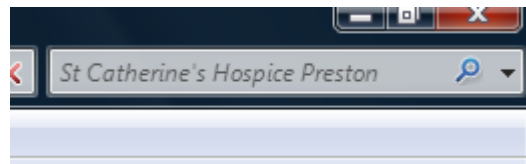


Raise Funds for St Catherine's Hospice when you Search the Internet



St Catherine's Hospice have partnered with a company called HomePages Friends in order to introduce a brand new – NO COST income stream to the charity.

HomePages Friends have developed relationships with ask.com, in order for charities to raise income purely from the internet searches of charity staff, volunteers and supporters. HomePages Friends provides us with full support with regard to this income stream – and split all revenue 50:50



As a very brief explanation – companies will pay search engines such as ask.com a specified sum of money for search terms, in order for them to be top of the list when an individual conducts a search. For example the term “car insurance” will be bought by companies such as Direct Line, Churchill's etc in order to be in the guaranteed position of top 3 of a search result.

Each and every time an individual utilises the ask.com search box from the St Catherine's Hospice website – we raise money. Just think how many searches that you may carry out per day/per week? Now, by using the ask.com box on our website – you can carry out the same searches, yet now raise money for St Catherine's Hospice.

Alternatively, why not download the St Catherine's Hospice own browser search box <http://register.chpadmin.co.uk/browsersearch.asp?OrgID=581>. It takes less than 30 seconds – and the box is there every time you are online! Simple!!

Why ask.com and not Google?

Simply – Google won't pay! They are undisputedly the No1 search engine, whereas Ask.com need customers, so they will pay HomePages Friends to generate more traffic to their search engine.



Is Ask.com as good as Google?

8/10 times the same results are achieved when using the same search term. The majority of time people use Google because it is the only search engine that they are aware of – purely because of the market presence that Google have. However, we believe that once our supporters know that they can raise money for us by conducting their usual internet searches – we can convert them to using the ask.com box from our website – and as a direct result, more supporters will use our website to gain information.

Why have St Catherine's Hospice partnered with HomePages Friends?

We have partnered with HomePages Friends for a number of reasons

1. We actually achieve greater revenue per click than if we had a relationship directly with ask.com. HomePages Friends – although a company less than a year old, are already providing services for over 200 charities to date, including Salvation Army, Roy Castle Lung Foundation, Railway Children, and the Royal British Legion. They are also working with schools, churches all around the UK – and who are all raising significant income. All searches that are conducted through an ask.com box that HomePages Friends insert onto a charity website are channelled through to ask.com, and combined to provide a much higher number of searches than any one charity could conduct in any given day/month. (last month alone HomePages Friends had a combined total of 100,000 searches!!)
2. Branding. Everything is branded to St Catherine's Hospice. We signpost all supporters to our website and therefore have more and more supporters using our site not only to raise money, but to also impart more information about our services. We can create a corporate search box that we can place on all our corporate supporters intranet and external website. The box is branded to ourselves, so not only are we raising income and our profile – but it also enhances each and every corporate's CSR policy, and they raise money without costing them a single penny! Likewise, we can have a branded intranet page that we can introduce into schools. We also have a browser search box available to those supporters who have the latest versions of Microsoft
3. Support. HomePages Friends provide us with free IT and marketing support in association with this income stream and are always available to assist us with talking to new clients
4. Transparency. We have a control panel that provides us with access to the number of ask.com searches that have been conducted from our website from the day we signed on. Therefore we can post the amount earned onto our website each and every month, and we also know how much each school and corporate has earned – improving relations for all concerned and being 100% transparent.
5. Income potential

The more staff, volunteers, Trustees and supporters who utilise our ask.com search box, the more money St Catherine's Hospice will earn – it's that simple!!! Set the St Catherine's Hospice website as your homepage in the office, at home and tell your Friends and our income will grow!

To date, one of HomePages Friends charity's is earning in excess of £1,600 each month of unrestricted income.

This is a NO COST income stream – that could generate a significant amount of unrestricted income each and every month. St Catherine's Hospice can't afford not to roll this out to everyone!!