New UK charity for schools set to shake up fundraising via online shopping

Wednesday 20 November, 2013

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School Angel a new UK charity is pleased to announce it has now gained full charitable status with both the Charities Commission for England & Wales and the OSCR (Office of the Scottish Charity Regulator) in Scotland. This enables the charity to now work with any school throughout the UK.

School Angel is the only charity registered in the UK able to work exclusively with schools raising funds via the medium of affiliate marketing - the process whereby a retailer pays a commission to the charity made from a split of the profit on any sale which is driven from the charities onto the retailers site.

Chris Cottam, founder and chair of the charities trustees said there are several commercial companies in the UK already offering a similar service to schools such as easyfundraising.org, but schoolangel offers significant and important differences: Firstly as a non-profit, we return a far greater proportion of any donation back to the school, often several times as much, secondly we have developed a unique website which allows supporters of schools to use it without the need to create accounts, remember passwords or ever share any personal details such as emails or names. We run a very clean site so anyone who wishes to support UK schoolchildren can have confidence that if they choose **schoolangel** the absolute maximum amount of any donation raised will get back to the school and we will never trouble them with any form of marketing or spam email. A typical school shopping page can be seen here Heron Hill Primary School

The online shopping sector is growing at a very rapid rate in the UK and in 2012 the affiliate marketing sector generated over £900 million on just over £9 billion worth of transactions (source Pricewaterhousecoopers) currently the vast majority of this enormous sum goes into the profits of commercial affiliate companies. This represents a real opportunity for the non-profit and charity sectors to benefit and share in some of this revenue.

Chris says "The idea for schoolangel came to me after feeling guilty that despite having four children all currently at different stages of school, I have personally done very little over the years to help my local schools. There is a small army of dedicated school supporters who run the usual jumble sales, car boot sales, coffee mornings etc, while the majority of parents fail to get involved for a variety of reasons. Having had some experience of the workings of the affiliate industry I knew there was a much simpler way to connect schools up to the power of big business e-commerce and so the idea for schoolangel was born".

At present we have been working with just a handful of local schools some of which have raised in excess of £100 in just the first month so we know the idea has a great future.

We are now looking to invite schools from all over the UK to get involved with schoolangel and help make a real difference to UK schoolchildren in the most formative years of their lives.

For more information or to get involved with the charity then please visit our site at www.schoolangel.org.uk or email us at admin@schoolangel.org.uk

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