



Impact Report

2025

Our mission and how we achieve it

Easyfundraising’s misson is to turn the everyday spending of daily life into 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 online retailers, who make donations when supporters spend on their website.



Retailers (brands)

Offer cashback ‘donations’ to supporters’ chosen good causes.



Good causes

Checked and onboarded onto the easyfundraising platform, then supported by our team and toolkits to recruit supporters.



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 online shopping.

Industry recognition

Proud winners of Publisher of the Year at the Performance Marketing Awards 2026 and recognised as one of the UK’s Best Workplaces 2025.



“ 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 a hyper-local level
as well as with well-known national charities**

We support fundraising for good causes of all sizes, from well-known national charities such as Macmillan, Save the Children and Dementia UK, to thousands of smaller organisations rooted in local communities.

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 300 ‘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.

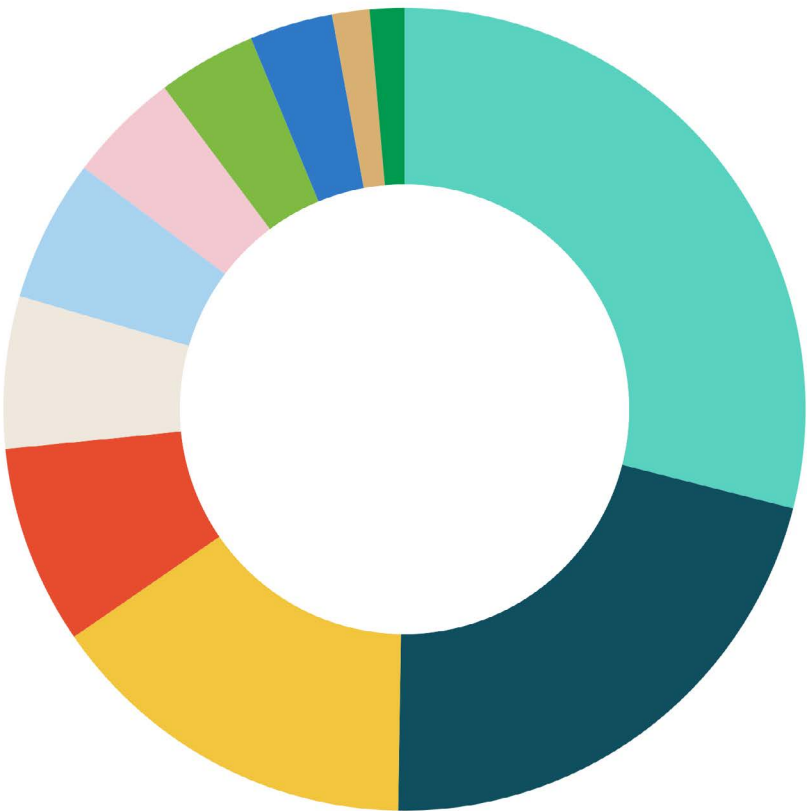
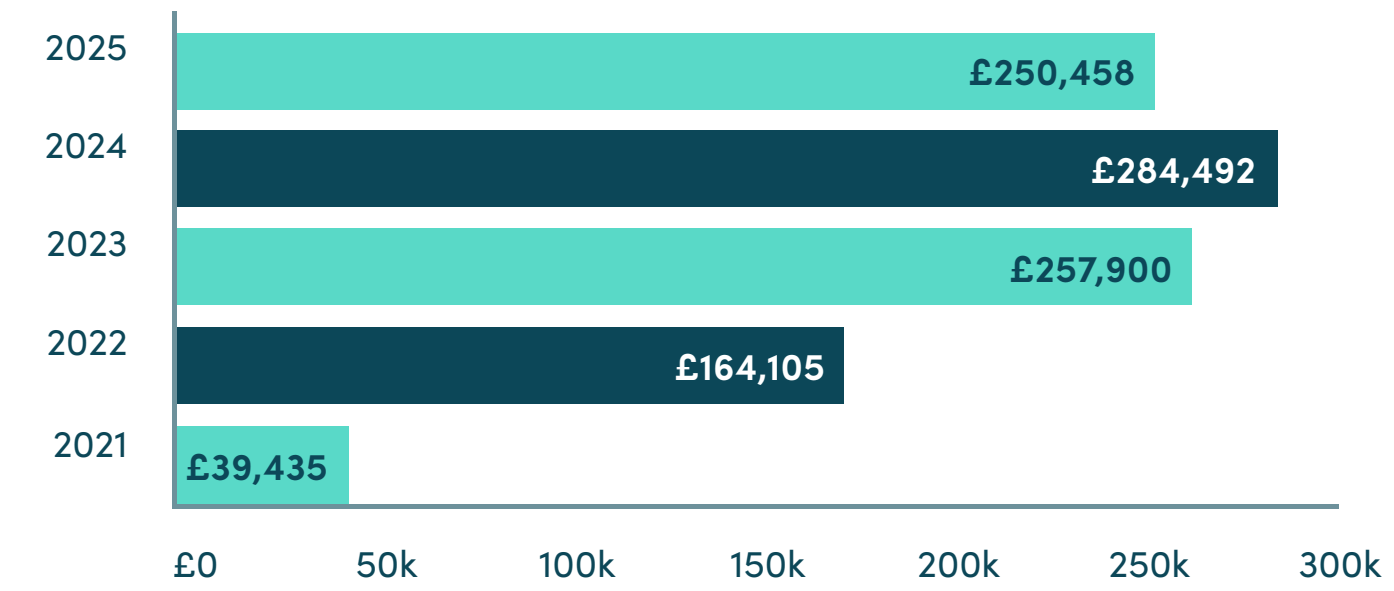
easyfundraising in numbers:

2005	when we launched our website and platform
87,999	the number of active good causes on our platform in 2025
8,000+	brands have been available on our platform since we launched
£3.5bn	in GMV driven to our retail partners
£70m	total donations raised since we launched
83	people in our team, making up the equivalent of 64 full time & 19 part time

“ As a community farm collaborating with our local community to tackle food insecurity in our city, we spend a lot of time generating the revenue we need to keep the project on the road. The process of joining easyfundraising so far has been easy and simple, which, in a funding world that is often long and complicated, we are very grateful for.”
Lush Greens Bristol



Donations over-time – Last 5 years



Cause Category	Donation Amount
Education and Childcare	£72,247
Sports and Teams	£53,064
Challengers and Events	£37,796
Community and Public Service	£19,985
Animals and Wildlife	£15,281
Children’s Clubs and Groups	£14,272
Art and Culture	£11,246
Health and Wellbeing	£9,891
Religious Groups and Buildings	£8,356
Welfare and Environment	£3,754
University Funding	£3,473



“ easyfundraising has helped us raise vital funds to keep our club going. The funds help with the cost of equipment, match officials, or league fees. The extra money is vital for us to remain economically stable. ”

FC Union Bristol

Top causes in 2025



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
(Alzheimer's Society)
£14,914 raised



Soi Dog Foundation
£5,901 raised



Macmillan Cancer Support
£3,850 raised



The Ginger Cat House Rescue
£3,773 raised



Second Chance Dog Rescue CIC
£2,937 raised



Black Ice Academy
£2,169 raised



OSA - Owens School Association
£1,985 raised



Turkish Tails Animal Rescue
£1,832 raised



Great Ormond Street Hospital Children's Charity
£1,635 raised



Alban City School PTA - St. Albans
£1,629 raised

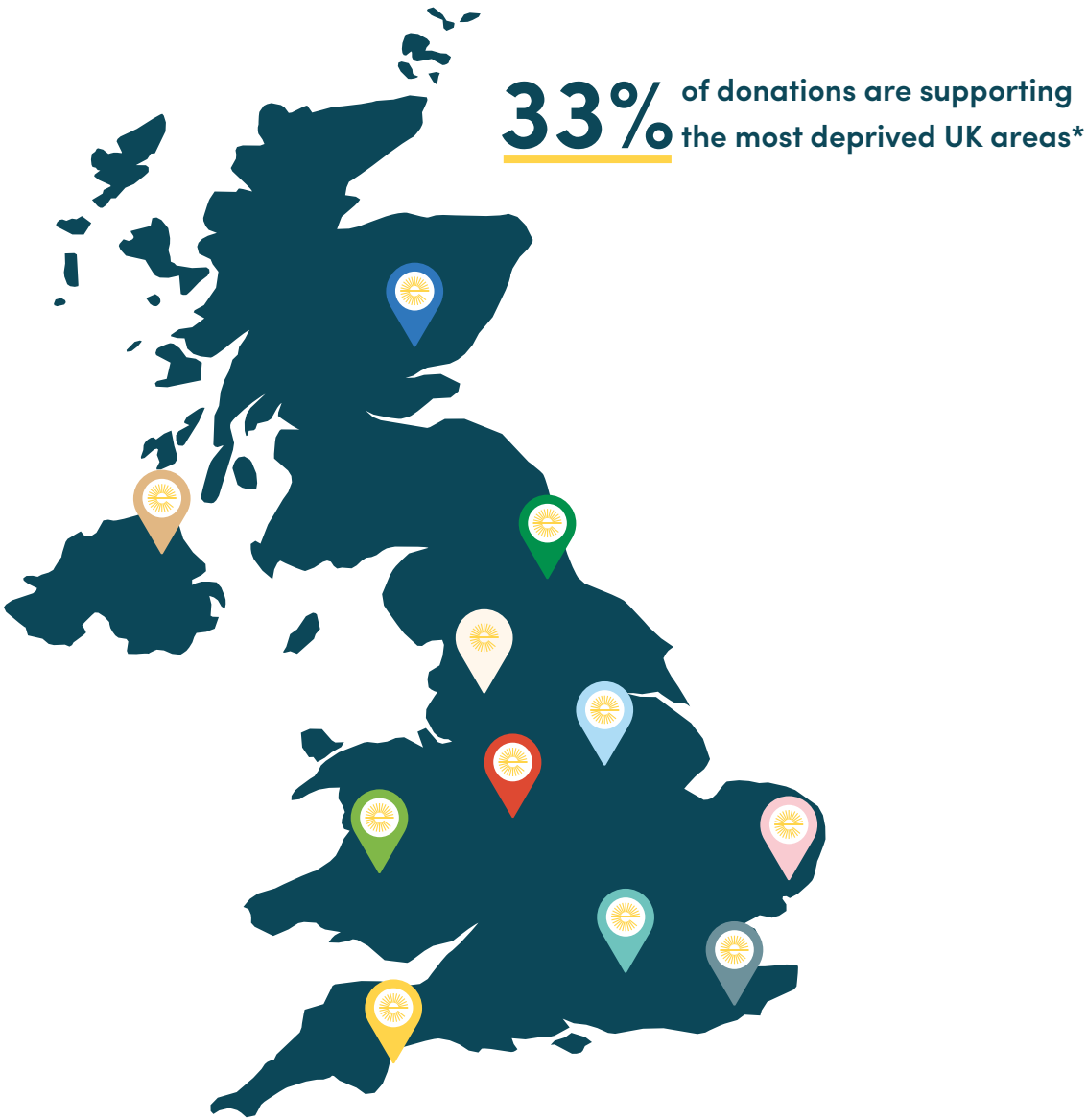


“It’s such an easy way to raise funds for the school without costing parents anything extra when money is already tight. I’ve been surprised by how easy it is, and just how many retailers are on the platform. It’s quite rare that I check for an online retailer and they aren’t on easyfundraising!

Whittington CE School

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Donations by region



Region	Donation Percentage
South East	24%
Greater London	12%
South West	10%
North West	10%
Scotland	7%
East of England	5%
West Midlands	9%
East Midlands	9%
North East	7%
Wales	6%
Northern Ireland	0%

*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