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Barclays Moontrekker partners with JustGiving

World's leading online giving platform now open to charities in Hong Kong

Barclays Moontrekker has chosen JustGiving to be its official fundraising partner, as the world's leading online giving platform expands into Hong Kong.

Established in 2001, JustGiving has revolutionised the way in which people give to charitable causes, raising over \$16 billion 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.

The partnership will see JustGiving working closely with the Moontrekker, a 27km or 40km trek at night through the amazing Lantau Island mountains, to grow online fundraising among its 1,300 participants.

The organisers of Barclays Moontrekker are now encouraging anyone running the race to take advantage of JustGiving's online fundraising tools. William Sargent from Moontrekker commented, "Barclays MoonTrekker is the regions' top overnight endurance trail race that takes part on Lantau Island. Racers take on the 27km or 40km route and aim to 'beat the sun' by crossing Hong Kong's second highest peak before sunrise. MoonTrekker has raised over US\$500,000 for children's literacy charity; Room To Read and partnering with JustGiving this year, we're aiming to beat this total."

Since 2000, Room to Read has impacted the lives of nearly eight million children in Asia and Africa and aims to reach 10 million children by 2015. In the last three years, the MoonTrekker event has raised over HK\$2 million for Room to Read which has been deployed to fund 26 projects across South East Asia and Sri Lanka

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: "We're delighted to be partnering with the Moontrekker and believe online giving will really boost awareness and donations for the event. We make it much easier for their supporters to raise funds, integrating seamlessly with social media channels to help people reach more donors."

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Notes to Editors

About JustGiving

JustGiving is the world's leading platform for charity giving, enabling over 21 million people to raise \$16bn billion 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".