Localgiving to double 1,000 x £5 donations for #GivingTuesday

Monday 30 November, 2015

- ***Localgiving announces #GiveMe5 campaign to mark #GivingTuesday on 1st December 2015***
- ***1,000 x £5 donations made to local charities will be matched with funding provided by the Office for Civil Society and a private philanthropist***

Localgiving is celebrating **#GivingTuesda**y by **doubling 1,000 x £5 donation**s made over a 24 hour period to local charities and community groups across the UK.

Taking place on the Tuesday after Black Friday, #GivingTuesday is a global day of philanthropy. On December 1st 2015, people from around the world will come together in the spirit of giving. Whether donating, volunteering or simply lending a voice, it is an opportunity for everyone to make a difference and support the causes they care about.

To encourage support for local charities and community groups on #GivingTuesday, Localgiving will be running a 24hr match fund campaign called #GiveMe5. The campaign will see every £5 donation made through Localgiving between 00:00 and 23:59 on the 1st December 2015 placed into a draw to be doubled with an a**dditional £5 of match funding.**

1,000 £5 donations will be selected at random the following day. Donors and their chosen charities will then be notified if their donation was successfully matched.

On #GivingTuesday 2014, Localgiving's Triple Tenner Tuesday match fund raised £75,736 for small, local charities in just 24 hours.

Funding for #GiveMe5 has been provided by the **Office for Civil Society** in conjunction with a private philanthropist.

The Minister for Civil Society, Rob Wilson MP said:

"I'm delighted to support the #GiveMe5 fundraising campaign with match funding as part of our support for #GivingTuesday. This is an exciting fundraising campaign to help local, small charities and community groups to continue their fantastic work. We want to make your money go even further, helping us to build a bigger and stronger society. Your donations can make a real difference and I'd encourage everyone to consider taking part."

Stephen Mallinson, Chief Executive of Localgiving said:

"We saw fantastic support for local charities through Localgiving last #GivingTuesday and are getting ready for even greater public participation this time round. We hope our #GiveMe5 campaign will encourage more people to learn about and support the innovative and irreplaceable charities in their local area. These groups – from youth theatres to food banks – are the lifeblood of our communities. Every single £5 donation to support them really will make a huge difference."

For more information about #GiveMe5. please visit givingtuesday.localgiving.com or contact Localgiving at: help@localgiving.com / 0300 111 2340.

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Notes to editors

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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.

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