



The Giving  
Machine™

Become a GivingPartner



## Who are we?

- A charity who supports Charities, Schools and Community Groups via our Shopping Portal and GivingLottery
- Retailer marketing funds achieve commercial goals, social impact and customer engagement

## Statistics

- 123,000+ online shoppers
- 10,000+ schools, charities and community groups supported
- £85+ million spent by shoppers so far
- Over 3 million donations generated

## Demographics

- Our audience is 59% female and 41% male (often with school age children)

## Becoming a GivingPartner

- Join TheGivingMachine and become a GivingPartner
- Join for 6 months for £60 or 12 months for £100 (exc. VAT)
- The GivingPartner purchases a GivingVoucher to send to the customer for each sale. This can be redeemed against the Cause of the customers choice (Amount/% to be agreed)
- The GivingPartner will be promoted on our website with a Retailer page linking to the retailer website and demonstrating their impact
- Introduction exposure offered with a welcome slot in newsletter
- Extra exposure is available
- GivingPartner badge sent to all partners to promote on their website
- This service is best suited to retailers with low-medium volume of sales

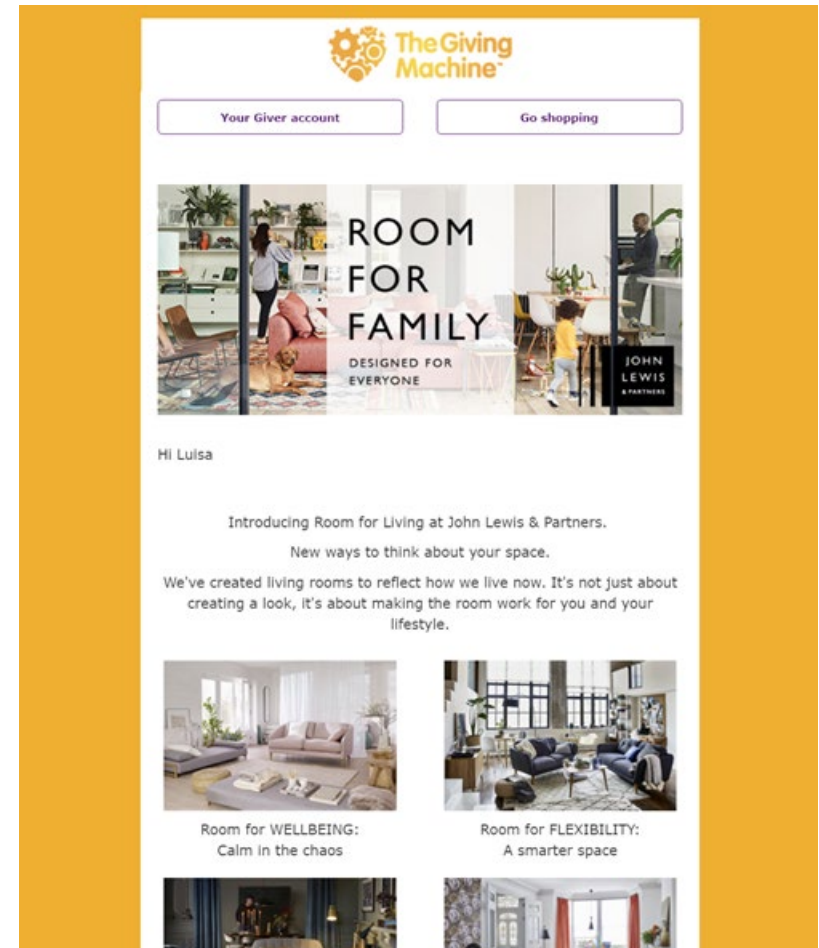
## Extra Exposure Options

**Solus - £400**

**Newsletter Inclusion - £75**

- Emailed to 12,000 opted in shoppers
  - Open rate = 20%
  - CTR = 2%
- Direct link to Business website/specific landing page

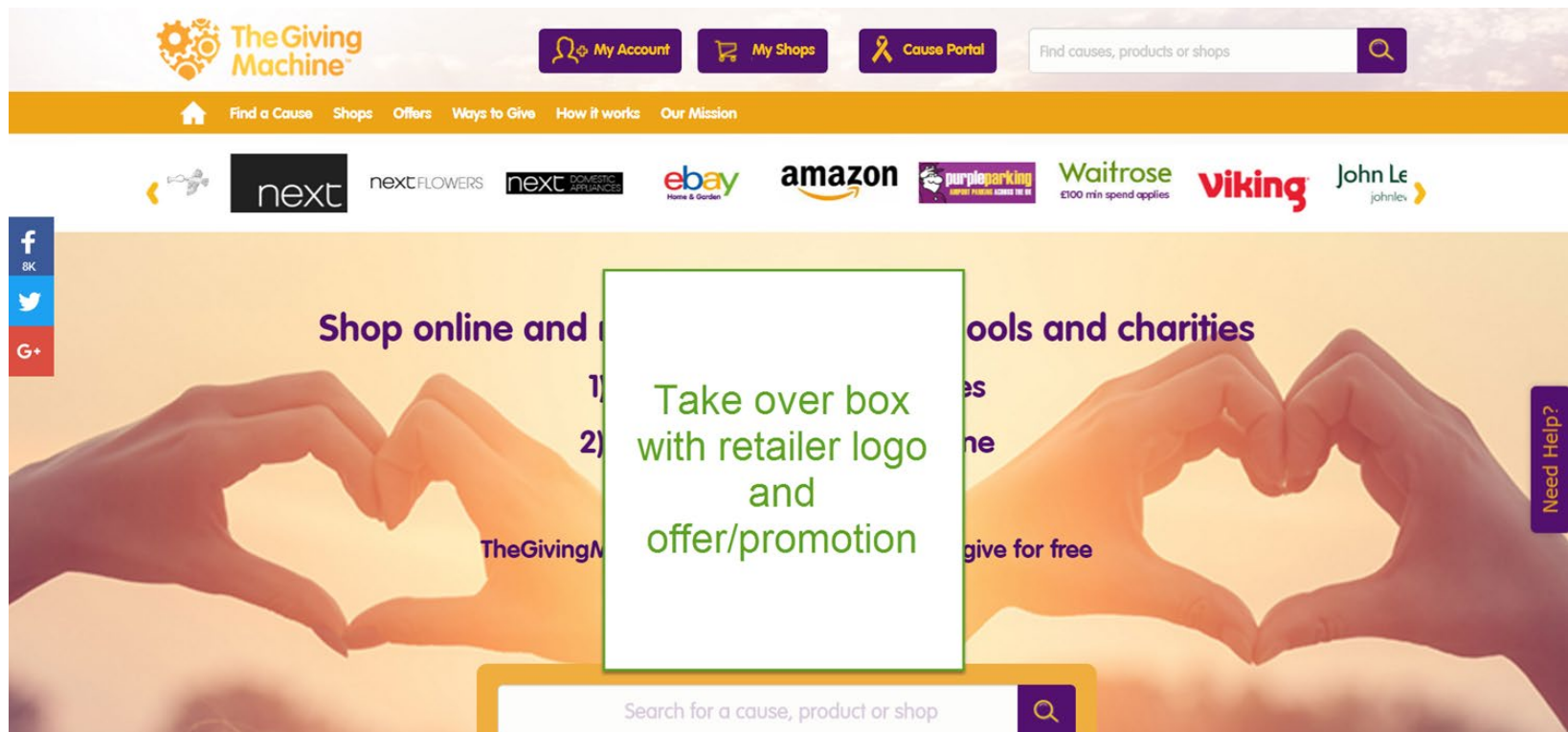
(Prices are exc. VAT)



## Website Take-Over

Website Takeover box appears on homepage for 1 month (1 view per unique visitor)

Cost = £350



The screenshot shows the homepage of The Giving Machine. At the top, there is a navigation bar with the logo, 'My Account', 'My Shops', 'Cause Portal', and a search bar. Below this is a secondary navigation bar with links like 'Find a Cause', 'Shops', 'Offers', 'Ways to Give', 'How it works', and 'Our Mission'. A row of retailer logos follows, including next, nextFLOWERS, next DOMESTIC APPLIANCES, ebay, amazon, purploparking, Waitrose, Viking, and John Le. The main content area features a large banner with the text 'Shop online and...' and 'ools and charities'. A central white box with a green border contains the text 'Take over box with retailer logo and offer/promotion'. To the right of this box is a vertical button labeled 'Need Help?'. At the bottom of the banner is a search bar with the text 'Search for a cause, product or shop'.

## Testimonial

“TheGivingMachine is a fantastic organisation and long may it survive. What it does is it gives us free monies, monies that we can spend on making life more tolerable and enjoyable for our people who come. We are not going to use the money necessarily to pay the electricity bill but it’s taking people out, giving them a more enjoyable older age”.

### *Age Concern*

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TheGivingMachine is a registered charity (1159320) and a company limited by guarantee (09017447 England)

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