

coffee with....



IN-HOME INSPIRATION—Ladner's Beverley Pomeroy, founder of Pinc Giving, shares a hug with daughter Sophia. The company provides convenient and cost-effective fundraising options over the Internet for charities.

Philip Raphael photo

Charitable help

Ladner mom helps make giving easier

Beverley Pomeroy's inspiration is squirming on her lap. The Ladner mother of three is at home today instead of making the commute to her Vancouver office.

The reason for her work from home day is also shyly smiling at her as she taps at a few keys on her laptop.

The squirming and smiling comes from Pomeroy's eight-year-old daughter, Sophia.

"There's a shortage of nursing care," Pomeroy says, "that's why we're home today."

The time at home and away from the office has no down side for Pomeroy. In fact, it serves as a constant reminder of her business goal as

founder of Pinc Giving, a web site that provides the web infrastructure to assist charities in on-line donations and fundraising.

Sophia is ill with a life-limiting, genetic condition so rare it has yet to be named. Doctors said when Sophia was born she would not live beyond her first birthday.

Seven years later, the diminutive girl is chatting quietly in her mom's ear as they both have their picture taken, seated on the living-room sofa.

"I wanted this business to be Sophia's living legacy," Pomeroy says, explaining why she got Pinc Productions started close to two years ago.

After a 15-year career as a medical lab technician, Pomeroy says she was exposed firsthand to the philanthropy of Dr. Don Rix who founded MDS Metro Laboratory Services, B.C.'s largest independent medical laboratory. Using his example of giving back to the community Pomeroy decided when she left the medical lab

job to also make a difference where she could.

And after having Sophia in and out of hospital to treat her condition, which is attacking all of her body's organs and is now starting to affect her vision and hearing, Pomeroy focused on how to help charitable organizations increase their scope of fundraising to a global scale in an effective, and less costly manner.

"I wanted to find better ways for people to fundraise that costs less and uses less resources people-wise because there are never enough volunteers," she says.

Donating through Pinc Giving (www.pincgiving.com) means no more "counting donated pennies" for charities, plus the system it employs allows contributions to be made in up to 14 different currencies. And that gives charities a much greater reach and exposure. It also reduces paperwork that is both costly to the charity and the environment.

"It can cost a charity between \$2 and \$4 to send out a paper receipt for a donation," Pomeroy says. "And that can add up."

So can some fundraising services.

Pinc Productions limits its fee to 3.8 per cent of funds raised.

The web site went live in September 2007 and has a stable of clients that includes Delta's REACH Child and Youth Development Society and the NHL's Vancouver Canucks which recently kicked off its fundraising efforts for the new season with donations to the Canucks for Kids Fund in memory of defenceman Luc Bourdon—who was killed in a motorcycle accident last summer—using Pinc Production's system.

"I wanted to be part of the solution to make it easier for donors to help their charities of choice," Pomeroy says as she gives her inspiration a warm hug.

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