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PRESS RELEASE

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Fundraising platform easyfundraising recognised as one of the UK's Best Workplaces in Tech™!

2025 UK's Best Workplaces in Tech™ was revealed this morning by Great Places to Work® with Lichfield-based easyfundraising recognised as one of the best tech organisations to work for in the UK.

Established in 2007, [easyfundraising](#) was founded with a straightforward aim: to create a platform for shoppers to raise free donations for charities and good causes at no extra cost. Now nearly 20 years on, the online cashback fundraising platform has helped raise over £63 million for over 190,000 charities and good causes across the United Kingdom.

An early observer to the shift towards online shopping, easyfundraising's model allows online shoppers to generate free microdonations for their favourite cause. The shift beyond the high street has seen two million users join the movement, supporting their favourite causes, from schools, to sports clubs and larger national charities, by generating online cashback donations via their online purchases.

As a leading technology-for-good firm, [easyfundraising](#) has been awarded the Great Places to Work® accreditation due to their commitment to staff culture, well-being, and purpose-led organisational mission. Throughout its nearly twenty years in operation, management have upheld their commitment to build stronger communities, with 99% of staff proud to tell others they work for easyfundraising.

Nicola Lewis, Senior HR adviser at easyfundraising, says: "The difference between easyfundraising and other technology companies is when staff speak, they're heard. We pride ourselves on having an open culture where everyone's perspectives and opinions are considered regardless of seniority.

It's all part of our shared mission to build stronger communities through unrestricted funding for good causes."

Factors like this led to 95% of employees at easyfundraising saying the organisation was a great place to work, compared to a mere 54% at an average UK-based organisation taking the survey. With 90% of respondents agreeing with the statement 'management delivers on its promises' and 'colleagues celebrate each other's success'.

The Lichfield firm prides itself on its commitment to its staff and offers market-leading benefits as a result. These include enhanced maternity pay covering full pay for six months, two volunteering days per year for each staff member, and celebration days giving staff one additional day off a year to celebrate a life event of their choosing.

Alongside other in-house benefits, staff also enjoy comprehensive wellbeing support, fully funded breakfast and lunch with fitness classes offered once a week after working hours.

James Moir, CEO of easyfundraising, adds: “This recognition is a real achievement and belongs to all our staff and team members at easyfundraising. Our mission to support charities and good causes across the UK couldn’t be done without the hard work and dedication they display each day. As an organisation, we’ll strive to continue to have one of the best workplaces in the industry for years to come.”

Benedict Gautrey, Managing Director of Great Place To Work® UK, said: “The tech industry is undergoing rapid transformation, driven by advances in AI and the constant pace of digital innovation. In a landscape where change is the norm, the UK’s Best Workplaces in Tech™ stand out for putting their people first. Investing in their culture, and leading with transparency, these organisations are creating stability and trust in uncertain times. Congratulations easyfundraising on building a truly great workplace and earning recognition as a UK’s Best Workplace in Tech™.”

You can visit the [easyfundraising](https://www.easyfundraising.com) website here to sign up and get started.

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Editor’s notes:

Through the easyfundraising platform, shoppers can raise a donation for their nominated good cause every time they shop online with one of the 8,000+ participating retailers at no extra cost to the consumer.

easyfundraising has raised more than £63 million for charities and good causes since its launch in 2007.

With more than 2 million people using the platform, it is one of the UK’s leading ways to support grassroots charities and causes. In 2023 and 2024, easyfundraising was named one of the UK’s Great Places to Work.

About Great Place to Work®:

Great Place to Work® is a globally recognized authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, they acknowledge the world's Best Workplaces™ in various national lists