London barber users contactless donation technology to raise £4,300 for the Mayor's Fund

Friday 2 February, 2018

[February 2018, London, UK] DONATE's™ contactless donation technology raises £4,302.41 for the Mayor's Fund for London over 5 days

Background

Community barber's salon Barber Streisand, located in Exmouth Market, partnered with the Mayor's Fund for London to donate one week of takings to the London specific charity raising funds to provide healthy food to children through their Kitchen Social campaign. With most customers paying for their haircuts and beard trims by contactless card it was imperative that donations were made using similar technology.

Tap+DONATE

DONATE™ provided Barber Streisand with a contactless tap+DONATE™ donation box so that customers could make a donation of the price of the cut. The contactless donation box removed the necessity to book the sales and provided a direct route for the donations to reach the Mayor's Fund for London.

Explanatory material was made available to customers explaining the initiative and how their donations would provide an immediate benefit to the local community.

Results

A total of £4302.41 was donated over the five days at an average donation of £25. £3716 was made in contactless donations (£86% of total raised) and £586.41 in cash donations

Comments

Speaking about the initiative, Ellie Pamphilon, owner of Barber Streisand said:

"We wanted to give back to the community and the Mayor's Fund for London provided us with a charity that would resonate with our customers. All but two customers donated their haircut to the Fund and without contactless, the preferred method of payment, we would not have collected a quarter of this amount.

The tap+DONATE™ solution and customer service has been brilliant. They've provided us with a 360 solution and we will definitely work with them again."

And her customer, Ian Watts, said:

"I don't usually carry much cash and always pay for my haircuts on card, so having the card machine available made this a really simple and convenient way to donate the full price of my haircut to the Mayors Fund."

Patzi Shepperson, Head of Development at the Mayor's Fund for London said: "This has been a huge success for us. We've been looking to develop a community fundraising drive for Kitchen Social and the combination of Barber Streisand's initiative and the tap+DONATE™ service has made this a highly successful trial. We fully intend to roll out the service and look forward to replicating the model with other London retailers in order to support young Londoners who struggle for food and face isolation during the school holidays."

About the Mayor's Fund for London

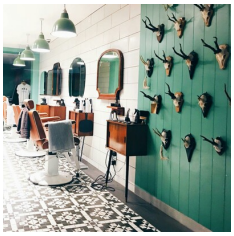
The Mayor's Fund for London is a social mobility charity.

Media:









Related Sectors:

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Related Keywords:

Charity :: Contactless :: Donations :: Retail :: Giving ::

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We empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty. The Mayor of London, Sadiq Khan, is our patron.

Our charitable activities focus on wellbeing, skills, employment and enterprise. We help children and young people play a greater part in the future of London. In 2016, we supported 31,574 young Londoners across all 33 boroughs working in partnership with 325 schools, 220 employers and 78 charities, social enterprises, and local authorities.

www.mayorsfundforlondon.org.uk

T: 020 7983 4051 @mayorsfund #KitchenSocial

About Barber Streisand

Barber Streisand is a small independent barbers on Exmouth Market in Clerkenwell, providing great cuts and friendly service at sensible prices.

www.barberstreisand.com

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About the National Funding Scheme

The National Funding Scheme (NFS), operating under the DONATE™ brand, provides a range of free mobile fundraising tools to maximise fundraising campaigns.

Launched in 2013, DONATE™ (www.easydonate.org) is a platform that allows the UK public to conveniently and effortlessly donate via contactless, SMS text or online. It is so simple to use that case studies show increases of 17x the amount raised. As a charity itself, all NFS's costs are covered by the Government's Gift Aid scheme. When no Gift Aid is available NFS charges 4.5% to cover transaction and administration costs.

Organisations wishing to register with DONATE™ should go to http://www.nationalfundingscheme.org/become-a-partner-organisation/ or for further information see www.nationalfundingscheme.org/faqs-about-donate/ for full terms and fees.

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