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PRESS RELEASE - 10th January 2011

## Give as you Live™

### Everyclick and Blackbaud partner for online shopping app Potential to raise £1.25billion for UK charity sector in 2011

LONDON (10th January 2011) - [Give as you Live™](#), powered by Everyclick, is a new online shopping app that turns every pound spent online into a potential donation for any UK based cause and which could raise £1.25 billion in unrestricted charitable income each year.

Connected to all 220,000 UK registered charities, Give as you Live™ enables a supporter to raise funds for any charity of their choice, at no cost to them, every time they shop online. With the average online shopper able to raise £75 per annum, the new app unlocks an untapped, additional fundraising revenue stream that is FREE to all charities online. Participating charities receive up to 90% revenue share.

To harness the power of the new app for charities, a new partnership has been struck between [Everyclick](#) and [Blackbaud](#). The companies announced today the full integration of Give as you Live™ with the leading not-for-profit specific fundraising software [The Raiser's Edge®](#). Blackbaud has created a free, download plug in for The Raiser's Edge, which incorporates Give as you Live™ and enables reporting and analysis of its fundraising activity.

With 60 selected charities piloting the app in 2010, Everyclick has developed Give as you Live™ with the supporter's needs in mind. The app requires no compromise in online shopping behaviours. Supporters are able to shop where and how they want as usual, with the app potentially raising funds with every purchase. It is compatible with all major search engines and over 1,000 leading retailers are on board already, including **John Lewis, Tesco, Expedia, lastminute.com, Majestic, play.com** and **Sainsbury**.

Integration with The Raiser's Edge provides charities the added advantage of reporting and donor analysis, as well as the ability to thank those individual supporters that opt-in to further communications when they sign up to Give as you Live™. Charities also gain unprecedented information from the collective supporter data with the ability to learn more about general supporter purchasing habits and lifestyle choices outside of commonly held supporter profiling data – an important new resource for improving targeting strategies, developing supporter relationships and long term loyalty.

Research shows that of the £50bn<sup>1</sup> currently spent online each year £1.25bn<sup>2</sup> is potentially available for UK charities through Give as you Live™. Determined to ensure charities capture as much of these funds as possible, Everyclick has created a fully branded toolkit helping charities to share Give as you Live™ with their donors. Offering a fully charity branded app, promotional webpage, supporting marketing and social media campaigns, Everyclick has created a product that is easy to implement,

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<sup>1</sup> Source [Forrester](#)

<sup>2</sup> Based upon a 2.5% affiliate commission

quick to activate and immediate to see results. The integration with Blackbaud ensures that all funds raised through Give as you Live™ can be seamlessly tracked and reported.

“Implementing Give as you Live™ into our communications to supporters has been an absolute pleasure and we have done it with ease. The support from Everyclick has been fantastic. Give as you Live™ is the ideal way for our supporters to raise extra money for us and we are very excited about this simple and easy medium for them to do so,” says **Lia Fyles, Brand & Fundraising Manager, Tommy’s The Baby Charity.**

**Polly Gowers, CEO of Everyclick,** comments “Give as you Live™ was created to remove the headache of affinity marketing. By putting the supporter’s needs first and foremost in our design process, we have created a product that can raise millions of pounds without the hassle of asking supporters to change their behaviours. I wanted to make raising millions of pounds easy and free. And I think we have.”

**Martin Jervis, Vice President and Managing Director of Blackbaud Europe,** adds, “Give as you Live™ opens up an untapped unrestricted income stream that could be a major boost for charities. As the leading CRM and fundraising technology provider for the not-for-profit sector, it is a crucial part of our mission to help identify new opportunities for engaging with supporters. It is the simplicity of the Give as you Live™ application that makes it so appealing to both users and charities, yet the fundraising and data it could yield is staggering.”

Jervis adds, “Integration with The Raiser’s Edge will provide a new level of donor insight that will be invaluable for donor stewardship, targeting new audiences, and developing long term strategies.”

Everyclick recently attracted financial backing for Give as you Live™ from distinguished individuals in the charity and business arenas, notably Stanley Fink and Geoff Squire OBE, Chairman of Kognitio Ltd, and former CEO of Oracle Europe and Vice Chairman of Veritas Corporation. Geoff was named chairman of the Everyclick board in November 2010.

Blackbaud is the leading global provider of technology and related services designed specifically for not-for-profit organisations. Blackbaud works with over 24,000 not-for-profits around the world.

#### **Editor’s notes:**

*Give as you Live™ is online shopping but better.*

1. The App is free to all charities, who receive up to 90% revenue share
2. The App is available for Microsoft Internet Explorer users only at present. A Firefox and Safari version will be released in January 2011.
3. Give as you Live™ is powered by Everyclick, an award winning technology company. Everyclick was voted a Tech Media Top 100 company.
4. Give as you Live™ went live in December 2010 and the integration with Blackbaud’s The Raiser’s Edge went live in January 2011.
5. The Give as you Live™ App is available currently for Microsoft Internet Explorer users. Firefox and Safari releases are scheduled for January 2011 and February 2011 respectively.
6. If you wish to find out more or download the app, please visit: [www.giveasyoulive.com](http://www.giveasyoulive.com)
7. For quotes from pilot charities please see: <http://www.giveasyouliveblog.com/2010/12/read-what-the-causes-supporting-give-as-you-live-have-to-say-about-us/>

#### **About Everyclick**

Everyclick is an award winning technology company that provides plug and play loyalty and fundraising technology. Everyclick’s products are used by some of the biggest brands in the market to increase sales, drive customer loyalty and expand acquisition.

Launched in 2005 by Polly Gowers, Everyclick products have helped to raise over £1.5million for UK charities and causes. The technology developed and patented by Everyclick's team has powered loyalty and fundraising platforms for many brands ranging from Microsoft, The National Trust to smaller, local organisations. Linked to all of the 200,000 plus UK charities, Everyclick's technology turns everyday online activities into donations, at no additional cost to the individual.

Everyclick has been recognised as a Tech Media Top 100 company. The company's investors include the BIS Aspire fund, that supports women led businesses and distinguished individuals in charity and business, notably Stanley Fink and Geoff Squire OBE, who is also Chairman of the Everyclick board.

### **About Blackbaud**

Blackbaud Europe Ltd, is a division of Blackbaud Inc., the leading global provider of software and services designed specifically for not-for-profit organisations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Since 1981, Blackbaud's sole focus and expertise has been partnering with not-for-profits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, Hong Kong, the Netherlands, and the United Kingdom. More than 1,200 not-for-profit organisations across the UK and Europe – including Cancer Research UK, CRISIS, Breast Cancer Care, National Trust, British Museum, British Heart Foundation, University of Cambridge and English National Opera – use one or more of Blackbaud products and [consulting services](#) for in-house and online [ticketing](#), marketing, [website management](#) and [fundraising](#). For more information, visit [www.blackbaud.co.uk](http://www.blackbaud.co.uk)

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### **Forward-looking Statement**

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.