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## **JustGiving opens to charities across Asia-Pacific**

*UK's most popular online giving platform opens to charities in Asia-Pacific territories*

The UK's most popular online giving platform – JustGiving – is gearing up for an expansion across Asia-Pacific in September.

Established in 2001, JustGiving has become the world's leading online giving platform, revolutionising the way in which people fundraise and give to charitable causes.

The platform has now developed a multi-currency offering that allows anyone to give in one of eight currencies, and is now open to registration for charities from the UK and Ireland, Australia, the United Arab Emirates, and Hong Kong.

The expansion paves the way for JustGiving to make charitable giving across the world simpler, quicker and more enjoyable, and to better serve both local and multinational charities.

Anne-Marie Huby, MD at *JustGiving*, said: *"JustGiving is growing the world's generosity, as we expand into new territories, partner with local and multinational businesses and develop technology that connects people everywhere to the causes that they care about.*

*"We already have a solid base of users outside the UK and have seen an incredible global response to high profile appeals. Many charities don't have access to the tools available to them to maximise income from online fundraising, and in many cases aren't aware of other fundraising alternatives that are available to them to better harness the benefits of social media and mobile giving. We're now extending our platform to charities in markets that are naturally open to giving."*

In 2012, over 200,000 donations on JustGiving were made internationally, raising £12 million for UK and international causes.



JustGiving is now open to registration for charities from the UK and Ireland, Australia, the United Arab Emirates, and Hong Kong.

Charities looking to get on board should visit [www.justgiving.com/charities](http://www.justgiving.com/charities)

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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 is the world's leading platform for charity giving, enabling over 21 million people to raise £1.4 billion for over 12,000 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".

### **Methodology and footnotes.**

All data is taken from internal JustGiving data