Stars back For Good Causes' mission to raise £100m for charity in 5 years

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Innovative platform For Good Causes empowers consumers to convert £7 billion unused reward points into cash donations for any UK registered charity

This July, For Good Causes, launches a major social media campaign aimed at transforming the way the general public and retailers give to charity.

The campaign is fronted by household names Tina Hobley and Rory Bremner and supported by June Sarpong, Bryony Gordon, Melissa Hemsley and Keir & Mika Simmons and features the For Good Causes platform which will enable loyalty point holders to donate directly to a UK charity of choice, making an immense difference to the lives of people in need.

At a time when charitable giving is waning and retailers are shaking up traditional customer loyalty schemes, this change is desperately needed. There are currently more than 7 billion pounds worth of unused points, miles and cash back in the UK, with recent research showing that 53% have experienced their points expiring before they had a chance to redeem them.

With 94% of consumers owning at least one loyalty card and more than half of us having points expired, consumers are increasingly upset and even outraged. Unsurprising then that a recent survey revealed 75% of consumers love or like the idea of donating unused points, with 66% confirming they would participate if they could donate to a charity of their choice, increasing to 77% of millennials.

For Good Causes campaign face, Rory Bremner said "Like most great ideas, you wonder why no-one thought of this before. A brilliant new source of vital funds, already raised and just waiting to be claimed. Win-win!"

Lady Garden Campaign founder, Mika Simmons, who is backing the campaign said "The charity sector is inundated and the pressure to raise funds for causes we believe in is often off-putting, highly competitive and frequently stressful for both those doing the fundraising and those trying to decide who to give to. I've been asked to support a lot of charitable endeavours since I founded the Lady Garden Campaign and when I heard about the For Good Causes initiative it blew my mind. If the retailers and general public get behind this it could dramatically change the landscape of charitable giving".

For Good Causes is working with retailers to enable their customers to donate their unused points to a UK registered charity of choice. Consumers can support this initiative on social media using the hashtag #RecycleMyRewards, by visiting www.forgoodcauses.org and sharing the retailers they would like to see participating or by campaigning their favourite retailers.

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