

PRESS RELEASE

DONATE mobile giving platform to be made free for charities

*** 4% commission scrapped**

*** transaction costs absorbed by NFS from minor share of Gift Aid**

*** no account set-up costs or monthly charges**

*** free donor data**

Tuesday 12 August 2014 – The National Funding Scheme (NFS) today announces that its mobile giving platform DONATE, currently adopted by 200+ arts and heritage organisations across the UK, is to be made free for charities.

DONATE is the country's only digital giving tool to combine SMS text giving, web app, QR and Near-Field Communication technology in a single platform. As an incentive to fundraisers, NFS is scrapping its 4% commission fee and absorbing all credit and debit card transaction costs from a minor share of any eligible Gift Aid throughout the rest of August and September – with a view to this becoming a permanent feature of DONATE.

'As a charity ourselves, NFS' ambition has always been to make DONATE as low-cost a fundraising solution for other charities as possible,' explains NFS chief executive Paul Cutts.

'When NFS launched DONATE, our 4% commission helped to cover administrative, marketing and related costs. After six months of working closely with partners across England, Scotland and Wales, we are building sufficient scale to trial DONATE as a free tool, with our costs funded from a minor share of any Gift Aid added to donations. Donors can be reassured that the full value of their donation in these circumstances is being passed on to their chosen charity, which will still receive the majority of any Gift Aid that NFS collects on its behalf.'

DONATE is already free of any set-up or monthly fees and NFS believes this development will make it the most cost-effective multi-channel fundraising platform in the country.

Where no Gift Aid has been added or is ineligible (such as from international donors), NFS will charge just 2.5% to cover text channel, debit- and credit-card transaction charges. This is half the fee charged by

The National Funding Scheme (Charity No.: 1149800) – www.nationalfundingscheme.org
Marcar House, 13 Parkshot, Richmond, Surrey TW9 2RG, Tel: (0)20 3174 2276
Registered Office: 2-6 Cannon Street, London EC4M 6YH

Trustees: Bernard Donoghue, Seamus Keating (Chair), William Makower, Catherine May, Molly Waiting, Caroline Worboys
Patrons: Robert Dufton, Lord Smith of Finsbury PC, Dame Fiona Reynolds DBE, Baroness Lane-Fox of Soho CBE, Christopher Rodrigues CBE

DONATE

commercial fundraising platform Just Giving, which takes 5% of non-Gift Aid donations plus transaction fees; Just Giving also charges charities a £15+VAT monthly fee.

Non-profit organisations supporting charity fundraising campaigns, including BBC Children in Need and The Art Fund, keep 100% of Gift Aid added to donations. Virgin Money Giving charges 2% of donations and a £100 +VAT set-up fee and does not offer an integrated text-giving channel.

DONATE continues to evolve technically. Recent enhancements to the platform include the launch of a self-service Portal, enabling any organisation – large or small – to launch campaigns in a matter of hours. Other developments in the coming months include a direct debit and repeat donation facility, and a new tool for peer-to-peer fundraising.

NOTES TO EDITORS

For further information, or for suitable images, contact NFS founder trustee William Makower or chief executive Paul Cutts on 020 3174 2276; email: hello@nationalfundingscheme.org.

About DONATE

Launched in May 2013 as a dedicated mobile giving tool for the arts and heritage sector, DONATE is now operating in England, Scotland and Wales in organisations as diverse as National Galleries of Scotland (Edinburgh), Sheffield Theatres, Battersea Arts Centre in London and Ffotgallery in Cardiff. The National Funding Scheme gratefully acknowledges the support of Arts Council England, Creative Scotland, Arts Council Wales, Nesta, Paul Hamlyn Foundation, Garfield Weston Foundation, Sackler Foundation, the Cabinet Office and RSA.

Gift Aid and DONATE

Gift Aid increases the value of a donation to charities by allowing UK tax payers to reclaim basic rate tax on their gift. DONATE provides a means for NFS to reclaim any Gift Aid on behalf of organisations using the platform. In order for this to happen, the donor must register for Gift Aid when giving through DONATE but they need only do this once for all future transactions on DONATE to have Gift Aid added automatically.

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