

cleversquirrel

Unearthing money for charity

You don't give any new money

Millions are already hidden

Cleversquirrel unearths it

You choose which charity receives it

summary



Cleversquirrel unearths money you may not know you had. There's literally tens of millions of pounds of it available each year. Amazingly, it only takes a single signature from you for Cleversquirrel to gain a share of it for donation to good causes.

Cleversquirrel is free to use for charities and members. And with access to new money, when 'times are tough', there's absolutely no need for anyone to 'give up on giving'!



In just a few short years, hundreds of thousands of sites like Facebook and MySpace have sprung up online, comprising hundreds of millions of members. They're hugely popular. People make regular visits to keep in touch with friends who share similar interests.

Cleversquirrel exploits this phenomenon. It doesn't replace existing sites. It's new and simple with a single focus. To link people with their friends and their favourite charities.

donations



Hidden in many investment, pension and insurance policies are charges that can be claimed by an adviser. If you don't have an adviser for your policy, you're paying for something and getting nothing. Your money stays with the provider and cannot be cancelled or refunded. Registered with the Financial Services Authority, Cleversquirrel reclaims these charges and converts them into charitable donations, making the most of money you've already paid.



charitiestrust

helping you to help others
making your donations work harder



Charities Trust handles the donations. It's a national donation management agency approved by the HM Revenue & Customs. It's a non-profit making organisation and a charity in its own right. It provides a choice of over 30,000 charities and good causes to receive the donations.



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Discover where the money is hidden: watch the two minute movie [Play](#)

How to raise thousands for charity in less than one hour
[FREE email course >](#)

Email

Remember me
[Forgot password?](#) [Sign in](#)

Join Cleversquirrel
It's free and anyone can join

Forename
Surname
Email

I am an individual a charity

By clicking Join, you confirm you've read and agree to our [Terms of Use](#) and [Privacy Policy](#). [Join](#)

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You don't need a policy to make donations. That's because your favourite charity receives a donation when people you introduce have charges reclaimed on their policies. Half the money goes to their favourite charity. And half goes to yours. Introduce many people who may have a number of policies and you could raise a pile of cash for good causes. Cleversquirrel offers children a wonderful opportunity to raise money for causes they care about, by introducing relatives and friends. Instilling a charitable ethos from an early age. A great use of time spent online.

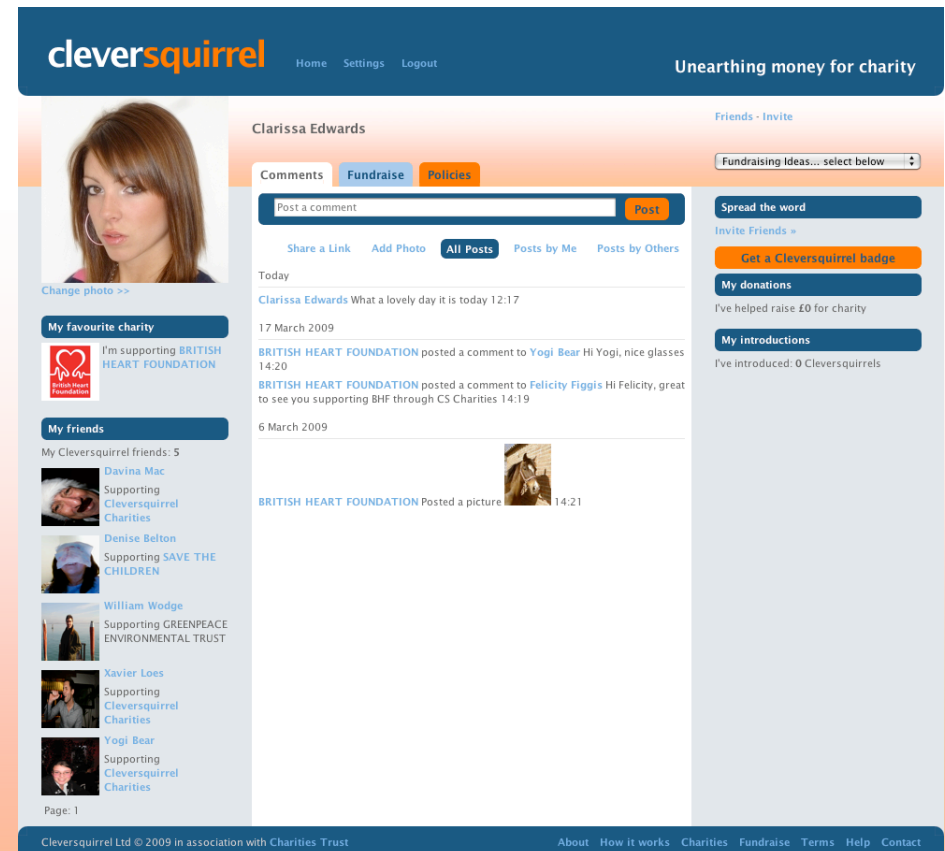
To become a Cleversquirrel, you need a valid email address. You'll provide some basic details and choose your favourite charity. The minimum age is 13.

fundraising

There's lots of things to help you spread the word. Tagged with your ID, when anyone joins as a result of your introduction, your favourite charity can benefit. Here are some things you can do:



- ▶ Invite your friends to become Cleversquirrels from your email address books
- ▶ Post comments to your friends and your favourite charity
- ▶ Download badges and banners for your Facebook, MySpace and other pages
- ▶ Download the 'home page movie' to email or place on websites and other pages



The screenshot shows the Cleversquirrel website interface. At the top, the logo 'cleversquirrel' is displayed in white on a dark blue background, with navigation links for 'Home', 'Settings', and 'Logout'. To the right, the tagline 'Unearthing money for charity' is visible. Below the header, the user profile for 'Clarissa Edwards' is shown. The profile includes a profile picture, a 'Change photo >>' link, and a 'My favourite charity' section featuring the 'BRITISH HEART FOUNDATION' logo and text: 'I'm supporting BRITISH HEART FOUNDATION'. A 'My friends' section lists five friends: Davina Mac (Supporting Cleversquirrel Charities), Denise Belton (Supporting SAVE THE CHILDREN), William Wodge (Supporting GREENPEACE ENVIRONMENTAL TRUST), Xavier Loes (Supporting Cleversquirrel Charities), and Yogi Bear (Supporting Cleversquirrel Charities). The main content area shows a 'Comments' section with a search bar and a 'Post' button. Below this, there are several comments from 'BRITISH HEART FOUNDATION' dated 17 March 2009 and 6 March 2009. On the right side of the profile, there are several action buttons: 'Spread the word', 'Invite Friends', 'Get a Cleversquirrel badge', 'My donations' (with a subtext 'I've helped raise: £0 for charity'), and 'My introductions' (with a subtext 'I've introduced: 0 Cleversquirrels'). At the bottom of the page, there is a footer with copyright information: 'Cleversquirrel Ltd © 2009 in association with Charities Trust' and a list of links: 'About', 'How it works', 'Charities', 'Fundraise', 'Terms', 'Help', 'Contact'.

charities

The screenshot shows the Cleversquirrel website interface. At the top, the logo 'cleversquirrel' is displayed in orange and white, with navigation links for 'Home', 'Settings', and 'Logout'. Below the logo, the tagline 'Unearthing money for charity' is visible. The main content area is for the charity 'SAVE THE CHILDREN'. On the left, there is a sidebar with a 'We Save the Children Will you?' logo and a brief description of the charity's mission. The main content area features a 'Fundraise' tab, a 'Post a comment' form, and a list of recent posts and comments from users like Alex Bing, Alex, Carly Peen, and John Smith. On the right, there are buttons for 'Spread the word', 'Get a Cleversquirrel badge', and 'Our donations'. The bottom of the page shows a 'Page: 1' indicator.

Each charity has its own page. It can keep in touch with its supporters by posting upcoming events and new fundraising initiatives. This information is automatically sent to Cleversquirrels supporting the charity.



Which charity will you choose to receive money from Cleversquirrel?



Join thousands of people who've discovered how Cleversquirrel unearths money for charity. You choose which charity receives it.

You don't hand over any new money. That's because millions are already hidden. Find out where – go to cleversquirrel.com and watch the two minute movie.

Even when times are tough, there's absolutely no need to give up on giving!

Go on, be a Cleversquirrel!!



Cleversquirrel doesn't just provide charities with a fantastic way to generate brand new income. It gives them everything they need to get closer to their new online supporters. And to encourage their existing offline supporters to take part in an innovative and effective fundraising scheme.

finally



80% of the reclaimed policy charges is donated to charity. The amount retained covers the cost of checking whether each policy contains charges that can be reclaimed, monitoring the money received month after month, maintaining the website and all the support services. It also funds the cost of providing you with help on any policy you register, if you need it. We're committed to giving the most money to charity and if there's a surplus after costs, expansion and development works, we'll donate it to charity.



Go to **cleversquirrel.com**. Read the detail. Watch the movie. Join. List your policies, if you have any. Then spread the word. For until you do, money will remain with providers and won't be donated to good causes!

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In association with Charities Trust

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