

DD May 2026

PRESS RELEASE

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**Lichfield-based cashback fundraising platform wins big at
Performance Marketing Awards**

Cashback fundraising platform [easyfundraising](https://www.easyfundraising.com) went home with the top prize at last week's Performance Marketing Awards, held in London and hosted by renowned comedian Jimmy Carr.

Winning Publisher of the Year, the platform was recognised for its innovation, creativity, and originality, while delivering exceptional results for advertisers and value for consumers across the last twelve months.

Judges were said to be looking for evidence of product innovation, service excellence, and campaigns that showcase measurable success and strong client relationships. Easyfundraising's marketing campaigns were acknowledged as excellent examples of purpose-powered performance, helping to drive sales and fund causes.

Contributing to the win were easyfundraising's Tesco Community Pledge which awarded 5 x £1000 grants to community causes, their TUI Classroom Commitment awarded £100 cashback donations to school supporters who booked package holidays, and the platform's Booking.com Plant a Tree Campaign planted trees on behalf of shoppers to combat reforestation whilst also giving a £10 donation to their chosen cause.

Founded in 2007, easyfundraising has since become the UK's leading cashback fundraising platform, having raised almost £70 million for good causes and charities nationwide. When individuals sign up to easyfundraising and choose the cause they want to raise for, the retailers they shop with via the easyfundraising website or app will automatically donate a percentage of their purchase to the chosen good cause or charity, without adding any extra expense to their bill. Their simple way of fundraising is utilised by over 190,000 good causes up and down the country. Similarly, over 8000 retailers have partnered with the platform to help support good causes and charities with free cashback donations.

Runners up for the Publisher of the Year prize included Genie Ventures, Atolls, Reward Gateway Edenred, TopCashback and UNiDAYS. Easyfundraising even found themselves also nominated for another two awards, Partnership of the Year with TUI

and Best Social Impact Campaign for their raising on a roll initiative with leading recycled paper brand, Who Gives A Crap.

“We’re incredibly proud to have won Publisher of the Year, it’s a fantastic achievement for the whole business” says James Moir, CEO of easyfundraising.

“It’s a recognition of the whole company and everything we've done across the year, so we’re absolutely delighted. We operate between delivering performance to our retail partners but also deliver social impact as well. Ultimately, we’re about providing a positive impact to society and help our brand partners deliver a positive return on their investment.

“Looking back across the last year, our team has really come together, and we’ve had some ambitious growth targets and exciting campaigns. Without sounding too cheesy, it comes down to the team, how they’ve come together and what we've been able to deliver.”

Now in its twentieth year, the Performance Marketing Awards celebrate the marketing industry’s first-class campaigns, teams and companies with a celebrity host. Regarding easyfundraising’s win, the judges said: “easyfundraising has set a new benchmark for purpose-led retail media, fundamentally evolving what affiliate publishing can achieve in a modern economy.”

“Proving that aligning brand objectives with social good is a powerful, scalable and highly incremental commercial strategy.”





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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 £69million for charities and good causes since its launch in 2007.