

# WELCOME TO GIVE AS YOU LIVE



Give as you Live®



Give as you Live®  
Online

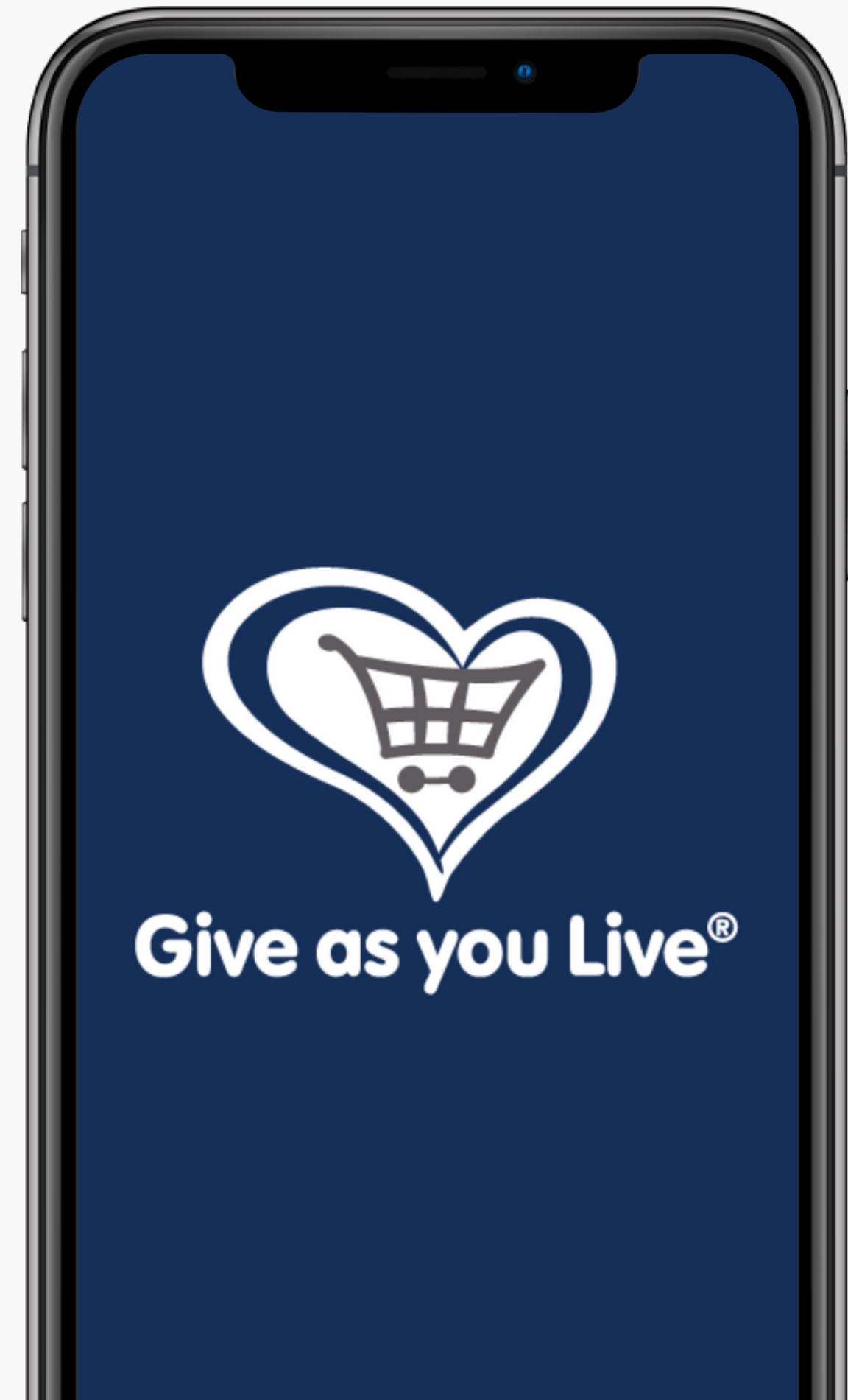


Give as you Live®  
Donate

# Who are we?

Give as you Live brings to you a variety of innovative fundraising solutions allowing your supporters to raise funds for you in a way which suits their lifestyle. From generating free donations by shopping online, to creating virtual fundraising challenges and making direct donations, the platform allows your supporters to choose how they want to give and support your cause.

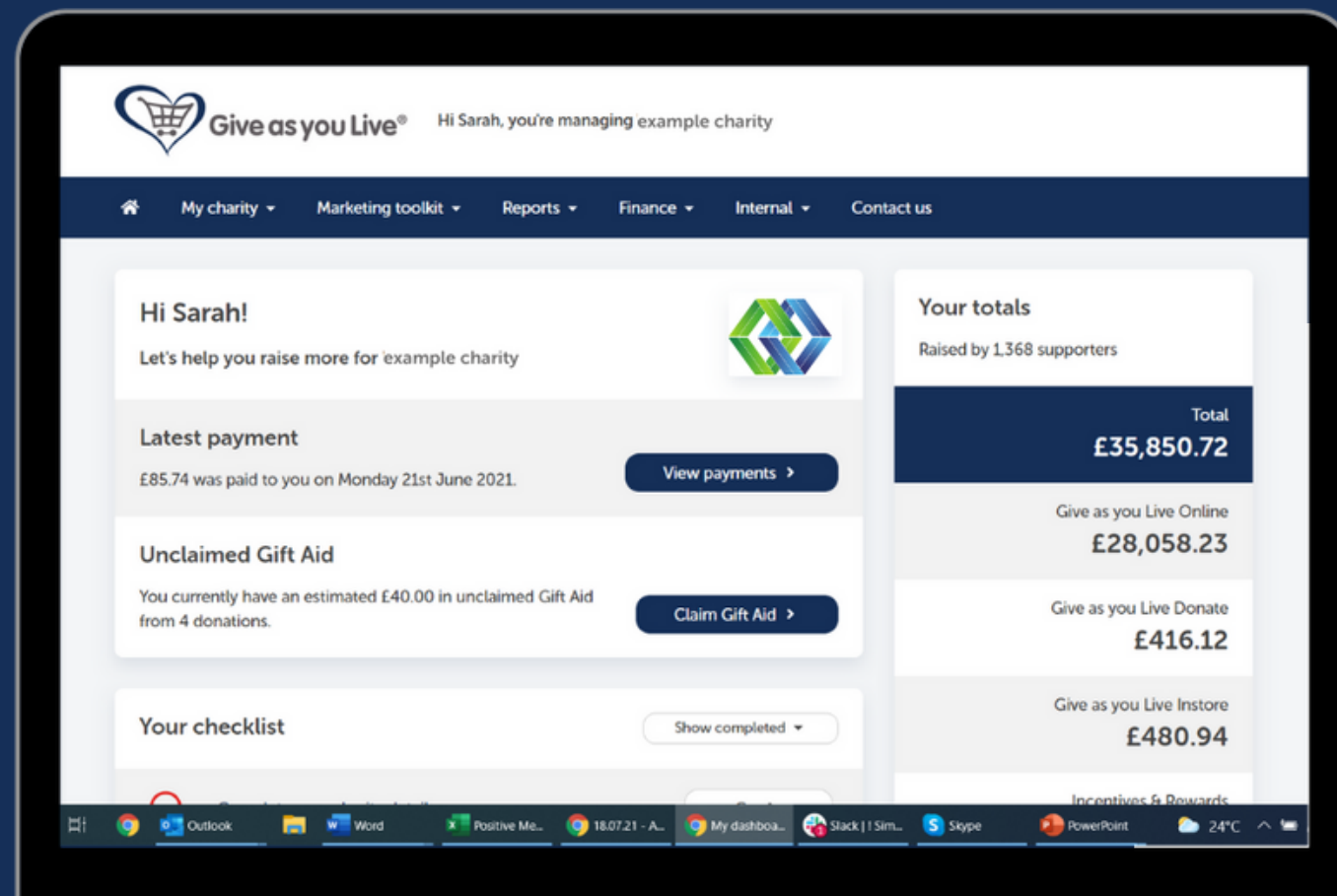
SO FAR, WE'VE RAISED OVER £24 MILLION FOR UK CHARITIES AND CAUSES LIKE YOURS – WE PROVIDE A PERSONALISED APPROACH TO HELP YOU EVERY STEP OF THE WAY TO REACH YOUR FUNDRAISING TARGETS!





# Our impact to your fundraising

We offer simple fundraising solutions which your staff, supporters and corporate partners can engage with:



- Free donations generated from the commission we earn when your supporters shop online at 6,000+ retail partners



- Direct/Monthly donation facility
- Donate Button
- QR codes
- Fundraising & Campaign Pages
- Corporate Fundraising Tool

## PLUS:

- Ready-made Marketing Toolkit assets - to share across all of your digital channels
- Reporting and Administrative support – to provide you with GDPR compliant data and user-friendly account management + finance

# What is Give as you Live Online?

When our members make purchases at online retailers, the retailers pay us a commission as a 'thank you' for referring the member to their website. We take this commission and pay it forward to the member's chosen charity as a donation. It's completely free for your charity and for the member.



**Sign Up  
to support  
your charity**



**Shop favourite stores or  
browse the internet  
via our website or app,  
or install the Donation  
Reminder**



**Shop as normal -  
we'll track the  
visit and talk  
to the retailer**



**See the  
donation in  
your account  
within 7 days!**



**Average:  
£25 per  
member**

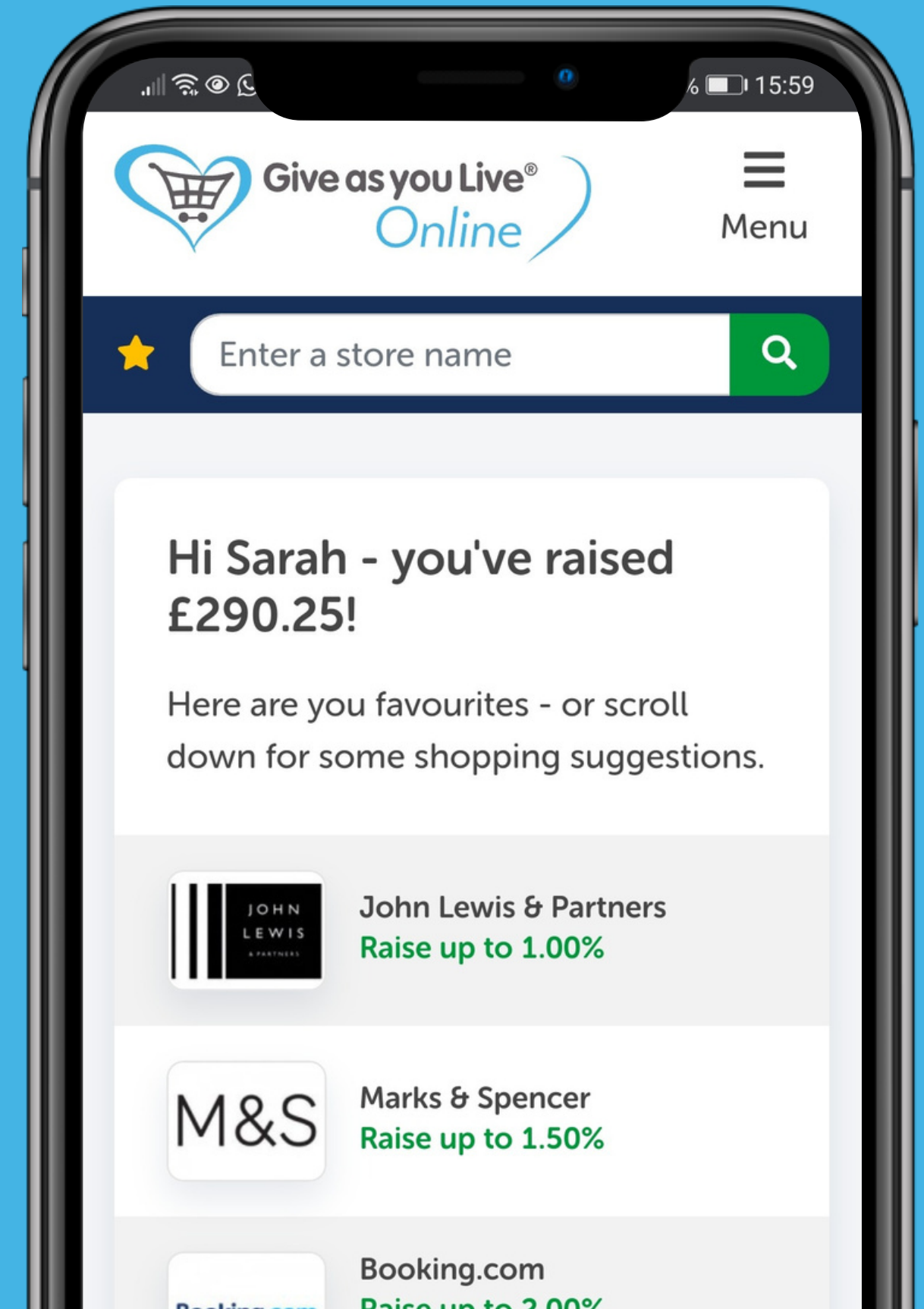
**x**



**500  
members**

**=**

**£12,500  
per annum**

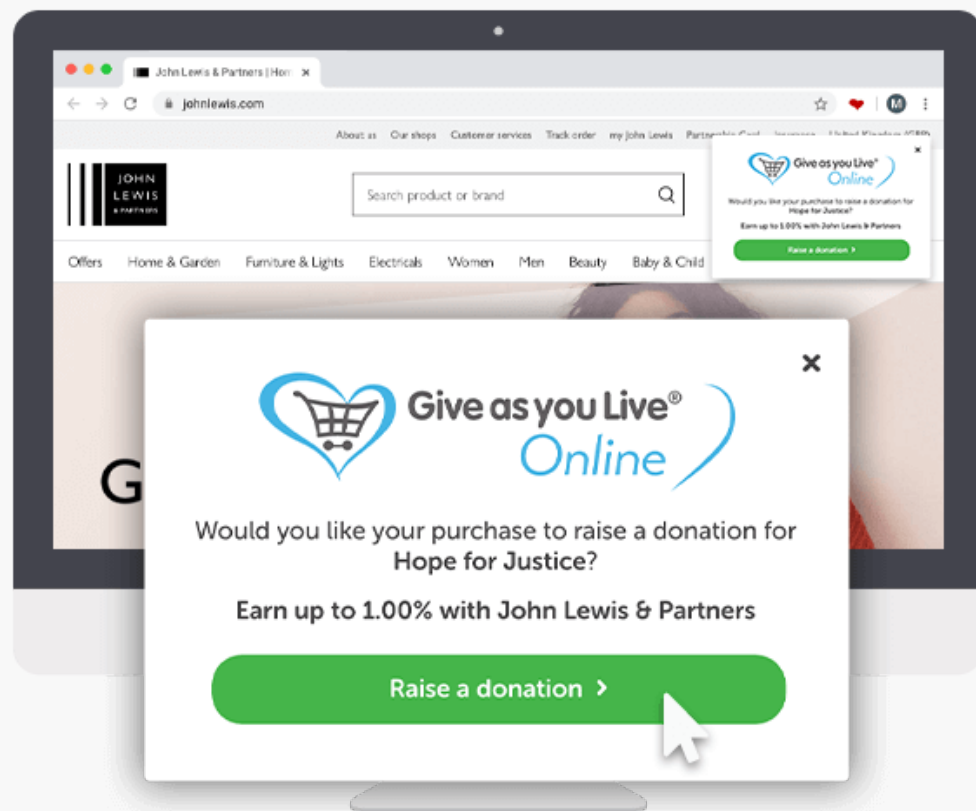
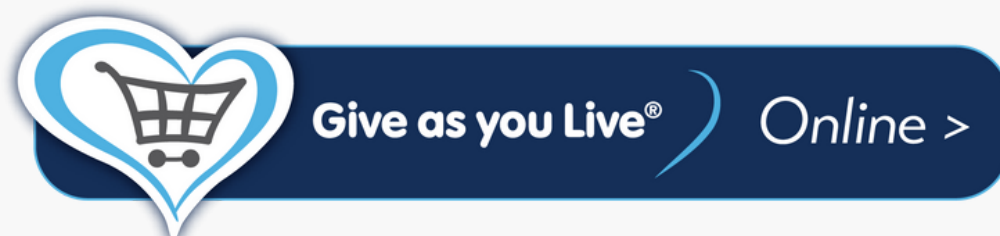




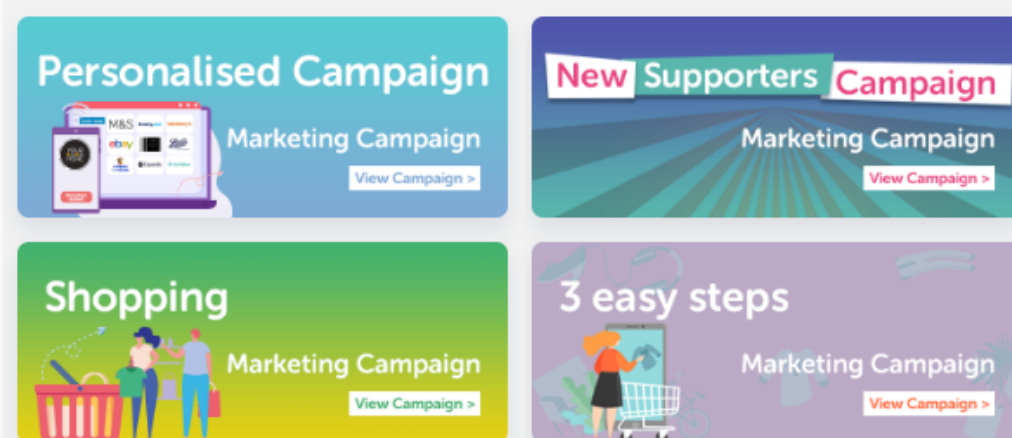


# How your charity can benefit with us

- Easy to sign up and use:



- Free marketing tools...



...plus Fortnightly Resources:



- Dedicated large donation campaigns:



- Bespoke QR Codes:



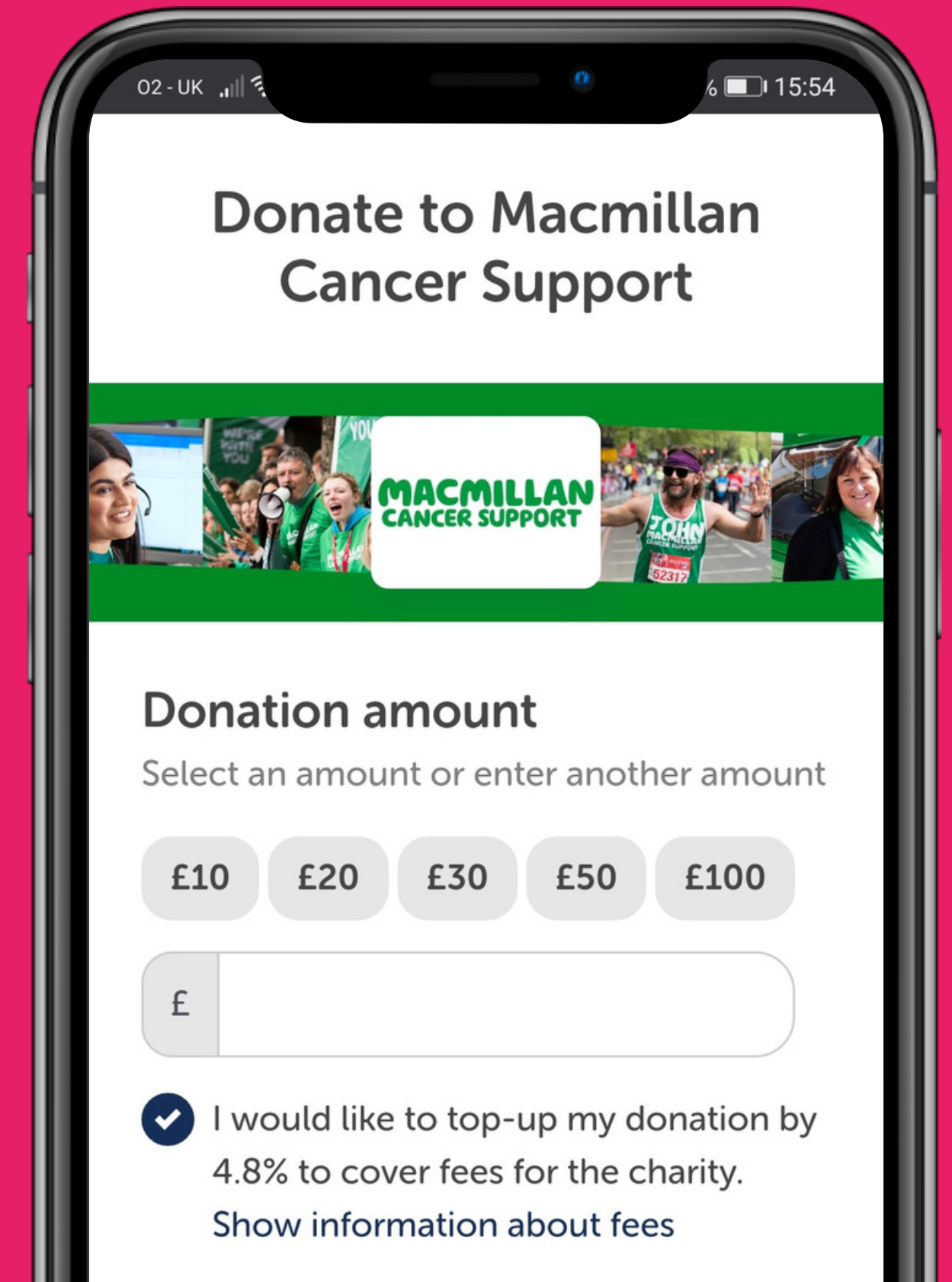
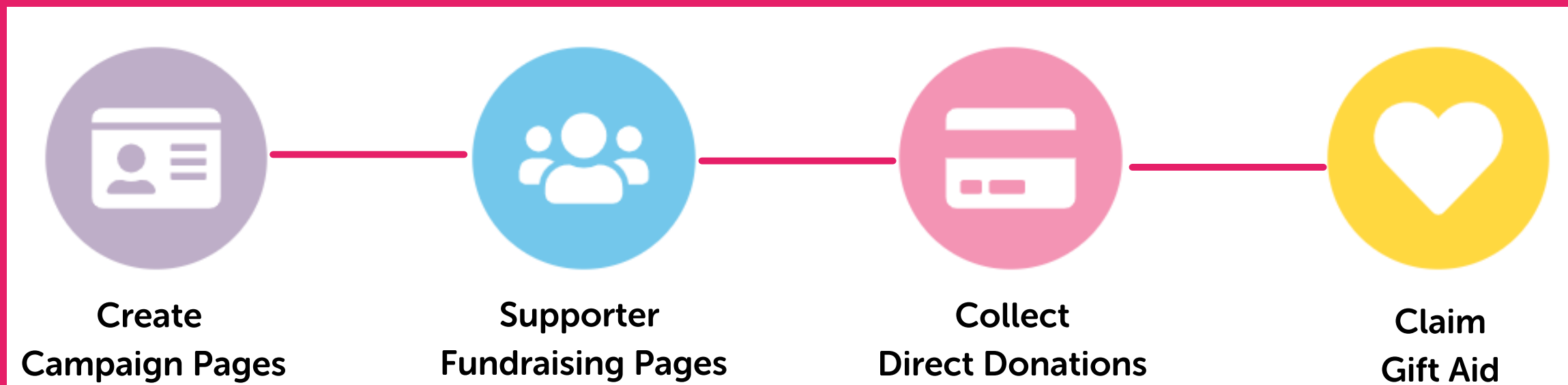
# What is Give as you Live Donate?

Give as you Live Donate enables your charity to receive direct one-off donations and recurring donations. Add a Donate Button to your website and start the donations rolling in.

Create Campaign Pages for your fundraising events and encourage your supporters to set up their own individual Fundraising Pages to collect funds which will tie into your page. Plus, our Corporate Fundraising Tool allows corporate partners to fundraise as a business.

From virtual fundraising challenges, to running the next marathon, all the sponsorship donations can be collected with Gift Aid options available too. Give as you Live will then process any funds raised and pay them directly to your charity.

Does your charity need a more personalised solution? We also provide a bespoke project service.

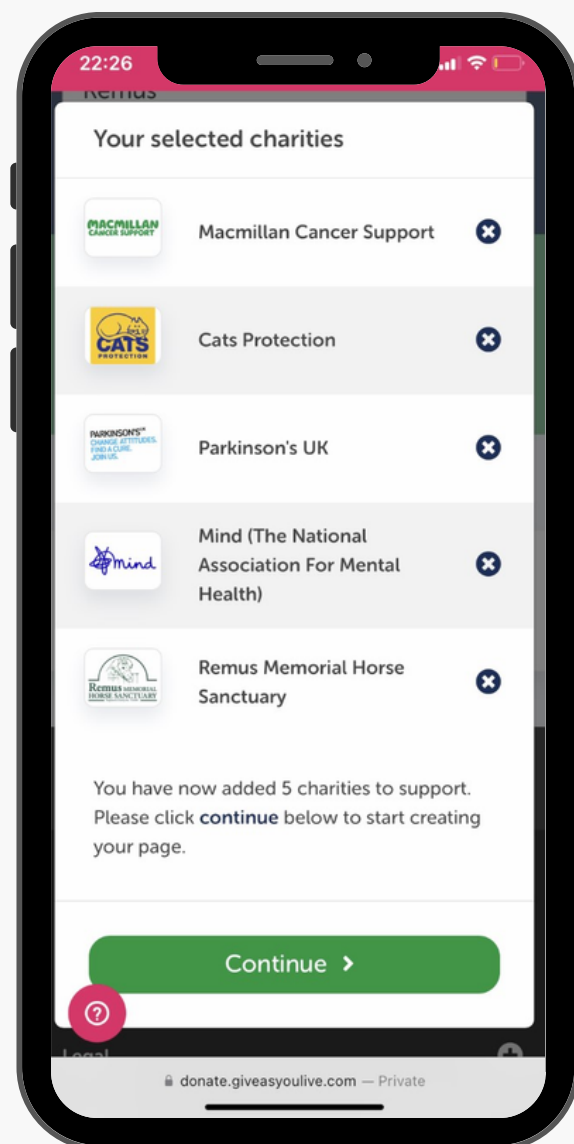






# Benefits for your charity

- Fundraisers can support up to 5 charities



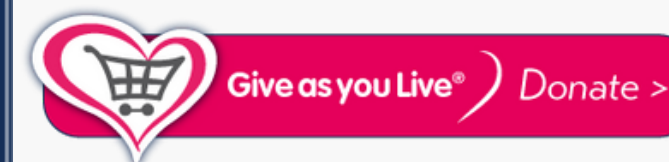
- No set-up or monthly platform fees



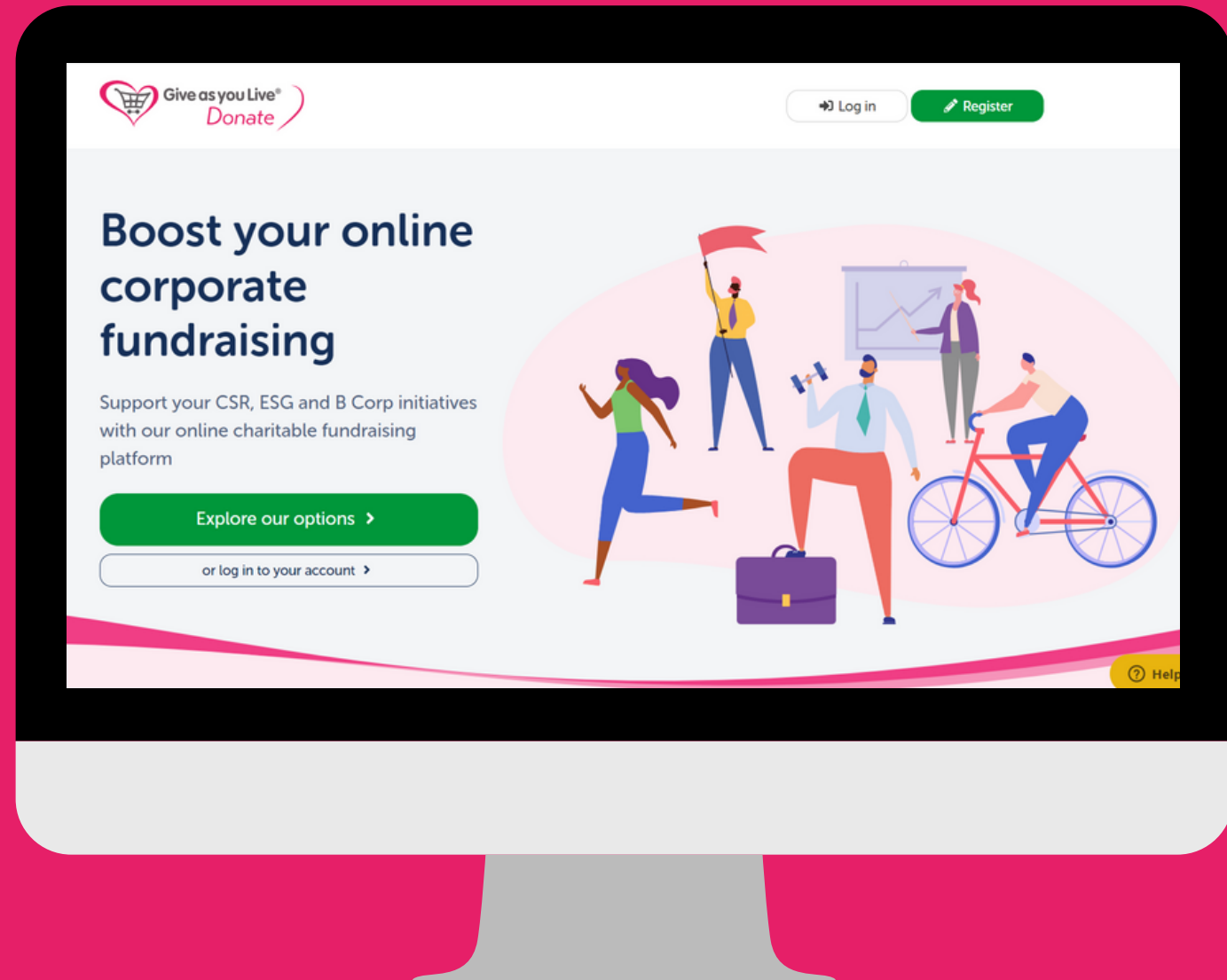
- No additional Gift Aid fees

*giftaid*

- Collect direct donations via Donate Buttons & QR Codes



# Our Corporate Fundraising Tool



Our Give as you Live Donate fundraising platform now allows your corporate partners to set up dual branded Campaign Pages, Fundraising Pages, collect donations and utilise the matched funding facility to raise funds for your charity.

Dual branded Campaign Pages are fully customisable allowing for custom onsite messaging and personalised email content. Both Fundraising and Campaign pages also have a dedicated area where you can share your joint mission and promote your partnership.

Both your partners and you can access an in-depth reporting system so you can track against your goals. All of our reports include best in class GDPR compliant data that you can easily download in the format you need.

## Key Benefit!

Each fundraising campaign can support up to 5 charities at a time!



Online donations



Branded campaign  
pages



Individual fundraising  
pages



Matched funding



Report insights



# Your Marketing Toolkit

A free-to-access online portal containing ready-to-share marketing materials for your social media channels, email campaigns, website and more.



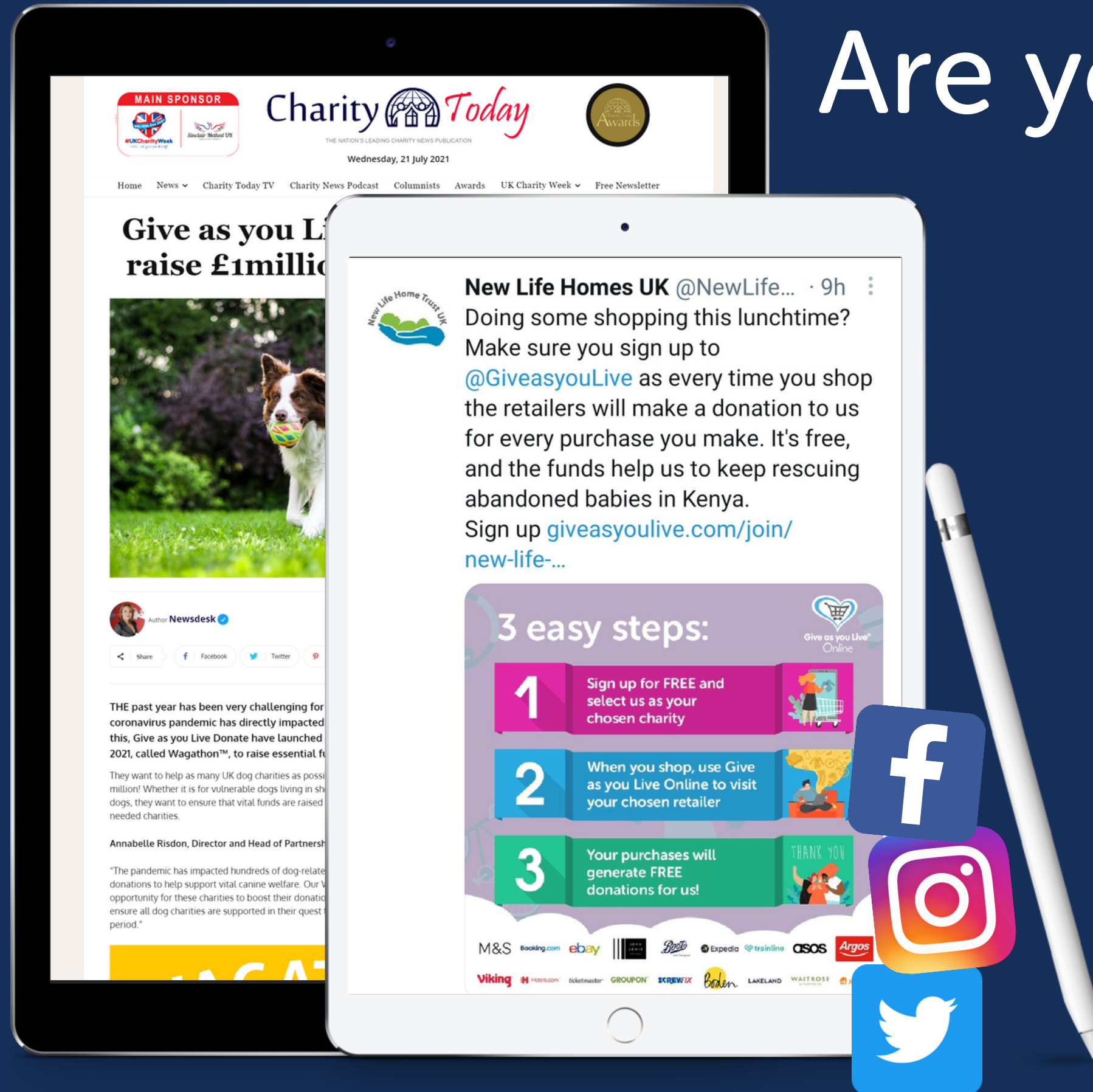
- How-To Guides
- Get Started Checklist
- Ready-to-send emails
- Social media posts
- Website buttons
- Press Release
- Brand Suite
- QR Codes
- Plus Fortnightly Resources by email



- All of the above, plus:
- Fundraising Campaigns
  - Corporate Fundraising Tool
  - Donate Buttons
  - QR Codes – Direct Donations



# Are you ready to share...



E-Newsletters - regular comms

Charity Website - buttons + info

Social Media Channels

Internally - staff + volunteers

Corporate Partners - staff engagement

Local PR - share your campaigns





# When will we pay your charity?



You will be paid every 4-6 months. This is because of the time it takes to accrue monies from retailers.



Payment is subject to a minimum of £15 threshold for each pay out



Monies will roll over to the next month and once the threshold is met, will be paid out via BACS



You will be paid every 7 days following your first payment directly from our payment partner Stripe



Payment is subject to a minimum of £250 threshold for weekly pay out



Monies will roll over to the next 7 days until the threshold is met. Any monies below the threshold will then be paid quarterly

Stripe – Ensure you set up your Stripe Custom Account to receive monies from Give as you Live Donate.

Once Stripe set up is complete, any pending funds will initiate a payment immediately and thereafter fall into the 7-day and quarterly payment schedules.

Give as you Live Donate Fees – 4.8% processing and platform fee combined on direct donations. Supporters have the option to cover the fees and 84% of them do so! More about fees.

# Your Charity Admin System:



## GDPR Compliant Reporting & Supporter Insight Data

- Bespoke reporting to show supporters, their activity and how much they've raised.
- See contactable supporters



## Gift Aid Reporting

- Easy to claim Gift Aid on eligible donations with our one-click report, suitable for HMRC uploads.



## Admin Account Support

- Contact our Charity Team via phone, email or our online helpdesk



## Finance Processing for all donation activity

- View donations across all Give as you Live products.
- Full payment history and breakdown



## Charity Account Maintenance

- Keep your account up-to-date, update your branding, charity information, contacts and tell your supporters how the raised funds can help.
- Add other contacts to receive our emails
- Set up Campaign Pages





# Tick off your checklist now...

Submit charity payment details

☐

Complete your charity details

☐

Create your charity branded  
page link

☐

Upload your charity logo

☐

Upload a banner image

☐

Set up Stripe account so we can  
pay donation funds to you

☐

Tell us how the funds raised will  
help your charity

☐

Sign up for Fortnightly Resources

☐

Check out our Useful Guides

☐

Sign up and complete your first  
shop with Give as you Live Online

☐

Add a Give as you Live Donate  
button to your website

☐

Share with your supporters!

☐

# TESTIMONIALS

“

Give as you Live Online is a quick and easy way to support our charity at no extra cost to the supporter. We're thrilled with the amount it's raised for us so far. The team at Give as you Live are supportive and help think of new, innovative ways for us to promote the platform.

”

Richard Howard  
Charity Representative

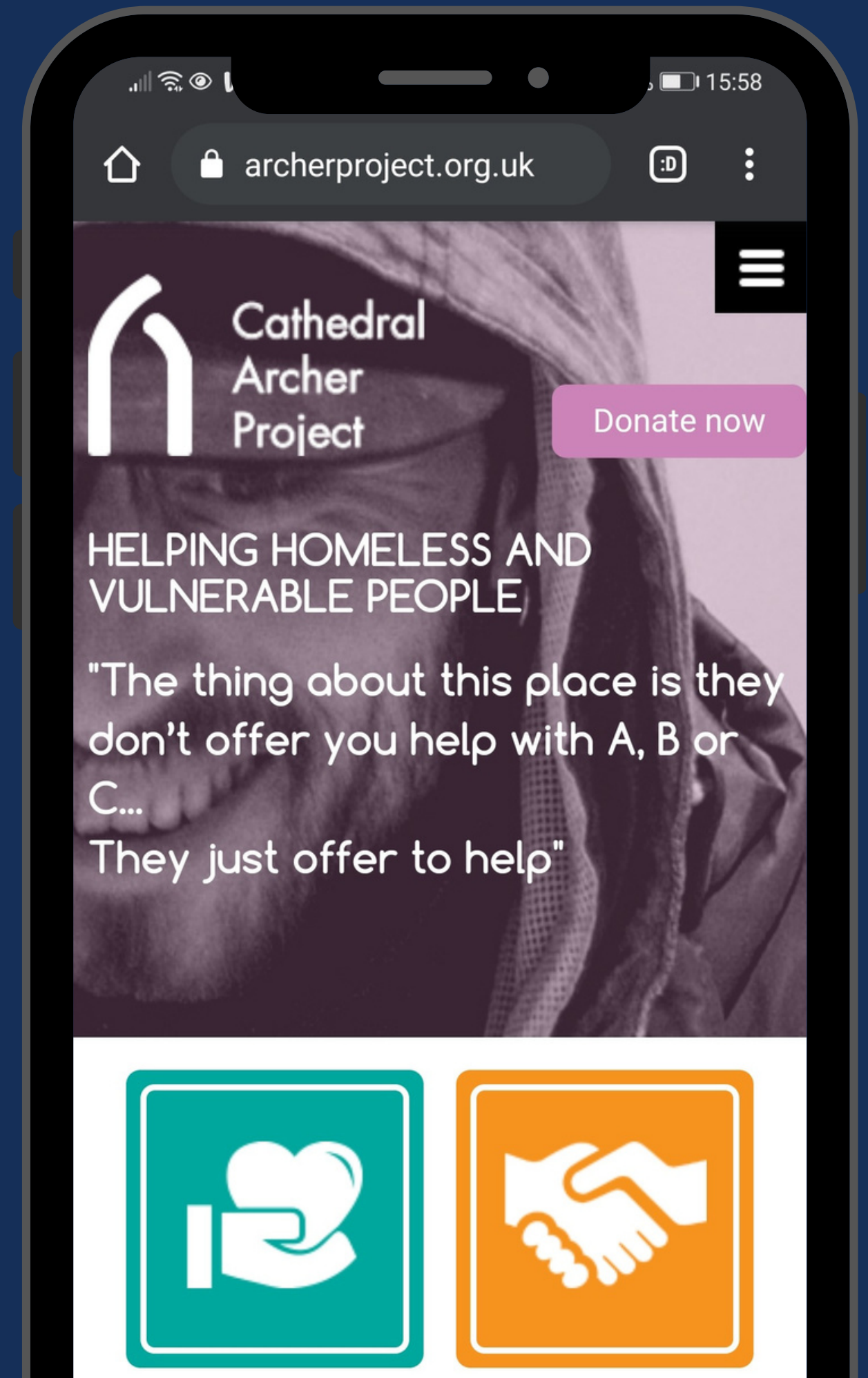


“

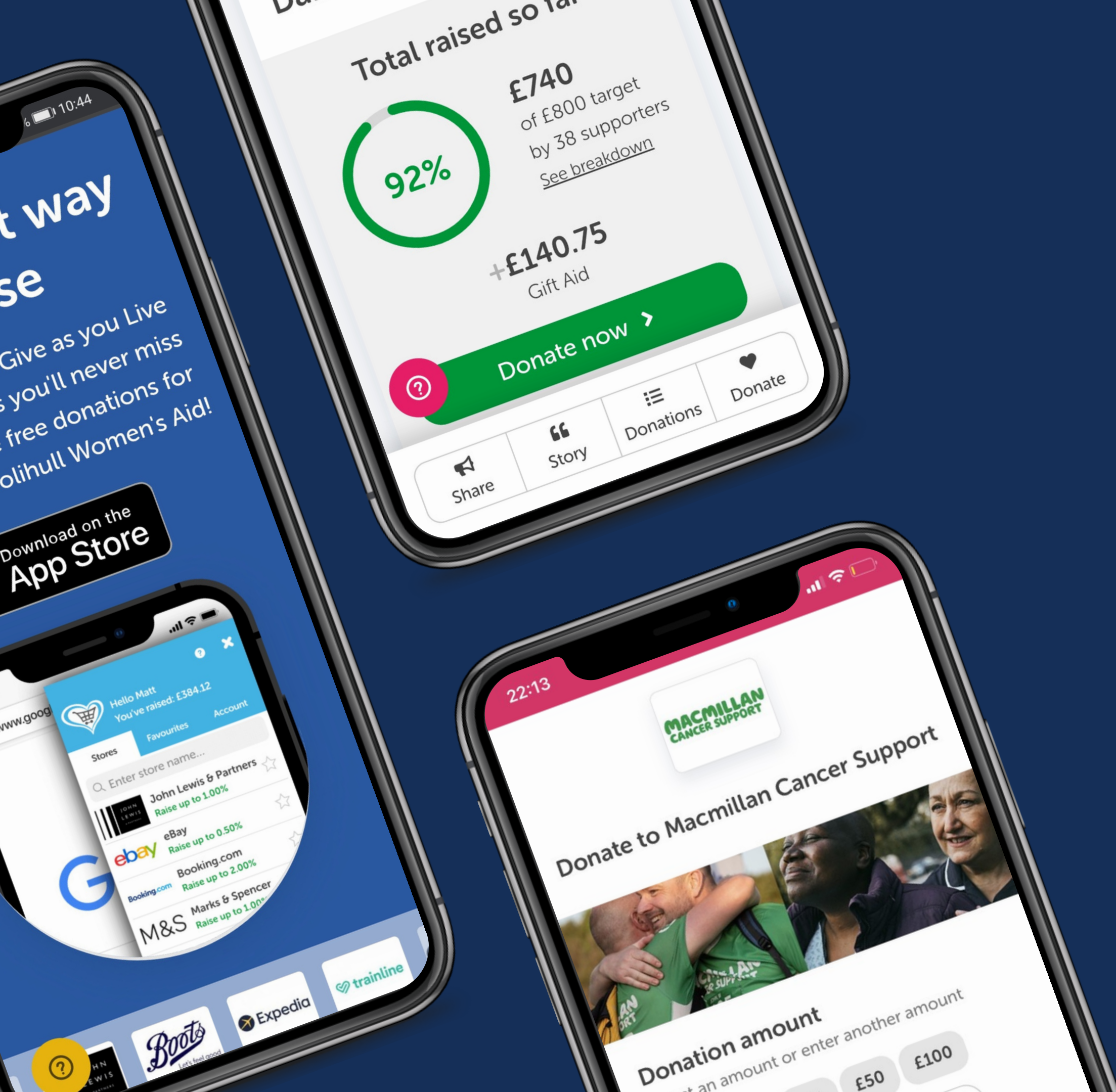
Working with Give as you Live Donate is really rewarding. The team are hugely supportive and their materials give a basis for promotional content on social media. Using the Donate Button on our website has been one of the best decisions we have made and has simplified our donation process both for us and for our donors.

”

Emily Bowes  
Charity Representative







ANY QUESTIONS?



Give as you Live®



Give as you Live®  
Online



Give as you Live®  
Donate