



Amazon invites registered UK charities to join AmazonSmile - the simple solution for customers to support the charity of their choice through donations from Amazon

January 30, 2018

Each time customers shop at smile.amazon.co.uk, Amazon will donate a percentage of the net purchase price for millions of eligible products at no additional cost to customers or charities

From today, in addition to the 11 major UK charities already participating, including Cancer Research UK, The British Red Cross and The Royal British Legion, AmazonSmile will be inviting all eligible registered UK charities to take part

In the U.S., Amazon has donated over \$69 million to charities through AmazonSmile since its launch

LONDON – 30 January 2018 – From today, all eligible registered UK charities are invited to join [AmazonSmile](https://smile.amazon.co.uk) where millions of Amazon customers can raise money for charities, small or large, local or national, by shopping at smile.amazon.co.uk. Customers who shop with AmazonSmile can choose a charity to support before they start shopping and that charity will receive donations from Amazon at no additional cost to the customer or charity.

Customers will find the same Amazon they know and love at AmazonSmile, enjoying the same low prices, vast selection and convenient shopping experience – but with an added bonus that Amazon will donate 0.5% of the net purchase price of eligible products (excluding VAT, shipping fees, and returns) to the charity of the customer's choice. The more customers who use smile.amazon.co.uk, the more charities will receive in donations from Amazon.

"We think our customers will love the opportunity to support a wide variety of charities up and down the country without having to change the way they shop," said Jessica Blum, UK Manager, AmazonSmile. "In the U.S, Amazon has donated over \$69 million to charities since the launch of AmazonSmile and now we're inviting registered UK charities to join and benefit from donations generated by our customers."

AmazonSmile launched in the UK in November 2017 with 11 charities available for customers to choose from: [British Red Cross](#), [Cancer Research UK](#), [Magic Breakfast](#), [Marie Curie](#), [The Royal British Legion](#), [Royal Manchester Children's Hospital Charity](#), [RSPCA](#), [Save the Children](#), [Scottish Women's Aid](#), [Stonewall](#) and [UN Women National Committee](#). From today, AmazonSmile enrolment is open to UK charities with registered charity numbers who are in good standing with the Charity Commission. Customers will be able to search through the newly added selection of charities from 1st March 2018.

"The Amazon Smile team made the whole sign up process incredibly smooth and it has enabled us to invite greater support for UK schools where children arrive too hungry or malnourished to learn," said Magic Breakfast founder Carmel McConnell MBE. "We are really grateful and hope other charities will register to also benefit from this generous AmazonSmile customer initiative."

Customers can learn more and begin supporting their favourite charity at smile.amazon.co.uk, and charities can learn more and register to accept donations at org.amazon.co.uk.

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Notes to editors

AmazonSmile charities in the U.S have received donations of more than \$69 million as of November 2017. For more information, please visit: [Your AmazonSmile](https://YourAmazonSmile).

[How do charities enrol to receive donations?](#)

In order to enrol and receive donations, the enroller must be an official representative of an eligible organisation, and then follow these steps on org.amazon.co.uk:

1. Search for the charitable organisation by name or registered charity number and then select the organisation.
2. Create an organisation administrator account and accept the AmazonSmile Participation Agreement on behalf of the organisation.
3. Verify the email address
4. Submit the organisation's bank account information.
5. Upload a copy of a bank statement to verify the organisation's bank account information.

Organisations must be registered and in good standing with the Charity Commission of either England and Wales, Scotland, or Northern Ireland to be eligible to participate.

For further information, please contact:

Amazon UK Press Office

Email: pressoffice@amazon.co.uk

Tel: 0203 680 0888

About Amazon

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