Government-funded Match Fund Campaign to Raise Over £1 Million for Local Charities

Tuesday 6 December, 2016

- Grow Your Tenner 2016 set to raise over £1m for more than 1,300 local charities and community groups
- More than 4,000 Direct Debit donations set up, with a projected 12 month legacy of over £200k
- Campaign funded by the Office for Civil Society in conjunction with a philanthropist

Localgiving's annual match fund campaign, Grow Your Tenner, is projected to **raise over £1 million** for more than **1,300 local charities** and community groups across the UK.

In conjunction with a private philanthropist, the Office for Civil Society funded the campaign as part of the efforts to support and recognise small, local charities in the lead up to the first ever Local Charities Day on **16th December.**

Grow Your Tenner 2016 incentivised more than **16,000 individuals** to make a one-time donation to a local charity or community group and raised in excess of **£860,000** over the course of the campaign. In addition, more than **4,200** Direct Debits were set up, which are projected to provide an extra **£200,000** of funding into local communities over the 12 months following the initial matching period.

Participating donors described it as "*a really good idea, particularly for small charities*", "*wonderful to help new charities get on their feet*" and "*an excellent incentive to give more*".

Localgiving runs Grow Your Tenner each year in the autumn, matching one-time online donations by up to £10 and monthly donations by up to £10 a month for the first three months. It is designed to help local charities and community groups reach out to supporters to raise awareness and funding.

As Michelle Payne, Development Officer at First Steps (Bath), explains:

"Being a Localgiving member and having the opportunity of taking part in the Grow Your Tenner campaign has been extremely beneficial to First Steps (Bath). The campaign has been very successful for us. Not only has Grow Your Tenner been a good platform for promoting a greater awareness of the important work that First Steps does, but ultimately it has brought in much needed funds, with very little work involved, which has meant as a charity we have been able to utilise our time efficiently."

Rob Wilson, Minister for Civil Society, has said:

"Local charities play a vital role in communities across the country and I'm delighted to see the public showing their support through generous donations. It's fantastic that over a million pounds is projected to have been raised. I know it will make a real difference to these local charities and community groups, helping them to continue their crucial work.

"Local Charities Day on December 16th will present us with an additional way to highlight the incredible contributions these organisations make. I encourage everyone to join the celebrations on the day."

The Office for Civil Society is also supporting Localgiving's upcoming #GiveMe5 match fund campaign on Local Charities Day.

For more information please visit Localgiving.org, email help@localgiving.org or call 0300 111 2340.

- ENDS-

About Localgiving

Localgiving is the UK's leading membership and support network for local charities and community groups. It aims to empower grassroots organisations to fundraise online, connect with supporters and take control of their financial future. In addition, it provides advocacy for the local voluntary sector and works to secure third party funding for its members. It provides free training opportunities, fundraising resources and regular incentivised giving campaigns to help groups raise funds online.

Media:



Related Sectors:

Charities & non-profits :: Government ::

Related Keywords:

Local :: Community :: UK :: Charities :: Local Charities Day :: Small Charities :: Civil Society :: Rob Wilson :: OCS :: DCMS ::

Scan Me:

Company Contact:

Localgiving

T. 0300 111 2340
E. press@localgiving.org
W. https://localgiving.org

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.localgiving.pressat.co.uk