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FUNDRAISER EVERYCLICK RAISES INVESTMENT

A West Midlands' web-based business that helps charities fundraise has fundraised itself - gaining the support of Midven's Early Advantage Fund.

Everyclick, which was founded in Gloucestershire in 2005 and will relocate to Warwickshire, has developed an online search engine that pays a percentage of the sponsored search fees to charities. Everyclick.com allows users to raise money for charities simply by conducting free searches for information.

Midven is investing £125,000 from the Early Advantage Fund in Everyclick as part of a funding round of £480,000. The £8 million Early Advantage Fund, backed by Advantage West Midlands and the European Regional Development Fund, is aimed at early stage companies in the West Midlands and must be matched by private investment.

Duncan Kerr, Investment Director of the Early Advantage Fund at Midven, said: "Everyclick is a great example of a business that sees its future in the West Midlands and recognises the opportunities that exist in the region.

"Some 70% of the UK and US population give to charity, but only 2% of this occurs online. Everyclick is making it easy for the public to give and charities to benefit. It's an innovative company with great prospects."

Everyclick is believed to be the only platform that enables the user to choose their favourite charity to support from more than 200,000 UK charities and can be extended to all 1.8 million non-profit organisations in the US. It was voted Website of the Year in 2008 and a Tech Media Top 100 company in 2009.

Microsoft has recently piloted Everyclick Technology to support its new search engine Bing through a Sports Relief Campaign it is conducting. Searches, which attract sponsored results, trigger a donation to the charity and a percentage payment to Everyclick.

Everyclick has also extended its offering by allowing users to make payments to more than 200,000 registered UK charities and to sponsor upcoming fundraisers.

Everyclick CEO, Polly Gowers, said: “This investment from the Early Advantage Fund has really given us the boost we needed. We are now able to look into new opportunities and ventures that simply would not have been available to us before. Everyclick has a great future ahead and it’s fantastic to receive support from one of the Midland’s leading fund managers.”

Midven manages five funds in total, of which four invest only in West Midlands’ companies.

ENDS

Editors’ Notes

About Midven Limited

Midven Limited www.midven.co.uk is a privately owned company with a successful track record of investing in small and medium-sized enterprises in the Midlands over 15 years. It manages a variety of funds and has invested in a wide range of sectors, including software, biotechnology, healthcare, engineering, manufacturing and distribution.

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