tap+DONATE™ boxes to revolutionise instant giving to charity

Thursday 30 March, 2017

DONATE™ provides contactless giving at European Rugby matches with the support of School of Hard Knocks and Heineken®

DONATE™, the UK's mobile donation charity, is providing tap+ DONATE™ boxes at the quarter finals, semi-finals and finals of the 2017 European Rugby Championships to encourage crowd giving to School of Hard Knocks, a charity which works to tackle unemployment using the discipline of rugby. Spectators will be able to tap the eight donation boxes, placed at bars and around the ground, with their credit or debit cards to donate £3 with each tap. Alternatively people can text SOHK to 70313 to give £3 or go to easydonate.org/SOHK to give any amount.

The charity fundraising campaign starts this Friday, March 31st, in line with the first European rugby quarter final.

Heineken®, sponsors of the European Professional Club Rugby, are using the sponsorship to promote the School of Hard Knocks partnership. A film and sponsored bungee jump involving Nick Easter and Ugo Monye at the Murrayfield final in mid May will round up six weeks of fundraising.

With all of us carrying less cash these days, tap+ DONATE™ boxes provide the easiest and most convenient way to give and to support good causes instantly.

Jack Lewars, COO of School of Hard Knocks commented:

"The tap+DONATE™ service allows School of Hard Knocks to capitalise on the generosity of rugby supporters. The ease of touching a credit/debit card on a tap+DONATE™ unit to give £3 makes the process of giving as even easier than ordering a beer. It was a key reason we joined up with DONATE™. We look forward to raising funds across the upcoming closing games in the European Rugby Championships and so tackle the issues of unemployment, crime and health in our communities through the lessons of sport."

For more information how your charity can make use of this new technology please contact hello@nationalfundingscheme.org

About tap+ DONATE™ boxes

Barclaycard provides the payment acceptance technology for the devices and recently led an eleven-charity trial of the boxes. The pods were commissioned by Visa, which has been working with its partners since 2014 to enable cardholders to support their favourite charities using contactless, and designed by Sprout. Payworks developed the contactless donation box app, and integrated this with payment functionality inside the Miura card reader. The Charities Aid Foundation (CAF) was consulted on the trial.

About the National Funding Scheme

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

Launched in 2013, DONATE™ (www.easydonate.org) is a platform that allows the UK public to conveniently donate via touch, 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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About School of Hard Knocks

School of Hard Knocks is a social inclusion charity that runs sport based courses to tackle the issues surrounding unemployment, crime and health. The charity works with individuals to help them take responsibility and make positive steps forward in their lives.

Contact – National Funding Scheme Contact – School of Hard Knocks

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