



# Welcome to easyfundraising

## Who are we?

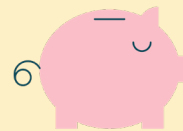
easyfundraising turns everyday online shopping into a force for good. We partner with over 8,000 brands, so your PTA can earn free donations from parents, committee members, teachers, and your school community's online shopping. This gives your PTA a free, effortless way to raise funds for the extras your school funds don't cover.



Parentkind Partner







Over 19,000 schools and PTAs raising with easyfundraising







Over £13.5 million in free donations raised

## Benefits to your PTA

-  Free, all-year-round income stream
-  Requires little time to maintain & manage
-  Dedicated 1-2-1 support & coaching
-  Ready-made marketing materials to download & share

## Benefits to your supporters

-  Free to use - doesn't cost them anything
-  Gives everyone a way to support your PTA
-  Over 8,000 brands to shop & raise with
-  Tools to help them raise easily, including an app

"Awesome way to raise money for the PTA. I manage it for our PTA and it does not take a lot of time just needs regular reminders sending out".

Lisa via Trustpilot 

"This is an easy way to raise funds for the school PTA. In the last 2.5 years, I have contributed nearly £500 without changing my spending patterns".

Di via Trustpilot 

## How does easyfundraising work?

easyfundraising partners with over 8,000 brands, so when an online shopper makes a purchase, the brand donates a percentage of what they've spent to your PTA for free. Everyone is welcome; you don't have to be a charity to register.

## Is it really free?

Yes, partnering with easyfundraising allows brands to be a part of something good. Giving donations to your PTA is their way of saying thank you to your supporters for shopping with them.

## Some of the 8,000 brands we work with



## Can anyone register to support our PTA?

Yes, anyone can – teachers, governors, parents, and carers are all welcome. You can even look outside of your school to the local community.

## How will our PTA be paid?

Providing you have raised over £15, we total up all the donations every three months and send them to you by bank transfer or cheque. If your PTA hasn't raised over £15 in the previous three months, the amount simply rolls into the next payment instead.

## How to get your PTA started



### Register

Scan the QR code, or use the link to sign your PTA up – it will only take a few minutes.



### Spread the word

Use the ready-made marketing materials to encourage your school community to support your PTA.



### Book a free call

For advice and support on making easyfundraising a success for your PTA. Talk to one of our fundraising experts.



### Manage your account

Track how much your PTA has raised and watch your supporter network grow.



### Keep reminding people

Use every opportunity face to face, social media, and newsletters, to remind people to use easyfundraising.



[www.easyfundraising.org.uk/parentkind](http://www.easyfundraising.org.uk/parentkind)