



Start Prime Day with a Smile: Amazon to double donations through AmazonSmile

June 9, 2021

AmazonSmile, an initiative launched in the UK in 2017, which allows Amazon customers to support their favourite charity at no extra cost to the customer or charity, is increasing donations this Prime Day. There are two ways for Prime members to generate donations:

All Prime members shopping with AmazonSmile can enjoy double the usual donations to their chosen charity throughout Prime Day (a donation rate of 1% instead of the usual 0.5%)

As an added bonus, for Prime members who activate AmazonSmile in the free Amazon shopping app from 2nd June until 22nd June, Amazon will donate 5% of their first qualifying Prime Day purchase to their chosen charity – 10x the regular donation rate

London, 10th June 2021 This Prime Day (21st-22nd June), Amazon Prime Members will not only be able to shop epic deals from all categories, but they'll also have the option to do some good as they spend, simply by shopping via AmazonSmile. Whether new to AmazonSmile, or an existing user, all Prime members can benefit from increased donations as they shop this Prime Day.

Two ways to generate donations

All Prime members shopping with AmazonSmile: AmazonSmile will double its donation rate throughout the entire 48 hour Prime Day event on all eligible purchases made by Prime Members shopping through AmazonSmile in their Amazon app on the web. Prime members will generate a donation of 1% of the net purchase price to their chosen charity, each time they shop a deal with AmazonSmile.

Prime members newly activating AmazonSmile in their app: There's even more to gain for UK charities this year: AmazonSmile will also donate 5% of the net purchase price – 10X the regular rate – on the first qualifying AmazonSmile purchase on Prime Day, for every Prime member who activates AmazonSmile in their Amazon App from 2nd June through the end of Prime Day 2021 on 22nd June.

You Shop. We Donate: Understanding AmazonSmile

AmazonSmile is Amazon's charity initiative that allows customers to support their favourite charity, be it local or national, big or small, at no extra cost to the customer or charity. Year round outside of the Prime Day promotion, each time customers shop for eligible products using AmazonSmile at smile.amazon.co.uk or in the Amazon Shopping App, Amazon will donate 0.5% of the net purchase price to the customer's chosen charity at no additional cost to customers or charities. Activating AmazonSmile in the Amazon Shopping App is a convenient way to generate donations at no extra cost and to ensure that a customer's favourite charity won't miss a penny in AmazonSmile contributions, even after Prime Day 2021. By enabling AmazonSmile in the Amazon Shopping App, customers generate donations automatically every time they make an eligible purchase. Customers using AmazonSmile will have exactly the same shopping experience as [Amazon.co.uk](https://amazon.co.uk) with millions of products eligible for donations and the same great Prime Day deals.

How AmazonSmile makes a difference

Since AmazonSmile launched in the UK, over £9.1M has been donated to charity, impacting organisations across the country.

"The news that AmazonSmile will be increasing donations for this year's Prime Day is really exciting. As a charity we have hugely benefited from funds raised via AmazonSmile," says Ellie Clarke, Corporate Partnerships Manager, RSPCA. "To date over £270,000 has been raised, helping us to care for animals in need. To put that into some perspective, £20,000 could provide over a year's worth of food for one of our animal centres, that's a lot of full tummies!"

How to generate donations with AmazonSmile

- Download the Amazon shopping app for iOS or Android, or head to amazon.co.uk and sign up for AmazonSmile
- Prime members new to AmazonSmile must activate it in their Amazon Shopping App's menu under "Settings" by 23:59 BST Tuesday 22 June in order to benefit from the 5% donation rate on their first qualifying Prime Day purchase
- To qualify to generate donations, customer product purchases must be eligible for AmazonSmile donations. Products will be clearly labelled "eligible for smile.amazon.co.uk donation"
- The increased rate of Amazon contributions for Prime Day will be generated on purchases made between 00:01 BST Monday 21st June 2021 and 23:59 BST on Tuesday 22nd June 2021. The purchase price for each item is the sale price (excluding VAT, returns and shipping fees).
- Any customer can generate a 0.5% donation by shopping with AmazonSmile year round. The special offers for Prime Day are for Prime Members only. Full terms and conditions can be found at smile.amazon.co.uk/about

Learn more about Prime Day at amazon.co.uk/Primeday

Notes to Editors:

Every Day Made Better with Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, access to Audible Channels for Prime, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast, free delivery. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with free, two-hour delivery windows on orders over £40 – from Amazon Fresh and Morrisons at Amazon. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at amazon.co.uk/joinstudent. Check if you're eligible for a free trial of Prime at Amazon.co.uk/Prime. New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

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