

NEWS RELEASE

Localgiving raises over £75,000 for local charities on UK's first ever #GivingTuesday

- Localgiving's Triple Tenner Tuesday promotion tripled 1,000 £10 donations made to local charities across the UK on #GivingTuesday
- 583 charities benefited from fundraising campaign during the promotion
- Campaign resulted in over 2,000 people donating through Localgiving in just 24 hours

Localgiving, a founding partner of #GivingTuesday, which took place on 2nd December, has announced the results of its Triple Tenner Tuesday promotion, successfully raising £75,736 for local charities across the UK in just 24 hours.

Localgiving encouraged public support for small local charities by offering to triple 1,000 £10 donations made throughout the day on #GivingTuesday. The scheme saw each £10 donation made on the day placed into a pool, 1,000 of which were then selected at random to benefit from an additional £20 of match funding. The campaign leveraged match funding provided by the Office for Civil Society in conjunction with a private philanthropist and was a huge success, with 2,109 people donating on the day to support 583 charities across the UK.

Stephen Mallinson, Chief Executive of Localgiving said, "The UK's first #GivingTuesday was a resounding success. We're delighted with the results of our Triple Tenner Tuesday promotion, which demonstrates the power of match funding in encouraging people to donate.

"Localgiving's mission is to support small, hard to reach charities across the country doing vital work for their communities, so we are thrilled to have helped so many local groups fundraise on the day."

- ENDS -

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>