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**iForce supports Global Angels with free fulfilment**

iForce has taken the unusual decision of providing a totally free fulfilment service to a charity, Global Angels. It is managing fulfilment of online orders for merchandise such as clothing, wristbands and jewellery, and also providing customer service.

Global Angels is unusual in itself in that it sets out its stall of deliver 100 per cent of its donations to charity – unlike other charities that have to allocate part of their income to costs. It relies on what founder Molly Beddingfield calls "corporate angels" to make up the difference.

She says: "Donating skills or expertise is a particularly positive way to help," adding: "This is an amazing gift to us."

Mark Needham, integrations director for iForce says: "Having met Molly I could relate to the 'go-getting' spirit of Global Angels. It was clear that iForce and Global Angels would create a very good partnership."

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Global Angels directs its efforts to helping underprivileged children around the world, and stimulates publicity with high-profile events through the year. iForce's flexible capacity is considered ideal to cope with the resultant peaks in demand.

Molly Beddingfield is the mother of two celebrities, singers Daniel and Natasha Beddingfield, who supported the launch event back in 2005.

Many fulfilment companies specialise in the charity sector, but charge commercial rates for their services, so it remains to be seen whether this no-charge deal will have any wider implications for the industry, or is just a one-off.

- iForce despatched 6 million orders on behalf of clients in 2010 – 25 per cent more than in 2009, and nearly ten times as many as in 2005, when it despatched 750,000. The value of the orders is put at £500 million.

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