



Information Pack

Reinventing the way we give



Welcome from TheGivingMachine

Within this pack we will answer many of the questions you may have about **TheGivingMachine** and provide additional information you may need.

What is TheGivingMachine?

A registered UK Charity helping UK based schools, charities and community groups benefit from a source of free cash donations. There are over 7,500 Causes raising funds from the Givers using our website. To date we have generated over 2 million FREE donations.

How does it work?

Retailers pay us sales commission every time our Givers click from **TheGivingMachine** website to a retailer and buy something. We convert this commission into a FREE donation for your Cause.

Can anyone join?

Yes, providing you are a UK registered school, charity, community group, social enterprise or another organisation setup for public benefit.

Why should Causes join?

This sales commission is free money for your Cause, so why not? People shop online all the time, so shopping via **TheGivingMachine** is a small change in behaviour that generates extra funds for your Cause. And it doesn't cost your supporters anything extra.

Which Retailers are taking part?

Over 2,200 online stores, including your favourite online retailers, are participating. Our stores include Amazon, John Lewis, M&S, Sainsbury, Next, eBay, Argos, Debenhams, Viking and Virgin Atlantic.

How can the donations be free?

The retailers taking part offer a referral sales commission on every purchase. Each retailer determines the size of the commission and it can vary between approximately 1% and 10%. The amounts per retailer are displayed next to their names / logos on our website.

TheGivingMachine receives the commission and converts up to 70% (depending on GiftAid) into a free donation. As a not for profit charity we use the retained funds to cover our operating costs.

What Marketing Materials do you offer us?

We will set you up with your own customised Fundraising Page on our website. We will also provide you with a set of Promotional Materials to help you promote **TheGivingMachine** to your supporters.

These include: personalised posters and flyers, e-mail templates, social media images and suggested text, web banners and DIY materials to create your own.

Is there a mobile App?

We have both an iOS and an Android App - both called Shop&Give. We also have a handy Shop&Give Reminder that can be downloaded on a Desktop and Laptop and actively reminds your supporters when they are on a website participating with our scheme. Installing this reminder help to raises 2.5 times more donations.

How can I get contact you?

If you have any further questions please contact any member of **TheGivingMachine** team.

e: info@thegivingmachine.co.uk

t: 0845 296 0028

A selection of our fantastic retailers



Generating support for a Cause

Spread the word!

Once you have joined **TheGivingMachine** you will want to encourage your supporters to sign up as a Giver and start generating free funds. We provide you with a selection of promotional materials that you can download, print out or share on Social Media.



Testimonials



“ **TheGivingMachine** is an awesome way to raise funds for your favourite charity or school. I've been a Giver for over two years and in that time, I have raised a couple of hundred pounds, just from shopping online! As a result, when we formed the Nathan Timothy Foundations, one of the first thing we did was sign up to **TheGivingMachine** and start recruiting Givers.

You have have to modify your online shopping behaviour, only slightly mind you, and remember to always log in to your Giver account, or use the browser Toolbar extension, either way, it's one of the best ways to encourage your supporters to help you, without having to ask them directly for donations. With the recent addition of the Campaign function, we've elected to focus all our **TheGivingMachine** activity to raise funds to support our BullyBeat songwriting project. ”

John Quinn

Director of Engagement

Nathan Timothy Foundation



“ The girls at **TheGivingMachine** were very kind and helpful and they constantly searched for ways to help us which proved a great motivation factor in our quest to boost our fledging organization.

With their help and the promotional material provided we publicised this fundraising opportunity with **TheGivingMachine** on our website and in our newsletters and before long we were soon able to build up a number of donors who began to raise money for the Foundation without any additional cost to themselves and in no time at all, we were receiving regular payments from **TheGivingMachine**.

Being registered with **TheGivingMachine** has become an integral part of our fundraising activities with donors raising money for the Foundation just one extra click of a mouse when buying online. ”

Dave Hulme

The Alex Hulme Foundation



TheGivingMachine

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