



## **Leading Financial Institutions Search Out Everyclick for CSR Support**

Cheltenham, Gloucestershire, United Kingdom, November 08, 2006 --(PR.com)-- Everyclick.com, the search engine that gives 50% of its revenues to charities, is fast becoming part of many companies' CSR (Corporate Social Responsibility) programmes. The London Stock Exchange, AXA Life and Cadbury Schweppes have all recently signed up with what is now the UK's fastest growing search engine and busiest charity related website.

Everyclick.com is a hassle-free addition to the CSR programmes that most companies now run. It allows people to raise money for charity while they are working and at no cost to the employee, the charity or the employer.

By adopting everyclick.com as a company search engine, employees can generate cash for the chosen corporate charity every time they use the internet. And the potential for fundraising is enormous - everyday 161,290,322\* searches take place on the internet, generating a huge revenue stream from online advertisers.

Jon Weedon, Internal Communications Manager at The London Stock Exchange, said: "This is a great idea. We are really looking forward to getting Everyclick up and running at the Exchange. It looks like a great way of raising additional funds for our partner charity, Brainwave."

Polly Gowers, MD at Everyclick, said: "Companies recognise the benefits of a CSR programme to staff morale, brand reputation and business growth. Everyclick offers them a simple but highly effective way of generating funds for charity. We know that most search is conducted during business hours and we're just offering a way for companies to benefit charities as well as themselves."

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\* Source: e-consultancy, Search Marketing - A Buyer's Guide, May 2005

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Images and all press releases are available for download at

<http://www.everyclick.com/uk/myeveryclick/ecinpress>

Notes for editors - [www.everyclick.com](http://www.everyclick.com)

everyclick.com is a search engine with a difference - they give 50% of their revenue to charity.

Launched in June 2005 everyclick.com is now one of the largest charity sites in the UK with more than 500,000 users. Through a groundbreaking agreement with CAF, everyclick.com offers users the ability to support any of the 170, 000 UK charities.

Everyclick.com is an example of 21st century giving - a philanthropic enterprise from which everyone benefits. It offers:



- o Charities - a new and sustainable fundraising opportunity that costs them nothing to promote or implement
- o Users - a way of raising funds for their favourite charity, at no cost to themselves, by doing something that 38 million people do each day in the UK - searching the web
- o Companies - a chance to enhance their brand reputation by encouraging their staff to use everyclick.com and raise funds for the good causes they support

Everyclick.com is a finalist in the following business awards; The Telegraph-Jaeger LeCoultre Business Personality of the Year, HSBC Start-Up Awards, British Business Awards (two categories) and The Netimperative Digital Awards - Hottest New Start Up.



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