

Case study: Charity sector



THE  
CAPTAIN TOM  
FOUNDATION



# Payit™ is proud to be helping The Captain Tom Foundation

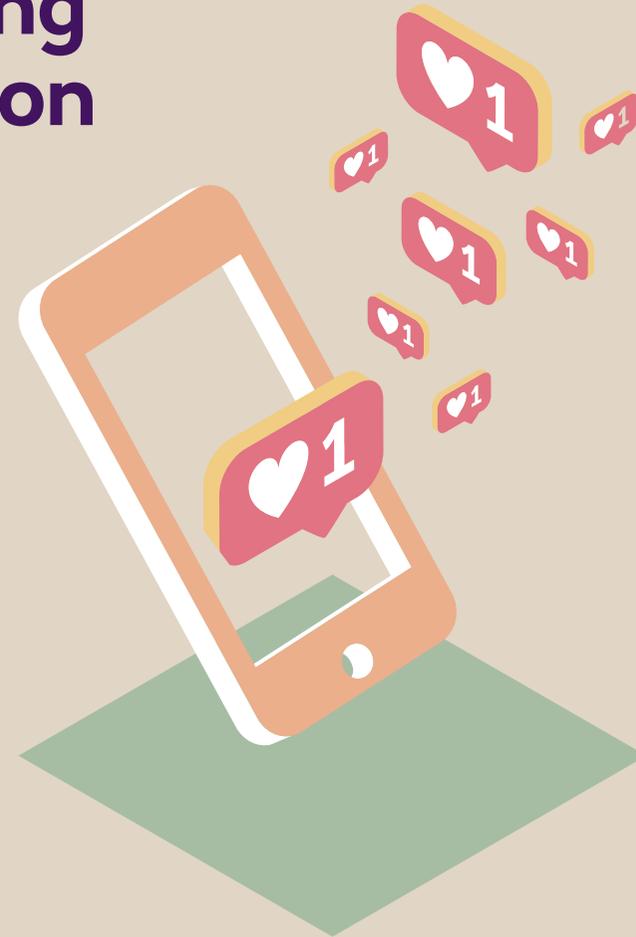
## The story in brief

Captain Sir Tom Moore and his family set up The Captain Tom Foundation to support worthy causes following the veteran's incredible achievements over the course of 2020.

## We created a hosted page with our partners

By working collaboratively with partners across the bank, Payit took just 48 hours to build and implement a hosted page – allowing donations to be collected safely and securely from the first day it went live.

We ensured all fees were waived so that 100% of donations went directly to the charity's chosen benefactors.



The fast, fair, simple and safe way to pay and get paid.

For more information on how Payit could work for you, please contact your NatWest relationship manager.

Eligibility criteria and fees apply.



Business

## How we helped the client

Payit™ helped The Captain Tom Foundation transform the way it collected donations by providing:

**The ability to settle donor payments in near-real time**

**A simplified and easy payment journey, requiring no donor card details to make a donation**

**A safe transaction process because there was no need to share personal details**

## Outcome

To date we have facilitated more than 700 donations to this worthy cause. If you'd like to make a donation and experience the Payit customer journey for yourself, scan the QR code below.



### **Gemma Huddleston, The Captain Tom Foundation, said:**

“We utilise Payit on our foundation website in order to enable us to collect donations from the general public and organisations in a fast, simple and secure way. The Payit team have been incredibly supportive, always keeping us up to date with developments and often going above and beyond – making the whole process seamless.”

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**NatWest**