

PRESS RELEASE

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Localgiving launches #GiveMe5 – latest match fund campaigns will double 2,000 £5 donations to local charities

- #GiveMe5 will run on January 28th and February 25th, doubling 1,000 £5 donations made to UK local charities on each day
- Campaign is latest in a range of monthly match fund initiatives run by Localgiving in aid of local charities and community groups

Localgiving, the online fundraising platform and support network for local charities in the UK, has announced the run up to its latest 24 hour national match fund campaign for local charities and community groups, #GiveMe5.

The campaign will take place on January 28th and again on February 25th, aiming to inspire support for small, local charities by doubling 1,000 £5 donations made throughout each day. Localgiving is encouraging members of the public to back the campaign by posting a #GiveMe5 selfie and pledging to make a £5 donation to a local charity of their choice.

For 24 hours, from midnight on January 28th and February 25th, every £5 donation made through Localgiving will have an equal chance to be doubled. At the end of each day, 1,000 donations will be randomly selected to benefit from an additional £5 of match funding, with successful donors being notified within 48 hours.

#GiveMe5 is the latest in a series of monthly Localgiving match fund campaigns run in aid of local charities and community groups. December's Triple Tenner Tuesday promotion marked the UK's first ever Giving Tuesday and saw 583 groups raise a total of £75,736 through the platform in just 24 hours. This followed Localgiving's most successful Grow Your Tenner campaign to date, which ran for 38 days over October and November to raise a total of £1.3 million for 1,200 groups across the UK.

Just some of the many charitable organisations that have benefited from these campaigns include:

1. Glasgow based charity, The Well Multi-Cultural Advice Centre, which raised **£2,819** and secured **eighteen new regular monthly donors**. The charity provides information, advice and support for local minority ethnic communities in Glasgow and deals with around 8,000 enquiries each year.
2. London based group, Sutton & Croydon Multiple Sclerosis Therapy Centre, which raised **£1,016** and secured **eight new regular monthly donors**. The group provides support for those living with Multiple Sclerosis in the local area and helps more than 100 people each week.
3. Cornwall based group, St. Petroc's Society, which raised **£3,359** and provides accommodation, advice and support for homeless people in the county.
4. Nottingham based charity, Nottingham Women's Centre, which raised **£2,910** and runs a regular programme of personal wellbeing courses, basic skills workshops, counselling and other support services for women in Nottingham.
5. County Durham based charity, Brandon Carrside Youth & Community Project, which raised **£2,193** and provides opportunities for young people in the community to help them reach their full potential.

Stephen Mallinson, Chief Executive of Localgiving said, “Match funds have proved to be a great success in 2014, raising millions of pounds for thousands of local charities across the country. Our aim in 2015 is to build upon this success by continuing to provide regular match funding opportunities for our members – so we’re thoroughly delighted to be able to announce not one, but two new campaigns so soon into the New Year!

“Local groups can do amazing things with even the smallest amount of funding and #GiveMe5 provides a great opportunity for anyone interested in finding out more about charities in their area to get involved and make a real difference. We’re encouraging everyone to take part by sharing a #GiveMe5 selfie and pledging to make a £5 donation through the campaign. I’ve done mine: now it’s everyone else’s turn.”

Localgiving can process new charity memberships in one working day, giving plenty of time for groups to sign up and benefit from the #GiveMe5 campaigns. Localgiving supports local charities and community groups – including those that are not registered with the Charity Commission – to fundraise online, benefit from automated Gift Aid and build a sustainable funding base for the future. If you represent a

charity that would like the chance to benefit from the match funding available, you can register your organisation at <https://localgiving.com/charitysignup>.

For more information about #GiveMe5 or any other Localgiving match fund campaigns, please visit [Localgiving.com](https://localgiving.com), email help@localgiving.com or call 0300 111 2340.

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Notes to editors:

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

About Localgiving

Localgiving is a not-for-profit social enterprise and 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. <http://www.localgiving.com>