

PRESS RELEASE

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Localgiving raises £1.6m for local charities through national Grow Your Tenner campaign

- *Over 1,200 small, local charities benefit from Government-backed match fund scheme*
 - *Match fund drives 16,000 people to donate online*

Localgiving, the UK's leading support network for local charities and community groups, raised £1.3m for small, local charities across the country in just two months through its Grow Your Tenner match fund campaign, with that total projected to rise to £1.6m after 18 months.

The campaign helped local charities across the country get online and make the most of their fundraising efforts, through access to a match fund backed by the Office for Civil Society and a private philanthropist. Over 16,000 people donated to 1,200 charities during the campaign, with the first £10 of all online donations being doubled.

The campaign saw 81 per cent of the charities involved receiving donations from new donors and 88 per cent saying they achieved some or all of their fundraising goals. Through the campaign, Localgiving encouraged the set up of over 4,000 monthly direct debits, helping to ensure these charities will receive regular support in the future.

In addition, 150 working days of administrative time was saved by the charities involved in Grow Your Tenner by Localgiving processing Gift Aid on their behalf.

Rob Wilson, Minister for Civil Society said, "Local charities are hugely important to communities across the UK and are well placed to understand and react to the needs of local people. The Government's matched fund grant for Localgiving's Grow Your Tenner campaign enabled donations from the public to go even further and support these organisations in the fantastic work that they do."

Stephen Mallinson, CEO of Localgiving said, "The success of the campaign proves that match funding is a viable solution to a very real social problem. The fact is that currently only seven per cent of all donations go to small charities, despite the fact that they are in need of real financial support. With funding streams drying up, matching online donations through campaigns such as Grow Your Tenner maximises people's giving and helps small charities to fundraise effectively. The legacy of the project is to ensure that these groups continue to make the most of their fundraising efforts, reach out to new donors online and develop a robust and sustainable funding model so that they may continue to provide their services in the future."

- ENDS -

Notes to editors:

For more information, please contact: James Steward or Katie Murray on 0203 077 2000 / localgiving@eulogy.co.uk

About Localgiving

Localgiving was founded by Marcelle Speller OBE, with the aim of enabling giving and donations to small local charities and community groups, and to help those charities to be sustainable by providing access to an online marketing and donation process. With Localgiving, even the smallest community organisation can receive Gift Aid, thanks to a validation process which meets the Charity Commission's standards. With 4,000 validated charities already signed up, Localgiving provides support to small, grass roots aid organisations across the country. Localgiving.com Ltd is a social enterprise and a Limited Company, registered in the UK. The company operates as a not-for-profit organisation. <http://www.localgiving.com>

Further information on Grow Your Tenner:

- Grow Your Tenner, Localgiving's annual fundraising campaign for local charities and community groups, ran from 14th October to 21st November 2014, matching online donations by up to £10
- Local charities and community groups provide social support and front-line services that improve and enrich the lives of millions of people on a daily basis
- With low overheads and strong connections to their local area, these grass-roots organisations excel at converting funding into real benefit and delivering services where they are needed most
- However, limited time and resources means that raising the funds needed to support their work presents a major challenge, leaving many groups at risk of closure
- The Cabinet Office provided a grant of £250,000 for the national match fund, enabling more charities to benefit from the campaign
- To find out more about Localgiving's Grow Your Tenner campaign, visit Localgiving.com or call 0300 111 2340