



24<sup>th</sup> October 2012

## **JUSTGIVING WINS NESTA GRANT FOR COMMUNITY FUNDRAISING TOOL**

JustGiving has been awarded a NESTA Innovation in Giving award to develop a tool to help people fundraise for community projects local to them.

The online giving platform has been given a £50,000 grant to develop a way for anyone in the UK to raise money for a cause or local community project that's important to them, whether they're a charity or not.

JustGiving will use the funding to build an online space where people can easily create a project page to request funding for the venture, and use the power of crowds to both help validate the project and raise funds for its completion.

The online giving platform will enable the secure transfer of money to the project and give project creators the tools to demonstrate to donors how the money has been used. In the longer term, JustGiving will also work with partners to allow them to showcase their own social projects through JustGiving, and build a platform that opens up this kind of funding to new innovations through the use of web services that connect with each other (APIs).

The Innovation in Giving Fund was designed to find and support some of the most promising innovations in giving and increase levels of social action. The Fund aims to catalyse new ideas and collaborations and help bring about a wider transformation in the culture of giving across England.

Richard Atkinson, Chief Information Officer at JustGiving commented,

“Over the years, thousands of people have asked if they could use our platform to raise money for community projects that aren't affiliated with a charity. There's currently no easy way for people to start a project and use the web to generate funds for social, local causes. This funding is exciting as it will allow us to develop a completely new way of giving, allowing local activists to lead projects, inspire their networks to fund them, and show the impact of their work, all while using a completely secure, trusted platform to process their transactions.”



Anyone interested in testing the new tool should log on to

[www.justgiving.com/en/local](http://www.justgiving.com/en/local) for more information.

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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". JustGiving was the Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community category. JustGiving was highly commended at the 2012 New Media Age Awards and won 'Best Use of Technology' at the Charity Times 2012 Awards.