



Press release

JustGiving Looks to Open Up Cashless Donations for Charities with New TapDonate App

21 November 2016 - JustGiving showcased a prototype for its new TapDonate app with Bloodwise, the UK's specialist blood charity, at the Institute of Fundraising Individual Giving conference on Monday. The app, which is still in development, will open up contactless payments to charities of all shapes and sizes by enabling donors to pay with a simple tap of their debit card.

Once downloaded to a charity device, such as an iPhone or a tablet, the app can be quickly and easily programmed with a charity's branded content and then connected with one touch to a PayPal Here card reader to enable a cashless donation to be processed in seconds.

JustGiving, which reinvests its profits back into the development and innovation of technology on behalf of good causes, is inviting its charity partners to take part in a trial to help develop the app and will be AB testing its performance against cash donations in a series of trials in the field.

- Charities can apply to participate in the trial at <https://www.surveymonkey.co.uk/r/tapdonate>
- The trial will take place in the new year after which JustGiving will share the results with its charity partners

Jonathan Waddingham, senior product manager from JustGiving, said: "People are increasingly opting for card payments, rather than carrying cash, and so we want to create an app that will enable supporters to give in the way that suits them. In doing so, JustGiving is creating equal opportunities for charities of all sizes to access new types of giving technology so that we can continue to grow the world of giving."

Diana Jupp, acting chief executive from Bloodwise, said: "Charities need to move with the times and we are excited to be working with Just Giving on this initiative. Creating innovative ways for all of our supporters to engage with us is critical to future success; Bloodwise very much looks forward to adopting this new technology."

-ENDS-

About JustGiving

Voted Best Giving Platform by the charity members of the Institute of Fundraising in 2014 and 2015, JustGiving is the world's social platform for giving, enabling over 28 million people across 164 countries to raise \$4.2 billion since 2001. As a tech-for-good company, JustGiving charges a small fee on donations, all of which is re-invested into the development of world-class technology and innovative tools to fulfil its mission to connect people with the causes they care about.