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Alzheimer's Society partners with PayPoint to revolutionise cash donations

Welwyn Garden City, October 2024 —Alzheimer's Society and PayPoint today announce a new partnership to simplify and enhance cash donations and transactions. The collaboration addresses the growing challenges for charities when it comes to handling cash, particularly as high street banks become less accessible.

With nearly 30% of all charity donations still made in cash, the partnership provides a timely solution to prevent any unnecessary decline or delay in donations received due to logistical challenges posed.

Naturally, cash handling can come with compliance and time-consuming administrative challenges for charities like Alzheimer's Society, all of which have been exacerbated through the dwindling presence of traditional banking facilities. However, through its partnership with PayPoint the cash donation and banking process has been streamlined and simplified through a new innovative solution.

The PayPoint Cash In service works with its extensive network of retailers across the UK and gives Alzheimer's Society access to over 29,000 stores that can now accept cash deposits from fundraising activities and process the payment into the charity's bank account. The service offers its staff and volunteers a simple and accessible way to securely process deposits with unique codes that allow for easy tracking of the amount and depositor, and funds are transferred directly to the charity's bank account. This eliminates the need for outdated paying-in books and the hassle of inconvenient banking hours and locations.

Jo Toolan, Managing Director of Client Services at PayPoint, said, "We are thrilled to be partnering with Alzheimer's Society to offer the *Cash In* solution. This partnership represents more than just convenience—it's a leap toward greater efficiency, cost-effectiveness, and security for charities navigating the complexities of cash handling in today's environment. The *Cash In* service eliminates the barriers of distance, opening hours, and paperwork, ensuring that every penny raised can be swiftly put to work supporting those affected by dementia.

Alzheimer's Society Head of Regional Engagement, Siobhan Nugent, said, "Partnering with PayPoint holds immense potential in saving us time and administrative costs when processing cash donations. Dementia is the UK's biggest killer and 1 in 3 people born today will go on to develop it in their lifetime, so this partnership will help us better channel our resources to helping fund pioneering research, campaign for change, and run our dedicated support services, which are a lifeline to thousands."

Join the Movement

If you have any questions about how your organisation can benefit from a similar approach, please contact Jason Levy jasonlevy@paypoint.com [www.paypoint.com/donate].