

PRESS RELEASE

21st July 2014

Localgiving.com announces more access to cash & training for North Yorkshire charities

- *North Yorkshire programme has raised over £90,000 for local charities so far*
- *Extension of programme will see the campaign continue through to June 2015 allowing local charities free access to online fundraising, training and match funding*

Localgiving.com, the UK's leading fundraising platform for local charities, is announcing the extension of its North Yorkshire capacity building programme, thanks to a generous grant from the Peter Sowerby Foundation. Starting this month, for the next 12 months, local charities and community groups can benefit from a free first year membership on Localgiving.com, with one to one training and support, and £25,000 in match funding opportunities.

The scheme will run until 30th June 2015 and the extension follows the success of the previous year, which helped more than 100 charities in North Yorkshire raise over £90,000. The initiative aims 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.

The charities already involved in the campaign have felt real benefits through participating. **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 holiday homes and have provided over 320 disadvantaged children in North Yorkshire some well deserved respite and enjoyment."

The top five charities that raised the most during the last match funding campaign (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

Nick Dodd, Localgiving.com North Yorkshire Coordinator, said: "The success of Localgiving.com in North Yorkshire really highlights the strength and vibrancy of the communities we have in the region. It shows that lots of people care deeply about their localities and sustaining the charities within them. The further funding from The Peter Sowerby Foundation will enable many more charities to benefit from match funding and online fundraising, ultimately ensuring that their essential work in North Yorkshire continues."

David Aspinall, Chair of Trustees, Peter Sowerby Foundation said, "We recognise that there are particular fundraising challenges for smaller charities operating in rural locations. Localgiving.com offers groups an easy way to raise money online, something few smaller organisations had done before. Any increase in funding allows a charity to develop and expand its work, potentially delivering the organisation's services to many more people. The Peter Sowerby Foundation is delighted to be supporting this important work within the rural communities across North Yorkshire."

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

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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.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.