

UK OFFICE WORKERS RAISE £23 MILLION A YEAR FOR CHARITY ONLINE

Britain's office workers raised over £23 million¹ online for charity in 2010, according to new research.

The findings released today by JustGiving reveal that despite a turbulent financial climate, the fundraising culture in UK workplaces remains strong, with employees raising upwards of £73 million² in the past three years for good causes online through their employers using JustGiving.

Britain's biggest corporate fundraising firms are the financial services, with twenty of the top fifty corporate fundraisers coming from this sector, raising a total of £5 million between them³. Professional services, telecommunications, pharmaceuticals, energy and media firms are also among the sectors currently raising the most for charity using the site. The companies who raised the most using JustGiving in 2010 were:

1. Barclays - employees raised £750,000 on JustGiving in 2010
2. Deloitte - £639,232
3. Credit Suisse - £460,768
4. HSBC - £454,320
5. RBS - £ 437,345

The research has been released as JustGiving launches the UK's first online fundraising tool for businesses, allowing companies to manage their charitable fundraising efforts online for free. JustGiving's Company Fundraising tools will give UK businesses the opportunity to showcase their employees' achievements and match the donations with company funds if they choose.

Some of Britain's best-known brands are currently trialing the service including Barclays, John Lewis, KPMG, Vodafone and Waitrose. Barclays is Britain's biggest online fundraiser, with employees raising over £2 million on JustGiving over the past three years for partner charities including Have a Heart and UNICEF, while John Lewis currently invests over 2.8% of all company profits into corporate responsibility initiatives.

Mike Kelly, Head of Corporate Social Responsibility, at KPMG Europe LLP, who was among the first partners to sign up, commented on the launch of the new tools:



“We realised that over the past three years over 1,000 KPMG employees have raised around a million pounds for charity through JustGiving. This is an incredible achievement, but until now we’ve had no way of showcasing or celebrating it. Our Company Fundraising page will allow us to do just that. Everything is coming together in one place – and it’s truly inspiring to see.”

Yet while blue chip firms are currently generating the highest values for charity using the site, JustGiving believes that the new service will help smaller businesses by providing firms with low cost opportunities to celebrate their employee’s charitable fundraising efforts, encouraging giving in the workplace. Anne-Marie Huby, MD at JustGiving, said:

“Our research shows that despite recent reports suggesting firms are steering their employees towards less ‘cash heavy’ corporate citizenship such as volunteering, workers continue to embrace online fundraising as an easy, engaging way to do something for a good cause while encouraging team work. For this reason we’ve invested in a new company tool that allows companies to recognise their staff’s fundraising achievements and bring them together in one location. Our belief is that by making staff feel supported and part of a collective that is striving for a greater good, we can help workplaces raise even more money for charity.”

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Notes to Editors

1. In 2010 a total £ 23,311,992 was raised by employees for charity using a company email address on JustGiving.com
2. Between 2008-2010 a total of £73,168,179 was raised by employees for charity on behalf a company using JustGiving.com
3. Of the firms whose employees raise the most for charity on behalf of a company using JustGiving, financial services firms total 21 of the top fifty firms, raising in total £5,050,406.

About JustGiving

JustGiving (www.justgiving.com) is the UK’s largest online fundraising platform and has helped 13 million people raise over £930 million for more than 12,000 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 2009 Sunday Times Tech Track 100 Awards.