JustGiving Alpha Project Proposal

Project Context

A discovery project was conducted in January 2016 which explored the reaction of JustGiving donors if JustGiving data was used as part of the GOV.UK Verification process. 5 donors went through user testing and the overall response was that whilst understanding of the process was not high, there was not any impact on the relationship of the user and the JustGiving brand.

58% of the UK population give to charities each year. Where the charity can provide HMRC with a verified name, address and post code for the donor and the donor is a UK taxpayer then HMRC will pay the charity 25% of the donation as Gift Aid – or more if the donor is a higher rate taxpayer.

Charities have developed databases of verified identity attributes for their customers. JustGiving, for example, has a database with asserted identity details for 80% of the UK's adult population. They also hold activity data where regular donations are made or a sponsored event takes place. This data would be of value to Identity Providers if users were able to assert it when registering for a digital identity.

This Alpha, with confidence that the user is tolerant of a data relationship between JustGiving and and Identity Provider, will explore the value of the data in meeting the Good Practice Guidelines for Element E (Activity History).

Project Hypothesis

JustGiving data supports the analysis of identity activity history and contributes to establishing a trustworthy digital identity for access to online services

Project Objectives

- Whether JustGiving Data will provide an uplift in individuals being verified by sharing conformation of data against Element E of the Good Practice Guidelines
- That there is a commercial value to JustGiving providing confirmation of the data it holds on its users to identity providers.
- There are opportunities for other organisations to allow access to their data in a secure and private manor which aids the verification ecosystem without compromising the relationship with their customers.

If interested in this project: Please email oixuk@openidentityexchange.org with project name in the Subject line.   Please include the following:

Your Name
Company name
Contact email
Brief description of what you propose to contribute to the project or your interest in the project