

Castles Technology

Partnership between GoodBox and Castles Technology helps charities to embrace the demise of cash





Charities cash into the cashless society.

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Most retailers welcome the continuing demise of cash; less admin, less security needed, less time at the check-out, more hygienic for both customer and business owner. And consumers like it because they have embraced digital payments enthusiastically, either by card or digital wallets. For charities this change in consumer behaviour spells disaster, dependent as they are on cash donations, many of which are made by people on a whim, on the move and usually in a hurry. No cash? No donation.

GoodBox was founded to deal with this problem and to innovate on behalf of the charity sector. This tech-for-good company responded to research which showed that charities lag behind the corporate sector by as many as five years. Since 2016, GoodBox has partnered with over 1,500 charities and processed over £4 million for good causes across the UK.

No cash? No problem.

GoodBox needed a way to make it easier and convenient for consumers with little to no cash to make donations. Initially it developed its own contactless fundraising solution for charities, the GBx Core, but wanted to further develop their offering. They wanted to cater to fundraising in all its forms - from church collections to fundraising in the London Underground, black tie corporate events, even in high footfall museums.

GoodBox wanted a device which could be used to capture donors' attention, facilitate the emotional connection needed to drive a donation and be packed with added functionality such as the ability to accept donations offline. It also had to have a built-in SIM card for 4G connectivity, Chip & Pin, MoTo (over the phone) payments and it needed to be easy to use by anyone, regardless of their technical ability.

GBx Mini

This led to the birth of the GBx Mini, built using the Castles Technology mPOS MP200 device. Since its launch in 2019, the GBx Mini has become a regular addition to the fundraisers' toolbox. It can be seen in churches across the UK, around the necks of street fundraisers, at bake sales, black tie events, charity auctions and much more.

Easy to use, donors simply tap their contactless card, smart phone or use the Chip & Pin function to directly and immediately support the causes they care about.

The device has helped to raise vital funds for research in the fight against diseases like cancer and muscular dystrophy, to protect some of the most beautiful buildings in the UK, to house and feed the homeless, as well as supporting countless other good causes.



More money for good causes. Simple

GoodBox' own data shows that the GBx Mini device has been used to raise over half a million pounds for good causes so far across the UK while enabling charities to add another revenue stream and tap into a whole new audience of donors.

GoodBox is now looking to expand further into markets outside the UK. Castles is a global payments technology business and therefore well placed to support GoodBox wherever it trades.



"The GBx Mini has added a whole new level of versatility to our product offering. Our charity partners are thrilled with the results they've seen with the device."

– Andrew O'Brien, GoodBox Founder



Why Castles Technology and the mPOS 200?

- Higher donation amounts: the device allows high ticket donations via the Chip & Pin function, meaning there's no limits to a donor's generosity.
- Great user experience: easy to use by any fundraiser regardless of technical ability.
- Versatile connectivity: fundraising on the move. There's no need to rely on poor WiFi with the inbuilt SIM card offering 3/4G connectivity and the ability to capture offline donations.
- Self-connected: no other app, smart phone or slave device needed.

Download the case study to learn more about the benefits of Castles technology solution.



About Castles Technology

Castles is a payment technology company responsible for connecting millions of merchants and retailers of all sizes.

We help retailers with multiple payment methods to create a seamless customer journey.

Castles technology supports businesses of all sizes, preparing them for a society where cash usage is on the decline.

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#mobile #fundraising #charity #payment processing #mobilepos #mpos #mp200 #pinpad #cardreader

