

PRESS RELEASE

23 April 2014

North Yorkshire rural charities raise more than £90,000 through Localgiving.com match fund campaign

- *Over 100 rural charities sign up to Localgiving.com and receive digital training to boost their fundraising capabilities*
- *Latest match fund raises £45,000 in just three weeks*

Localgiving.com, the UK's leading fundraising platform for local charities and community groups, has helped rural charities in North Yorkshire raise over £90,000 over the last 12 months.

The initiative aimed to help local charities from every district across the county get online to raise funds and awareness through digital skills training and access to match funds. Over 100 small local charities signed up to Localgiving.com and received training workshops across a range of digital topics to ensure their online fundraising remains sustainable.

The scheme was funded by a generous grant from the Peter Sowerby Foundation and included the offer to match donations made through Localgiving.com. The latest match fund which ran from 4th to 31st March raised an impressive £45,000 in only three weeks.

The top ten charities that raised the most during the most recent match funding period (4th-31st March) were:

- **Whixley & District Community Cricket Club based in York**, which raised **£11,248** for its work providing opportunities for young people between the ages of 7 – 21 years old to participate in the sport
- **£6,971** was raised by **Clarence Gardens Association in York**, which provides a day service for people with enduring mental health issues and learning disabilities
- **£5,593** was raised by **The Principle Trust based in Craven**, which enables disadvantaged and deprived children the chance to have a holiday by the seaside
- **Burniston & Cloughton Bowls Club based in Scarborough** raised **£5,153**, a group which offers a friendly environment for all age groups as well as partially sighted and handicapped players to take part in bowling

- **York Tornadoes Basketball Club in York** raised **£4,710** for its work providing an affordable and safe environment for people of all abilities to play basketball in the local area
- **£4,095** was raised by the **Borough Bowling Club in Scarborough**, which offers a friendly bowling club for all ages and abilities
- **Grassington Singers**, an affordable community singing group based in **Craven** raised **£4,005**
- **£3,600** was raised by **The Jonas Trust in Richmondshire** for its work providing low cost holidays for people and families facing crisis and hardship
- **The Scarborough YMCA** which provides opportunities for people to develop skills and self-confidence through a range of activities raised **£3,135**

Cherry Bugler, Development Manager at The Principle Trust said, “We are so pleased that we signed up to the initiative as Localgiving.com provided us with a platform to reach our supporters. Working with Localgiving.com and participating in their workshops has helped us to utilise the site to our full advantage, allowing us to raise thousands of pounds and much needed awareness of The Principle Trust. The funds raised have been used towards the purchase of three luxury holiday homes and have provided over 320 disadvantaged children in North Yorkshire some well deserved respite and enjoyment.”

Marcelle Speller, CEO and Chairman of Localgiving.com, said: “This is a fantastic result for local charities and community groups across North Yorkshire. We’ve worked tirelessly to help hard-to-reach, rural charitable groups across the region, providing them with the digital skills to raise funds and awareness online. We’re extremely proud to see the success that joining Localgiving.com has brought them.

“The match funding opportunity made possible by the Peter Sowerby Foundation has given smaller charities in North Yorkshire the boost they needed to get their fundraising into gear, which in turn has helped to support important services in the area. The legacy of the project is to ensure the future sustainability of these groups.”

Over the past year Localgiving.com has delivered 14 training workshops to 136 charities in every district in North Yorkshire.

- ENDS -

Notes to editors:

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

About Localgiving.com

Localgiving.com 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.com, even the smallest community organisation can receive Gift Aid, thanks to a validation process which meets the Charity Commission's standards. With nearly 4,000 validated charities already signed up, Localgiving.com 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 organization. <http://www.localgiving.com>

The Peter Sowerby Charitable Foundation (Registered charity no. 1139854) was established in 2011 with a multi-million pound endowment by GP and medical entrepreneur Dr Peter Sowerby. The Foundation's grant-making will be directed towards three principal areas of interest: medical research and healthcare provision; education; and community and the environment. www.petersowerbyfoundation.com For more details contact Michelle Wright on 07974 655294.