



Target Aid and Pennybridge in a new and exciting collaboration

The fundraising platforms has moved towards a close collaboration to facilitate matters for both their donors and affiliated organizations.

Since 2017, Target Aid has been offering a charity platform that helps individuals donate money to affiliated organizations and over 200 causes.

In 2019, Target Aid introduced a number of digital tools to help companies show their socially sustainable commitment. Now Target Aid chooses to focus fully on the content side of its platform and offer CSR solutions to companies by outsourcing transaction flows and compliance to Pennybridge.

Target Aid and our business, in particular B2B, has grown in 2019 with several significant collaborations; most recently with the Swedish Ice Hockey Association and Sweden men's national ice hockey team. This has placed increased demands on our continued compliance and our offer of payment solutions. It is therefore natural for Target Aid to sign an agreement with Pennybridge as a supplier of both compliance and payment solutions.

- James Reason, CEO of Target Aid.

Pennybridge is considered Sweden's largest charity aggregator and has since 2012 offered the ability for donors to give small sums regularly to many different organizations through a single service. Pennybridge complies with the Swedish Financial Supervisory Authority's requirements and rules regarding payment

services and money transfers. This is done through continuous control against sanction lists and monitoring of donations and causes to prevent money laundering and financing of terrorism.

Today we see many flows of donations that hasn't solved the issue of compliance and at Pennybridge we both can and want to help ensure that different donation flows can remain and develop.

We know this is complicated and with our offer, companies like Target Aid and others can focus on their core business and at the same time have a strong partner who continuously develops their collection services. This also makes it easier for organizations who, as a consequence, only need to work with and through Pennybridge to reach many channels.

- Daniel Bergqvist, CEO of Pennybridge

With donations directly to the cause, the opportunity to share all donations in social media, and the ability to create their own fundraising campaigns; Target Aid has, since its launch 2017, engaged over 1000 registered users and a large number of companies.

For more information, contact:

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