

Press Release

10 March 2004

Online fundraising service tops £1 million

Over £1 million has been donated to charities online through CAF's Tailored Efundraising service.

Launched in August 2002, Efundraising enables charities of all sizes to accept secure, tax-effective credit/debit card and Direct Debit donations from their own website, without the need for a specialised trading and banking service.

Currently used by over 350 non-profit organisations, individual donations through the service have ranged from £5 to £10,000 and have been made from 100 countries including Australia, Belgium, the US, Canada and Japan.

The African Children's Education Trust (A-CET) helps disadvantaged young Africans to improve themselves through education. Nearly 10% of A-CET's income is now received online through Efundraising and, according to trustee David Stables: "As a small charity we are unable to afford what might be termed as direct or 'face-to-face' fundraising, so we feel we should just make it as easy as possible to attract all potential donors. Setting up Efundraising was easy and virtually automatic, and the system suits us admirably."

Efundraising links a charity's website to secure donation pages which can be tailored to fit in with the look and feel of its own site. Working alongside World Pay, the leading e-commerce solutions company, CAF (Charities Aid Foundation) undertakes all the administration on behalf of the charity, from designing the donation pages, to processing gifts and reclaiming tax from the Inland Revenue. On average 76% of donations through Efundraising are made via Gift Aid compared to a sector average of 28%.

As well as UK sterling, charities can appeal for gifts in US dollars or Euros with further currencies added to their donation pages on request. Charities are able to view statements of donations online, while CAF provides donor records and hard copy reports to further support their fundraising activities. In addition, charities are able to view donations being made through their websites in real time and a unique online tracking facility enables them to identify from which sites or emails their donations have originated.

For more information about **Efundraising** call 01732 520 316 or visit www.efundraising.org

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