668666?mt=8>

Find out more about Shout For Good at <https://shoutforgood.com>

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