

TheGivingMachine



Building a
GivingNation

Who we are

We are a registered charity (1159320) – TheGivingMachine

Our vision is to see a world where all good causes can access regular, unrestricted funds to ensure their sustainable future

Our mission is to reinvent the way we give to build an inclusive community bringing causes, supporters and businesses together to make a difference –
The “Giving” Machine

Charities, community groups, CIC’s, schools – causes seeking to do good in the community – find it hard to secure the funds they need and we are there for them big or small. We provide

- New and easy ways to help with fundraising solutions that good causes can use directly
- Solutions that do not cost good causes a penny
- Additional support for community projects and hardship grants through our Community Impact Fund.
- A free to give model to supporters to reduce the barriers to giving



Bringing together supporters, businesses and good causes to make a difference

Why we do what we do

People and businesses want to help but have their own financial constraints and objectives to manage. We need new ways to connect supporters, good causes and businesses together so together we can make a positive difference to people who need help, to our communities, nations and the planet we live on.

There are thousands of amazing organisations started and run by amazing people to address the need of the most vulnerable in our communities. They all need resources to continue to provide impact – one of the main resources is money!

Unrestricted funding for these organisations can be hard to come by and often leaves many fighting for few opportunities. All the while costs and demands for these organisations continue to increase.

These smaller community led organisations are often supported by time-poor volunteer fundraisers. Their ability to secure funding can be limited due to lengthy applications and cumbersome management processes.

We reduce the time needed from these volunteering heroes by providing easy to use “packaged” solutions to reach their goals.

Our Values

We are **Passionate**

- We love doing what we do to make a difference and it shows in everything we do and how we do it

We are **Inclusive**

- We support all good causes – We believe all community causes, big or small, charity or community club deserve easy access to unrestricted funding. Every donation counts

We are **Determined**

- We are proactive & continuous learners and continuously seek to review and improve what we do & how we do it

We are **Caring**

- We genuinely really care about all our causes, supporters, business partners and of course our team members. We think a caring organisation is how all organisations should be.

We are **Collaborative**

- We collaborate internally to hear all voices and work with our causes, partners and wider community to understand how we can continue to evolve. We really are great team players 😊



GivingLottery

Powered by TheGivingMachine

A fundraising lottery scheme, that's free to join for any school, charity and community group to raise vital funds. Players could win up to £25,000 from just £1 a week.

Causes can raise regular unrestricted funds.

Causes receive 40% of their ticket sales.

Desktop

Mobile
friendly

Coming soon:

TheGivingMachine Community Grants. We will soon be launching the pilot of our new community grant scheme offering small unrestricted grants.

Our Impact

Our numbers so far!



£2,374,283

Donations raised



10,617

Causes supported



134,148

Amazing supporters



2,269

Caring businesses

Our Impact

Our 2024 Impact



Shop&Give



£16,800

Paid to causes



700

Causes applied to move to GAYL



2000

Supporters applied to join GAYL



GivingLottery



£64,100

Paid to causes



160,250

Tickets sold



160

New causes joined



£25,375

Cash prizes won

Our leadership team



Richard Morris - Co-founder and CEO

A successful entrepreneur in business and technology both in the UK and USA who wanted to leverage technology for good with his co-founders.

Responsible for strategy, development programme, leads major projects and business development.



Luisa Gatward - Head of Operations

Having started working for TheGivingMachine in 2010, Luisa has seen our Charity grow and continuously develop.

Responsible for smooth running of operations including marketing, retailer, partner and cause relationships



Nicola Chowings Thomas - CTO

An active IT consultant within the charity sector providing fractional CTO support to help as many charities as she can on their digital journey

Responsible for technology strategy, all new technology and development projects along with ensuring the 'machine' keeps running for all our supporters, causes and businesses.

TheGivingMachine



Case Studies

Case Study



Schnauzerfest

“We are a grant giving charity who offer financial assistance to rescue organisations around the UK and Ireland. We also support dogs if insurance cover is not available or doesn't cover the costs of treatment.”

GivingLottery

How they use our services

Schnauzerfest have a successful lottery with our GivingLottery.

Their journey in numbers

Since joining our GivingLottery in February 2021 they have raised £30,000. They currently have 198 supporters playing to support them with 339 tickets.

How the unrestricted funding helps

This has provided a lifeline to many dogs in need, and has covered the vet bills for not only rescue dogs, but also for those whose insurance has not covered their bill.

“We chose the GivingLottery because 60% of the ticket price goes to good causes and it very user friendly.”

JANETTA HARVEY, FOUNDER

Case Study



Supporting Dalit Children

“We started in 2008 to help fund education for Dalit Children in India. There are no salaries, and Trustees pay for administration, advertising and travel costs to India. Because of this, every penny donated is sent to the Dalit school.”

[GivingLottery](#)

[Shop&Give](#)

How they use our services

They are on our Shop&Give and GivingLottery platforms.

Their journey in numbers

Since joining our Shop&Give platform in 2010 they have raised £3340. In 2021, they joined the GivingLottery and have raised £2,000.

How the unrestricted funding helps

These funds have made a huge impact on the Dalit children, as it costs £240 for one Dalit child to be educated for a year.

“Money from Shop&Give and the GivingLottery helps us to continue sponsoring children. ”

DINAH FINDLAY, FOUNDER



Autism All Stars Foundation UK

“Founded in 2010 following the suicide of a teenager with undiagnosed autism symptoms. We create safe environments where autistic people can express themselves. We work tirelessly to promote awareness and acceptance of autism in all its forms.”

GivingLottery

Shop&Give

How they use our services

They use our Shop&Give and GivingLottery platforms and particularly like our Shop&Give Reminder toolbar.

Their journey in numbers

They raised £1754 on our Shop&Give platform and since joining our GivingLottery in 2019 they have raised £2400.

How the unrestricted funding helps

Improving the lives of autistic people and their loved ones. £10 pays for an autism-friendly cinema, £25 pays for specialist toys and equipment for autistic children and adults living in poverty and £45 pays for a DBS check for a volunteer.

“TheGivingMachine is the easiest way to raise funds that we’ve ever found”

HELEN WALLACE-ILES, FOUNDER



OneKind

“Effects positive change for animals through high-profile campaigns, political lobbying, investigations, public education, and promoting compassionate living. To shape the cultural and legislative landscape to seek justice for animals.”

[GivingLottery](#)

[Shop&Give](#)

How they use our services

On the GivingLottery they have 126 supporters playing 186 tickets. They also raised funds on our Shop&Give platform.

Their journey in numbers

OneKind joined us in 2020 and have raised £16,200 via our platforms.

How the unrestricted funding helps

This has a very significant positive impact on the lives of Scotland's animals that OneKind and their members and supporters can continue to be immensely proud of.

“A lottery had been on our list for a long time and the GivingLottery was a great way for us to start a charity lottery.”

LAUREN BUCHANAN, FUNDRAISING AND COMMUNICATIONS OFFICER