

## 'Shop for Good' Alternatives to Amazon Smile

Amazon Smile closed on 20 February 2023, stating in a letter that the initiative's original objectives had been spread too thinly and that they would instead be focusing on areas where they have seen that they can make meaningful change. Read the letter [here](#).

For organisations looking to switch to a new platform in light of this announcement, there are a number of alternative platforms that work in a similar way, allowing supporters to donate to charities when they shop.

Easy Fundraising – is the largest UK contender. When supporters make purchases from partner brands, the commission on their purchase becomes a donation to their chosen charity.



Give as You Live – supporters raise money for their chosen charity when they shop through the Give as You Live platform at one of the 6,000 participating stores.



Ripples – allows supporters to donate through round ups. An account is linked to a supporter's bank account or credit card, reading what is spent and debiting penny donations accordingly.



Pennies – works via micro donations, in a similar way to Ripples. Supporters are given the option to donate at the point of transaction, when paying by card or mobile wallet.



The Giving Machine – a 'shop and give' platform for supporters to donate from the commission on their purchases. The website offers other features such as a Giving Lottery, Giving Vouchers and a Donate button.



Charitable Bookings – provides donations to good causes when people book through one of partners. These include Booking.com, Expedia, Rentalcars.com, and Trip.com.



If you're looking to find a replacement for Amazon Smile, take a look at the options on this list. There are many different platforms out there so it's a good idea to do your research to find if there are any other platforms that align closely with your organisation. For example, [LoveReading.co.uk](#) donates to schools when supporters buy books.

Having chosen your new platform, contact supporters to get them switched over. Make the most of timings throughout the year to maximise your communications.



Upcoming holidays are good opportunities as people tend to spend more and make more online purchases. Incorporate promotion of your new platform into your communications calendar and keep reminding people to think of your charity before they checkout!

Further Reading: [UK Fundraising, Alternatives to Amazon Smile.](#)

Drafted by Becky Daybell, Project Officer, February 2023