



Our platform keeps us agile; it allows us to focus on customer service and to respond to new developments in fundraising quickly while keeping operating costs low.

Anne-Marie Huby
Managing Director
Justgiving



The Company

Justgiving, the first on-line portal for charitable giving, was launched in January 2001 to help charities cut costs by processing donations and reclaiming tax online. The company worked closely with the Inland Revenue to bring the Government's Gift Aid scheme on-line, ensuring that every pound donated by UK taxpayers received a 28% tax bonus.

Justgiving automatically reclaims this bonus on behalf of the charities, reducing their administration costs (as well as the need to develop processing technologies) and increasing revenues for each organisation.

Donors can read news and articles on the website community pages, helping them make an informed choice about which charity to support. Once this decision is made, individuals can manage their donations from a secure account, build a personal portfolio of favourite charities and even collect sponsorship on-line for a charity event.

The Business Requirements

Justgiving needed a web-based system that could:

1. process donations securely;
2. collect government tax bonuses efficiently;
3. distribute donations to charities;
4. host community and events-based news;
5. grow as more charities and donors joined the service;
6. provide guaranteed round-the-clock availability;
7. process significant 'bursts' in the volume of donations, for example before the London Flora Marathon or following a major catastrophe, without loss of service.

Anne-Marie Huby, Managing Director of Justgiving, said: "We needed to be able to add more charities and donors as they signed up, without our overheads simultaneously increasing. The requirement was for a robust business system that could process donations and Gift Aid in a paperless fashion, to bring the benefits of the recent tax reforms to every charity at very competitive rates."

The tight financial and audit controls required when handling donations and reclaiming tax needed to be fully integrated with profiles of individual users and charities in the back office, as well as a full web content management system. Users, charities, and the Inland Revenue had to be confident that donations would be processed with the strictest security and audit trail integrity.

The Solution

Dominic Lacey, Chief Technology Officer at Justgiving said: "There were several options to us when developing this system. We could have built our own system by plugging together various databases or bought a modular system from a big software vendor."

"However, the system needed to be highly robust and adaptable to comply with Inland Revenue guidelines. It would have taken too long to develop our own bespoke system and, by the time we went live, someone could have developed a similar business model.

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Dominic Lacey
Chief Technology Officer
Justgiving

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We reviewed enterprise software packages, but found their licensing models far too costly for a business start-up because we would have been forced to adapt the software package to fit our business model. Even then we probably would not have achieved the full functionality we required.”

“Quantiv was the only company that could offer us the flexibility and functionality within the time and budgetary constraints we had,” said Lacey. “Quantiv’s technology was already set up to cater for e-Business, financial, enterprise resource packages and customer relationship management demands, but was more cost-effective than a modular system and more rugged than a bespoke one.”

Quantiv’s software platform was configured and customised to create a unique back-office management suite to comply with Inland Revenue requirements, whilst a sophisticated hardware solution was engineered with Justgiving to ensure system security, scalability and peak-load management. A highly secure private network was created and protected by a comprehensive firewall. Secure Sockets Layer (SSL) technology was used to protect information flow between web pages and the Justgiving database. Lacey commented: “Quantiv’s business analysts were very impressive. They really understood the complex issues of online banking and were an integral part of the development team.”

The Benefits

1. Ease of new product development

The stability and adaptability of Quantiv’s system allowed Justgiving to launch its ‘Payroll Giving Plus’ service in Autumn 2003. Payroll Giving Plus uses an advanced IT and accounting system to enable businesses to integrate charitable donations into their existing payroll systems. This reduces administration for the business making the donation, and allows charities to put the donation to good use much faster. The system also has news and community content which can be included on the corporate intranets of

participating companies, or emailed directly to employees to keep them up-to-date on charitable events.

“Due to the adaptability of the Quantiv system, adding a whole new business element to our system wasn’t a problem. The system was easily adapted and scaled-up to fit our requirements and went live without a glitch,” said Lacey.

2. Business & charitable revenue growth

Since its launch, Justgiving’s innovative service has attracted more than 800 charities and 140,000 registered users, together with corporate customers for Payroll Giving Plus. The provision of a new way of donating, and a 28% bonus on UK taxpayers’ contributions, is significantly increasing revenue flows to participating charities. Over £4.5 million has already been raised since inception. Justgiving’s donation-processing system has been adopted by more than 120 charity websites, and is the official on-line donation system for The Daily Telegraph and Sunday Times Christmas Appeals as well as the Flora London Marathon. According to Huby: “Our platform keeps us agile: it allows us to focus on customer service and to respond to new developments in fundraising quickly while keeping operating costs low.”

3. Overseas expansion

With on-going support from the Quantiv team, Justgiving established a parallel system for the US which takes dollar donations from American donors for US fundraisers. Due to the flexibility of Quantiv, (the software can be used to define a template for use in any currency, in any language) the US system is able to handle American addresses and bank fund transfers.

4. Profile as a leading-edge business

Justgiving continues to grow in popularity and status. The donation-processing service for the Flora London Marathon won New Media Age’s ‘Best Use of the Web’ and Justgiving came 7th in The Observer’s ‘good things to do in 2004’.



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