



Tuesday 26<sup>th</sup> June

***FREE ONLINE GUIDE TO COMPANY FUNDRAISING NOW AVAILABLE***

JustGiving, the UK's most popular online fundraising platform, has today made available a free online guide to help companies run successful employee fundraising events.

The new guide, available for download at [justgiving.com/companies/company-fundraising/tips](http://justgiving.com/companies/company-fundraising/tips) is designed to give CSR and HR managers working with charitable organisations everything they need to start fundraising in the workplace. It includes ideas on how to get people involved with charity events, fundraising tips and inspiration from some of the 200 companies JustGiving currently works with.

JustGiving launched their free company fundraising tool in October 2011, with companies who have adopted the tool raising over £1.8 million to date. The guide has been created to share the insights JustGiving has gained in working with companies across all sectors, on events of all sizes.

Examples of organisations using JustGiving to boost their charitable fundraising include:

1. **Travis Perkins**, whose employees showcased their many hidden talents in an organisation-wide talent competition. Employees uploaded videos of themselves singing, dancing and even impersonating Austin Powers to YouTube. Their colleagues voted for their favourite video by donating £1 using a text code linked to each video.
2. **KPMG**, whose staff raised money by abseiling 230ft down the company's headquarters in Canada Square, London. Many donned fancy dress costumes including Spiderman, Lara Croft and Superwoman. Before the event, each participant was encouraged to raise a target of £150.
3. **London Stock Exchange Group**, who launched its first ever Charity Trading Day, encouraging people to get involved on the day by taking part in an online trading game. When participants made a donation on London Stock Exchange's JustGiving Company Fundraising profile, they were entered into a competition to win a £2000 donation to the charity of their choice and the opportunity to open the market themselves.



4. **Waitrose** employees organised a charity bike ride around London to raise money for their corporate charity. They cycled between 18 different Waitrose branches, covering 55 miles.

Sandra Hennessy, Corporate Communication and Affairs Manager from Reckitt Benckiser, who have recently been using Company Fundraising by JustGiving, commented,

“We raised £2 million last year for Save the Children, and more than a quarter of that was thanks to the cross-company participation we achieved by using JustGiving. Our employees all around the world were able to challenge and motivate each other, working together as one team. JustGiving made it easy to share our achievements, helping us smash our fundraising target and raise an amazing amount for Save the Children.”

To download the free guide to company fundraising or to set up a company fundraising page, [click here](#) or go to [www.justgiving.com/companies/](http://www.justgiving.com/companies/).

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#### **About JustGiving**

JustGiving ([www.justgiving.com](http://www.justgiving.com)) is the UK's largest online fundraising platform and has helped 1.4 million people raise over £1 billion for more than 13,000 charities since 2001. In 2009, JustGiving's CEO Zarine Kharas was awarded the RSA's Albert Medal for “democratising fundraising and technology for charities” and JustGiving was awarded the "Best Use of Technology Award" at the Sunday Times Tech Track 100 Awards. JustGiving has been named Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community category.