

NEWS RELEASE

Thursday 4th September

Nationwide campaign for small charities gets Government backing

*Localgiving and Cabinet Office call for philanthropists to
help small charities make a big difference*

- *Grow Your Tenner campaign launches - aiming to raise £4m for small charities across UK*
- *£500,000 already secured for the national pot, including a grant from the Office for Civil Society but more needed*
- *Small and local charities account for over 50% of UK's voluntary sector but receive only 0.6% of charitable funding*
- *Scheme gives philanthropists chance to leverage their donations up to tenfold*

Localgiving, the leading support network for UK local charities and community groups, has this week announced the launch of a nationwide search for philanthropists to back its annual match fund campaign, Grow Your Tenner. The news follows confirmation of Government backing for the campaign, with a grant from the Office for Civil Society (OCS) contributing to the match fund pot. Set to launch in October, the Grow Your Tenner scheme will double all donations made through Localgiving.com up to £10, with the aim of raising £4m for small, local charities.

Brooks Newmark, Minister for Civil Society, said, “Whether it is supporting children with Down's syndrome, helping trafficked women or supporting community arts projects, local charities provide valuable services within communities across the UK. The Government's matched fund grant for Localgiving's Grow Your Tenner campaign is an effective way to make donations go further and help small charities thrive. We want as many donors as possible to help increase this fund and see the difference it can make. “

Micro charities make up 50% of the UK's voluntary sector but receive only 0.6% of the funding, despite the vital work they do. As a result, many local charities are left struggling to survive. Through its annual campaign, Localgiving intends to turn this situation around.

The pioneering scheme works by building a national pot of match funds. Through a combination of Gift Aid, tax relief, smaller local match funds and online donations, a single donation of £100,000 from a generous individual could facilitate up to £650,000 worth of donations to thousands of local charities across the country, at a cost of just £68,750 to that person. Once the national and local match fund pots are built, the scheme will then be opened up to local charities. Each online donation made through Localgiving.com during the Grow Your Tenner campaign will be matched up to the value of £10.

The annual campaign – which has raised £3m for small charities since its inception in 2012 – hopes to raise £4m for small, local charities with the support of generous philanthropists across the country to create this year’s match fund pot. The pot has been boosted with £250,000 worth of funding from the Office for Civil Society and a £250,000 donation from a private philanthropist. However more donations are needed in order to achieve the campaign’s goals. Localgiving is therefore calling on charitable individuals across the UK, looking to maximise their investment in small local charities, to get involved and make this year’s campaign the most successful campaign yet.

Through Grow Your Tenner, a single, simple donation can have a widespread effect, helping potentially thousands of local charities and community groups for whom a small donation can make a huge difference. It would be near impossible for a philanthropist to personally identify thousands of local charities to donate to, but through match funding, a large donation is easily and democratically spread across multiple groups. Grow Your Tenner therefore provides a much simpler and more effective way to make small but hugely effective donations to local charities on a large scale.

Marcelle Speller, chairman and founder of Localgiving, said: “Small, local charities make an incredible difference to the communities they work in but, sadly, many are struggling and in great need of our support. Grow Your Tenner is a fantastic opportunity for philanthropists to maximise the effect of their giving – a single and simple donation will have a widespread effect, making a huge difference to potentially thousands of small charities, which simply isn’t possible any other way. This is an opportunity to be part of something amazing that will help communities right across the country.”

If you are interested in finding out more about donating to Localgiving’s Grow Your Tenner campaign and how to leverage your fundraising tenfold, then please visit Localgiving.com, email matchfunds@localgiving.com or call 0300 111 2340.

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Notes to editors:

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

About Localgiving.com

Localgiving is a not-for-profit social enterprise and the UK's leading advocate for local charities and community groups. It works to increase public awareness and funding for the sector, whilst empowering organisations to connect with supporters, fundraise online and take control of their future. Founded by Marcelle Speller OBE, Localgiving's mission is to safeguard the sustainability of the local voluntary sector by enabling online giving and fundraising for small local charities and community groups. Through Localgiving.com, local charities can accept online donations and even the smallest community organisation is able to benefit from Gift Aid, thanks to a validation process that meets the Charity Commission's standards. With over 4,000 validated charities signed up, Localgiving provides support to small, grass roots aid organisations across the country. <http://www.localgiving.com>