

Name of organisation	JustGiving	Charity Choice	Everyclick	Virgin Money Giving	BT My Donate	Givey
Launched in	2001	2005	2008	2009	2011	2012
Amount of £10 debit card donation including Gift Aid given directly to the charity	£11.71	£12.25	£11.92	£12.16	£12.35	£12.50
Transaction fees/VAT	£0.79	£0.25	£0.58	£0.35	£0.15	£0.00
Registration	£15.00 per month	Free	free	£100 + VAT (one off)	Free	Free
Charities signed up	13,000 including 10 of the top 10 brands	6,979 including 10 of the top 10 brands	6,574 including 9 of the top 10 brands	9,000 including 10 of the top 10 brands	6,193 including 8 of the top 10 brands	8,000 including 8 of the top 10 brands
Business model	For Profit. Describes itself as a "social business".	A 25p charge to process donations, but most donors choose to pay this separately, so the charity receives the full donation and Gift Aid. Free to charities - the site generates income through advertising and its optional premium service £89+VAT to charities.	Allows fundraisers to select charity even if it isn't registered on the site by contacting it separately once funds have been raised. Everyclick's payment partner, the charity Charities Trust, takes a 4.8% fee for disbursing funds to charities.	Not-For-Profit. Takes 2% of donations to cover administration costs.	Not-For-Profit. Funded by 1% of BT's profits, so it's free for charities, except for the 15p debit card / 1.3% credit card fee.	Says it is a "social donation platform". Charities sign up through Givey's vetting partner, the PayPal Giving Fund, which manages the donations and Gift Aid. It is financed by the company's business arm, so it's free for charities and fundraisers.
Ease of use for charities	Charities must register through an online form, then fill in 3 further forms with their Gift Aid, bank and direct debit details, and they must send in a recent bank statement. Once received, the forms will be checked for fraud and the charity's page will in most cases be set up within 24 hours.	To register, a charity must fill in an online form. It will then receive an email with instructions to send a bank statement and a Gift Aid Form by post. Once these documents are checked, the charity's donation facility can go live.	The site uses the charities list as from the Charities Commission, so fundraisers can find the Charity they need. Once funds are raised, the charity is contacted; it then registers on the site to collect its funds by completing an online form and having its charity credentials verified, which can take up to a week.	Takes at least 5 days. Charities must fill in bank, trustee and HMRC forms and pay £100+VAT set-up-fee. Once live, charities can add photos, links and events to their pages	Charities can register free online and their accounts should be activated within 24 hours. After this, they can create and publish profiles with events, pictures and links to social media and websites.	Free to register, but they must be members of the PayPal Giving Fund. Charities will be asked to provide a logo and a short biography of aims, and individuals are asked to provide proof they are authorised to register their charity.
Member of IoF/FRSB?	Both	IoF	Both	Both	Neither	Neither
Helps charities in other ways?	Three volunteering days a year for each employee; monthly emails and blog helping charities to use technology; employee match-giving and fundraising events.	Publishes a blog and fortnightly newsletter with advice on fundraising, and runs a directory of events, appeals, legacy information, requests for volunteers and goods.	Offers marketing toolkits and subsidised print costs.	Free Gift Aid processing. Free regional training workshops. Use of Virgin Money lounges for support events. Marketing support such as flyers and posters.	Free Gift Aid processing. Works with charities' corporate partners on CSR programmes.	Uses technology to help charities with their fundraising - for example, Givey powered a 24 hour live-stream fundraiser for UNICEF
How quickly does it pay?	Weekly or monthly depending on volume.	Weekly for donations, monthly for Gift Aid.	Between 1 and 5 weeks	Weekly for donations. Gift Aid is paid once it is received from HMRC	Weekly	At the end of each month
Average donation	£23.00	£71.00	£37.00	£38.80	£50.00	£10.00

According to the Charity Brand Index 2013, the top 10 charity brands are Macmillan Cancer Support, Great Ormond Street Hospital Children's Charity, Cancer Research UK, Help for Heroes, the Royal British Legion, the RNLI, the British Heart Foundation, the NSPCC, Comic Relief/Sport Relief and the Guide Dogs for the Blind Association.

IoF - Institute of Fundraising FRSB - Fundraising Standards Board

Adapted from information presented in the Third Sector magazine