CAN EVIDENCE REBUILD TRUST IN CHARITABLE GIVING?

Wednesday 1 July, 2026

SendDigital launches UK pilot testing a new model of evidence-based giving.

A new national pilot launching this July will test whether an evidence-based approach to charitable giving can encourage more people to donate by providing something many donors feel has been missing from traditional giving: confidence that every donation reaches the people who need it most and makes a measurable difference.

As charities become an increasingly essential part of Britain's social and economic fabric, public expectations around transparency, accountability and measurable impact continue to grow. With 6.8 million people living in very deep poverty, SendDigital has been created to test whether a fully digital model of giving can strengthen public trust whilst helping charities provide more direct support to vulnerable families.

Launching on 1 July 2026 with its first charity partner, The Children's Community - Tameside, the first phase of the pilot enables every penny donated to reach families in full through secure digital wallets. No deductions are made for charity overheads or platform fees, whilst the identities of both donors and beneficiaries remain confidential.

Unlike traditional fundraising platforms, every donation is digitally tracked from donor to beneficiary. Donors choose the type of support they wish to provide, including food, clothing, energy, household essentials and counselling, and receive evidence that their contribution has helped. Participating charities retain oversight of support provided whilst generating additional unrestricted income through Gift Aid, creating a financially sustainable model that maximises support for families.

Over the coming months, the pilot will evaluate whether evidence-based giving can increase donor confidence, strengthen public trust and provide charities with a more transparent and scalable model for supporting vulnerable families.

"Millions of people still want to help others, despite facing financial pressures of their own," said Steve Harvey, founder of SendDigital.

"When someone chooses to donate, they deserve confidence that every pound reaches the people who need it most. If someone gives £25 to help a family, that family should receive £25 – not £22 or £20. We believe charitable giving can be more transparent, more accountable and more effective, and this pilot is an opportunity to test whether evidence-based giving can help shape the future of giving in the UK."

Ahead of its public launch, SendDigital is inviting members of the public to register as Founding Donors and become part of the pilot from day one.

To learn more or register your interest, visit: www.senddigital.io

Media:



SENDDIGITAL

The Children's Community Tameside





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