

## **JustGiving reaches £1 billion fundraising milestone**

- *Over 20 million sponsors have donated to 1.4 million fundraisers, benefitting over 13,000 charities -*

JustGiving announced today (28<sup>th</sup> March 2012) that £1 billion has been raised for charities through the online donation platform over the past ten years. The number of donations is the equivalent to every second person in the UK giving to charity.

Over 21 million people have used JustGiving since 2002 and in excess of 13,500 charities have so far benefitted from the funds raised.

The under 40s currently give the most donations, accounting for 53% of all donors, with the 26-30 year category coming top. Slightly more women than men made donations in the lead up to £1 billion<sup>1</sup>. London is the most generous part of the country, with nearly 40% of donors coming from the capital. The Midlands produces 10% of donors whilst the South of England came third with 9% of donors.

To date, over 75,000 marathons<sup>2</sup> have been run by JustGiving fundraisers, totaling a distance of nearly 2 million miles - the equivalent of running 80 times around the circumference of the planet. Over 320,000 nautical miles have been swum and over 6,500 couples<sup>3</sup> have requested JustGiving donations in lieu of wedding presents, including comedian David Walliams.

It is not only individuals, however, that use JustGiving to fundraise for charities. During the past three years alone, over 150 companies, including Waitrose, Barclays and Deutsche Bank, have raised upwards of £73 million. The increase of company fundraising in recent years resulted in the creation of JustGiving's Company Fundraising tool, which enables companies to manage their charitable fundraising efforts online for free. The tool gives UK businesses the opportunity to showcase their employees' achievements and match the donations with company funds if they choose.

Joanne Warner, Senior Digital Manager at Cancer Research UK, commented on the milestone:

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<sup>1</sup> Women make up 53% of donors, compared with 47% of men

<sup>2</sup> 75,933 marathons have been run by JustGiving fundraisers

<sup>3</sup> 6,610 weddings and civil partnerships requested donations to JustGiving in lieu of traditional wedding presents



“Cancer Research UK was one of the first charities to start using JustGiving for online fundraising. Right from the start, we could really see the potential in allowing our supporters to share their fundraising efforts with a wider network of friends and family all over the world.

“We’ve since formed a lasting partnership with JustGiving which has allowed us to raise millions of pounds to support our life saving work - a fantastic achievement by all our amazing supporters. We’ve seen the technology behind the site evolve and improve as our fundraisers have found ever more creative ways of using it, and we look forward to developing our partnership further in the future.”

Anne-Marie Huby, Managing Director for JustGiving, said: “We are so thrilled to have reached this incredible milestone. The amount raised clearly demonstrates the sheer dedication of UK fundraisers and donors and the strength of their commitment to their chosen charities over the past ten years. The money raised will have helped to significantly change many lives for the better across a huge breadth of charities.

“Raising money for charity can be very difficult and it’s not always easy to ask people to give, particularly given the tough economic climate over the past few years. So reaching this milestone is a real achievement for the thousands of charities who have used the site to canvass for donations.

“At JustGiving, we believe investment in technology is key to creating the next generation of givers and we are continually striving to develop new services in order to help charities raise as much money as possible. In the past year alone, in addition to our Company Fundraising tool, we’ve added a free text donation service and have established ‘In Memory’ fundraising, a tool designed specifically to help remember loved ones through charitable donations.

“I would like to sincerely thank all fundraisers, donors and charities for their superb efforts and achievements over the past ten years.”

For more information on JustGiving or to set up your own fundraising page, visit [www.justgiving.com](http://www.justgiving.com)

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### **Notes to Editors**

All data is taken from JustGiving's internal research.

### **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 industry.