



Race Walk for HER 2014 partners with JustGiving
HER Fund celebrate 10th anniversary with landmark walk

HER fund has chosen JustGiving to be its official fundraising partner, as the charity celebrates its 10 year anniversary with a series of high profile fundraising events.

The partnership will see JustGiving supporting fundraising for the Race Walk for HER, a landmark walk to celebrate 10 years of HER Fund's work, to be co-organized with Sahn Hahng Tai Bo Race Walk Association on January 12. The organisers hope to raise \$190,000 HKD to support HER Fund's work supporting disadvantaged young women.

Established in 2001, JustGiving has revolutionised the way in which people give to charitable causes, raising over \$1.8 million HKD for over 13,000 charities so far. The platform opened to charities and their supporters in Hong Kong for the first time earlier this year.

HER Fund is now encouraging anyone running the race to take advantage of JustGiving's online fundraising tools. HER Fund Executive Director Ms. Linda To explained, "We're so proud to see HER fund's work over the past ten years, supported by the generosity of all our donors and fundraisers. To celebrate, we're organising our inaugural Race Walk for HER, and by working with JustGiving, we're hoping to boost donations even further."

JustGiving has a rapidly growing user base in Hong Kong, giving more than \$650,000 to good causes over the past 18 months.

Charities based in Hong Kong can register with the platform by visiting justgiving.com/charities, while fundraisers can nominate Hong Kong charities that they'd like to see using the site by going to justgiving.com/charity/nominate.

Nikki Kinloch, JustGiving's Director in Hong Kong, added: "HER Fund is a really exciting charity and we're delighted to be involved in their 10th anniversary celebrations. By offering



HER Fund the best that technology has to offer, we believe we can make a real difference to the amount raised to support HER Fund's work with vulnerable women and girls."

For more information about HER Fund www.justgiving.com/herfund

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For more information please contact press@justgiving.com

Notes to Editors

About JustGiving

JustGiving is the world's leading platform for charity giving, enabling over 21 million people to raise \$16 billion HKD for over 13,000 charities since launching in 2001. Through online and mobile, JustGiving brings the best that technology has to offer to charities worldwide, with more charities recommending JustGiving than any other online fundraising platform. A social business, JustGiving exists by charging charities a small fee on donations, re-investing any surplus cash into developing innovative world-class technology to make giving to charity easier and quicker.

JustGiving is the most visited charity giving portal in the world and in 2013 was ranked by The Times as one of the 50 websites you can't live without. In 2009, CEO Zarine Kharas joined previous recipients Sir Tim Berners-Lee and Professor Stephen Hawking in being awarded the RSA's Albert Medal, for "democratising fundraising and technology for charities".