



Impact Report

2024-2025

Our mission and how we achieve it

Easyfundraising’s misson is to turn the everyday spending of daily life in to a force for good. We do this by delivering easy to use and seamless technology that empowers individuals to turn simple, everyday actions into something good.

We operate a 3 sided model that connects supporters who want to raise funds for good causes with on-line retailers, who make donations when supporters spend on their website.



Retailers (brands)

Offer cash-back ‘donations’ to supporters’ chosen good causes.



Good causes

Checked and on-boarded onto the easyfundraising platform – then helped to recruit supporters by our team and using our toolkits.



Supporters

Choose which cause to support (at any one time) and generate no-cost donations while they shop online with affiliated brands.



How does it work?

Causes are on-boarded to the easyfundraising platform once they have cleared our vetting process to check they are bone fide and meet our definition of being a good cause. We then provide advice and toolkits to the cause organiser – or ‘cause admin’ as we call them – so they can recruit people to become ‘supporters’ to the cause when they do their on-line shopping.



“ We rely 100% on donations, fundraising and grants to support our work, as we receive no statutory funding. We are currently experiencing huge demand for our services, and extreme financial challenges, as our costs increase, so this extra funding is very gratefully received.
Sparkle Appeal – Newport ”

We work at the hyper-local level
as well as with well-known national charities

We collaborate with major national charities—including Macmillan, Save the Children, and Dementia UK—adapting our technology to deliver tailored, branded experiences for their supporters.

However, the majority of our impact is felt at a hyper-local level.

Around 75% of the good causes we support operate within their own communities, creating meaningful and often long-term change. These initiatives range from promoting inclusivity in health and fitness, to supporting disadvantaged groups, providing schools with additional learning resources, and enhancing local environments.

We reach these grassroots organisations through our extensive network of over 170 ‘cause partners’—umbrella bodies, national governing organisations, membership groups, and more.

Ultimately, easyfundraising offers a simple and tangible way for people to give back and support good causes across the UK and the local nature of the impact we enable helps strengthen the emotional connection between shoppers and the brands that they shop with.

easyfundraising in numbers:

2005	when we launched our website and platform
74,000+	the number of good causes on our platform in 2024
8,000+	brands have been available on our platform since we launched
£2.5bn	in GMV driven to our retail partners
£60m	total donations raised since we launched
80	people in our team, making up the equivalent of 65 full time & 15 part time

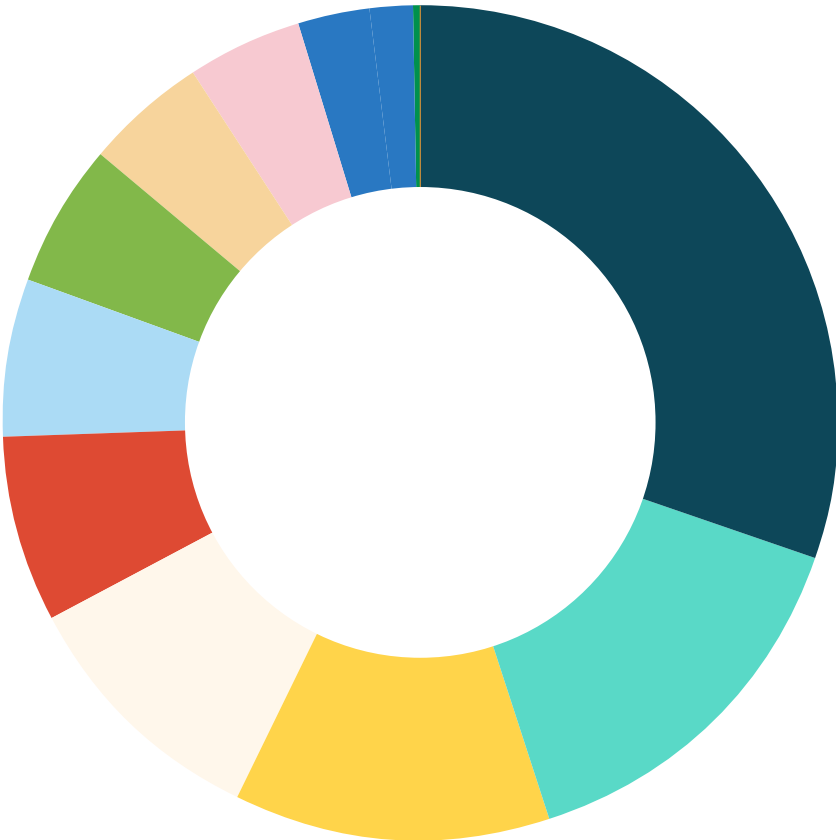
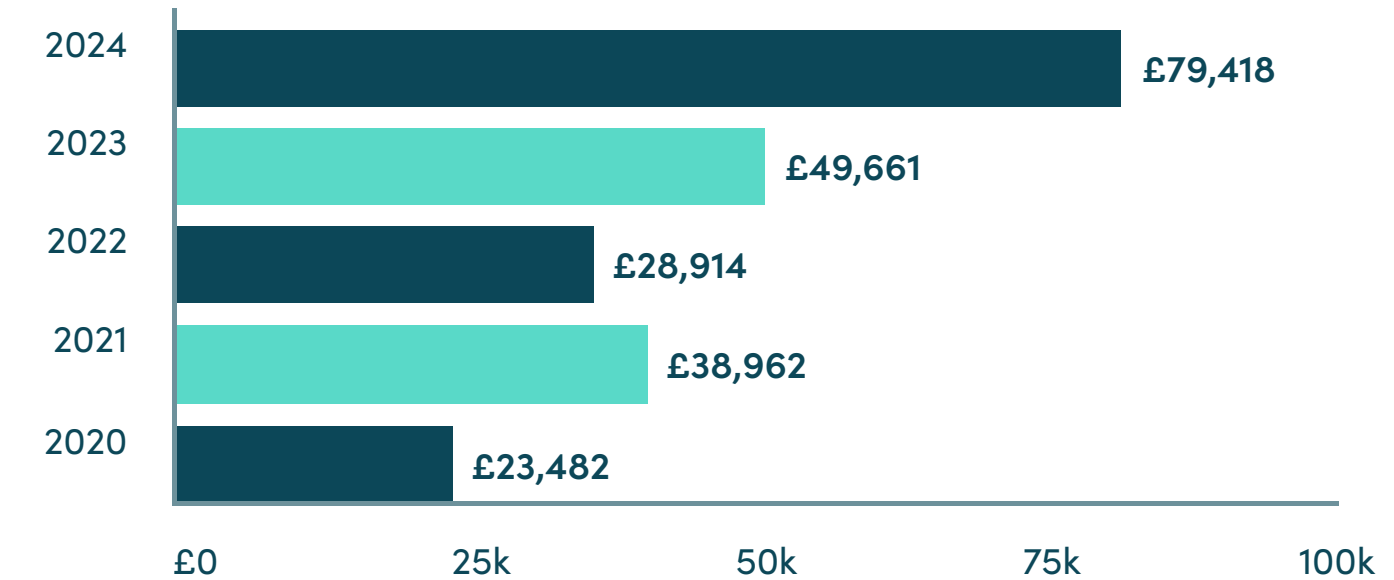
easyfundraising has now become a vital tool in our fundraising arsenal as it provides a steady stream of income year round without any extra effort or resources required from our side.

MedServe Wales





Donations over-time – Last 5 years



Cause Category	Donation Amount
Education and Childcare	£23,787
Sports and Teams	£11,553
Challengers and Events	£9,798
Animals and Wildlife	£7,901
Community and Public Service	£5,540
Health and Wellbeing	£4,929
Children’s Clubs and Groups	£4,414
Religious Groups and Buildings	£3,633
Art and Culture	£3,507
Welfare and Environment	£2,218
University Funding	£1,327
Business	£204



“ We’ve raised over £350 in such a short time! We have bought an endless list of items; extra long litter pickers to get into the bushes, hundreds of spring bulbs like daffodils, crocuses, anemones and bluebells, secateurs, gloves, plus bulbs and bedding plants for our Community Planter on the High Street in our village which we sponsor.

The Friends of Quarry Park Dunsville ”

Top causes in 2024



We make a difference by enabling community-based fundraising all over the the UK. Here we show the amounts raised by your top 10 causes last year.



easyfundraising Cause of the Year
(Home Start Birmingham North West)
£8,784 raised



Hillside Animal Sanctuary - Norwich
£7,307 raised



Soi Dog Foundation
£6,075 raised



Macmillan Cancer Support
£4,998 raised



Cancer Research UK
£4,078 raised



Protect the wild
£4,036 raised



The Ginger Cat House Rescue
£3,479 raised



Many Tears Rescue
£3,439 raised



Stray Cats Rescue Team West Midlands
£2,627 raised



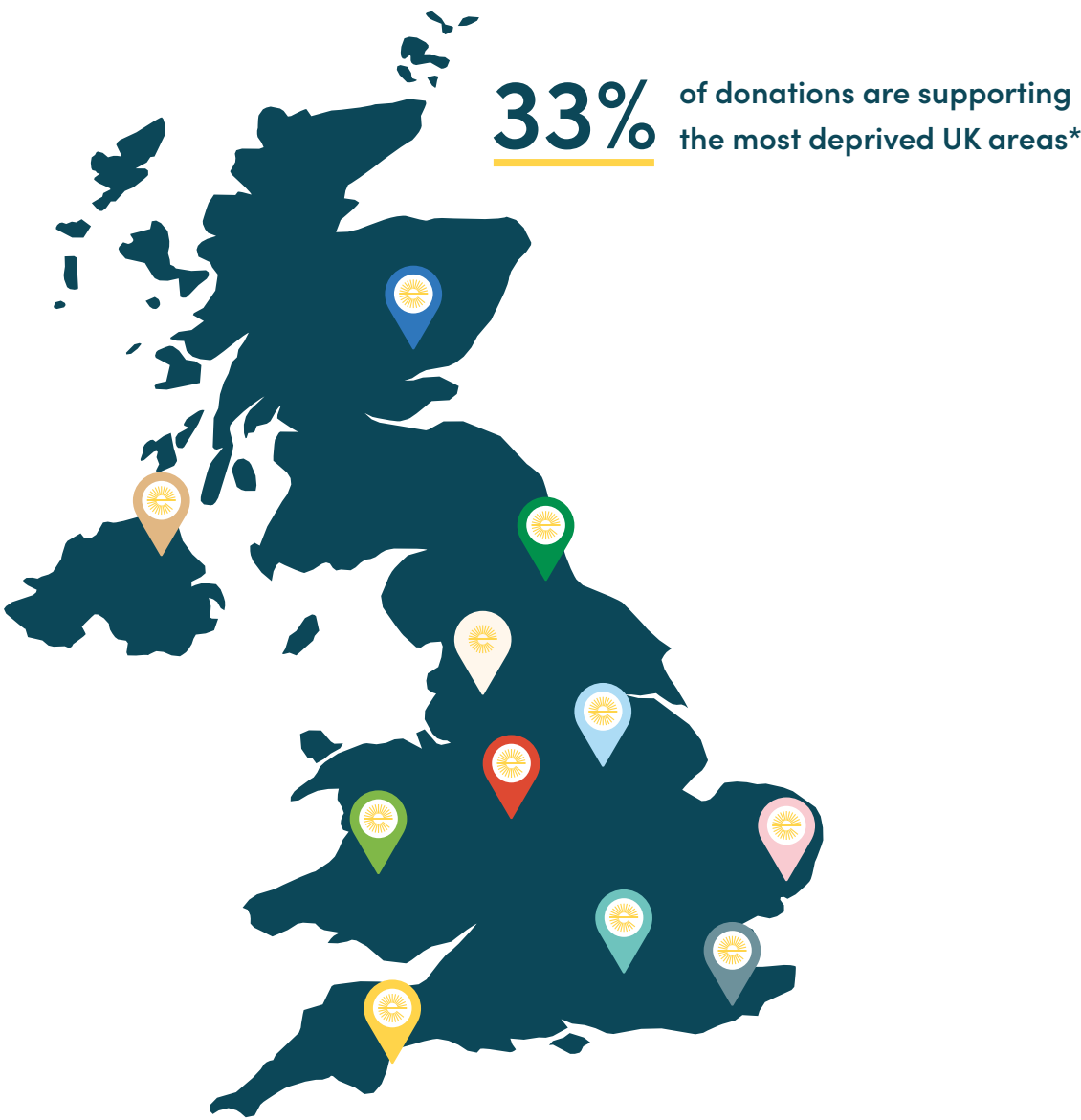
Dogs Trust
£2,575 raised

What Home Start Birmingham North West say about easyfundraising



“Donations raised have meant we have been able to buy resources for our stay and play groups, which means children have a variety of activities on offer
Home Start Birmingham North West”

Donations by region



Region	Donation Percentage
South East	23%
Greater London	14%
South West	10%
North West	11%
Scotland	8%
East of England	6%
West Midlands	8%
East Midlands	7%
North East	7%
Wales	4%
Northern Ireland	2%

*Number represents deciles 1-5 on the indices of mass deprivation.
**81% of donations are matched to a region



For more information about easyfundraising, please visit:
www.easyfundraising.org.uk