



Fundraising Tips of '26

All the ways you can raise
for FREE this year.

Online

In a nutshell...



Register your cause



Ask everyone to join in support



They shop via our app or site



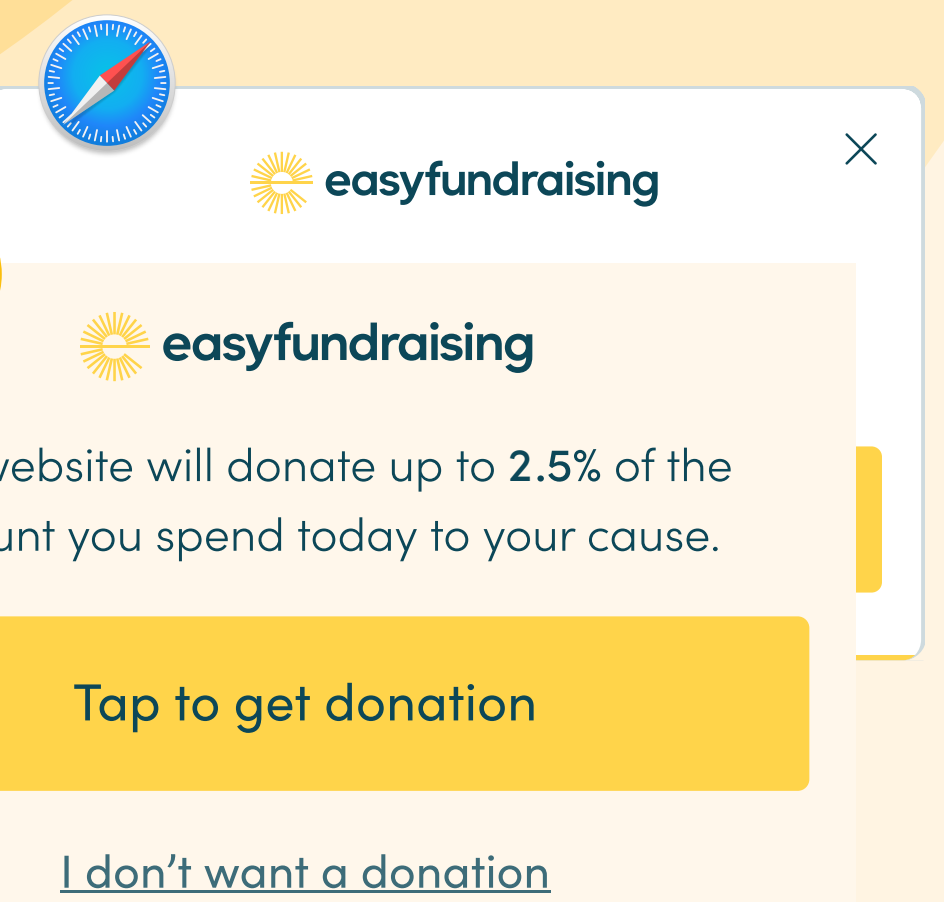
A free donation is raised

FREE cashback donations through online shopping

8,000+ retailers will donate to your cause when your supporters shop online with them.

Get the app

- Shop and raise on the go!
- Manage your cause, see raising progress
- Receive regular updates to your phone



Get the Donation Reminder

- A simple pop up when supporters land on a participating retailer's site
- Available for desktop and mobile
- One tap to activate donations

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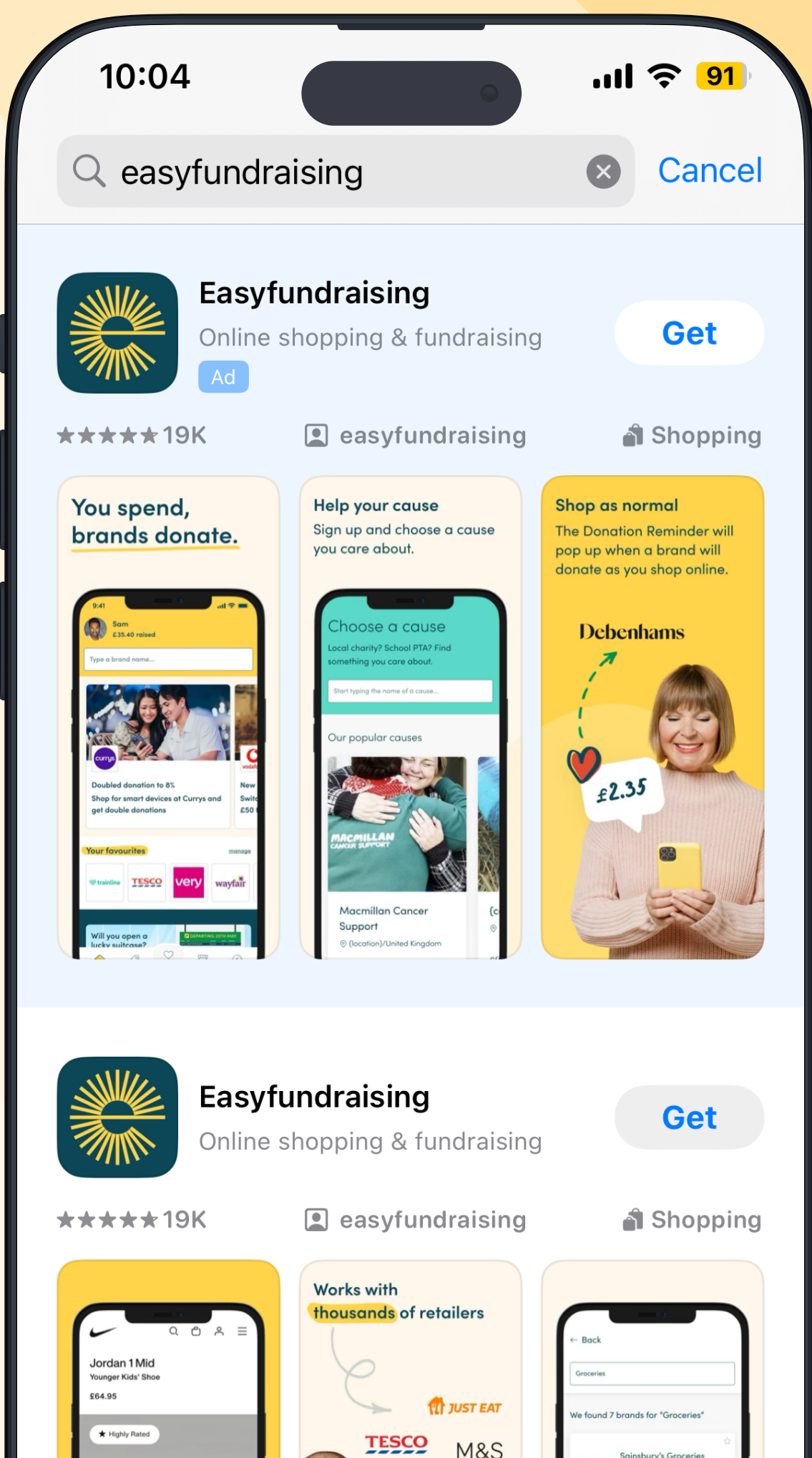
TESCO

Argos

JUST EAT

ebay

H&M



In-store

In a nutshell...



Supporters link a bank card to our app



They use that card to pay at the checkout in store



A free donation is raised

TRAVELBAG™

PÂTISSERIE
VALERIE

TESCO

JOHN
LEWIS

HOTEL
Chocolat.

FREE cashback donations through in-store shopping

Selected retailers will donate to your cause when supporters shop in person too.

💬💬 Supporters only need to connect a card to be able to raise in-store. There's no need to use a specific card / payment method when raising online! 💬💬

Tom, MS Society supporter



Refer supporters

In a nutshell...

Share your link via:



You and fellow supporters share your unique supporter referral link



Someone uses it to join as a new supporter of your cause



Once the referred supporter raises their first donation, your cause gets a bonus £1!

Bonus
donations
when you refer other
supporters to join

I support my local running club, and asked my brother if he'd support us too

He used my supporter referral link to join

He ordered a new top from M&S last week via his easyfundraising app

He raised us a donation, plus a bonus £1 got added to our total!

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Paul,
Swansea Running Club supporter



Incentives

In a nutshell...

In 2025, more than £40k was given to causes from our £2 app-eal incentive



Bonus incentives and donation rate increases at selected times of the year

All handily displayed in our trending offers area



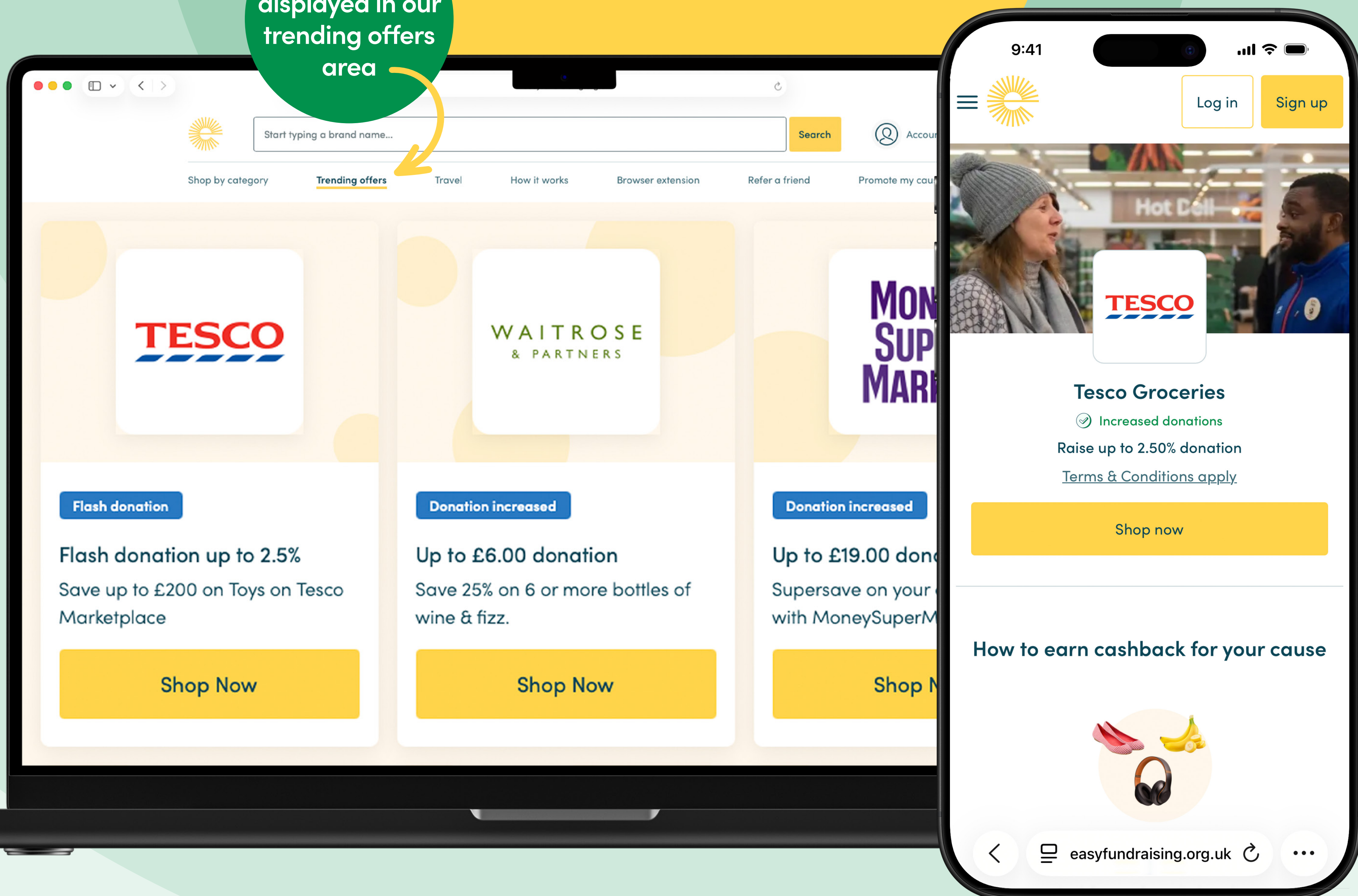
Retailers will offer donation rate increases - often doubled!



Retailers will offer exclusive discounts and offers to our users = more shopping, more raised!



We offer incentives like our £2 app-eal - get £2 every time you get a new supporter via our app



Key stats from 2025

Over **£130k** was awarded in competition prizes and incentives

Over **£7.5m** raised for good causes and charities

Our highest raising cause this year raised **£10,126**

Our most generous retailer was **Booking.com**

Be part of the story in 2026!