



Dear leader,

Raise money for your unit for FREE with easyfundraising!

Now your girls are back at school and excited about the new guiding adventures you've planned, wouldn't it be great if you could raise money for your unit for free? Well, we have some fantastic news. Girlguiding and easyfundraising.org.uk are working together to help units fundraise easily and for FREE!

What is easyfundraising?

easyfundraising is a free service that allows charities and good causes to raise money when their supporters shop online with over 2,700 retailers, including Amazon, John Lewis, Next and Argos.

Imagine how excited your girls will be when you can buy that new tent, extra craft material or splash out on an event for the Big Brownie Birthday with the money you've raised through easyfundraising.org.uk!

"Don't hesitate, it's easy to join. Remember to use the Find & Remind toolbar and watch the funds grow!"

Dorothy Cotton, Brownie Leader



How does it work?

1. Start at easyfundraising

Let's say you want to buy a book from Amazon. Instead of going to amazon.co.uk, you go to easyfundraising.org.uk first – or you can use the easyfundraising toolbar.

2. Make a purchase

When you click through to Amazon, a message is sent to them so they know you've come from easyfundraising.org.uk. The price of the book is exactly the same as if you'd visited Amazon directly.

3. Get a donation

Amazon pay easyfundraising a fee as a thank you for the extra sales. easyfundraising turn that fee into a donation for your guiding unit. It costs you nothing. It's as simple as that!

Your unit is ready to start raising money!

Simply [click here](#) and search for your unit. Or visit www.girlguiding.org.uk/easyfundraising

If you've already registered, [click here](#) to start shopping. Or visit www.easyfundraising.org.uk.

How will my funds be paid?

Your unit will receive a cheque four times per year for the funds you've raised.

Spread the word and encourage others to help you raise money!

Make sure you promote easyfundraising to all your members, parents, friends and family. Let them know they can do all their online purchases via easyfundraising without it costing a penny more and at the same time raise money for your unit. We've attached a poster, a flyer and a letter for you to hand out to get you started.

These units already use easyfundraising

To give you an idea how much you can raise, we've randomly selected a few Guiding units in Buckinghamshire that already use easyfundraising:

- 1st Loughton Guides have raised £158.94
- 1st Fishermead Brownies have raised £129.93
- 1st Lavendon have raised £152.69

You can enjoy free funds for your unit too!

"Your support by shopping online via easyfundraising.org.uk will help your guide unit raise additional funds to provide activities and resources for the girls who meet in your local area. It is absolutely free, and we're recommending it all guiding units across the UK!"

Pippa Baker, Fundraising Development Manager, Girlguiding

Any questions?

If you need help or have any questions, just get in touch with Girlguiding Buckinghamshire at girlguidingbucks@btconnect.com or call easyfundraising.org.uk on 0121 285 4823

Best wishes and happy fundraising!

Girlguiding Buckinghamshire

**The Big
Brownie
Birthday**

