

What is Give as you Live?

Give as you Live is an award-winning online fundraising website for UK charities, helping people raise money through their everyday online and in-store shopping.

We've helped raise over £10 million so far for thousands of deserving causes.

We are registered with the Fundraising Regulator and our credentials include multiple awards from the Institute of Fundraising.

Who can use Give as you Live?

We work with thousands of charities from multinationals to local volunteer-run causes. Our success stories include schools, churches, scout/brownie groups and sports clubs.

The types of charities who can use Give as you Live include:

- Charities registered with the Charity Commission for England & Wales
- Charities registered with the Office of the Scottish Charity Regulator (OSCR)
- Charities registered with the Charity Commission for Northern Ireland
- Charities registered in the Isle of Man
- Organisations registered as a "good cause" with HMRC
- Community Amateur Sports Clubs (CASCs)
- Community Interest Companies (CICs)

Which retailers work with Give as you Live?

We work with over 4,200 online retailers – more than any other similar fundraising service. The list includes the likes of Amazon, eBay, John Lewis and Sainsbury's.

We also offer in-store shopping cards for dozens of retailers such as Tesco, ASDA and Marks & Spencer.

You can find retailers for everyday shopping and gifts, buying a holiday and ordering office products. We even have a comparison tool called Give as you Switch which find great deals on insurance, energy and broadband – all offering free donations when you make a purchase.

So where do the donations come from?

As a "thank you" for sending sales to them, the retailers give us a reward – we pass this onto the charity of the user's choice – which could be you!

What's the cost?

It's completely free for charities – there's no sign-up fee, monthly subscription or payment deductions.

It's also free for your supporters – they sign up for free and when they shop, they pay the same price they would do normally.

If your services are free, how do you make money?

Let's take Booking.com as an example – we say that you can raise a 2.5% donation when you shop there. We actually get paid a 5% commission by Booking.com which is split 50:50 – so we get 2.5% and the charity gets 2.5%.

How do we get our supporters using Give as you Live?

Every charity gets their own dedicated page on our website – share this page with your supporters so that they can sign up and start supporting you in just a few clicks.

You will also have access to a bespoke marketing toolkit which includes a wide range of free materials including website content, social media posts, banners and posters – all automatically customised with your charity name and link.

How do our supporters use Give as you Live?

For raising online, supporters can sign-up and browse our retailers using our website. They click the 'shop & raise' button to visit the retailer's website and then continue to shop as normal. Once the retailer tells us about the purchase, we'll email the supporter to let them know how much has been raised.

We also offer a 'Donation Reminder' tool – this reminds supporters about participating retailers as they browse, without needing to visit our website first. It's free and easy to install.

For in-store shopping cards, these can be purchased from our website. They are then delivered to the customer ready for them to use in-store. They are used for payment instead of a debit/credit card.

Is there anything that can stop Give as you Live from working?

There are a few things to be aware of. A small number of online retailers only donate if it's your first ever purchase with them – including some grocery retailers like Tesco and ASDA – whilst utility and subscription renewals are not usually eligible.

In addition, if you visit the retailer via a voucher code, cashback or price comparison websites, or via an advert or sponsored Google result, then this can block the donation as the retailer will only reward one 'source' for each purchase. Lastly, adblockers will block donations, but we do have a white-list available which enables Give as you Live whilst still blocking most ads.

How will we know who is raising money for us?

Once you've fully registered, you'll have access to your Charity Admin panel. Here you can edit your charity page (e.g. add a logo or update your charity name) and view payment and supporter reports. So you'll be able to see who is raising money for you and how much.

How do we get paid?

We pay charities via BACS through our payment partner, The Online Foundation. Unfortunately we can't pay by cheque. Funds are paid once we've received them from the retailer, therefore it can take several months from purchase to payment. There's a minimum payment amount of £4.76.

In order to pay you, we do need bank details to be provided – these are asked for during the registration process. In order to verify the details provided, we ask that some documents are sent to us – specifically a charity letterhead and a piece of formal, pre-printed bank stationery. This is explained at the relevant stage and ensures that your donations go to the right place.

If you wish, you can start using and promoting Give as you Live before providing these.

We're sold! What's next?

If you're ready to get involved or if you have any further questions, please contact our Charity Team via charities@giveasyoulive.com or call **0800 883 8450**.