

# ?Jamie Baulch Launches Revolutionary Charity Fundraising Platform

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Olympian, Jamie Baulch, has today announced details of his new business venture, BidAid.

In a mission to make charity fundraising easier, the sprinter has launched an online auction platform; one that permits charities to auction off memorabilia and experiences on a constant basis. Auctioning highly sought-after items, the site is this week giving users the chance to bid on Geraint Thomas' signed number and vest from his 2018 Tour de France victory. Incredibly rare and of huge interest to the sporting world, this item is set to fetch tens of thousands of pounds for charity.

Providing an additional income stream for charitable organisations, BidAid is expected to revolutionise online fundraising, supporting charities in meeting their fundraising targets in a more effective, streamlined manner.

Combining his love for both technology and charity work, this is the perfect business for the TV and sports personality to take the helm of. Talking about the launch, Baulch explains that BidAid is a labour of love.

"Having been in the silent auction industry for several years, I realised how difficult it was for charities to raise money. While these big events are great, they usually happen annually. BidAid gives celebrities and corporates an opportunity to donate produce and memorabilia outside a silent auction. It works 24 hours a day, 365 days a year. I felt this was very much needed in the industry. Charities can now upload products and welcome bids all of the time. This gives organisations more scope to raise money for vital causes."

Found at charity events across the country, Jamie Baulch is very much the face of the business. However, the BidAid team is propped up by a number of technology specialists, one being Co-Founder, Leon Hughes.

'As an ambassador for various charities, this project was a natural fit for me. Having a portfolio of online businesses, I was thrilled to be able to use my knowledge and experience to support charities across the world. The technology we have created here at BidAid provides the perfect tool for charities, no matter how ambitious their target is" Hughes comments.

## Charities already benefiting from the BidAid platform

When visiting BidAid.Org, you will see many different charities already featured on the site. From Barnardos and Kidney Research to the Amy Winehouse Foundation and Macmillan Cancer Support, BidAid has joined forces with all sorts of charities across the country.

While working with recognisable charitable organisations, BidAid has also collaborated with smaller, independent charities. This includes international development charity; SAFE Foundation. Currently fundraising to support schools recovering from the Ebola crisis in Sierra Leone, the SAFE Foundation has witnessed first-hand just how beneficial this fundraising tool can be.

Hannah Fitt, SAFE Foundation's Founder, shared her experience with the platform.

"BidAid is a fantastic tool for us to generate vital funds for our projects and has become an important part of our fundraising strategy. It's also an effective way to reach out to people that may not have otherwise engaged with our cause - and so the awareness that we have generated about The SAFE Foundation through BidAid has been a real bonus. The team are amazing too - really accessible, really approachable and have a great philosophy around their work."

'We are also thrilled to learn that BidAid's Co-Founder, Leon, will be joining us in Sierra Leone next year. We look forward to showing him where the funds we raise will be spent."

## Celebrity figures endorsing BidAid

As a place for celebrities to sell signed items in the name of charity, BidAid has understandably gained the support of various high-profile figures.

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Colin Jackson, triple world Athletics champion, said the following at the BidAid launch:

“BidAid is a wonderful tool, especially for the foundation I work for, Wings for Life. We have so many gifts that we can donate but we have been really struggling to place them, needing a space where we can get them out to the general public. Not only does BidAid allow people to experience things that they have only dreamt of experiencing, but it allows us as a foundation to benefit from their very kind donations. So, for me, BidAid works wonderfully well.”

Equally as thrilled to see the platform live was Apprentice winner, Mark Wright. He said:

“I am an ambassador for the Alzheimer's Society and the problem with a lot of companies and charities like the Alzheimer's Society is that they depend on just a couple of events a year to get their message and gifts out there. What BidAid enables everyone to do for their charities is bid on items all year long.”

Fernando Montano, The Royal Ballet Soloist, also believes that BidAid is hugely beneficial to charities. As a patron of Children Change Columbia, Montano says:

“As we don't have big events during the year, BidAid is a great to raise good money to support the kids”.

At present, BidAid has a fine collection of gifts up for auction. These include:

- VIP Monaco Grand Prix 2019 experience for two
- Geraint Thomas' signed race number and yellow jersey from the Tour de France 2018
- A Sean Connery framed, signed print
- An official European Champions signed GB Athletics vest
- And much more

One item that is gathering a lot of momentum is the Athletics vest donated by Great Britain's Adam Gemili.

“The relay squad and I delighted to be supporting the Ron Pickering Memorial Fund by donating my European championship winning vest. It's always good to reach back and give the future stars of British Athletics the best start” he says.

To learn more about BidAid's latest products, the charities using the platform as well as updates from the business, head over to [BidAid.Org](https://BidAid.Org) now.

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