

DCA would like to welcome a new business to the area of Carlisle!

New Way Funding creates custom branded fundraising platforms that send donations to a nonprofit or cause at every swipe.

Their platform can be adopted by any nonprofit organization or cause that is looking to raise funds needed to better the community. The donations are sent to the nonprofit on behalf of the business where the transactions take place.

Their flagship client is the **Amani Festival Committee** which promotes cultural equality. Their annual festival is no secret to thousands of attendees in surrounding areas and is held this Spring on May 5th 2018.



Aaron Light - Brand Ambassador for New Way Funding, Board member for the Amani Festival, has facilitated between the two organizations to create **Swipe4equality™**. Swipe4equality™ is a custom branded fundraising platform that creates recurring donations at every swipe. The Amani Festival has adopted this platform and has been offering their program to businesses who wish to support cultural equality.

“What we like about this program is that there is no additional cost to the business or the consumer.”
Tanis Monroy - President of the Amani Festival Committee

“It enables business owners to engage in a new type of philanthropic minded culture when doing business and their customers love it!”

Aaron Light - New Way Funding, Director of Community Relations - Amani Festival Committee

Aaron Light has been a member of the community since 2010 and is currently visiting businesses in efforts to spread the word on the Amani Festival. His goals are to collaborate with members of the business community to bring in another successful year and drive as much foot traffic to Downtown Carlisle businesses as possible. The Amani Festival has brought in thousands of people from different areas boosting economic growth in the Downtown Carlisle Area since being founded in 1994.

“While adding Aaron to the board of the Amani Festival Committee this year, we are expecting more engagement than ever between attendees and local businesses.”

Tanis Monroy

We encourage our members to take part in this program by reaching out to Aaron at New Way Funding. We are proud to have Aaron in our community and love supporting philanthropic minded projects such as these.

Aaron Light
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