

## JUSTGIVING LAUNCHES FREE DONATION PROCESSING FOR CHARITY WEBSITES

- Giving Checkout will mean more money goes to charities
- This new product enables charities to power donations off the JustGiving platform, direct on their own websites and through their channels, expanding the JustGiving experience further than ever before
- Giving Checkout will enable charities to receive 100% of their donation from donors for the first time ever through JustGiving as donors will now have the option to cover payment processing fees on behalf of the charity when donating directly through their website
- Charities will be able to access donor data for every single direct donation made through Giving Checkout

**13<sup>th</sup> April 2021:** JustGiving has today launched Giving Checkout, a new service designed to make it easier for charities and donors to support one another outside the JustGiving platform. Charities can implement Giving Checkout on their websites, social media and other digital channels, plus promote it offline with a simple web address or QR code.

Donors using this service will also be given the opportunity to cover the payment processing fee on behalf of the charity, ensuring 100% of the donation they make goes to the charity. JustGiving will cover the payment processing fee for charities using Giving Checkout where donors opt-out of covering the fee which still ensures that charities using the product receive 100% of the donation 100% of the time.

The ability to also access 100% of their donor data, in addition to eliminating payment processing fees, is a first for the sector. This additional donor insight will help charities make informed strategic decisions about how they can get the most out of raising money online via their direct donors. When partnered with online fundraising through JustGiving, this makes an industry-leading offering for charities' fundraising strategies.

The launch of Giving Checkout follows significant changes JustGiving has made to its fee structure in recent years. In 2019, JustGiving announced the end of the platform fee and the introduction of voluntary contribution, which allowed donors to make use of a tipping model to support the operation of the platform.

These changes meant charities and donors benefitted from more transparency, while ensuring JustGiving could continue to support the thousands of charities and individuals raising funds through the platform.

Donors will still have the option to make a voluntary contribution when donating on the platform through Giving Checkout, which will enable JustGiving to keep investing in innovation and continue to work towards the long-term goal of making sure that no good cause goes unfunded.

**Pascale Harvie, President and General Manager of Blackbaud Operations in Europe, said:**

“We are absolutely thrilled to launch Giving Checkout, which will mean more money and data for charities. Being able not only to cover the payment processing fees, but also provide 100% of donor data, is something we know will be truly invaluable for charities. We are proud to offer our charity customers brilliant new innovative products to ensure the sector thrives as giving continues to evolve.

Giving Checkout only strengthens the capabilities we can offer charity partners and helps contribute towards our long-term goal of empowering giving everywhere”.

**Abi Betteridge, Individual Giving Manager, RAF Museum, said:**

“The new Giving Checkout is a great addition to our JustGiving service. Due to the ongoing closure of the Museum and the impact on in person visitor donations, we have been actively directing our supporters to online giving through JustGiving. A large proportion of our supporters would not usually donate online, but Giving Checkout is really simple for them to use and they can make a donation in just a few clicks! Not only is the platform easy for our supporters to use, but the 0% fee is something which really resonates with them and has driven up the donation value. We have been trialling Giving Checkout for a month and have been really impressed with the results.”