



**A GUIDE TO
DONATING
THROUGH
CROWDFUNDING
SITES**

**GIVING
SAFELY**

DONATING THROUGH CROWDFUNDING SITES

Supporting good causes through online crowdfunding sites is increasingly popular. Almost anyone can set up a crowdfunding appeal to raise money for their cause and the vast majority of them are honest and well-intentioned. But how can you make sure your donations really will help the people and causes you care about? It's easier than you might think.

- Donate only through well-established crowdfunding sites. They should have proper security processes, safety mechanisms and protection for donors affected by fraud.
- If you don't know the organiser of the campaign personally do some research online. Trustworthy organisers typically use social media to promote their campaigns. Check what others are saying about them.
- Is the relationship between the organiser and the recipient (or beneficiary) made clear? There should also be a plan for getting the funds to the recipient. Better still, they should be able to withdraw the funds for themselves.
- Is the campaign updated regularly? Reliable organisers tend to keep supporters up-to-date.
- If the fundraising is for someone affected by events in the news, check the facts using mainstream news outlets as well as social media.

While it's always best to donate to people you know and trust, by following these guidelines you can be more confident about donating to strangers. The vast majority of campaign organisers have the best of intentions. If you're unsure about what an organiser intends to do with the money being raised, simply ask them. Any genuine organiser will be happy to explain.

Together we can keep charity fraud out.

