Localgiving announce inaugural ‘Grow Your Tenner’ Award winners

Wednesday 12 August, 2015

- *Charities awarded for **Future Impact, Fundraising Innovation** and **PR Superstar***
- *Charities hailed for their **innovative ideas and enormous effort***
- ***Grow Your Tenner 2015** to run between **13th October and 18th November 2015***

With its flagship annual match-funding campaign Grow Your Tenner fast approaching, Localgiving has announced the much anticipated winners of its first ever 'Grow Your Tenner' Awards.

The ***Grow Your Tenner*** **Awards recognise charities and community groups who displayed particular creativity or panache** in their fundraising campaigns for *Grow Your Tenner 2014*. Each year Localgiving matches tens of thousands of donations to charities of up to £10 during its *Grow Your Tenner* campaign. **Grow Your Tenner 2014 was the most successful match fund campaign yet, raising £1.6m and benefitting over 1,200 local charities and community groups** across the UK and Northern Ireland. The winners are of the 2014 Grow Your Tenner awards are:

?**Future Impact Award: Acacia Family Support**

Acacia Family Support provides help and support for families affected by pre and post natal depression in Birmingham. Acacia's campaign evidenced their impact in a way that is easy to understand, relatable and highly likely to encourage future donations.

?**Fundraising Innovation: Bedfordshire Rural Communities Charity**

Bedfordshire Rural Communities Charity (BRCC) has supported and developed communities across Bedfordshire for over 60 years. BRCC's "Donate a Vine" campaign was effective and unique - encouraging people to donate towards the restoration of the Warden Abbey Community Vineyard.

?**PR Superstar Award: The Red Ladder Theatre Company**

Red Ladder Theatre Company makes theatre that represents the dispossessed, tells stories of injustice and changes the lives of the people they work with. The group's "Piece of Peace" campaign raised money for a new production by awarding Direct Debit donors a piece of the play. The group gained a huge amount of coverage for the initiative including features in the Guardian and Independent.

Localgiving also announced the **winner of its July 2015 campaign, *#LocalHero*** and hailed the hard work and achievements of all involved**. Sponsored by Nutmeg, July's #LocalHero campaign saw 268 people fundraise on behalf of a local charity, raising over £80,000.**

The winner of #LocalHero was Mick Pembleton of Ability Dogs 4 Young People IoW. Mick's skydive captured the imagination of his local community, seeing 157 people sponsor his page. In total Mick raised **£3,313.25,** including GiftAid, for the charity.

Stephen Mallinson, Chief Executive of Localgiving, said:

"*Huge congratulations go to our award winners. The innovative ideas and enormous effort put in by these groups have been truly inspirational. We are delighted to be able to recognise them through our inaugural Grow Your Tenner awards. I also want to take this opportunity to congratulate all of the charities, community groups and fundraisers who made Grow Your Tenner 2014 such a runaway success. Each year Grow Your Tenner enables Localgiving to help more local charities across the UK to better support their service users and communities. We hope that these awards, and the stories behind them, will inspire and motivate more charities, community groups, fundraisers and donors to get involved with Grow Your Tenner 2015.*"

Grow Your Tenner 2015 will start at 10am on 13th October 2015 and will run until the 18th November at 5pm (or earlier if the matched fund is used up). Grow Your Tenner 2015, a key part of Localgiving's

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calendar of match-funding campaigns, is open to local charitable organisations across the UK.

To find out more about The Grow Your Tenner Awards or Grow Your Tenner 2015 you can:

Read more about the Grow Your Tenner Award winners:
https://blog.localgiving.com/blogs/2/2/grow-your-tenner-awards

Find out about Grow Your Tenner 2015: https://localgiving.com/gyt/about

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Company Contact:

Localgiving

T. 0300 111 2340
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