

Everyclick Education Factsheet

What is Everyclick.com?

- A charity based search engine co-founded by a teacher whose vision was a family-friendly search engine that gives resource back to schools and that helps students to see beyond themselves to their local, national and global responsibilities
- *A search engine that means every* time you search you raise money for a charity of your choice without it costing the school or their supporters a penny
- The eighth largest search engine in the UK supported by the NCPTA, NUS and E-Learning Foundation

Who can benefit from searching with Everyclick?

- Any registered charity can benefit. As all schools count as charitable institutions as a school or college you can choose to raise money for resources tailored to your own individual school's needs or to adopt an external charity.

How much has been raised so far?

- By March 2008 over **£440,000** had been raised for a wide range of charities and schools.

How good is the search engine?

- Search results are syndicated from Ask.com and are of a very high quality.
- You will find the experience largely indistinguishable from using your previous search engine, except for the knowledge that you are doing some good every time you search the web.

How family friendly are the search results?

- At Everyclick we have the highest level of filter possible (from Ask.com) and have added our own family- friendly layers so we are even more pupil-friendly. The search engine sits just like any other within your school's or local authorities firewall.

How does the school raise and receive its money?

- The school raises money by using Everyclick as their preferred search engine and receives approximately a penny a search. We provide you with a unique link that means each time you search using this link you are raising money for your chosen charity. The school receives its money direct from the Charities Trust.

How do Everyclick get their money?

- All search engines get their money from companies buying advertisements on their sites, as we do, **but** we give 50% back to you so that each time you search you earn approximately 1p.

What does it cost the school to sign up?

- It costs nothing for the school to sign up. Everyclick also provides an online marketing toolkit, lesson plans and assemblies plus guidance to help schools maximise the amount of money they can raise

How do we sign up?

- Go to www.everyclick.com type in the school name or charity number in the search box and click on the charities link. Click on your school or charity name and you are ready to register.

If I have another question?

- Please ring Andy or Annabelle our education team on 01608 653261 or email schools@everyclick.com

“A thoroughly modern way for every member of your school community – even parents and partner organisations – to contribute to the school coffers without even trying.”

Sec Ed Magazine



www.everyclick.com, search the web and benefit the charity of your choice.