Localgiving raise £360,000 for local UK Charities through Grow Your Tenner 2018

Thursday 20 December, 2018

- **Grow Your Tenner campaign raises £360,000 for 324 local charities and community groups across the UK**
- **1,643 people set up monthly donations to local groups during the campaign**
- **Localgiving's next fundraising campaign, Local Hero, will kick off on 1st April 2019**

In under 12 hours, Localgiving's Grow Your Tenner campaign raised over £360,000 for 324 local charities and community groups across the UK.

The campaign launched on 10am on 11th December 2018 with a match fund pot of £100,000. By 10pm the same day the entire match fund pot had been allocated, thanks to the generous support of 1,643 people.

Grow Your Tenner 2018 differed from previous Localgiving campaign in focussing solely on encouraging people to set up monthly donations to local charities and community groups.

Localgiving's annual Local Charity and Community Groups Sustainability Report has consistently found that generating income and achieving sustainability is the primary concern for local charities. In the 2018 report, just 47% of local groups said they were confident that they would survive more than 5 years while 49% were uncertain about how to find adequate funding for their core costs such as salaries, training and rent.

The Grow Your Tenner 2018 campaign was specifically designed to address these issues by helping local groups to access long term, unrestricted funding.

As Olivia Ware, Director of Many Minds, a Bristol based mental health charity, explained:

"The Grow Your Tenner campaign was a great way for us to build longer term relationships with donors. We are a small, new charity that didn't have regular donors and this really helped to motivate people to sign up. It has given us a solid base from which to grow a new funding stream."

Chris Dormer, Managing Director at Localgiving, said:

"The success of Grow Your Tenner 2018 has shown that there is immense potential for local groups to harness the support, financial and otherwise, of their communities. In just 12 hours, over 1,600 people set up monthly donations to local causes across the UK. We are particularly proud that Grow Your Tenner stimulated so many people to set up regular, monthly donations. This funding will ensure that many grassroots charitable organisations, from disability support groups to refugee integration projects, are able to continue and their vital work."

Localgiving specialise in supporting local charities to reach their online fundraising potential. The platform has over 2,600 members throughout the UK ranging from disability groups to arts projects, foodbanks to football clubs.

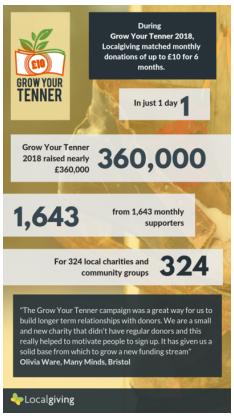
Localgiving have recently announced that their next fundraising campaign, Local Hero, will be running throughout April 2019. This campaign will highlight the incredible ideas and feats of individual fundraisers - with a top prize of £1,000 going to the winner's cause. During Local Hero 2018, 343 fundraisers raised over £109,000 for Localgiving members.

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

- ENDS-

For more information please contact:

Media:



Localgiving

Related Sectors:

Charities & non-profits ::

Related Keywords:

Charity Fundraising :: Match Funding :: Christmas Fundraising :: UK Charities :: Crowdfunding :: Charity Appeal :: Christmas Appeal :: Winter Giving :: Local Charity ::

Scan Me:

Lewis Garland, Communications Manager - lewis.garland@localgiving.org

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

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