



Raising funds for charity as a business

A free platform available for businesses to integrate internal fundraising and increase employee engagement

What is Give as you Live?

Give as you Live is an award winning online fundraising platform that has helped raise over £9 million for over 10,000 UK charities. When users sign up to Give as you Live they can raise free funds for their chosen charity by shopping online at 4,300+ retailers, make direct donations, set up individual fundraising pages and shop on the high street with our in-store shopping cards.

What do we offer?

To assist our business partners we have developed a bespoke online Fundraising Hub – a one stop shop for fundraising and employee engagement within your business.

Our mission is to provide a platform for businesses where they can keep track of their internal fundraising, engage employees with the corporates chosen charity and empower their employees to get involved with free fundraising initiatives.

Not only do we provide our bespoke Hub for free, we also provide marketing materials to assist in promoting the Hub internally to your employees.

What does it cost?

Nothing, it is totally free! Setting up your bespoke Fundraising Hub is a complimentary service and it will not cost your employees anything either.

Why should your business be involved?

We believe everyone has the capability to make a difference. Speaking to businesses it was obvious that many wanted to get involved with fundraising internally for charity yet most did not have the money, time or manpower to integrate a robust system.

Questions have long been asked about the role of businesses in the community, with increasing scrutiny and pressure from a myriad of stakeholders. Corporate Social Responsibility (CSR) is now an inescapable priority for business leaders. The challenge is how to respond and pro-actively achieve long term goals – our Fundraising Hub is a simple way to demonstrate your involvement with employee engagement and the local community.

www.giveasyoulive.com

Give as you Live fundamentals

Give as you Live is an online fundraising platform allowing users to shop at over 4,300 top stores including John Lewis, Tesco, eBay and Booking.com and generate free funds for over 200,000 UK charities.

Your employees can also link their accounts to your business and raise free funds as a group for your organisations chosen charity.

Give as you Live allows you to:

- ✓ Shop and generate free funds for over 200,000 charities
- ✓ Choose from over 4,300 stores to shop at including John Lewis, Argos, Expedia and Tesco.
- ✓ Join 100,000 other users raising funds on the award winning platform.



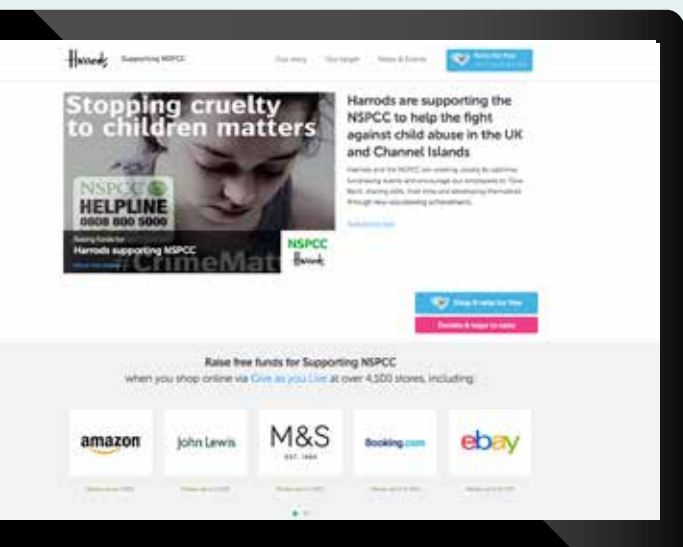
Fundraising Hub fundamentals

Your bespoke Fundraising Hub allows your employees to access further information about your supported charity, make direct donations, raise money when shopping online and set up fundraising pages – all from one central place.

The Hub will list the total amount you as a business has raised ensuring employees are engaged with your fundraising totals and initiatives. Upcoming events, social media feeds and videos can also be featured on the Hub – making this the most engaging and inclusive platform available.

Your bespoke fundraising Hub allows you to:

- ✓ Share more information with your employees about your chosen charity
- ✓ Manage and update your events, social media feeds and videos
- ✓ Integrate offline donations along with those funds raised via **Give as you Live**
- ✓ Set up individual staff fundraising pages that will display on your Hub



Business Benefits:

- This bespoke service is completely free! Everything we do is focused around raising money for UK charities. There are no joining costs for businesses, charities or users.
- The Hub contributes to your CSR offering and is an easy way of demonstrating your charity and employee engagement
- Your business can use **Give as you Live** to make business purchases – millions of pounds are being spent every year, by shopping online via us you will contribute to your organisations chosen charity.
- The Hub can increase your local or national profile - transparency, trust, community and employee welfare are more important to consumers than ever before. What this means is that businesses need to win hearts and minds of the public and their employees. This fundraising hub puts your commitment and engagement in the forefront, you can confidently shout loud and proud about it!
- We also offer businesses the opportunity to find out other ways to support charities. If you want to learn more about fundraising, staff volunteering and building links with local or national charities, your dedicated account manager is on hand to offer advice and guidance through meetings, webinars and over the phone.

How much can we raise?

The sky's the limit with our Fundraising Hub, with access to a wide range of fundraising opportunities how much you raise will depend on how engaged your employees are. Unique to our bespoke offering is the ability to raise money when you shop online. With **Give as you Live** you can shop with over 4,300 retailers and a percentage of your purchase will be donated back to the charity – this is at no extra cost to you as the customer! On average an engaged shopper can raise £25 for charity each year. Imagine...

1000 staff x £25 per year = £25,000
Raised for charity!

Shop at 4,300+
stores



How we've made a difference...

“ Global's Make Some Noise has launched its communications about Give as you Live to the staff of Global Radio recently and raised almost £250 in just 6 weeks. With the support, guidance and continuous great marketing resources from the very helpful staff at Give as you Live, we have turned normal business purchases and personal shopping of our staff into free donations for Global's Make Some Noise! We've had glowing feedback from staff and supporters about what a great and simple way Give as you Live is to raise free funds! ”

Georgia Treadern
Global Radio

Grants & Partnerships Team Assistant

“ I downloaded the Safari plug-in so that it automatically pops up whenever I go onto a partner website. I think it's a great tool, especially as you don't have to do anything different from what you're already doing! ”

Global Radio Staff Member

Global Radio, Home to some of the UK's best-loved radio stations:



heart



CLASSIC fm



3M

ASDA

TOPSHOP

DEBENHAMS

Thomas Cook

ebay



Expedia

John Lewis

red letter
DAYS



amazon.co.uk

trainline

Microsoft

Interflora



Top tips for fundraising success!

1. Set your expectations

Our Hub will allow you to display an overall target. Set a goal that stretches you and one that you can't reach without continually working toward it. It is hard work, but the reward, for your business and your charity is huge!

2. Engage with your charity

Your charity wants you to be successful maybe even more than you do! Allow them to get involved or reach out to them e.g. have a presence on a staff day, event or fundraising challenge.

3. Communicate regularly

Introducing the Hub, talking about it regularly and at key annual events like Christmas will increase engagement and involvement with the platform. Also regular discussion and promotion of it will solidify your public commitment to CSR.

4. Assign a champion/ambassador

Some businesses find it easier to assign someone to watch over and direct this project internally. We account manage most of the work for you but having someone navigating any internal hurdles will ensure a smooth delivery.

We've raised over £9 million for 10,000+ UK charities including:

