

## **FUNDRAISING**

### **Easysearch**

The DSWA has been registered (at no cost) with easysearch and easyfundraising so if you search the web and/or shop online, the Association could benefit at no extra cost to you.

Easysearch is a free charity search engine that enables you to raise funds for the good cause of your choice whenever you search the Web. Cleverly combining the results of several search providers - Yahoo!, Bing, Ask.com and many more - easysearch tracks down and displays only the most relevant and accurate results for your search, while helping you raise valuable funds for your good cause at the same time.

By using Easysearch instead of Google or any other search engine, you can make a real difference. Easysearch is completely FREE and by making just 10 searches a day, you could raise around £20 a year for your chosen cause. Remember to select DSWA as your chosen organisation.

### **How does it work?**

Many of us now spend an increasing amount of time online. Consequently, online advertising is growing at an astonishing rate and is now just about half the size of the TV ad market. In 2007 a total of £2.8bn was spent on online advertising in the UK alone. Yahoo!, Bing, Ask.com and our other search providers have agreed to pay us some of the huge online advertising revenues now being generated, and whatever is raised is split equally with your cause 50/50. Simply put, this means you can now raise funds for your cause just from your normal web surfing!

### **What is easyfundraising?**

Easyfundraising is our sister website that works alongside easysearch and gives you another 'easy' way to raise funds for your cause. Simply use any of the **2000+** retailer links on the easyfundraising site whenever you shop online, and at no extra cost to you, up to **15%** of your purchase price will be donated to the cause you support. Featuring many popular retailers such as Argos, Boden, John Lewis, M&S, Comet, WH Smith, Woolworths, Direct Line, Expedia, Vodafone and many more, easyfundraising is completely free to register and use, and you will raise funds for your cause with every purchase you make!

Remember, to raise funds when you search the web use **easysearch**, to raise funds when you shop online use **easyfundraising**. However, you must remember to select DSWA as your chosen organisation otherwise funds could be diverted to one of the other hundreds of organisations registered on the site. Please use the following link to register as a DSWA supporter, <http://www.easyfundraising.org.uk/causes/dswa>.

This is a simple way to help raise funds for the Association at no extra cost to you but of potentially huge benefit to the DSWA.

Thank you