

microDON surpasses the 100 million euro mark for charities

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Since 2009, microDON, a subsidiary of La Banque Postale, has revolutionized everyday giving. Over 100 million has been raised for 2,000 charities through: Rounding up at the register (6,700 partner businesses) and Rounding up on payroll (510,000 participating employees). Simple, collective, and tangible solidarity.

In summary
microDON, a subsidiary of La Banque Postale, has raised over €100 million since 2009, supporting more than 2,000 charities. These funds finance projects related to the 17 Sustainable Development Goals (SDGs), particularly health, education, and reducing inequalities. Two key tools are rounding up at the checkout (€82 million) and payroll deductions (€18 million).

A solidarity rooted in the daily lives of the French
The idea was audacious in 2009: to make giving accessible to everyone, effortlessly, by integrating it into purchasing or payroll processes. Today, microDON proves that this intuition was correct. With €100 million raised since its creation, the social enterprise subsidiary of La Banque Postale has successfully built an unprecedented ecosystem. 6,700 points of sale participate in the Round Up at checkout program, while 510,000 employees benefit from the Round Up on Payroll program. These two initiatives

have generated €82 million and €18 million respectively, demonstrating the growing acceptance of "embedded" giving by individuals and businesses.

The funds raised finance projects covering all 17 Sustainable Development Goals (SDGs), with a particular focus on three areas: health, education, and reducing inequalities. " This success belongs to our partners and donors ," emphasizes Pierre-Emmanuel Grange, founder of microDON. For him, this achievement is first and foremost "a human victory," born from a shared conviction: " Rounding up makes a difference! "

A model that accelerates in 2025-2026
The year 2025 marked a turning point, with record participation during Breast Cancer Awareness Month (October) and increased commitment from major corporations. These dynamics confirm the sustainability of the model, based on trust and simplicity. Unlike one-off campaigns, microDON focuses on

continuous engagement, rooted in everyday habits. " Our mission was to simplify donation and integrate it into the daily lives of French people ," recalls Pierre-Emmanuel Grange.

The impact is not measured solely in euros, but also in the diversity of beneficiaries. microDON supports both national associations and local actors, creating a unique territorial network

Towards an ever more inclusive generosity
Reaching the €100 million mark in 2026
establishes microDON as a key player in
solidarity in France. However, the ambition

doesn't stop there. The model, proven over fifteen years, continues to expand, with a clear objective: to further democratize giving by making it invisible, yet systematic. " This adventure was born from encounters and a shared conviction ," emphasizes the founder.

The numbers speak for themselves: over 2,000 charities supported. At a time when social and environmental crises are intensifying, microDON embodies a concrete response, where every penny counts. And where solidarity finally becomes second nature.

Source: [La Poste Groupe](#)

