

Case Study

MTV Staying Alive UK

Raised over **£100,000** so far
via their own website

£100,000 raised!

What they do:

- Education / Training
- The Advancement of Health

Who they help:

- Children / Young People

How they help:

- Make Grants
- Provide Services
- Provide Advocacy / Advice

MTV Staying Alive UK supports youth-led organisations around the world that are fighting the spread of HIV in their local communities. **In one month in 2012, the charity raised as much as £21,134.00 via its website using Charity Checkout.** The charity started actively appealing for donations from British supporters in 2012, and since then the charity has continued to build on this success in the UK.

MTV Staying Alive UK has operations both abroad and in the UK. Prior to registering with Charity Checkout, MTV Staying Alive UK only accepted donations via their website in US dollars. The charity now reports that it is receiving many donations from British supporters via Charity Checkout and is shifting its focus towards recruiting givers in the UK.

MTV Staying Alive UK says that its attitude to online fundraising has changed, as a result of Charity Checkout. The management team in London are undertaking a drive to recruit regular givers next year.

Their feedback has been that online giving has proven to be very efficient since the fundraising team no longer has to reconcile large volumes of cheques and bank transfers. In the past, their fundraising team have had to request confirmation of receipt from their accounts team for each donation, before thanking many of its donors.

In addition to this, MTV Staying Alive UK has stated that they feel the branded aspect of Charity Checkout's online donation system has been vital to their success. While they feel that many donors are wary of using their credit or debit card online, they feel that their branded Charity Checkout donation page makes the entire process feel far for more authentic and trustworthy.

“ We are delighted with Charity Checkout and would highly recommend them to any not-for-profit organisation looking to deepen their online giving footprint. ”

Sara Bowcutt

Director of Fundraising, MTV Staying Alive

Case Study

Hope for Kids International

Year on year growth in the value of online gifts...

Year on year **growth!**

What they do:

- The Advancement of Health
- Education / Training
- Overseas Aid / Famine Relief

Who they help:

- Children / Young People
- People with Disabilities
- The General Public / Mankind

How they help:

- Make Grants
- Provide Services
- Provide Advocacy / Advice

Hope for Kids International cares for children in crisis: orphans, street children, those who have been abandoned or abused, and those who are victims of war, disease, and extreme poverty.

Hope for Kids International started fundraising through their website for the first time in 2011, via Charity Checkout. **The charity now consistently receives hundreds of pounds every month via its website. Annual income doubled over two of the last three years and continues to grow strongly.** Hope for Kids International say that the average monthly income generated via their website is enough to educate more than four children for a whole year, including books, stationery, uniforms, fees and travel costs.

The charity reports that their attitude to online fundraising has changed due to Charity Checkout. With more people wanting to give by credit card, they are confident in encouraging more individuals to give via the website. **The management team believe that it is vital for Hope for Kids International that donors can give immediately via the website, rather than having to write a cheque.** As a result, the charity is now focusing on driving potential donors directly to their website.

The charity's director feels that the branded aspect of Charity Checkout is particularly valuable. **The fact that their donors see their charity's logo, branding and information ensures that they feel they are giving directly to the charity, which increases trust and security.** Hope for Kids International have also had feedback from their donors saying that the new Charity Checkout system is quick and easy to use.

“ I greatly appreciate the support that Charity Checkout has provided to Hope for Kids International. Having access to such an efficient, cost-effective and friendly service is a huge benefit to us as we raise funds to care for orphans and vulnerable children around the world. ”

Roger Allen

Executive Director, Hope for Kids International

Case Study

Harrison's Fund

Aims to raise **£60,000** over the next 12 months via **CharityCheckout**

20% increase on last year

What they do:

- General Charitable Purposes

Who they help:

- Children / Young People

How they help:

- Sponsor or Undertake Research

Harrison's Fund is a charity that raises funds to fight Duchenne Muscular Dystrophy through scientific research. The charity is named after its founder's eldest son, who was diagnosed in January 2011.

In October, the charity started raising funds directly through its website for the first time, via Charity Checkout. **In that month, the charity raised enough money to fund around 25 hours of world-class research.**

Prior to using Charity Checkout, the charity received donations via a sponsorship fundraising platform, which does not support regular giving. However, due to their early success via Charity Checkout, the charity is now starting to focus on recruiting monthly supporters for the first time. **Harrison's Fund has already secured several regular supporters in this way, who now provide a new means of secure and stable income for the charity.**

The founder's at Harrison's Fund feel that the branded Charity Checkout donation pages have allowed them to develop a professional-looking online campaign. They believe that the website leaves a good impression with their new donors and increases trust between the charity and their donors who no longer need to go off site to donate.

Harrison's Fund aims to raise £60,000 over the next 12 months via Charity Checkout, a 20% increase on what was raised via their website last year.

“ Charity Checkout have simply and effectively transformed the professional look, feel and customer experience of the of the Harrison's Fund donation area. Now it looks completely integrated, ensures trust and is an absolute breeze to both set up and manage. ”

Alex Smith

CEO & Harrison's Dad, Harrison's Fund

Case Study

Tourettes Action

Raised £510 in one month via
CharityCheckout

500% increase on an average month

What they do:

- Education / Training
- The Advancement of Health
- Disability

Who they help:

- Children / Young People
- People with Disabilities

How they help:

- Make Grants to Individuals
- Provide Advocacy / Advice
- Sponsor or Undertake Research

Tourettes Action is the UK's leading support and research charity for people with Tourette's Syndrome and their families.

Before signing-up with Charity Checkout, Tourettes Action was collecting donations via their website using PayPal. This meant that they were not accepting regular donations or obtaining Gift Aid declarations from their online donors, a common issue amongst charities using PayPal. This method of online fundraising was not particularly successful, raising around £100 per month for the charity.

In October, Tourettes Action raised £510 via Charity Checkout, less than six weeks after switching to the service. This represents a 500% increase on an average month, 25% of which can be attributed to securing Gift Aid for the first time.

This additional income will allow Tourettes Action to offer additional workshops for up to 60 people, every month. These workshops include activities such as drumming and learning to play the didgeridoo, which have proven to provide relief from ticks. These sessions are primarily designed to offer those with Tourette's Syndrome and their families the opportunity to meet others with the condition. This provides a relief from isolation and importantly it also allows families to share ideas on managing the condition, for which there is no known medical cure.

Since the recent increase in online giving activity, Tourettes Action has re-evaluated the value of their website as a fundraising tool. The charity now considers this hugely important to them, as they feel that donors should be given an option to give quickly while the thought is with them. The charity's fundraising team feels methods such as street collections are labour intensive and inefficient compared with online fundraising.

The fact that Charity Checkout carries the Tourettes Action branding is also a key feature for the charity, who believes that a perceived third-party involvement might put off their donors.

Since the charity receives no government funding they are particularly keen on maintaining a strong relationship between their brand and their supporters.

Tourettes Action aims to raise over £10,000 via its website this year and is now actively encouraging donors to donate via their website, rather than by cash or cheque.

“ We have seen a sharp increase in online donations since registering with Charity Checkout. It has proven to be the most stress-free way of raising extra income and is far easier than requesting cash or cheques from our donors. ”

Suzanne Dobson
CEO, Tourettes Action