

NEWS RELEASE

Localgiving backs the UK's first ever #GivingTuesday by tripling 1,000 donations to local charities

- Localgiving is launching its Triple Tenner Tuesday promotion on December 2nd, tripling 1,000 £10 donations made to local charities across the UK

#GivingTuesday is being brought to the UK for the first time on Tuesday the 2nd of December, promoting charitable causes and philanthropic giving.

On the day, Localgiving, a founding partner of the campaign, plans to encourage public support for small local charities by tripling 1,000 £10 donations through its Triple Tenner Tuesday campaign. The scheme, which will run in association with the Office for Civil Society, begins at midnight on December 2nd and will run for 24 hours. Each £10 donation made during the day having the chance to be tripled to £30.

Only 7% of all donations currently go to small charities, despite the fact that many are in real need of financial support. With its Triple Tenner Tuesday promotion, Localgiving aims to raise awareness of the small local charities that provide huge benefits to communities across the country – and encourage charitable giving to help support them.

Each £10 donation made on the day will be placed into a pool. 1,000 of these donations will then be randomly selected to benefit from an additional £20 of match funding. Those who have donated through the promotion will be informed within three days if their donation(s) have been tripled.

Stephen Mallinson, Chief Executive of Localgiving said, “It’s great to see #GivingTuesday coming to the UK for the first time and we’re thrilled to be founding partners to encourage charitable giving at this time of year. It’s important not to forget all the small, hard to reach charities across the country doing vital work for their communities that could really do with the extra help. We hope Triple Tenner Tuesday will help to encourage more donations to local charities on the day.”

If you are interested in finding out more about donating to Localgiving's 'Triple Tenner Tuesday' promotion and how to leverage your fundraising, then please visit 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 / Katie Murray 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>