

THE GIVING MACHINE™

CREATING CHARITABLE FUNDS BY ONLINE SHOPPING

BACKGROUND INFORMATION ON 'THE GIVING MACHINE™'

What is the 'The Giving Machine™'?

The Giving Machine™ is a new way to support UK charities by not-for-profit organisation that is a registered member of the Institute of Fundraising.

It was started in 2006 with the aim of using the benefits of commission from retailers created by online shopping to help support UK charities.

The concept was designed to minimize overheads and the philosophy has been to encourage people to give little but often.

The Giving Machine™ retains 25% of donations received for administration: this being the UK average for charity administration costs.

Each individual retailer states their percentage donation to a charity of choice with each on-line purchase.

The categories of various retailers are easy to search on the web page

How does it work?

Each online item or service purchased via The Giving Machine™ portal will provide a donation into ENT UK for charitable purposes.

By using the site for online shopping, access is available to over 200 of the UK's leading brand names.

A few examples of on-line retailers are as follows:

- Shopping for a extensive range of items
- Food shopping
- Holidays
- Banking and Finance

- Insurance
- Charity gifts
- Music purchase
- Flowers
- Ticket purchase for events

HOW TO USE THE GIVING MACHINE™

A Logging on

When intending to make any purchase online, members should log onto:

The Giving Machine™ via:

- an icon added onto their desktop
- or, an icon on the ENTUK web page

B How to register and support ENT UK with this venture

- 1 Google 'The Giving Machine'
- 2 Go to 'Givers join here'
- 3 Create an account
- 4 Click 'Beneficiary choices'
- 5 In Search by Name enter 'ENT UK' and search
- 6 Save choice

Once done, each time you make an online purchase through the portal, ENT UK will be accredited with a donation to be kept in a special subdivision of the account.

THE GIVING MACHINE™ and ENT UK

How does this benefit ENTUK?

ENTUK is a professional organisation that is registered as a charity. As such, we are subject to scrutiny by the Charity Commission.

As a society, we are in a privileged position of being able to contribute towards charitable projects of our choice.

As a Society, we could develop and formalise a charitable portfolio.

We already have many members who are involved in fund-raising activities or who devote their time and energy to worthy charitable causes.

The charitable funds that will cumulate within ENT UK from purchases via The Giving Machine™ could well be used to help our colleagues with their various charitable projects for good causes.

How could ENTUK use the charitable donations?

The following are examples as to how the generated charitable funds could be disbursed.

- Worthy overseas medical causes
- Medical Equipment

Purchasing microscopes for ear surgery in the developing world.

- Medical education

Funding for visiting overseas trainees on unsupported Fellowships
Supporting medical education projects overseas

However, the executive committee would welcome innovative ideas on how funds could be utilized to best advantage in the future. For the time being it was suggested that the generated fund should go to a single worthy cause.

The executive committee appeals to all members to consider **a single charity or worthy cause** and would be very happy to receive suggestions for this in the near future.

Looking forward to hearing from you.

With kind regards

Andrew

Andrew C. Swift
Oct. 2009

Please suggest a single charity or worthy cause.

Charity

Name

Your Hospital