

EMBARGO 0001 THURSDAY 6 FEBRUARY 2020

## UK-based Crowdfunder launches a new fee-free fundraising feature making it the only major platform to ensure every penny raised for charity goes to charity.

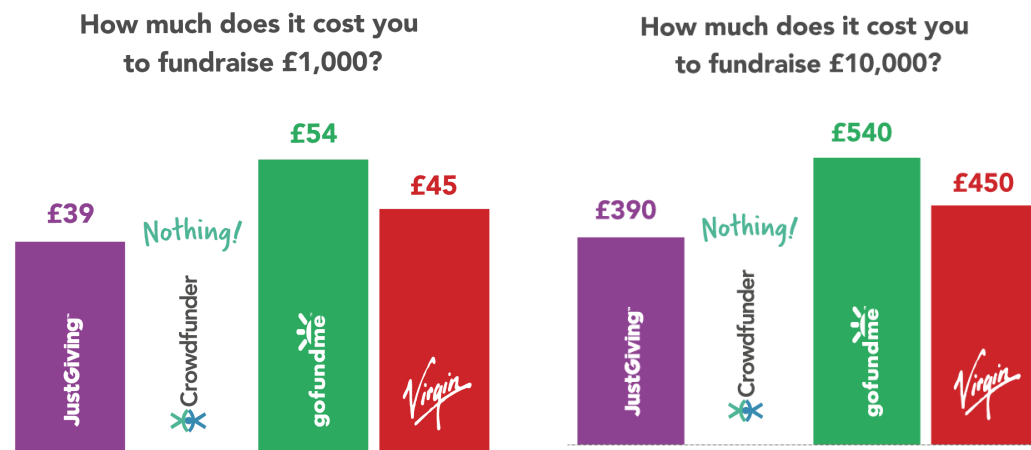
- Rewards-based platform Crowdfunder will cover transaction charges and the platform fees will be set to zero.
- US owned Just Giving and GoFundMe continue to charge fundraisers transaction fees.
- The move makes Crowdfunder the only crowdfunding platform to offer 100% fee free fundraising for 20,000 charities, in partnership with Charities Trust who will administer Gift Aid.

**[6 FEBRUARY, LONDON]** - Crowdfunder is today announcing a new fee-free fundraising feature moving into the individual giving space:

<https://welcome.crowdfunder.co.uk/fundraisers/>.

Crowdfunder will charge zero platform fees and cover transaction charges making it the only crowdfunding site to be 100% free to fundraisers and charities. US owned firms Just Giving and GoFundMe continue to charge both fundraisers and charities transaction fees.

**No platform fees, no transaction fees, no gift aid fees.**



*Costs are calculated on 100 donations totalling £1000. A 1.9% + £0.20 fee per donation is charged by Just Giving. A 2.9% + £0.25 fee per donation is charged by GoFundMe. Platform fees of 2% plus payment processing fees @ 2.5% is charged by Virgin Money Giving. We have assumed donors have not covered the charity fees.*

In further efforts to streamline charitable giving, any donations received via Crowdfunder will be administered by Charities Trust including Gift Aid. Crowdfunder will not profit or benefit from Gift Aid unlike platforms such as Just Giving which take 5% from all Gift Aid donations.

Supporters will be asked if they want to “tip” the platform to cover costs, however this will be optional.

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**Simon Deverell, Creative Director, Crowdfunder said,**

*“Every penny raised for charity should go to charity. The millions of hard-working fundraisers deserve platforms that put their goals - to raise as much money for their chosen cause - first.*

*“For too long fundraising platforms have profited from people’s goodwill. We are not in the business of making money out of charitable giving and believe this model is outdated. The British public deserves better.*

*“That’s why we’ve launched a totally fee free fundraising platform and will roll out rewards-based pledging and match funding over the next six months. That’s the future of fundraising.”*

**Andrew Moore, Director of Private Fundraising and Communications, Halo Trust said**

*“Fundraising platforms usually cost money which reduces the amount we receive to save and rebuild lives by clearing landmines and explosives. Crowdfunder’s new fee free fundraising feature will ensure every penny raised by our committed supporters goes directly to our lifesaving work. We are delighted to share this with our supporters. They give us 100% when they fundraise, and now 100% will be going exactly where they want it to.”*

The Halo Trust recently raised £9,740 via 103 supporters to help reduce landmines in Zimbabwe. The funds raised will be match-funded by the Department for International Development.

<https://welcome.crowdfunder.co.uk/fundraisers/>

**@crowdfunderuk**

**Notes to Editor**

**About Crowdfunder**

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Crowdfunder is the UK's #1 rewards-based crowdfunding platform, where over £72 million has been raised by thousands of businesses, social enterprises, charities, community groups, and individuals across the UK.

Crowdfunder believe that everyone in the UK is a philanthropist in the making and that they should have the power to make positive change in their communities.

The total number of projects added to the platform to date stands at over 173,000, with 50,000 daily visits and up to 250 Crowdfunder projects added daily. Led by Donkeys, More United and the RBS supported, Back Her Business initiative have all been grown through Crowdfunder.

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