

People watching a group of long distance runners.

JUSTGIVING

2013 Nominet Trust 100 Winner

2013 Nominet Trust 100 Winner

2013

MAKES GIVING SIMPLE AND MORE SOCIALLY CONNECTED.

By Just Giving

Project URL: justgiving.com

Project Twitter: [@JustGiving](https://twitter.com/JustGiving)

Trailblazer

- Community Engagement
- Economic Empowerment
- Data
- Mobile
- Social Software

JustGiving is the closest there is to an eBay for charitable causes: an online platform to make it easy and attractive for people to raise money for charity by using the best techniques of e-commerce.

JustGiving, created in 2001, is using a range of digital tools to make giving simpler, more socially connected and rewarding for fundraisers and givers. The site makes it easy to give: it takes just three simple steps for someone fundraising for a charity to set up a page where supporters sponsor them. JustGiving also helps to bring to life the stories of the donors and their causes.

Through JustGiving someone can donate to big causes, like the Disasters Emergency Committee's appeal for funds to help victims of the carnage in Syria. But the site also helped Eileen Wilson, a 99-year-old grandmother, create a page through which she raised money for the Martlets Hospice by completing a midnight sponsored walk.

JustGiving, based in the UK, is the world's leading platform for charitable giving: since 2001 more than 21 million people have raised over £1.5 billion for 13,000 plus charities, through the platform.

In 2012, online fundraising in the UK was estimated to make up 30% of all charitable giving, with JustGiving as the dominant site amongst a growing array of imitators, emulators and competitors [ReasonDigital](#). These sites, along with innovative start-ups such as believe.in [believe.in](#), all look to JustGiving as the first organisation which made online giving really sing.

Image © Can Stock Photo Inc. / mangaman

Last updated: 09th of May, 2014