

A decorative pattern of overlapping hexagons in various colors (teal, pink, yellow, grey) is positioned on the left side of the page.A lit candle in a shallow dish is positioned at the bottom center of the page, with a soft glow.

Your Guide to Online Donations



Why online donations?

Simple. Transparent. Cashless.

- ✓ A cashless, online donation service to support families raising funds for their chosen charity in memory of their loved one.
- ✓ Transparent process.
- ✓ Can save you time spent collecting, counting and banking cash.
- ✓ Complements a traditional collection at the service
- ✓ By offering the online option many families see a higher amount raised for the charities as people who can't attend a service are still able to donate.
- ✓ Maximises the donation amount through Gift Aid*

*Donating through Gift Aid means charities and community amateur sports clubs (CASCs) can claim an extra 25p for every £1 you give.



Why Funeral Notices?

- ✓ As a company, we sourced the most appropriate donation service to uphold our values and principles at Reach Plc, supporting funeral directors and families with a much needed service.
- ✓ 74% of all our online donations add Gift Aid, increasing the donation amount by 25% without any extra cost to the person donating.
- ✓ We have the largest audience of any tribute site* with **227 million** page views in 2021*

Our Donation Partner Donatis

- ✓ Makes no deductions from Gift Aid.
- ✓ Cap any deductions from collections at £200.
- ✓ Do not charge charities any subscription fees at any time.
- ✓ They don't charge beneficiaries any fees to be on the platform, so you can raise funds for any registered charity or non-registered charity, group or cause instantly (we don't need to sign up the charity to a subscription first).
- ✓ Have a transparent and fair charging system that is clearly stated to donors before they make their donation; it's not buried in our Ts & Cs.



How to use our online donations

Simple step by step guide.

- 1 Create a notice - Add the chosen charity(ies) at point of booking (available on print and online notices).
- 2 Donations - Donations are made online via a credit or debit card, making this a cashless process.
- 3 Donation closed - After 5 weeks the donation profile is closed (the notice remains online and displaying the amount donated and gift aid raised) and the charity is paid directly via bank transfer.
- 4 Details of donations - Total amount raised and list of donors emailed to the funeral director.
- 5 Charity informed - A full financial report is emailed to the charity with a list of donors, Gift Aid contribution and any branch/ward information requested by the family.





Talk to us today at:

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