Contactless fundraising for corporates
GoodBox and CHARITIES AID FOUNDATION (CAF)

We’re bringing together GoodBox’s market-leading contactless technology and CAF’s expertise in verifying charities and distributing funds.

The decline of cash in society, accelerated by the Covid-19 pandemic, has highlighted the increasing need to facilitate contactless donations to allow employees, suppliers and customers make donations.

CAF and GoodBox are pleased to be working together to offer businesses this easy and secure way of fundraising for their charity partners and are on hand to tailor a solution that suits clients’ programmes.

For more information email corporate@cafonline.org or speak to your corporate advisor if you are already a CAF corporate client.
A simple solution for corporate fundraising

As people increasingly reach for their cards to donate, GoodBox and CAF have joined forces to make it easier for corporates to run effective charity fundraising campaigns.

GoodBox’s market-leading contactless devices are designed to drive and process donations. They are self-connected with in-built 3G, meaning your team don’t need to use their own phones or data. Plus, every device accepts donations online, so no fundraising environment is off the cards.

CAF is trusted to securely distribute funds to thousands of charities a year on behalf of our corporate donors. We safeguard the money you raise, verify your chosen charities and ensure the funds reach the intended beneficiaries.

Together we’ll help you raise more and achieve greater impact through your corporate fundraising.
A little about GoodBox

Since its inception in 2016, GoodBox has supported fundraisers through challenging times, be it an ever-growing cashless society or the effects of a global pandemic. How? GoodBox provides charities with a single point of entry to a range of digital fundraising tools and technology.

We’re proud to have partnered with over 1,900 charities & corporates across the UK, including Pret A Manger, Sainsbury’s and Natural History Museum. Most importantly, we’ve helped charities increase their donation income by up to 85%.

Coronavirus has accelerated the move towards a cashless society and will transform the global fundraising landscape. During this time, our team is working harder than ever to provide effective and intuitive innovation to the sector.

 ✓ Founded July 2016
 ✓ Team of 20 & growing
 ✓ HQ in based in Harlow

We’re for innovation

Our technology is changing lives. See how in this BBC film on our work.
A LITTLE ABOUT CHARITIES AID FOUNDATION

We partner with corporate donors to realise greater impact through their giving.

We work with clients on corporate giving, fundraising, employee engagement, corporate social responsibility and sustainability, to benefit their business and broader society.

We are the UK’s leading provider of corporate giving, with an unrivalled knowledge of how to safeguard donations and maximise impact. Every year we support the distribution of hundreds of millions of pounds to charities around the world.
GoodBox’s product promises

Our highly effective fundraising solutions are safe, charity-centric and feature functionality which enables ultimate flexibility.

Plus, all our hardware comes with these four promises.

Secure & Certified

As an FCA regulated payment company and an ICO registered data controller, our clients and partners can rest assured that their donations will reach their account safely and securely. We are PCI and GDPR compliant, meaning we have it covered when it comes to data security and regulation.

Lifetime Connectivity

GoodBox devices use WiFi where possible and carry their own SIM cards, enabling 4G and giving you the best chance of constant connection. Our devices also work independently, meaning no frustrating apps or smart phones are required.

Offline Donations

GoodBox devices can accept donations with zero connectivity, meaning no more failed donations or awkward waits trying to process in low signal areas. GoodBox offline offers unrestricted fundraising – anywhere, anytime.

For Fundraisers

Every product we bring to market is created with charities in mind, but our technology is only the first step. By working closely with our clients, we ensure that fundraisers get the value they deserve from our tech.
GBx Mini

**Portable & versatile**

- Accepts most major payment methods including Apple Pay, Google Pay, VISA & MasterCard and Amex.

- Three hours battery life when used on the go. *Additional batteries available for extra battery life*

- Accepts contactless donations through Wi-Fi, 3G, connectivity or offline, enabling fundraising in areas with little to no connectivity.

- Process Contactless, Chip & Pin as well as Customer not present donations, allowing you to take donations over the phone
GBx Core

For ultimate donor engagement. Tell your story through the HD touch screen. Perfect for attended and unattended fundraising.

✓ Accepts all major payment methods including Apple Pay, Google Pay, VISA & MasterCard and Amex.

✓ Four hours battery life when used on the go or plug the device into the mains for continuous fundraising.

✓ Accepts contactless donations through WiFi, 3G, 4G connectivity or offline, enabling fundraising in areas with little to no connectivity.

✓ Touchscreen allows for easily scrollable donation amounts. Accepts donations from £1 to £45.
GBx Podium

Achieve stand-out in large spaces

The GBx Podium is a free-standing unit, which – with the GBx Core at its centre – enables effortless contactless fundraising in museums and large public spaces.

✓ Customisable graphics provide you with further space to share your charity’s message
✓ A secure locking system keeps your GBx Core safe
✓ Optional cash-box to accept cash & contactless
✓ Optional battery provides 28-hours battery life
GBx Integrated

✓ Accepts most major payment methods including Apple Pay, Google Pay, VISA & MasterCard.

✓ Run continuously through a mains power connection.

✓ Accepts contactless donations through LAN, 3G, 4G connectivity or offline, enabling fundraising in areas with little to no connectivity.

✓ Set a fixed donation amount to be used when behind glass, or multiple scrollable donation amounts for wall mounted or creative integrations.

✓ Create unique donation experiences – the GBx Integrated device allows for creative, interactive donation experiences.
How it works

1. Corporate client rents / purchases device from GoodBox and is set up to fundraise for chosen cause

2. Employee / Customer / Visitor makes a donation via card

3. Transaction fee is deducted and donations are aggregated and passed to CAF

4. Funds are swept into client’s Community Engagement Fund account at CAF

5. Client makes ad hoc / automatic payments from the account to approved charities

6. CAF provides reporting to the client

CAF & GoodBox collaborate to make the end to end process simple and straightforward for clients and employees
How to get started

**Step 1**

Get in touch with CAF at corporate@cafonline.org or via your corporate advisor. They can answer any questions you may have and advise on the best ways to meet your fundraising goals.

**Step 2**

Choose the solutions that are best suited to your fundraising campaign. You can choose to buy, lease or rent GoodBox devices for a timeframe that suits you. Once you’re ready to go, your CAF client advisor can help you make your GoodBox order.
Our pricing

- Devices are available to purchase or rent from GoodBox; the price differs depending on the model and are negotiable for large future orders.

- Optional extras include Artwork (for GBX Core and Podium), Security Packs and extra batteries.

- The transaction fee is 2.5% + 10p, and is deducted from the donation.

- All donations are subject to CAF Community Engagement Fund fees.

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**GBx Mini**

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GoodBox Testimonials

Muscular Dystrophy UK

“In just five minutes we raised £7,318 which increased our pledged income at the event by a massive 85%.”

Age UK

“Customer service is seamless from initial contact to product set-up. We recommend GoodBox as the way forward for cashless giving.”

TAP London

“The support & expertise from GoodBox was second to none. They are more than a provider; they are a partner in our fundraising.”

“We’ve raised an extra £1,000,000 in donations. We would not have that income if we didn’t have GoodBox.”

NATURAL HISTORY MUSEUM
GoodBox Resources

A variety of resources on our product, client successes, data driven white papers & more.

If there’s anything you’d like to see beyond these, please get in touch.

**Product**
- GBx Mini
  - "How To" Videos
- GBx Core
  - "How To" Videos
  - Product Specs
  - GBx Core Artwork Templates
  - Podium Artwork Templates
  - DIY Artwork Guidelines

**Case Studies**

**Video**
- Natural History Museum
- Church of England
- BBC Innovate Finance feature

**Online**
- Breast Cancer Awareness Month
- Muscular Dystrophy Annual Ball
- TAP London Mass Participation Fundraising
- Royal Marsden Experiential Event

**White Paper**
- “Contactless Technology: Worth the Investment?”

**FAQs**

Knowledge Hub
- Product
- Pricing
- Membership
- Sign-up
- Compliance

**T&Cs**

Terms & Conditions
- Lease T&Cs
- General T&Cs
Email

Email: corporate@cafonline.org

Call

Call: 03000 123 000