



meet the mumpreneurs

Ways to Amaze

Rebecca Richardson recently launched Ways to Amaze a website which encourages people to share their real life stories of kindness, with at least \$1 going to a different charity each month, for every story contributed.

What was your inspiration?

I love coming up with ways to make people in my life or the community feel special and appreciated and Ways to Amaze was a natural extension of this. I was also fed up and disheartened watching all the sad and tragic stories that dominate the news and it was my aim to be able to feature positive news stories and shine a light on all the wonderful things that people do for each other. I really wanted a place that would help inspire people with real life ideas when they ask themselves the question "what special thing can I do for my husband / kids / neighbours today"?

In addition, lot's of studies show how important it is for our well being and life fulfillment to do things

for others, and even the simple act of counting kindnesses which we rarely have time to do, shows a significant impact on people's lives and how it makes them happier. It's basically a win for everyone, the giver and receiver. As the Dalai Lama, once said "When we feel love and kindness towards others, it not only makes others feel loved and cared for, but it helps us also develop inner happiness and peace."

What's next?

I have been privileged to help support and raise awareness for four charities so far, Mum's Like Me, Heartkids NSW, Matt Golinski's Recovery Fund Trust, Redkite, and this month I'm thrilled to be supporting Movember, a global charity which raises vital awareness and funds for men's health issues, specifically prostate and testicular cancer initiatives.

I have recently added a new feature to the site, whereby contributors now have the option of sending a thank you eCard to show their appreciation for what that special person has done for them and I plan to add more useful features in the future.

One of the joys of launching Ways to Amaze is the people I have been in touch with who have similar values to me. I have recently signed up to be an interstate volunteer for a fabulous website called Givit (a targeted giving service which connects charities with quality items from the community) and an ambassador for World Kindness Australia so who knows what exciting journey lies ahead. On a personal level, I hope to inspire and teach my children that there is more to life than money and profit and you will be happy and successful by finding a meaningful purpose and by being kind to others.

The screenshot shows the homepage of the 'Ways to Amaze' website. At the top, there is a navigation bar with links for HOME, CONTRIBUTE YOUR WAY, SEARCH FOR IDEAS, RESOURCES, and SAY HELLO. A total donation amount of \$661.00 is displayed. The main content area is divided into two columns. The left column features a section titled 'Who would you like to amaze today?' with a photo of a family and a sub-section 'AMAZE YOUR FAMILY'. The right column is titled 'What would you like to do today?' and includes sections for 'SHARE YOUR IDEAS', 'INSPIRE OTHERS', 'LEARN WAYS', and 'VOTE'. Below these are four circular icons: 'suggest', 'search', 'read', and 'join'. At the bottom, there are sections for 'Latest ways to amaze' and 'Featured Charity' (Redkite).

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