Scottish tech team GiftRound, named one of ‘Nation’s Favourite Businesses’ for 2026

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With over 1.2 million people helped and more than £12 million contributed across 172,088 group collections since inception, GiftRound is recognised nationally as one of 100 small businesses celebrated ahead of Small Business Saturday

(September 2026) A Scottish business that helps people collect money for group gifts, completely free of fees has been named one of the ‘Nation’s Favourite Businesses’ for 2026 by Small Business Saturday UK.

GiftRound, based in Bridge of Allan, near Stirling, Scotland, with team members based across Scotland and Cornwall, has been selected as part of the national campaign, which celebrates and champions small businesses across the UK, ahead of Small Business Saturday on 5 December.

Founded by Craig Forsythe in 2018, GiftRound makes it easy for groups to organise collections for gifts and special occasions, from leaving gifts and birthdays to teacher gifts, new babies, weddings, retirements and simply showing someone you care.

The national recognition comes as Small Business Saturday launches its 2026 campaign to showcase the ‘Nation’s Favourite Businesses’. This is a new format replacing the long-running SmallBiz100.

The businesses selected this year range from independent food and hospitality to makers, service businesses and innovative companies, reflecting the diversity of the UK’s small-business community.

Craig Forsythe, Founder and CEO of GiftRound, says: “Being named one of the ‘Nation’s Favourite Businesses’ is a huge honour for GiftRound. As a small team of four, we’ve built the business quietly with plenty of determination and a genuine belief that bringing people together to show they care should be simple, joyful and free from any fees. This recognition feels like a wonderful vote of confidence in that vision, and we’re incredibly proud to represent Scotland’s thriving small business community on a national stage.”

GiftRound has recently expanded its ability to support group collections for local gift cards, working with Town & City Gift Cards across more than 90 UK towns and cities.

Michelle Ovens CBE, Director of Small Business Saturday UK, continues: “Small businesses have always been, and will continue to be, among the nation’s favourite businesses. Whether on our high streets, online or embedded in local communities, they play a vital role in the places we live and in the strength of our economy.

“This year’s Nation’s Favourite Businesses are a true representation of the UK’s most-loved small businesses. From independent, family-run cafés and local restaurants, to makers, services and traders, they showcase the incredible diversity of the UK’s small business community. We know how important small businesses are and the challenges they face, so as we kick off this year’s Small Business Saturday campaign, we’re urging the public to get behind them during the most critical trading quarter of the year.”

Dan Edelman, General Manager, UK Merchant Services at American Express, **concludes:** “Small businesses bring energy, innovation and character to our high streets and local economies. That’s why American Express is proud to have founded Small Business Saturday and why we continue to back small businesses to help them thrive.

“This year’s Nation’s Favourite Businesses are a brilliant showcase of the UK’s entrepreneurial spirit, and we’re delighted to be providing grant funding that will help two of these inspiring businesses invest in their next chapter of growth.”

The Nation’s Favourite Businesses campaign will showcase each business as part of the official countdown to Small Business Saturday on 5 December - a grassroots non-commercial campaign, originally founded by American Express in the U.S. in 2010, and the principal supporter in the UK, aimed at celebrating and uplifting independent firms by encouraging the public to support and spend with small businesses.

Since launching in the UK in 2013, the campaign has engaged millions of people and seen billions of pounds spent with small businesses across the UK on Small Business Saturday, with an impact that lasts all year round.

Last year, the campaign saw extensive media coverage, as well as public support from the Royal Family, the Prime Minister and Chancellor, leader of the opposition, The Mayor of London, and over 90% of the nation's local councils.

To learn more about Small Business Saturday's 'Nation's Favourite Businesses', visit the official page.

For more information about GiftRound, visit: GiftRound – Official Website.

Ends -

Notes to Editors

Interviews are available on request.

The platform can be used by groups across the UK and internationally, with GiftRound currently available in the UK, Ireland and United States.

Press enquiries

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About GiftRound

Founded in Scotland in 2018, GiftRound makes it simple for friends, families and colleagues to collect for group gifts online. The platform is completely fee-free from start to finish, so every penny contributed goes towards the gift. Recipients receive a GiftRound FlexCard, giving them the freedom to choose from leading retailers. With a small, fully remote team of four, GiftRound is on a mission to make group gifting simpler, fairer and more joyful.

For more information, please visit:

GiftRound – Official website

GiftRound – LinkedIn

GiftRound - Instagram

About Small Business Saturday UK

Small Business Saturday UK is a grassroots, non-commercial campaign, which celebrates small business success and encourages consumers to 'shop local' and to support businesses in their communities.

Launched in 2013, the day itself takes place on the first Saturday in December each year, but has an impact that lasts all year round.

This year Small Business Saturday takes place on 5th December 2026.

For more information, please visit the official page.

Follow the campaign via #SmallBizSatUK @SmallBizSatUK

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