



Renewing the Charity Donations Process

Problem - Covid has eliminated the use of Cash



- **Charities severely impacted**

UK Charities lost £6.4bn of cash donation income during Covid

- **People carry far less cash**

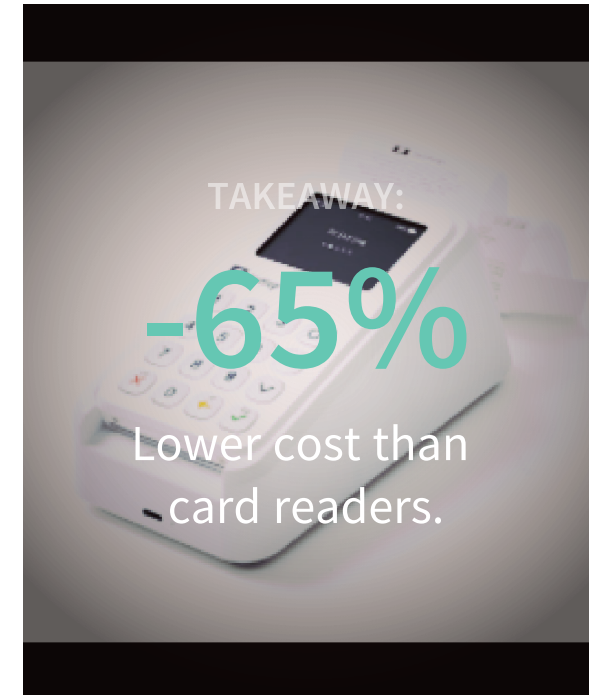
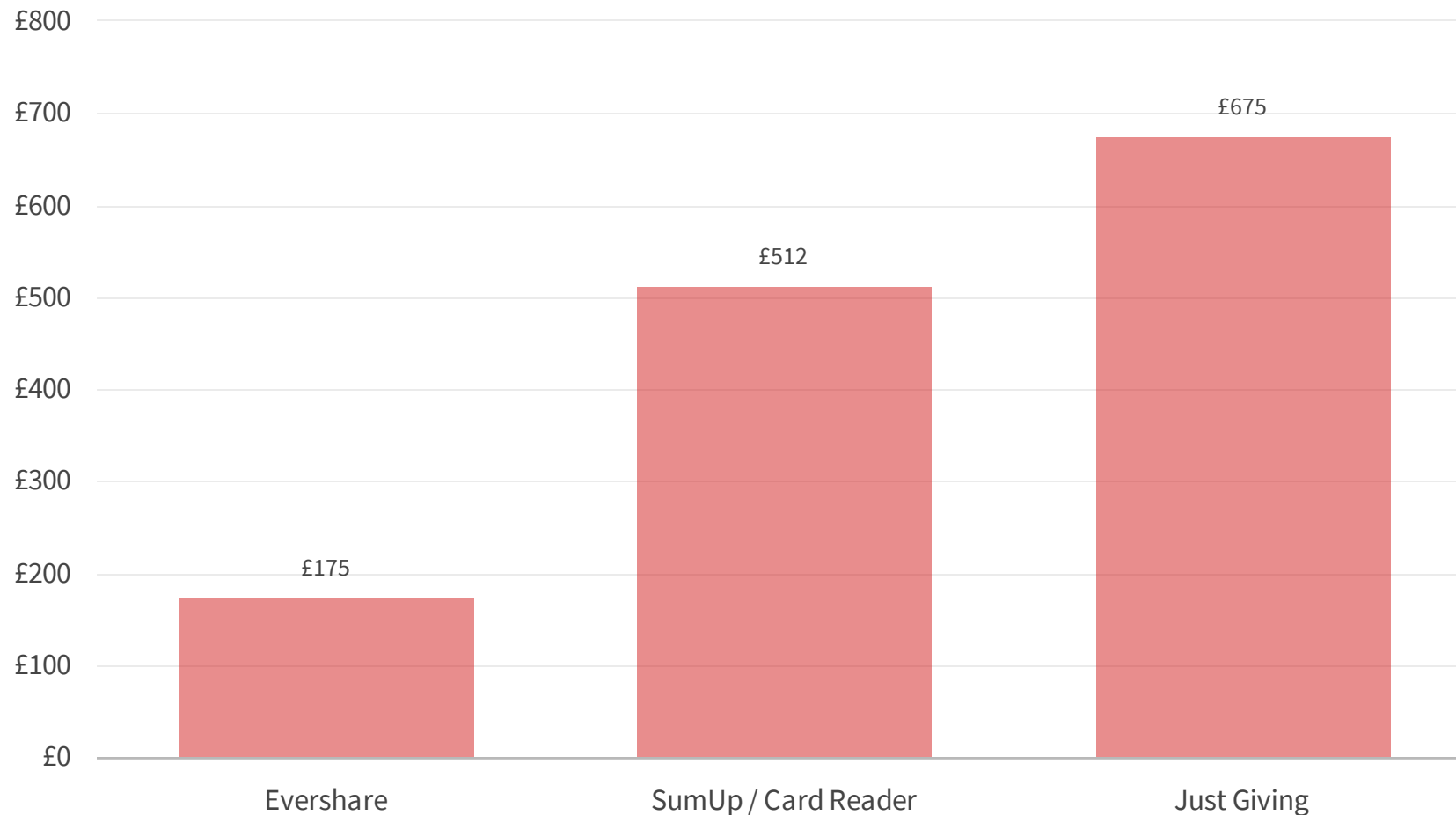
Fear over use of cash sees ATM withdrawals down £35Bn

- **Cash use has already fallen by 20%**

Royal Mint predicts further drastic decline in 2022

Problem - Charities paying too much for current solutions

Cost of receiving £25,000 of donations via Evershare compared to Contactless Card Readers / Just Giving



Connect With Gen Z

Mobiles, mobiles, Everywhere

Charities need to connect with the next generation of donors - GEN Z

They expect:

Super Fast Donations
Instant and seamless
Mobile friendly tech



Problem - Charities are still posting out mailshots and asking for donations via Postal Orders!

Gen Z will not engage with this type of marketing

Yes, I want to help someone like Lloyd this Christmas

I enclose ☐ £29.06 (1 person) ☐ £58.12 (2 people) ☐ £290.60 (10 people) ☐ Other: £ _____

I enclose a cheque/charity voucher/postal order made payable to **Crisis** or please debit my card using the details below:

☐ Visa ☐ MasterCard ☐ Other: _____

Card no. _____ Expiry date _____

Cardholder's name _____ Date _____

giftaid it **Please tick the appropriate box:**
☐ I am a UK taxpayer* ☐ I am not a UK taxpayer
Please make every pound you give worth 25% more to Crisis by ticking this Gift Aid declaration.

*I am a UK taxpayer and I would like Crisis to treat this donation and any donations I make in the future and have made in the past 4 years as Gift Aid donations, until I notify you otherwise. With this declaration, Crisis can reclaim 25p of tax on every £1 that I give. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. Please remember to write your full name and home address to allow us to claim Gift Aid.

00227282 CC21/PI/IS-1001/CN/159

Title _____ First name _____
Last name _____
Address _____
Postcode _____

As someone who cares about people experiencing homelessness, we'd really like to keep in contact with you in the future. Please tell us how you'd like us to contact you for fundraising, donation, campaigning or volunteering opportunities:

Please enter your email address to be contacted via email _____

Please enter your phone number to be contacted via phone _____

You may hear from us by post unless you tick the box below.
☐ Please only use my address for administering my donation or claiming Gift Aid.

You can change your preferences by emailing **mydetails@crisis.org.uk** or by calling **08000 38 48 38**
You can see our privacy statement at **www.crisis.org.uk/privacy**

- Sent by a Large UK charity in Christmas 2021

Solution - QR Cashless Donations

Scan the QR below to see how easy it is to donate - or click [here](#) to see demo

Cheaper ●

Evershare is up to 45% cheaper than using credit card readers and any other donation platforms.

Faster ●

Connecting to the user's mobile / desktop banking app means full donation / gift aid / receipt <40 secs.

Easier ●

No need for a card reader, or technical integration, or inputting card details and no maintenance.



● Data

Charities get full donor data including name of donor, email, amount, and time of donation.

● Instant

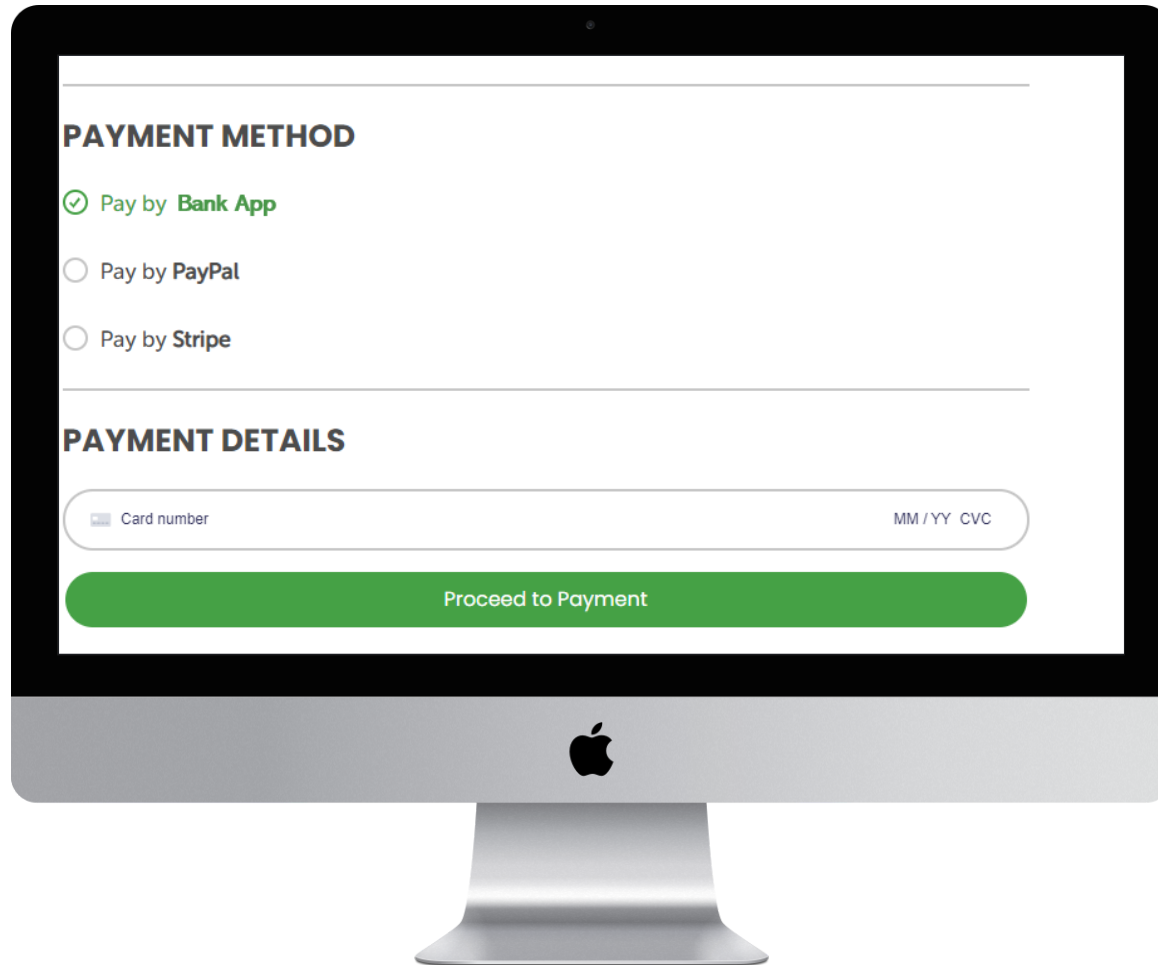
Donors can donate up to £10,000 directly and *instantly* to charity.

● Automation

Automated Gift Aid process (generating declarations, claims and all reports by HMRC).

Solution - Pay By Bank embedded button

Built API to insert a Pay By Bank button into charity websites



- **Currently**

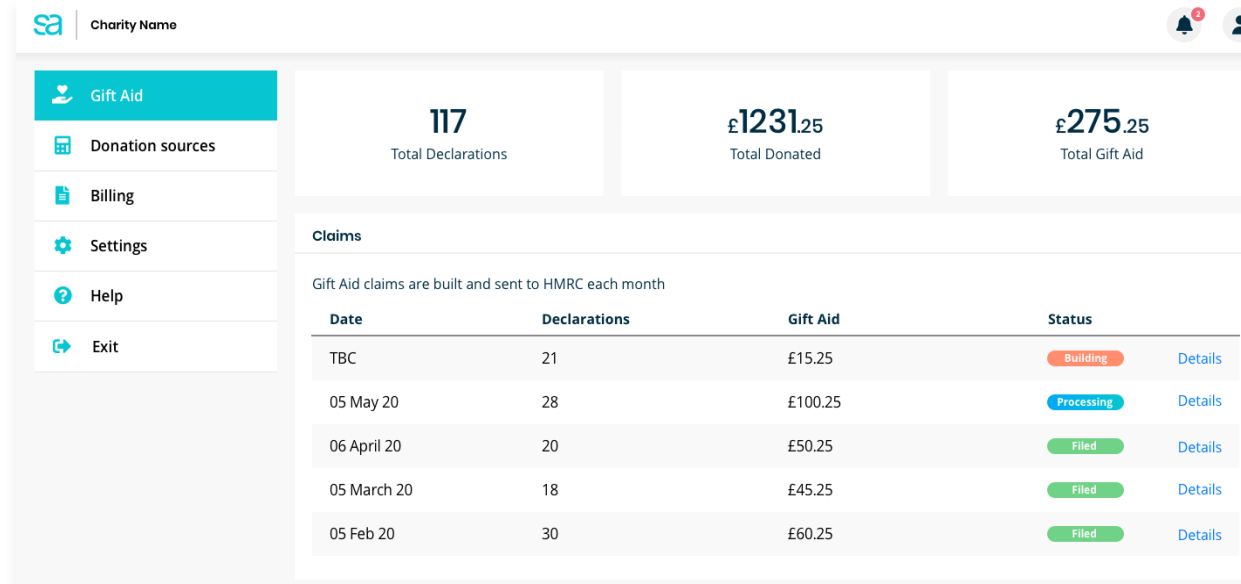
Charities (Merchants) are only able to use existing payment options which incur fees of minimum 1.4% + 20p per transaction

- **Pay By Bank App**

Charities receive instant donation at least 45% cheaper than existing payment providers

Fully Automated Gift Aid

£500,000,000 left unclaimed by charities every year - Evershare charges 5% to reclaim Gift Aid



sa | Charity Name

Gift Aid

Donation sources

Billing

Settings

Help

Exit

117
Total Declarations

£1231.25
Total Donated

£275.25
Total Gift Aid

Claims

Gift Aid claims are built and sent to HMRC each month

Date	Declarations	Gift Aid	Status	
TBC	21	£15.25	Building	Details
05 May 20	28	£100.25	Processing	Details
06 April 20	20	£50.25	Filed	Details
05 March 20	18	£45.25	Filed	Details
05 Feb 20	30	£60.25	Filed	Details

- Matches a donor to their donation
- Creates a Gift Aid declaration
- Sends a claim to HMRC
- GDPR requirements and HMRC auditing
- Keeps a record of all declarations and claims



97% of all banks and building societies in the UK are connected to our open banking donations service

Why Evershare? - Safe, Secure, Automated

The Benefits for Charities

Evershare increases engagement with at least 18 fewer touch points for the donor

Our system is cheaper, faster and easier to use than our competitors



#1: Increase

- Donations
- Engagement



#2: Connect

- Get donor data instantly
- Less Clicks More Cash



#3: Save

- 45% cheaper
- Less time on admin

Simple Pricing

0.5% + 5p per donation -
lowest cost solution in the UK

	Evershare	Just Giving	Enthuse	Paypal	Visa /Stripe
Dynamic QR Code	YES	NO	NO	NO	NO
Processing / Transaction fee	0.5% + 5p	1.9% +20p	1.4% +20p	1.4% +20p	1.4% +20p
Monthly fees	FREE	£15 to £39	£35	No	No
Automated Gift Aid / fee	YES 5%	Yes 5%	Yes 5%	No	No

Team & Advisory

Executive experience in Finance, Charity, Legal, Technology & Marketing



Tim Hegarty

Founder / Head of Product

Tech entrepreneur with over 30 years experience in startups and business development. Charity Trustee and fundraiser.



Danielle Mason

Philanthropy Advisor

Over 10+ years experience in Charity with successful track record with AgeUK, Concern, Client Earth



Ashton Clapp

Head of Engineering

Highly experienced in technical development, business development and operations



Richard Woods

Advisor

Director at KPMG Law

Experienced M&A lawyer focused on fast-growing businesses.



David Saint

Charity Consultant

David brings unparalleled knowledge of and connections in the UK charity sector.



Stuart Harrison

Investor

Founder, supporter and director of high tech companies for over 30 years. Expertise across software, FinTech, cloud services and the reseller channel.

Data & Security

All donations go directly & immediately to your charity bank account

We do not have access to or hold onto your donor's money at any stage of the donations process

All Data Stored in AWS servers in London

All donations made via our FCA regulated payment provider

Moneyhub Financial Technology Limited is authorised and regulated by the Financial Conduct Authority (FCA). Moneyhub Financial Technology is a registered AISP (Account Information Service Provider) and PISP (Payment Initiation Service Provider), reference no. 809360 at fca.org.uk/register.





On Branded Material

Have volunteers wear a scannable T Shirt or send as a flyer in the post



Embed into TV Ad

Show the unique QR code on the donate page so donors can scan or click to make an immediate donation



In Store

Enable Brands to partner with Charities to allow customers to donate in store quickly and safely



Put into email

Have the QR embedded into every member of staff's email with a "scan now to donate" Call To Action



Share on Social

Reach your supporters via Twitter, Facebook, Instagram or LinkedIn

QR Codes Everywhere - Use T shirts, Flyers, Social Media Posts and emails to collect donations



RAINFOREST CONCERN

Registered Charity No. 1028947
Please select your donation below.



One-off Donation

Rainforest Concern has helped to protect over 5 million acres of rainforest since the charity was founded 27 years ago.
Your donation will support our work and help preserve threatened forest habitats and the countless species they contain.

DONATE £10.00

[Or specify an amount](#)

Summary

Ease of Use

Our Dynamic Unique QR codes are faster, easier and 45% cheaper than Card Readers and donation sites like Just Giving

Full Donor Data

Charity gets full donor data in real time.

You are notified of every donation.

Download data into your CRM

Secure

We never touch your money!

All donations and HMRC repayments go direct and immediately to your Charity bank account

Simple

No app or technical integration required.

Just register and get your QR code and start fundraising immediately.



Contact: Tim Hegarty Founder

 tim@evershare.io

 www.evershare.io

 [@evershareio](https://twitter.com/evershareio)

 [@evershare.io](https://www.facebook.com/evershare.io)

Evershare is the trading name of Blockchain Ventures Ltd., Reg. No. 11090204
Registered office: Henleaze Business Centre, 13 Harbury Road, Bristol BS9 4PN

<=== Scan the QR to see how easy it is to Donate!

spifox



Mercy in Action

StChristopher's
More than just a hospice

mind
Bath

nkf
NATIONAL KIDNEY
FEDERATION



Hope for
Tomorrow

Bringing cancer treatment closer to home



FUNDING
RESEARCH,
FINDING HOPE