

## Cumbria based school fundraising charity to go National

Tuesday 10 December, 2013

**School Angel** the fundraising charity for schools which allows supporters to make donations to their chosen school when they shop online has proved so successful in its first six weeks of operation that it has announced an early national roll out to the entire UK.

Operating a cash back model, retailers working with the charity donate a portion of their profit on a sale every time someone shops through the charity site. But unlike the big fundraising companies already operating in this sector school angel sends all the profit back to the school.

Delighted with the early success of this novel way for charities to fund raise Chris Cottam the founder of the charity said **'our first two schools have raised well over £150 each in just six weeks which is about three times more than the fundraising companies achieve for schools'** The charity was due to restrict schools joining the charity to just Cumbria, but have now decided to open the doors for any UK school to join. Testing of the technology behind the website has been completed early, user feedback from the website has been positive with parents particularly welcoming the fact they do not need to create login accounts or remember passwords to shop from the site.

'With interest from schools and PTA's in many parts of the UK we felt the time is now right to welcome other schools outside our immediate area' said Chris Cottam.

The UK online shopping market is forecast to be in excess of £89 billion for 2013 (source Pricewaterhousecoopers) and the charity hopes that [www.schoolangel.org.uk](http://www.schoolangel.org.uk) will offer schools a simple and effective way of sharing in some of the profits made by the big businesses involved.

For more information [chris@schoolangel.org.uk](mailto:chris@schoolangel.org.uk) or telephone the charity on 01539 234200.

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