

John Hemming
Chairman, Charity Tax Group
Church House
Great Smith Street
London SW1P 3AZ

26th March 2019

Dear John

I am writing to inform you of exciting changes which JustGiving, as the UK's leading platform for giving, is making to our service today.

I'd also like to thank you for the support and assistance of the CTG and its members in helping us develop the package we are announcing today and ensuring it reflects the needs and priorities of the sector.

Fee model

From today, JustGiving will no longer charge platform fees for any fundraising campaigns or charitable donations, allowing our 24 million users to raise even more money for the amazing charities we work with.

Instead, donors will be able to make a voluntary contribution to support the operation of our platform. These voluntary contributions will enable JustGiving to invest in innovation, helping meet our long-term goal of growing the world of giving and making sure that no good cause goes unfunded.

Today's announcement is the biggest shakeup of JustGiving's fee model since it was founded in 2000. In practice, it means lower costs for charities, more choice for their supporters and a sustainable future for the world's biggest and best platform for giving.

We're incredibly proud of JustGiving's history as the pioneer of online giving and are inspired by the generosity of our users, who have raised £3.8 billion for charities since we launched 19 years ago. The changes we are making allows this good work to continue.

Gift Aid reclaim service

As you may be aware in October of last year, JustGiving announced the launch of a major consultation to review our Gift Aid reclaim service.

Since then we have surveyed and spoken face-to-face with hundreds of charities, thousands of donors, alongside tax experts and other stakeholders.

During the consultation process the charities we work with made it clear to us that JustGiving's Gift Aid reclaim service is highly valued because it is the most cost and time efficient way for charities to reclaim Gift Aid.

Today, in the interest of offering choice and transparency, JustGiving is changing its terms of service to allow charities to opt out of the Gift Aid reclaim service if they wish.

Despite this change, we believe the vast majority of charities find our Gift Aid processing service the cheapest, easiest and most effective way of claiming Gift Aid compared with the

alternative of bringing it in-house and will continue to opt in to use the service, but this choice will be entirely in their hands.

JustGiving is committed to providing world leading technology and services and the package of changes announced today will help us do just that.

Please don't hesitate to get in touch if you have further questions regarding any of the changes announced today.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Keith Williams', with a stylized, cursive script.

Keith Williams
General Manager JustGiving UK & Ireland