



**Strictly embargoed for 00:01hrs on Friday 21<sup>st</sup> December 2012**

## **21<sup>st</sup> December – the most generous day of the year**

*Digital giving peaks four days before Christmas*

Today is digital Britain's most generous day, with more people expected to give to charity online than at any other time this year.

In 2012, online donations are expected to peak on 21<sup>st</sup> December, with nearly twice as many gifts made to charity than on an average December day, according to JustGiving.

Like Cyber Monday or Black Friday, the most generous day for online giving falls around the same time each year – typically four or five days before Christmas, before workplaces close for the festive period.

And while the charity sector in general has reported a substantial decrease in donations this year,<sup>1</sup> online festive philanthropy has been growing year-on-year since 2007.

This heightened 'Christmas spirit' is helped along by evolving technology, with a significant proportion of these spontaneous offerings expected to come from mobile devices such as smartphones and tablets.

Mobile traffic to JustGiving.com is also expected to leap in the New Year, as people unwrap smartphones and iPads over the Christmas period. In January 2012, the online giving platform saw a 100 per cent month on month jump in traffic from mobiles.

Christmas campaigns using digital and mobile elements to raise money for charity are booming. 'Text Santa', which airs tonight, is a fundraising initiative in partnership with ITV, which encourages the public to make donations via text or online.



JustGiving has also launched the *Spread the Joy* campaign, identifying nine inspirational festive fundraisers ([JustGiving.com/en/discover](http://JustGiving.com/en/discover)) and offering £1,000 to the story most shared on social media by Christmas.

Companies are also getting involved. TripAdvisor gifted each of their employees a charity donation of their choice for Christmas and LinkedIn's UK employees are using the JustGiving platform as part of their fundraising efforts on behalf of the [Prince's Trust's Million Makers](#) initiative.

Anne-Marie Huby, MD of JustGiving, said, *"Christmas is all about generosity and over the festive period many of us will feel moved to give to causes close to our heart. We believe technology has a key role to play in making giving as joyful and frictionless as possible, to ensure charities are able to harness these spontaneous acts of kindness and people can give wherever and whenever they choose."*

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**For more information please contact Chris or Carole at Third City on tel: 020 3657 9773 or email [jgteam@thirdcity.co.uk](mailto:jgteam@thirdcity.co.uk)**

### **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 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". 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 and won 'Best Use of Technology' at the Charity Times 2012 Awards.

### **Methodology and footnotes**

All figures, unless otherwise stated come from JustGiving ad hoc donation data 2007-2012, listing hundreds of thousands of direct and ad hoc donations given to charities through JustGiving.com over the last five years.



1. According to the UK Giving 2012 report from the Charity Aid Foundation, donations during 2011-12 fell by almost 20% from £11bn to £9.3bn.