

## NEWS RELEASE

# 40 per cent of people in the UK have never donated to a local charity

- One in five people unaware that local charities are in need of support
- Yet nearly seven in ten (67 per cent) feel it is important to support their local community
- Research released as new Minister for Civil Society, Rob Wilson, backs the launch of Localgiving's annual Grow Your Tenner campaign for local charities

New research conducted by Localgiving, the leading support network for UK local charities and community groups, based on a sample of 2,000 UK adults, reveals that despite clear concern for the welfare of their local community, a large proportion of people in the UK are unaware of the multitude of local charities in their area that are in need of financial support. These groups provide valuable services to the community, but securing regular funding can be extremely difficult, leaving many at risk of closure.

The research, conducted to investigate the current state of the local charity sector, found that 67 per cent of people felt it important to contribute to their community, however, nearly 40 per cent of those surveyed had never made a donation to a local charity in their hometown. One in five (20 per cent) were completely unaware that local charities are in need of financial support.

The research has been conducted to coincide with Localgiving's annual national fundraising campaign – Grow Your Tenner. The campaign, which launched this week and is backed by the new Minister for Civil Society, Rob Wilson MP, aims to raise £4m for local charities across the UK by matching donations made to local charities up to £10. With Gift Aid, a one-time donation of £10 made through Localgiving.com during Grow Your Tenner will generate **£21.55\***.

**Rob Wilson, Minister for Civil Society,** said:

*“Local charities are the lifeblood of communities across the UK and are well placed to understand and react to the needs of local people.*

*“The Government’s matched fund grant for Localgiving’s Grow Your Tenner campaign will enable donations from the public to go even further and support these organisations in the fantastic work that they do.”*

Over a quarter (27 per cent) of those surveyed were unable to name a local charity in their hometown. This is symptomatic of the problems facing small voluntary organisations to gain recognition. With limited time and resources, promoting their cause and fundraising within the community often presents a major challenge. Localgiving is running its Grow Your Tenner campaign to support local organisations across the UK to raise much needed awareness and funding.

Small and local charities account for over 50% of the UK’s voluntary sector but receive only 0.6% of charitable funding. Interestingly, the research shows that the issue is most pronounced in East Anglia, with 45 per cent of people surveyed in the region having never donated to a local charity. Scotland was similarly low at 44 per cent followed by the South West at 42 per cent. The North East came out best in terms of support to local charities, however, almost one third (30 per cent) of those surveyed had still never given to a local charity.

**Marcelle Speller, chairman and founder of Localgiving,** said: “Our research highlights the fundamental problem that local charities are facing in the UK. Small charities play a vital role in our communities – from shelters and support groups providing front-line services, to social care networks, environmental organisations and arts societies - they make an incredible difference. Sadly, many are struggling and in great need of our support. To a small local charity, just £10 can have a genuine impact. Grow Your Tenner is a fantastic opportunity for supporters of local charities to maximise the effect of their giving and be part of something amazing that will help communities right across the country.”

**Further information on Grow Your Tenner:**

- Grow Your Tenner, Localgiving’s annual fundraising campaign for local charities and community groups, launches on Tuesday 14<sup>th</sup> October, matching online donations by up to £10
- Local charities and community groups provide social support and front-line services that improve and enrich the lives of millions of people on a daily basis
- With low overheads and strong connections to their local area, these grass-roots organisations excel at converting funding into real benefit and delivering services where they are needed most
- However, limited time and resources means that raising the funds needed to support their work presents a major challenge, leaving many groups at risk of closure

- Localgiving wants to keep these local groups alive. To do so – we need the public’s help
- By giving just £10 today, Localgiving, in partnership with the Cabinet Office, will match it, doubling the amount received by the chosen charity
- The Cabinet Office has provided a grant of £250,000 for the national match fund, enabling more charities to benefit from the campaign
- To find out more about Localgiving’s Grow Your Tenner campaign, visit [Localgiving.com](http://Localgiving.com) or call 0300 111 2340
- Follow on Twitter @Localgiving #GrowYourTenner

- ENDS -

### Notes to editors:

\* \*One-time donations made during Grow Your Tenner will typically generate £21.55 in funding for the charity. There may be some variation in this figure depending upon the payment method used.

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

Research was conducted by One Poll online and on mobile amongst 2,000 UK adults in September 2014. Field research was carried out between 12<sup>th</sup> September to 15<sup>th</sup> September 2014.

### 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>