

## **JUSTGIVING LAUNCHES NEW APP FOR FACEBOOK TIMELINE**

*-Donors sharing on Facebook brings in an extra £1 million for charities-*

JustGiving today launched a new app that will allow people share their giving activity with friends by adding to their Facebook Timeline, encouraging others to give.

The new JustGiving app enables fundraisers and supporters to add charitable donations to their timeline and update it with activity when they donate using JustGiving. As well as helping people showcase their generosity, it will allow fundraisers to thank the people who have supported them using a “thank” action.

JustGiving is among the first brands to develop an app using Facebook’s latest technology, and one of several launched today at The Next Web conference in Amsterdam, unveiled by Facebook’s Christian Hernandez, Director, Platform Partnerships, EMEA.

Facebook is a key driver in helping fundraisers to share their JustGiving pages, driving over one million donors to the online giving platform in 2011. JustGiving first launched tools prompting people to share their donations with their friends through social media in September 2011, with the tools driving an additional £1 million in charitable donations to date.

Currently around one in 10 donors share their donation on Facebook, with JustGiving predicting that integration with Facebook’s Timeline will boost this figure even further. According to JustGiving data, each viral Facebook share is worth an average of £5 in donations to a fundraiser’s charity.

JustGiving Product Manager Jonathan Waddingham commented,

“JustGiving is committed to ensuring charities have the very latest technology to help them raise as much money as possible through social media. By launching our new Timeline app, we aim to increase the number of people sharing their charitable giving online and increase the impact of those shares. We know that sharing drives donations – and by helping people to give a public display of recognition to their supporters, we predict this will help raise even more for worthy causes.”



Users will be prompted to use JustGiving's timeline app when they donate through the site.

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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 13 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 2009 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. In March 2012 JustGiving was named one of the top 100 UK social brands by Brandwatch.

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