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## **WHIZZ-KIDZ CHOOSES JUSTGIVING FOR ONLINE FUNDRAISING**

Whizz-Kidz has appointed JustGiving as its preferred partner for online fundraising as the charity looks to use ground-breaking new technology to increase its income from digital sources in 2012.

The charity made the appointment after a competitive tender process, which revealed that JustGiving's diverse range of fundraising products would deliver better returns than using other suppliers. Whizz-Kidz Director of Fundraising Graham Kelly commented,

"JustGiving has developed a range of exciting products which we believe will help maximise net income for Whizz Kidz. Having analysed our data, we decided that, despite JustGiving's fees remaining at their current level, we should promote the service to our supporters as our preferred supplier to deliver greater returns."

Tools now available to Whizz-Kidz include the UK's only free mobile giving service, JustTextGiving by Vodafone, and instant JustGiving page creation for entrants to the Neon Night Walk event using the JustGiving API. Fundraisers will have access to JustGiving's range of iPhone and Android applications, and advanced integration with social media platforms to boost their fundraising efforts.

Gemma Randall, Head of Charity Partnerships at JustGiving, says,

"We're extremely proud to be working in partnership with Whizz-Kidz and are looking forward to helping them lead the sector through their use of innovative fundraising methods. Working with JustGiving, Whizz-Kidz will now have access to a tailored suite of JustGiving tools, allowing them to improve fundraising efficiency, reduce administration costs and harness the power of social media to raise substantially more money over the next year."

Whizz-Kidz provides disabled children with the essential wheelchairs and other mobility equipment they need to lead fun and active childhoods. In 2010 they helped close to 2,000 disabled children and young people gain increased independence, skills and confidence.

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## Notes to Editors

### **About JustGiving**

JustGiving ([www.justgiving.com](http://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.