



## **NEWS RELEASE**

### **BACKING BOOSTS NEW ONLINE COMPANY WHICH HELPS CHARITIES**

**26 May 2009**

Green shoots of new business are taking place in North Staffordshire thanks to investment boosts by regeneration organisation North Staffordshire Risk Capital Fund (NSRCF) which has seen its enquiry levels triple since the start of the year and recently became the focus of the BBC Two programme Working Lunch.

The latest new business start up to benefit from a £50,000 investment boost from NSRCF is Stoke-on-Trent based donatesomeback.com - an insurance website designed to revolutionise the online purchasing of insurance and home and office products by allowing purchasers to donate to their favourite charity.

[donatesomeback.com](http://donatesomeback.com) offers a range of home and car insurance products as well as home and office supplies. The company behind the new website, donatesomeback Ltd, will make a donation to a charity or non-profit organisation whenever a customer buys through the site. Customers can choose which charity they would like to benefit, or they can nominate their own favourite. Overall, donatesomeback Ltd has pledged to donate 50% of its turnover to UK charities and non-profit organisations.



By forging partnerships with leading insurance provider, Fortis, and with local company Fenns, one of the UK's top independent office product providers, [donatesomeback.com](http://donatesomeback.com) can offer great value deals to its customers and generate revenue for good causes at the same time. All insurance policies are arranged and administered by Fortis Insurance Solutions, based in Stoke-on-Trent, which is authorised and regulated by the Financial Services Authority. Pet insurance will be available soon, and the company hopes to expand its range of products in the coming weeks and months.

Directors Mark Fenton and Dan Handforth came up with the concept. Mark said: "In any recession one of the first things people cut back on is charity giving and we are hoping that by using something that people have to purchase customers will be able to donate to a charity without it costing them."

The cash boost from NSRCF meant the company was able to launch sooner than originally planned and develop and market the website further. It is expected that around a further 2 jobs will be created over the next two years and that turnover will reach several million over the next three years.

Dan Handforth comments: "Although we believed in the concept of [donatesomeback.com](http://donatesomeback.com) as a start up business, without any levels of security or seed capital initially, we knew we would find it hard to get the level on investment we required from a traditional bank or lending institution.

We approached the NSRCF and from our initial meeting, we experienced a fast, efficient process which allowed us to move forward very quickly."



Arthur Bailey Chief Executive of NSRCF said: “The NSRCF aims to help entrepreneurs and business owners introduce innovative products and processes including research trials and product testing, to help get good business ideas into production and it is great to see a new type of industry being set up in Staffordshire. We are pleased to be supporting donatesomeback.com. It’s clear there is a real need for a website which helps charities whilst purchasing essential items. Mark and Dan together are a talented and hard working team who are committed to ensuring as many charities benefit as possible.”

Already the site has been attracting thousands of users with charities like CLIC Sargent signing up to receive donations.

The NSRCF is playing a crucial role in response to the current economic downturn, with a number of actions being taken to meet the needs of businesses during these challenging times. To keep updated on the range of support being offered by the NSRCF or if you are a business in need of investment please visit [www.nsrcf.co.uk](http://www.nsrcf.co.uk)

## **Ends**

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## **Editors note:**

### **About NSRCF**

NSRCF can lend up to £70,000 on its own and can help broker a finance package with other lenders to reach higher amounts. It lends to businesses of any age, of any size and any structure from sole traders to partnerships to limited companies.



Any business based, or looking to be relocated, in the North Staffordshire region of the local authority areas of Stoke-on-Trent, Newcastle-under-Lyme, Staffordshire Moorlands and Stafford that feels it may qualify for unsecured loan support over a maximum 5-year period should waste no time in contacting the fund, because the sooner they do so the sooner they can be assessed and, if they meet the criteria, helped to achieve their potential. Applicants can contact NSRCF on 01782 266408 or visit [www.nsrcf.co.uk](http://www.nsrcf.co.uk)