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JustGiving launches 'In Memory' fundraising tool

- *'In Memory' online fundraising surges by 250% per cent in three years*
- *New JustGiving In Memory Collection pages to act as an online tribute for loved ones*
- *Brings together In Memory and event fundraising, ensuring a holistic approach to the supporter journey*

JustGiving today launches JustGiving In Memory, the first tool to bring together all the fundraising activities taking place in memory of a loved one into a single online tribute.

The new tool allows fundraisers to create a JustGiving In Memory page in remembrance of a loved one, whether they're simply calling for donations or doing a challenge event, and automatically brings all these fundraising efforts together into an In Memory Collection page. Fundraisers and supporters are now able to see all the fundraising achievements and donations collected in memory of someone, while charities will get enriched reporting to help them tailor their supporter care.

JustGiving data shows that the number of people motivated to fundraise by the loss of friends or family has surged over the past three years, increasing from around 4,500 per year in 2008 to over 12,000 in 2011.

The new tool has been developed in response to high demand from fundraisers, supporters and charities to create a place online to celebrate a loved one's memory over time, and comes as social networks continue to grapple with the question of how best to deal with users who have died. Facebook estimates that around 200,000 of its members pass away each year. Kevin Kibble of the Caspari Foundation last year predicted that In Memory fundraising could soon outstrip charitable income from legacies.

Elizabeth Kessick, Head of Insights at JustGiving, comments,

"As we live and share more of our lives online, we're inevitably starting to look for the best way to remember our loved ones in death in the same way. Following extensive research among charities and fundraisers, we've developed a brand new In Memory offering which we hope will provide a



positive answer to the age-old question ‘Is there anything I can do?’ in the online space, and give those who have lost loved ones a lasting place to celebrate fundraising achievements in their memory.”

The service uses JustGiving’s existing platform and has been designed to integrate seamlessly with Facebook and other social networks. It is available at no extra cost to charities already registered with JustGiving.

The JustGiving supporter care team have worked closely with Alzheimer’s Society, Great Ormond Street Hospital Children’s Charity (GOSHCC) and other bereavement care specialists to ensure they offer the best and most appropriate standards of supporter care to bereaved families and friends.

Matt Forest, Head of Community Fundraising at Great Ormond Street Hospital Children’s Charity, comments,

“JustGiving In Memory has really delivered what we need and, more importantly, what our supporters need and have been asking for when fundraising for a loved one. Not only that, but the Facebook and mobile apps, as well as the text giving service really add to the overall product.”

Donations made to fundraising pages set up in memory of a loved one are on average 40% higher than the standard donation to a fundraising page*, while some charities estimate that up to 80% of their events fundraising pages take place in memory. Early adopters of the new tool include Marie Curie Cancer Care, Alzheimer’s Society and GOSHCC.

For more information on In Memory, contact JustGiving’s supporter care team on 0845 021 2110 / help@justgiving.com or visit www.justgiving.com

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For more information please contact Christian Dente or Caroline MacLeod at Grayling on tel: 020 7025 7500 or email: christian.dente@grayling.com / caroline.macleod@grayling.com

Notes to Editors



*From internal JustGiving data research.

About JustGiving

JustGiving (www.justgiving.com) is the UK's largest online fundraising platform and has helped 15 million people raise over £960 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 Sunday Times Tech Track 100 Awards.