

JustGiving®

**Gift Aid
innovation:
JustGiving x
Swiftaid**



JustGiving



Over **£5 billion** raised for good causes in almost every single country in the world



More than **152 million** donations made to causes on JustGiving



Over 450,000 causes worldwide



Over **£38.9 million** raised by the world's biggest individual fundraiser Sir Captain Tom Moore (April 2020)



Since 2015, we've helped **95,000** people to crowdfund for their own causes



Over **95%** of British postcodes have raised money or donated on JustGiving

Hello!



Lauren Levy

Customer Success Manager

JustGiving

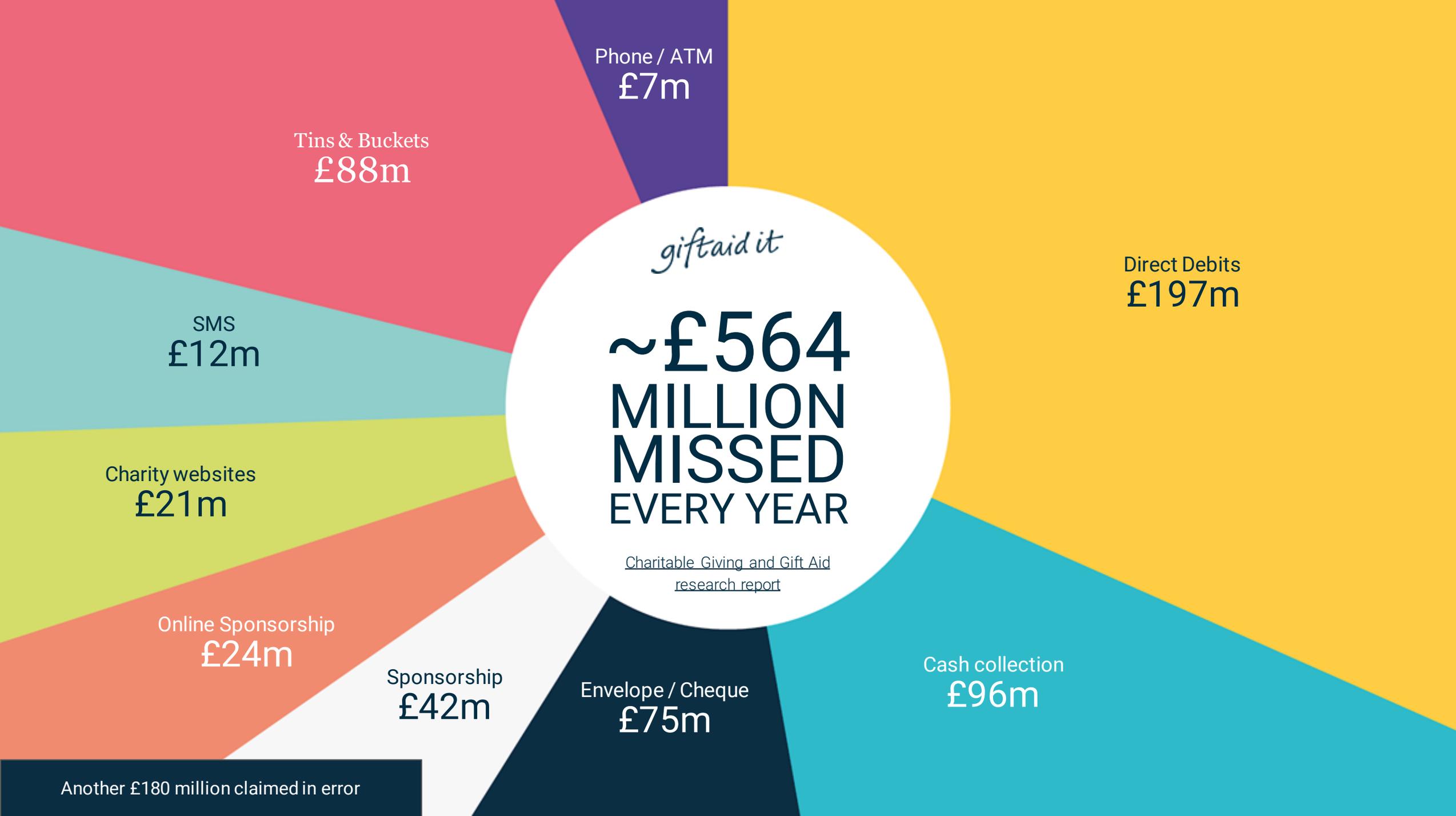


David Michael

CEO and Co-Founder

Swiftaid





giftaid it

~£564 MILLION MISSED EVERY YEAR

[Charitable Giving and Gift Aid
research report](#)

Direct Debits
£197m

Cash collection
£96m

Envelope / Cheque
£75m

Sponsorship
£42m

Online Sponsorship
£24m

Charity websites
£21m

SMS
£12m

Tins & Buckets
£88m

Phone / ATM
£7m

Another £180 million claimed in error

UK taxpayers miss out on over £1 billion every year in personal tax relief





sa Swiftaid
by STREEVA

~3,000,000

Registered taxpayers

July 2022

More than 200,000 joining every month

- Single authorisation
- End of year statement
- Retrospective Gift Aid
- Contactless / Round up



Swiftaid
by STREEVA

320+

Registered charities and integrators
July 2022

- Claim submission
- Increased Gift Aid income
- Reduced administration

 Healthcare
Workers' Foundation



ssafa | the
Armed Forces
charity



JustGiving 



"Gift Aid is hugely important for our charity and our partnership with Swiftaid will help make the entire claim process simple and easy. We always promote Gift Aid to our fantastic supporters who want to make their donations go further. It's reassuring that with Swiftaid's support this will have even more of an impact as we look forward to this year's Red Nose Day."

- Samir Patel, CEO of Comic Relief

Why Swiftaid?

✓ HMRC recognised and listed as a trusted supplier

🔒 ISO 27001 and 22301 accredited
(highest standards for Information Security and Business continuity)

GB Publicly funded through Innovate UK

🌸 FCA regulated



Why Swiftaid?



Leading technically on an industry wide project '[The Future of Gift Aid](#)'



Fully digital charity sign up process (CHV1)



Methods published academically in the journal: 'Formal Aspects of Computing'



Saves time and reduces burden of GDPR compliance/record keeping



Facts and figures

- £1.8bn in Contactless would mean £450M in Gift Aid
- Over 60% of charities miss out on Gift Aid
- £564 million missed every year

Facts and figures

- 3 million donors
- Over 1 million payment cards
- 21.7% of all declaration

Future ready

- Personal Tax Accounts
- Retail
- Admissions
- Contactless
- Micro-donations
- SMS

Together we can help charities all across the UK claim Gift Aid more easily

Estimated over £1.5 million in Gift Aid is missed every day!



Introducing JustGiving x Swiftaid.



JustGiving x Swiftaid: **What are the benefits?**



More Gift Aid (without lifting a finger)



Better donor experience

Seamless integration

Swiftaid has now been **seamlessly integrated** into the JustGiving donation flow, enabling people to register on Swiftaid and add Gift Aid to that donation.

Add Gift Aid

Increase your donation by **£7.50** at no extra cost

Over £1 billion in tax relief is missed every year by charities and donors. We have partnered with [Swiftaid](#) to help fix this. If you add Gift Aid, we will share your information with Swiftaid who will identify and add Gift Aid on donations you make this tax year.

giftaid it

I am a UK taxpayer and I understand that if the Gift Aid claimed on this and other donations I make in this tax year is more than the tax I pay on my income and capital gains it will be my responsibility to pay the difference to HMRC. [Find out more about Gift Aid](#)

I have read Swiftaid's [Terms](#) and [Privacy Policy](#) and I authorise Swiftaid to add Gift Aid on my behalf during this tax year.

Yes, add Gift Aid

No, do not add Gift Aid

Gift Aid is a government scheme for UK charities to reclaim the tax you have paid and gain 25% more at no cost or hassle to you.

Continue

Gift Aid it with one tick

Once registered on Swiftaid, your donors **no longer** need to complete a Gift Aid form every time they donate.

Gift Aid will be **automatically applied** for the rest of the tax year (on eligible donations).



Improved experience and conversion

That means people giving direct to your cause won't see this screen again during that tax year.

Gift Aid will be automatically be added, **removing a step from the donation flow.**

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[Continue](#)

Finding more Gift Aid

Our partnership with Swiftaid also means we will now double-check, every few months, whether we can give charities a **Gift Aid boost**.

£400,000

in 'missed' Gift Aid has been unlocked
for charities on JustGiving





Just4Children is delighted that JustGiving, and its partner Swiftaid, with its new technology is enabling us to claim Gift Aid more efficiently and quickly to help our children receive the medical support they urgently need.

- Jeremy Marris, CEO of Just4Children



Any questions?

