



Impact Report

2024-2025

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Welcome from our CEO

I'm pleased to share this update to easyfundraising's first Impact Report.

Our purpose remains simple: to turn the everyday spending of daily life into a force for good. Since our last report, we have accelerated our growth, raising more than £65 million for good causes overall, with over £8.9 million raised last year alone.

This progress has been driven by a continued focus on making it easier for supporters to raise funds effortlessly. Over the last two years we have expanded our technology with the launch of our Android browser extension, further enhancements to our core extension experience, and the introduction of our new in-store offering, helping supporters give back whether they shop online or on the high street.

This update highlights what has changed over the last two years, the progress we've made, where we have invested in improving the experience, and how we have strengthened the foundations that underpin trust in the platform. It also reflects our commitment to building a sustainable, resilient business that can keep delivering for causes through changing economic conditions. I'm especially proud that our team has been recognised as a leading tech firm in the latest Great Place To Work survey, because delivering impact at scale depends on attracting and retaining talented people who care deeply about our mission.

Most importantly, this remains a story about the people behind the causes: the organisers who keep momentum going, the supporters who choose to shop in a way that gives back, and the retailers who make the donations possible. Thank you to everyone who is part of this community.

James Moir
CEO, easyfundraising

“ Since our last report, we have accelerated our growth, raising more than £65 million for good causes overall, with over £8.9 million raised last year alone. ”





Our impact data at a glance - 2025

A snapshot of our social impact data for 2025 and 2024 alongside analysis of how this has improved since we received investment to grow what we do in 2020:

<p>Total money raised since launching in 2005:</p> <p>£66 million by December 2025</p> <p>£58 million by December 2024</p>	<p>15% YOY growth</p>	<p>↑ 98% growth since 2020</p>
<p>Money raised in the year:</p> <p>£8.9 million in 2025</p> <p>£7.3 million in 2024</p>	<p>18% YOY growth</p>	<p>↑ 116% growth since 2020</p>
<p>Average donations per active supporter:</p> <p>£21.52 in 2025</p> <p>£20.88 in 2024</p>	<p>3% YOY growth</p>	<p>↑ 69% growth since 2020</p>
<p>Total income from Business Supporters:</p> <p>£225,224 in 2025 of which £43K raised in 2025</p> <p>£182,232 in 2024</p>	<p>24% YOY growth</p>	<p>↑ 235% growth since 2020</p>

<p>Number of active supporters:</p> <p>411,890 in 2025</p> <p>348,828 in 2024</p>	<p>22% YOY growth</p>	<p>↑ 28% growth since 2020</p>
<p>Number of Active Causes:</p> <p>86,719 in 2025</p> <p>78,760 in 2024</p>	<p>10% YOY growth</p>	<p>↑ 27% growth since 2020</p>
<p>Registered charities vs. non registered good causes:</p> <p>24% : 76% in 2025</p> <p>24% : 76% in 2024</p>	<p>↑</p>	<p>5% : -1% growth since 2020</p>
<p>Registered charity income vs non:</p> <p>£2.3m : £6.6m in 2025</p> <p>£1.9m : £5.4m in 2024</p>	<p>24%:21% growth since 2024</p>	<p>↑ 102% :121% growth since 2020</p>





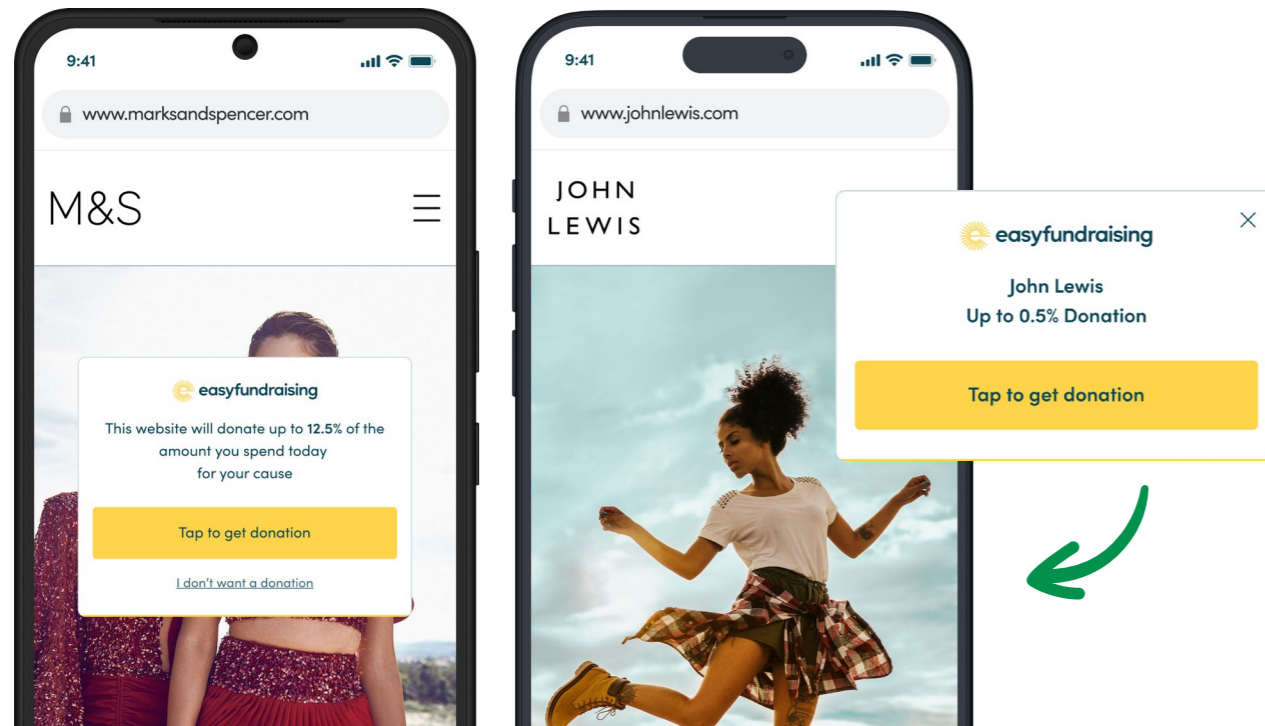
Using technology for good – at the heart of our business

As a ‘technology for good’ business, keeping up with fast moving trends in digital technology and consumer behaviour is an area we invest heavily in. These are some of our recent innovations to enhance the experience of our supporters, causes and retail partners:

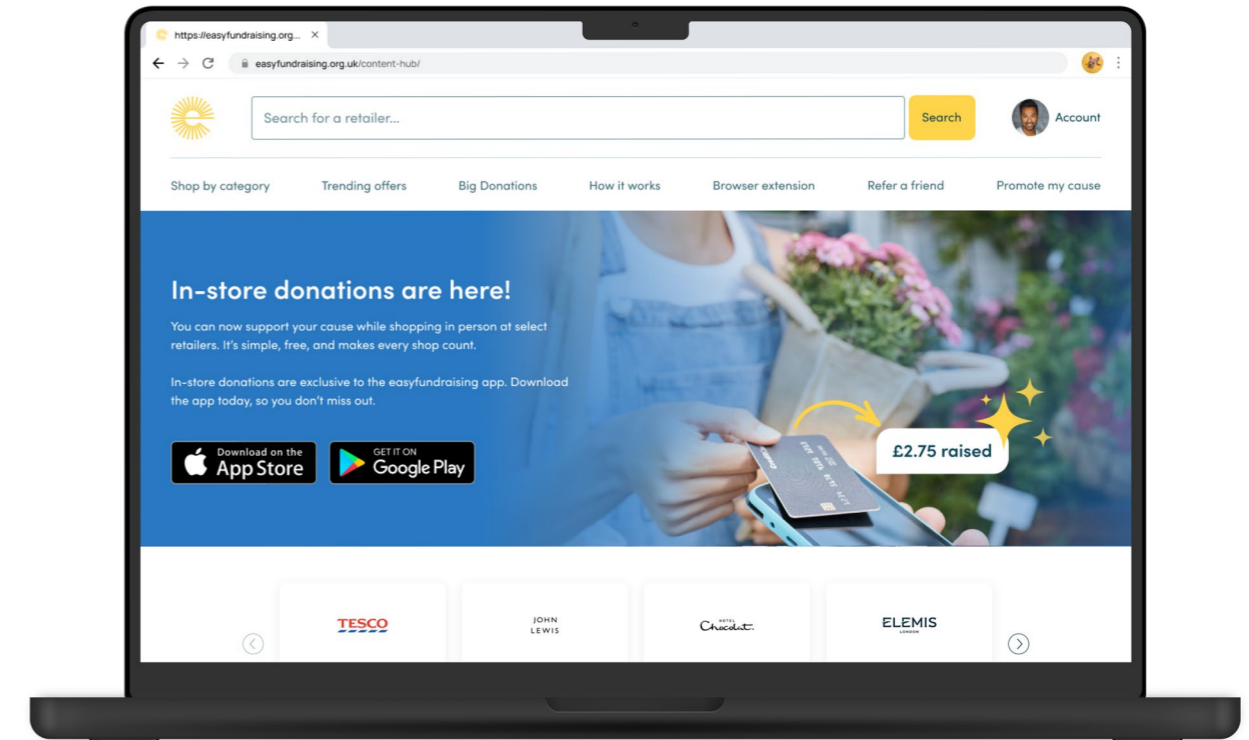
In 2024 we focused on strengthening the foundations of the platform and removing friction for supporters. We extended our Donation Reminder to Android users for the first time, bringing our donation alerts to a much wider mobile audience. Like our iOS equivalent, the Android experience works quietly in the background, recognising participating retailers and prompting supporters at the moment it matters, helping ensure fewer donations are missed. Last year, this allowed our supporters to raise nearly £500K in extra donations.

Alongside this, we completed a major re-platforming of our website and apps, moving to a more modern, highly scalable platform that touched almost every part of the easyfundraising experience, delivered seamlessly, with no downtime or disruption for customers.

We also improved the performance and reliability of Donation Reminders on desktop and iOS. These enhancements included deep-linking supporters back to the original retailer page after activating a donation alert, and smarter detection of cookie consent issues that can prevent tracking. Together, these changes reduced key pain points and improved donation tracking reliability, making it easier for supporters to generate funds consistently.



In 2025 we expanded the opportunities to raise beyond online shopping and doubled down on donation tracking accuracy. In September, we launched In-store Donations, enabling supporters to raise donations in physical retail stores for the first time. Supporters can securely link their payment cards to their easyfundraising account and raise funds automatically when shopping in person with participating retail partners.



Improving the experience for our customers

We also invested significant time and resource into improving tracking across the complexity of more than 8,000 retailer websites, where outcomes depend not only on our technology but also on partner systems. Since the launch of this tracking solution at the end of 2025, it has already enabled the tracking of over £1.1 million in additional donations.

Finally, we continued to make it easier for causes to promote and grow their fundraising. We launched a new “Promote My Cause” area across our website and app, giving causes ready-to-use emails, social posts, and personalised posters and flyers so they can spread the word in a few clicks. And we introduced a new Cause Dashboard, providing clearer visibility of supporter sign-ups and how many supporters go on to raise donations, helping causes focus on what works, build momentum, and confidently celebrate the impact they are achieving.



The cause categories we help to support



Historic and 2025 totals

Historic total: £5.5m
2025 results: £755k
9% of total raised
No. of causes: 3,189
4% of total



Historic total: £3.4m
2025 results: £391k
4% of total
No. of causes: 1094
5% of total



Historic total: £7.3m
2025 results: £1134k
13% of total
No. of causes: 16,151
19% of total



Historic total: £4.7m
2025 results: £542k
6% of total
No. of causes: 7,341
8% of total



Historic total: £4.6m
2025 results: £760k
9% of total
No. of causes: 9,936
11% of total



Historic total: £20m
2025 results: £2414k
27% of total
No. of causes: 16,689
19% of total

About

Animals and Wildlife

Spanning well known national animal welfare charities to local wildlife projects and sanctuaries, these causes are dedicated to protecting and improving the lives of neglected and endangered animals.

Art and Culture

From supporting local dance groups to safeguarding heritage sites, these arts and culture related causes are diverse and far-reaching.

Challengers and Events

These are all about fundraising through events and people setting themselves tough challenges – such as running their first marathon – to raise money for a good cause close to their heart.

Children's Clubs and Groups

From after-school clubs to sports teams, youth drama groups and Guides and Scout troops, these organisations typically focus on providing safe and nurturing environments for children and young people to learn new things, work as a team, grow and thrive.

Community and Public Service

These community projects and public facing activities, ranging from local hospices to food banks, provide often vital support to those in need.

Education and Childcare

Ranging from PTA's raising much needed extra funds for school activities, to community funded pre-schools, to students traveling overseas on community support projects and more, these causes are about supporting a quality education and early chances in life.



Historic total: £3.6m
2025 results: £474k
5% of total raised
No. of causes: 4,318
5% of total



Historic total: £3.5m
2025 results: £376k
4% of total
No. of causes: 4,928
6% of total



Historic total: £10m
2025 results: £1502k
17% of total
No. of causes: 12,855
15% of total



Historic total: £0.9m
2025 results: £138k
2% of total
No. of causes: 3,546
4% of total



Historic total: £2.5m
2025 results: £246k
3% of total
No. of causes: 2886
3% of total

Health & Wellbeing

Covers support for major organisations, such as Macmillan Cancer Support and The Alzheimer's Society, to specialist support groups focusing on living with on lesser-known diseases, to local groups who are making a difference in their communities through promoting wellbeing or supporting those with health issues.

Religious Groups and Buildings

These causes are typically focused on local religious communities and in particular helping to maintain and improve the buildings they use to meet and worship in which may range from ancient buildings to new and converted spaces and in some cases renting rooms for meetings and community events.

Sports Clubs and Teams

These causes are raising funds to improve their facilities, purchase equipment and kit for those who can't afford it, host events and get more people to join in. Mainly working at local level, they may also be helping their club members compete at national or international level.

University Funding

Going to university to study can improve life chances in relation to future careers, widening perspective and host of other benefits, but it is not easily affordable for everyone.

Educational charities can raise funds through easyfundraising for bursaries that help deserving individuals on the way to the opportunities they dream of.

Welfare and Environment

Involving a diverse range of environmental causes, from helping protect natural resources, wildlife habitats to improving local environments, these projects often have a therapeutic aspect for community participants.

NB: The sums shown here include all confirmed and pending donations by 31 December 2025, and comprise shopping donations and any other amounts going to good causes through, e.g., referrals and competition prize wins, etc..



Where we make an impact

We make a difference by enabling community-based fundraising all over the the UK. Here we show the amounts raised across each region last year, and in total since we launched, as well as a selection of the causes that we have recently supported to show some of the range across the breadth and depth of the UK.

Scotland: £5.8m in total - £717k in 2025



Tia Greyhound & Lurcher Rescue
682 supporters - £18,391 raised



1st Tarbolton Rainbow Unit
26 supporters - £1,005 raised



Ashley Road School PTA - Aberdeen
81 supporters - £2,491 raised

North East: £3.7m in total - £480k in 2025



St Augustin's Church, Tynemouth
21 supporters - £1,149 raised



Bury Gymnastics Club
45 supporters - £529 raised

Northern Ireland: £0.8m in total - £113k in 2025



Belfast Eagle Sea Cadets
58 supporters - £880 raised



Usk Brass Band
28 supporters - £394 raised

West Midlands: £5.4m in total - £723k in 2025



Birmingham Children's Hospital
91 supporters - £2,594 raised

East Midlands: £4.1m in total - £555k in 2025



Loughborough Foxes Women's and Girl's FC
56 supporters - £2,375 raised

Greater London: £9.7m in total - £1.2m in 2025



Music for Youth
21 supporters - £411 raised

East of England: £3.9m in total - £468k in 2025



Cogwheel Counselling
44 supporters - £1,488 raised

South East: £17.5m in total - £2.6m in 2025



Home Start Oxford
67 supporters - £3,767 raised

South West: £6.4m in total - £831k in 2025



People4ponies
44 supporters - £1,476 raised



NB:

1. The sums shown here include all confirmed and pending donations by 31 December 2025, and comprise shopping donations and any other amounts going to good causes through, e.g., referrals and competition prize wins, etc..



The easyfundraising experience

as told by some of our cause administrators

Through our continually evolving technology for good, designed to make fundraising simpler and more effective, combined with the on-going guidance and support of our Cause Relationship Team, we focus on creating a positive experience for cause organisers as they work to deliver meaningful outcomes for the communities and issues they care about. The following case studies highlight just two examples of the impact this approach can achieve across our cause community.

Community and Public Service



Hospitality & Hope
South Shields, Tyne & Wear
61 supporters / £692.66 raised to date

In the midst of the cost-of-living crisis, thousands of families across the UK are experiencing food insecurity. For the past quarter of a century, Hospitality & Hope has been there to support residents in their local area to not only get access to the necessities they need. This goes beyond just food, they operate 3 community hubs offering local people workshops and craft classes, as well as supported living accommodation. They have developed a series of other services to help those experiencing such difficulties, lead a more independent life.

We spoke to Wayne, their Operations Manager (and easyfundraising cause admin) in May 2025, to learn all about the charity, their work and their experience of fundraising with us.

What do Hospitality & Hope fundraise towards?

“We are always in need of donations to further assist our work in a variety of forms, whether that’s purchasing food produce for our foodbank or helping with the running costs of our wellbeing events or helping to facilitate additional needs of those who interact with us. Whilst we are fortunate enough to receive donations and funding from other sources, often this funding comes short of being able to accommodate the constant rising demand. We are constantly looking ahead at busier periods of the year, such as Christmas and the six weeks school summer holidays, when the demand on our services across several forms generally reaches its highest capacity.”



Why did you choose to join easyfundraising?

“We were impressed with the flexible nature of the fundraising process. We were staggered that over 8,000 established retailers were available to our community to raise from – and we like that those who choose to support us can do so without going to further personal expense, as it’s included within the price of their purchases. It’s an easy system to use and promote and refer people too within the work we do and it’s quite universal, anyone who shops online can choose to support us for free.”

How has your easyfundraising income made a difference?

“Overall, it has been used to support the organisation. We haven’t ring fenced it for anything specific, it has been added to the collective force of incoming donations and assigned thereafter based on time of year, latest project, largest focus etc. it’s been a really useful addition and we’re excited to see it grow in the future as we have only been using it for around 18 months!”

What would you like to say to those who support you?

“I would like to say thank you, because we know and understand there’s a lot of great charities out there like us doing really important work, and we’re really grateful for every single penny we receive in respect of donations. It all helps us carry out and promote our work and help those that need us to live more self reliant and independent lives.”

See also: hospitalityandhope.org.uk



The easyfundraising experience

as told by some of our cause administrators

Sports and Teams



Cardiff Blue Dragons Wheelchair Rugby Club

Cardiff, South Glamorgan

26 supporters / £593.06 raised to date

It may not get the coverage that traditional rugby gets outside of the paralympics, but for the members of the Cardiff Blue Dragons Wheelchair Rugby League Club, wheelchair rugby deserves top billing. The club has only been existence since 2021, catering for players of a wide range of ages and ability – their youngest member is 8 while their oldest is 60! The club allows people of all ages, gender identification, disabilities (including mental health and neurodiversity) as well as able bodied to play on one team as long as they can self propel a wheelchair. This makes it one of the most inclusive sports available and allows families and others to play on one team with others around them.

in just over 2 years they have raised almost £600 with easyfundraising. We spoke to team manager, Karen, to find out more.

Why does the club need to fundraise?

“Our estimated running costs based on all the thing we would like to do for the team are in the region of £16,500 per year. But as we currently don’t have access to anything like this amount it’s important we raise enough to get by and do the bare essentials as we currently are. We also need to raise funds in the future to purchase our own team wheelchairs at a total predicted cost of £25000. We fundraise in many ways on a small scale to keep the club running and do all we can to promote ourselves and do what grant applications we can in the hope of accessing funding.”

Why did you choose to join easyfundraising?

“It’s a great fundraising solution for our circumstances. We find accessing grants challenging due to the fact many don’t support hall hire costs and others only offer it to those clubs/teams catering to specific areas of need i.e. one age group or disability type. We also are in one of the most deprived areas of Wales as well as working with some people depending on benefits. Easyfundraising provides a free source of income for us with minimal effort. We do all we can to promote it to get more people shopping in support of us.”



How has your easyfundraising income made a difference?

“To date our money raised has helped towards hall hire, our largest overhead. It has helped us be able to continue to offer sessions over the winter months at a time when many people find them dark and isolating. This has allowed them to access a source of physical and mental wellbeing to be accessed by people who may otherwise not have that vital support.”

How easy has it been to get the community behind your easyfundraising cause?

We promote on our social media accounts. We have made use of the easyfundraising provided QR code to our cause page and have it on our exhibition boards and flyers. We also have wallet size cards made purely to promote easyfundraising. We find the best way to get people signed up though is word of mouth, we make sure we talk about how easy it is when at publicity events and networking sessions. We try and keep people updated with how much we have raised to keep them motivated.

See: wrl.wales/cardiff-blue-dragons-to-start-wheelchair-rugby-league-side



Partner case study



Partnering with umbrella organisations such as Sported

Recognising that some types of cause are often part of a wider national membership organisation, we have set out to partner umbrella organisations so that they can better support their member groups to help themselves through our fundraising platform. With partnerships across multiple cause categories, from community, to education and sports, one good example is Sported. As the largest grassroots sport charity in the UK, their mission is to transform lives and strengthen communities through sport. They support a network of thousands of grassroots sports clubs of all kinds, providing access to funding and other resources to help them deliver the best sporting experience possible. They work in particular with deprived communities and support them through grant funding – however with our help, they can also give the clubs a way to fundraise independently with minimal effort required. Since our Sported partnership began in 2022, more than 250 of their grassroots club and groups are raising with us and they have currently raised close to £20,000 through online shopping.

A good example of one of their members that easyfundraising has helped is Darlington Steam American Football Club. Based in County Durham, the club has 6 teams from u11's through to adult, with over 100 players in their membership. To date they have raised over £3,000 with our help!

What they have said about their fundraising aims: "American football in the UK can be quite expensive, and our goal is to ensure that everyone who participates doesn't need to have their own kit. The funds we raise support equipment buys, promotion, transport, and game-day fees."



What Sported and some of their members say about easyfundraising

“ It’s a no-brainer for Sported to work with easyfundraising. Our community sport groups tell us again and again how hard it is to raise money and ask for our help. It’s made so easy for them thanks to the marketing resources, online support and regular incentives offered. I don’t understand why any of them wouldn’t use it!

Nadia Lipsey, Network Services Manager, Sported

“ It’s a great way to boost your funds throughout the year, especially if you have players or others associated with the team who own or run businesses. It gives us a steady stream of donations year round, unlike other fundraising activities.

Lee, Darlington Steam AFC

“ It’s such an easy way to raise vital funds, we’ve raised over £600 in just over a year and it all helps us provide a safe and inclusive environment for our community to engage in physical activity!

Nadine, Afan Valley Swimming Club

“ The impact has been brilliant. Our quarterly payments from easyfundraising are some of the easiest funds we raise all year. We have members who support us just by doing their weekly Asda shop, as well as others who remember to use it for bigger one-off purchases. It helps us fund running costs, which are hardest to fund through grants!

Nadia, Adventure Queens



Retail partners

At the heart of easyfundraising is our partnership with retailers, which enables everyday shopping to deliver meaningful social impact. We now work with more than 8,000 retail partners, spanning all major UK consumer brands including Tesco, Marks & Spencer, John Lewis, Booking.com, eBay, Sainsbury's, GoCompare and Apple, alongside thousands of specialist and emerging businesses. Each partner contributes a percentage of a supporter's spend, which easyfundraising converts directly into a donation for the supporter's chosen good cause.

This simple mechanism turns ordinary consumer behaviour into a powerful source of funding for charities and community organisations. Without changing what they buy or paying anything extra, supporters are able to generate regular, unrestricted income for causes they care about, funding that is increasingly vital in a challenging fundraising environment.

For retailers, this approach goes beyond customer acquisition and loyalty. By partnering with easyfundraising, brands are able to align commercial activity with purpose, supporting local communities and national charities while delivering tangible progress against their community investment and ESG commitments. Marketing spend is transformed into social value, creating shared benefit for businesses, causes and supporters alike.

Over the past two years, we have continued to grow and diversify our retail network, welcoming new partners including Sykes Holiday Cottages, Huel, Shopify, White Fox Boutique and MedExpress, broadening the opportunities for supporters to raise funds through their everyday spending.

The strength of these partnerships has enabled easyfundraising's impact to scale significantly. Since launch, more than £3.5 billion has been spent with retailers through our platform, with over £425 million transacted in 2025 alone, translating everyday shopping into sustained funding for tens of thousands of good causes across the UK.

Retail case study



With families and school communities continuing to feel the effects of rising costs, TUI and easyfundraising partnered to help schools unlock meaningful extra funding—while driving incremental holiday bookings and higher-value transactions for TUI.

The campaign, TUI Classroom Commitment, focused on easyfundraising's large and highly engaged schools community. We activated our network to ensure the offer reached both existing school supporters and new schools that could register and benefit from the campaign through our education partner relationships.

The mechanic was simple: supporters were encouraged to book with TUI via easyfundraising during March 2025 unlocking an increased £100 donation for their school. We amplified the campaign across multiple channels to maximise reach and conversion:

- Email and direct comms to our backbook of 10,000 schools who regularly use easyfundraising
- Promotion via education partners, encouraging more schools to register and take part
- Paid social to extend reach and drive new intent
- Onsite placements across the easyfundraising platform to capture in-market users

Results

The campaign delivered standout performance for TUI versus non-education activity on the platform:

- 52% increase in sales in the Education category (vs 9% in non-education)
- 55% increase in overall basket to £522k
- £78k in donations generated for Schools

Together this partnership demonstrated how a purpose-led, targeted incentive can drive strong commercial returns – whilst at the same time helping school communities raise vital extra funds through everyday spending.



What our good causes & supporters say...

We actively seek and act on feedback from our supporter community. Trustpilot is our primary channel, where we receive hundreds of reviews each year and continue to be rated 'Excellent', with a 4.3 TrustScore based on 4,327 reviews at the time of writing.

We also monitor and learn from feedback on Google Play and the Apple App Store, where supporters frequently highlight the simplicity of raising free donations through everyday shopping. Recent App Store reviewers describe the experience as "free... easy... a no-brainer", "simple and effective", and "very easy" to use for supporting charities and schools.

Where feedback is less positive, it most commonly relates to misunderstandings about when donations are confirmed and paid, or to occasional friction in the "digital machinery" of tracked shopping journeys. We treat these issues seriously. A significant focus in 2025 was strengthening and improving our tracking solutions. This work has materially improved reliability across shopping journeys and helps ensure supporter feedback translates quickly into clearer guidance, smoother product experiences, and a consistently high-quality service.



easyfundraising
Reviews 4,327 • Excellent
★★★★★ 4.3
VERIFIED COMPANY

Snapshot score taken February 2026

92% of our Trustpilot reviews are 5 or 4 stars

We replied to 100% of our 1 and 2 star reviews

RU Ruth
GB • 6 reviews

Jan 16, 2026



A brilliant boost to charities

This is a marvellous service - I help my charities just by shopping and can boost their donations for free! So easy to use through the reminder extension, and I've been surprised how many retailers subscribe. A simply brilliant idea.

SG Star Grace
GB • 3 reviews

Jan 6, 2026



Great platform to help support our club...

Great platform to help support our club to reinvest monies into the athletes of the future.



4.6 ★
3.62k reviews

500k+
Downloads

Google Reviews

E Eleanor Battel

★★★★★ 23 December 2025

This is a literally the easiest way to raise funds for your cause!! The app and website are both straightforward and easy to navigate. The support from the team is second to none. There is also an option to link bank cards to your account so in store you can also raise money.

G George Horler

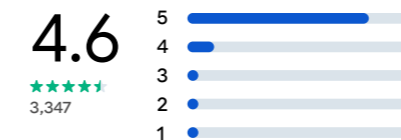
★★★★★ 9 January 2026

This is a very easy to use app that easily enables you to raise a percentage of your spending on many different everyday goods towards a cause that then receives the donations. I always use it now and it benefits our childrens' school. If there are any ads I haven't noticed them and it runs extremely smoothly and is easy to navigate. Would definitely recommend installing it.



Ratings and reviews

Ratings and reviews are verified and are from people who use the same type of device that you use



User Interface 99

Financial Goals 70 +3

M Misiou M

★★★★★ 18/01/2026

Earn funds for your favourite charity or cause for instance a school, by doing your purchasing via the easyfundraising app or online extension to your browser. At zero extra cost, money is earned.

K Kerry Parsons

★★★★★ 28/01/2026

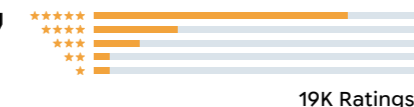
Great way to earn money for your favourite charity while buying things you need.

L Lynn Russell

★★★★★ 11/01/2026

Easy app to use. It's good that there's a reminder to use the app on most sites.

App Store 4.7 out of 5



Couldn't be easier!
★★★★★

29/10/2025
Jjhood10

This app is brilliant. Earn money for my cause, by just buying the items online that I would have been anyway. Everything from playstation credit, house insurance, Travelodge's, Ticketmaster ect the list is endless. I have been to 2 concerts this year and earned £40 for the fundraising app. Brilliant!

Pennies to pounds thankyou easyfund...
★★★★★

26/12/2025
CurlyF

You have made a world of difference to our group all that raised has made and will help us in the work we do helping and supporting people of all ages struggling with mental health issues. Which can and does effect people at any time so many people so many areas of worry, depression and doubt!!



Our commitment to being a sustainable business

At easyfundraising we are committed to actively managing the sustainability of our own organisation, measuring and improving our performance across different important aspects of ESG (Environment, Social and Governance) as they apply to our business.

Highlights from our ESG management in 2025 include:



Our people

- We use regular pulse surveys alongside an annual survey to understand what matters most to our people. Changes made in response to employee feedback contributed to our recognition as a Top Tech Place to Work by Great Place to work in 2025.
- In 2025 74% of employees said they were happy working at easyfundraising, with 100% feeling proud to work here. We continue to benefit from low staff turnover and our employee Net Promoter Score is 36.
- We have invested in development tools that help employees identify their strengths, build personal development and focus on growth allowing them to make an impact in their role while supporting development and progression.
- Our employee-led Diversity & Inclusion task force brings together people from across the organisation to help shape and embed a practical D&I strategy that supports a positive and inclusive working environment.
- We support gender balance across the organisation through fair and inclusive recruitment practices, flexible working arrangements to support employees with caring responsibilities, and policies that support women through key life stages.
- We are committed to employee wellbeing, alongside our MHFAiders all line managers have received additional bespoke wellbeing training to help them support their teams effectively. Employees and their families have access to professional mental health support through our employee assistance program.

Some of our ESG related credentials include:



Climate and the wider environment

- As part of our ongoing energy efficiency drive we introduced adjustable, low-energy office lighting, reducing energy consumption while supporting a more inclusive working environment for neuro divergent team members.
- We offer an electric vehicle salary sacrifice scheme designed to be assessable to as many employees possible. When selecting the provider, we prioritised the inclusion of second-hand vehicles, recognising this both reduces the environmental impact associated with new vehicle production and broadens access by offering greater choice and more affordable options for employees.
- We continue to improve recycling practices at our head office, including the introduction of food waste composting. Where we provide breakfast and lunch for our teams, we prioritise healthy, minimally processed food and recyclable packaging. All defunct IT equipment is responsibly disposed of through charities that reuse equipment.



Great place to work

- We were delighted to achieve our Great Place to Work accreditation, recognising the strength of our culture, wellbeing focus and purpose-led mission. Nearly twenty years into our journey, we remain committed to building stronger communities and our team feel that connection strongly: 99% of colleagues say they are proud to tell others they work for easyfundraising, and 95% say it is a great place to work, well ahead of the 56% UK average benchmark.
- We were also recognised as one of the UK's Best Workplaces in Tech 2025, reflecting the environment our people describe day-to-day: supportive, collaborative and friendly teams, strong social connections, and clear opportunities to learn, develop and progress.
- Colleagues consistently highlight that their work contributes directly to helping millions raise free donations for good causes, and that feedback is listened to and acted on quickly, reinforcing a culture where people feel valued, heard and able to do their best work.



Our future ambitions

As we close this report, we're struck by just how far our community has taken easyfundraising in a short space of time. Over the last couple of years we have accelerated our growth and surpassed £65 million in total donations raised for good causes, with more than £7 million paid out in the last year alone. That's millions of pounds of unrestricted funding, generated through everyday spending, reaching charities, community groups, schools, clubs and individuals in every corner of the UK.

That progress has been powered by a clear focus: making it easier for supporters to raise every time they shop. We've continued to enhance our core technology so that fundraising feels more seamless, more reliable and more "in the moment", from ongoing improvements to our extension experience, to the launch of new capabilities like our Android browser extension, and the continued evolution of our mobile donation reminder technology.

We've also kept pushing into new areas of everyday spending, broadening the opportunities for supporters to generate donations beyond traditional online journeys. This commitment to innovation is about more than new features; it's about removing friction, reducing missed donations, and helping cause organisers build consistent, sustainable fundraising that doesn't rely on constantly asking the same people to give more.

None of this happens without trust and teamwork. We're grateful to the brands on our platform, the dedication of cause organisers who champion easyfundraising in their communities, and the supporters who choose to turn shopping into something that helps others. And behind it all is our team, who continue to build, improve and support the platform every day.

Our ambition remains the same as it has always been: to turn the everyday spending of daily life into a force for good, at greater scale, with better technology, and with even more impact for the causes that need it most.

Thank you!

None of this would be possible without the continued collective effort of the community around easyfundraising.

We are grateful to the brands on our platform who continue to choose to turn everyday spending into social impact; to the dedicated organisers of good causes across the UK who inspire and mobilise their communities; to the thousands of supporters whose everyday choices make donations happen; and to our own easyfundraising team, whose commitment, care and hard work continue to grow the platform as a genuine force for good.





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For more information about easyfundraising, please visit:

www.easyfundraising.org.uk

If you'd like to get in touch with James Moir,
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