

\*\*\* Attention All Internet Shoppers \*\*\*

## A GREAT FREE FUNDRAISING OPPORTUNITY FOR SPINFIELD SCHOOL

Many schools and other charitable organisations are now using fundraising websites to link to online retailers where, through the link, the co-operating retailer will make a donation to the charity or organisation of up to 15% of the value of your purchases - most are 1-5%.

After an investigation, the PA has chosen to recommend such a service, called Easy Fundraising, and we have set up our school on their website. This service is now available to use is via the following weblink:

[www.easyfundraising.org.uk/spinfieldschool](http://www.easyfundraising.org.uk/spinfieldschool)

This is *free service* allowing you can shop with 500+ branded online stores at no extra cost and help raise funds for Spinfield School.

Online stores include Next, Early Learning, Great Little Trading Co., John Lewis, M&S Home, Boden, Virgin, Vodafone, Direct Line, Eurocamp, Amazon to name a few. A more representative list given below, and the website provides easy-to-find alphabetic and grouped lists as well.

We bet you could do almost all your Christmas shopping through this website and help to raise funds for Spinfield School from the comfort of your own home.

*There is no catch...* you pay exactly the same price, and have the same offers available as you would if you used the retailers' websites directly.

We have registered Spinfield School as a Good Cause, and all you do before shopping is:

- Go to the website:  
[www.easyfundraising.org.uk/spinfieldschool](http://www.easyfundraising.org.uk/spinfieldschool)
- Register yourself as a customer and set up your email address and password
- Shop!

It really is as easy as that.

### Revenue Potential

The amount we can raise depends on what is purchased - each retailer has a donation value associated with them, and in some cases different donation values for specific products.

Some examples:

- An order for books, CDs, DVDs, etc may generate a donation of 1%-2.5% of the value of goods ordered.
- A new mobile phone may generate a one-off donation of approx £15
- Buying an iPod may generate a donation of 1%-5% depending on the retailer you choose, and using iTunes generates a donation of 2%.
- A motor insurance policy may generate a one-off donation of £35

Research shows that for every 25 people who actively use this type of service, £500+ per annum can be raised for an organisation. We will get a quarterly cheque for all funds raised and report back to you on how we're all doing.

We hope that you will find this website easy to use and you will seriously consider using it for all your internet purchases where your preferred retailer is supported.

A number of PA members have already used this website without any difficulty, to establish our organisation as a good cause, to verify their claims, and to test the shopping process. We believe that you have nothing to lose and Spinfield School has much to gain through the use of

[www.easyfundraising.org.uk/spinfieldschool](http://www.easyfundraising.org.uk/spinfieldschool)

### Further information

It is very important that, once registered, you access your internet shopping sites via the "EasyFundraising" website. If (for example) you go straight to [www.amazon.co.uk](http://www.amazon.co.uk) without going via [easyfundraising.org.uk](http://easyfundraising.org.uk) no donation will be generated!

The remainder of this document gives additional information:

- Sample of the retailers available on the website, and their donation
- Brief explanation of how to register and use the website
- How we monitor the donations to Spinfield School and Privacy issues
- Some Questions and Answers...

We intend producing a more detailed "how to use" guide, with screen images to help those of you who may be a little unsure of how to go about using this website. This will be circulated in a few days.

Happy Shopping!

## Sample Of Registered Online Retailers

Retailer or Service	Donation	Retailer or Service	Donation
<b>Toys</b>		<b>Electricals</b>	
Early Learning Centre	2.0 %	Comet	1.25 %
British Museum Store	5.0 %	Currys	1.0 %
Toys 'R' Us	1.5 %	Dixons	1.25 %
Great Little Trading Co.	4.0 %	iTunes	2.0 %
Bright Minds	4.0 %	Jessops	1.5 %
Hamleys	2.5 %	Dell	1.5 %
DorlingKindersley	4.0 %		
<b>Home &amp; Garden</b>		<b>Travel</b>	
Debenhams	2.0 %	British Airways	0.5 %
John Lewis	2.5 %	Virgin Atlantic, Holidays	Various
Marks & Spencer	2.5 %	Going Places	1.5 %
Cotswold Trading Co.	5.0 %	Purple Parking	5.0 %
Interflora	2.5 %	P&O Ferries	1.0 %
Imogen Stone Florists	7.5 %	Eurocamp	2.5 %
Ebay.co.uk [1]	15.0 %	Key Camp	3.0 %
Crocus	5.0 %	Eurostar	2.0 %
Green Fingers	5.0 %	James Villas	1.25 %
Mothercare	2.0 %	Travelodge	1.0 %
Kiddicare	1.75 %	ebookers	0.5 %
JD Sports	2.5 %	Disneyland Paris	Fixed
Halfords	2.0 %		
Harrods	2.5 %	<b>Books, etc</b>	
		Amazon	2.5 %
		Waterstones [2]	2.5 %
		Penguin	4.0 %
		Play.com	1.0 %
<b>Clothes</b>		<b>Insurance</b>	
Boden	4.0 %	Churchill	Fixed
Figleaves	4.5 %	Direct Line	Fixed
Thomas Pink	5.0 %	eSure	Fixed
Charles Tyrwhitt	5.0 %	Green Flag	Fixed
Next	1.5 %	More Th>n	Fixed
La Redoute	3.0 %	Legal & General	Fixed
		Prudential	Fixed
		Elephant	Fixed
		Sheilas Wheels	Fixed
<b>Mobile Communications</b>		<b>Other</b>	
Vodafone	Fixed	Tesco (non grocery)	Various
O2	Fixed	Asda (non grocery)	Various
TalkTalk	Fixed		
Skype	12.5 %		
<b>Wine</b>			
Laithwaites	1.75 %		
Majestic	2.5 %		
Odbbins	2.5 %		

[1] Percentage of Ebay's fees, NOT auction price

[2] Waterstones are offering 4.5% donation and free delivery until Christmas

Fixed indicates a set donation is paid for purchases of specific products

## Brief instructions on how to get started...

Start the web browser on your computer...

- Click on your internet browser icon, whichever of the following you use:



- Once your browser has started, type the following line into the Address [URL] box at the top of the screen:

[www.easyfundraising.org.uk/spinfieldschool](http://www.easyfundraising.org.uk/spinfieldschool)

- When the page opens, click on the big red “Register as a user” box in the centre of the screen, and enter your details:



- You will normally receive a welcome message within a few minutes, to the email address you used in the registration process. Please take a moment to read this email, particularly the section headed “**Norton Internet Security Users / Internet Browser Settings**” as this may help you avoid problems once you start shopping
- Once you’ve completed the registration you are free to start shopping and generating donations for Spinfield School Parents Association

If you have any problems, email us on [spinfieldemail@gmail.com](mailto:spinfieldemail@gmail.com) or email Nigel on [ncvmeek@gmail.com](mailto:ncvmeek@gmail.com)

## How we monitor donations...

The PA co-ordinator for this fundraising initiative has access to some simple reports so that we can monitor the donations we hope to receive.

We will receive a cheque from the EasyFundraising on a quarterly basis, providing our donations for that quarter have exceeded £15. (This is to keep their administration costs down. Donations totalling less than £15 are carried forward, of course).

The co-ordinator can see who has generated a donation from a particular retailer, and on what date. However, there is no detail about items purchased. This is private information between you and the retailer.

The co-ordinator also has information concerning orders that have been placed but donations not yet received, orders placed and then cancelled before donations were made, and of course, orders completed with donations received.

We intend to use this information to publicise the use and success of this initiative, but would not use anyone's name without prior agreement.

## Questions and Answers...

Q. This seems too good to be true. How can it work?

A. See the website for details of how it all works:  
[www.easyfundraising.org.uk/how\\_it\\_works/](http://www.easyfundraising.org.uk/how_it_works/)

Q. How can I be sure my purchase has generated a donation?

A. There is no way to be sure until the donation is credited to you. However PA members have already tried the system and it has worked correctly. If you are still concerned about this 30 days after a purchase, the website has information about how you should follow it up.

Q. I bought a lot of stuff from a retailer but the donation seems very small.

A. Most retailers will not credit the donation until they dispatch goods. If a large order has been split up and delivered as smaller parcels you may find that each dispatch generates a donation for just the items within it. This is particularly true of Amazon orders.

Q. Once I've registered, why do I have to shop via the EasyFundraising.org.uk website?

A. The EasyFundraising.org.uk website holds your registration and the link you have established with our cause, Spinfield School PA. This information is not known by the retailers. When you use a weblink on the easyfundraising.org.uk website, it passes an ID to the retailer. If

you go directly to a retailer's website this ID is never generated so no donation is made.

Q. How does the retailer know who to pay?

A. *(This answer comes directly from the website: FAQ section)*

Every member who registers is automatically allocated a 'UID' - Unique ID Number. Your UID is then simply included in the link when you visit a retailer's website (i.e. [www.amazon.co.uk](http://www.amazon.co.uk) becomes [www.amazon.co.uk/easyfundraisingUID-1234567](http://www.amazon.co.uk/easyfundraisingUID-1234567)). This tells Amazon you are an easyfundraising member and that your transactions are to be rewarded.

Q. What information is held about me and my purchases?

A. When you register, you only provide your name, a valid email address and a password.

*You could provide a false name if you wish... it isn't really used for anything except allowing the co-ordinator within the PA to see who is generating donations!*

The co-ordinator in the PA can see who has generated a donation from which retailer, and how much, but the website does not hold any details of your actual purchases (other than the donation value). This is private information between you and the retailer that you used.

Q. I already have an account with a retailer. How is this affected?

A. *(This answer comes directly from the website: FAQ section)*

If you already have an account with a retailer, for example, you are already registered with eBay or you have an existing business account with Staples, we are informed that as long as you use the links on our site to access the retailers site your donation will still be paid. However, it's impossible for us to check all retailers so we suggest that if possible you make a small purchase with them first, just to make sure it works.

Q. I can't find Spinfield School on the website!

A. We are most definitely there... check the "Find a Cause" button and select the letter "S". We're listed as "Spinfield School Parents Association"

If the website described in this document bears no relation to the one you see, check that the address you typed into your browser contains ".org.uk". There is an American website called "easyfundraising.org" which is not related to this initiative.

If you have any questions that are not answered here or on the website itself, email us on [spinfielddemail@gmail.com](mailto:spinfielddemail@gmail.com) or email Nigel on [ncvmeek@gmail.com](mailto:ncvmeek@gmail.com)