3.2.3. Philanthropy

**Target keyword:** Philanthropy

**URL:** HIGHSCORE TO SUPPORT.

**Title tag:** HIGHSCORE TO SUPPORT.

**Meta Description [120/150 characters]: Example. YCI work in countries around the world to help children and their families who are at risk**

**Main heading:** Philanthropy giving

**Main content:**

What is Philanthropy giving?

Why donate?

What you can expect from us?

**Also include:**

Quote from ED  
Latest campaign call to action

**Priority Call to action**

1. Where we work?
2. Donate

**Other calls to action**

1. Stories/ Latest News
2. Contact
3. Something else.

**Images to include:**

Image of ed Sheeran.  
Some of latest shots from x