

Localgiving's Grow Your Tenner Match Fund Campaign raises £670,000 for Local Charities

Thursday 9 November, 2017

- *Grow Your Tenner 2017 is set to raise £670,000 for local charities and community groups across the UK.*
- *Over 1,700 Direct Debit donations were set up, with a projected 12 month legacy of £380,000.*
- *53% of donors were supporting their group for the first time.*
- *More than 11,000 people donated to a local cause in 1 week.*

Localgiving's annual match fund campaign, Grow Your Tenner, is projected to raise £670,000 for nearly 1,000 local charities and community groups across the UK.

Localgiving ran its flagship *Grow Your Tenner* campaign for a sixth consecutive year this October. This campaign is designed to help grassroots groups reach out to supporters - raising awareness about their cause and helping them to bring in much needed unrestricted funding.

To celebrate the sixth year of the campaign, Localgiving offered to match monthly donations of up to £10 for a full 6 months. Donors were also able to support groups by making one time donations - also matched up to £10.

In one week, more than 11,000 people donated to a local cause - 53% of whom were donating to their chosen group for the first time. In this time more than 1,700 Direct Debits were set up which are projected to inject over £380,000 into the local voluntary sector over the next 12 months. Localgiving put a particular emphasis on encouraging monthly donations because it enables groups to establish long-term, sustainable relationships with their supporters.

Carrie Supple of Journey for Justice said:

"We would definitely recommend it to other groups. Its an amazing opportunity. Especially when you think about how much work it's takes to organise fundraising events. We have raised more through Grow Your Tenner than our last major fundraising event and you cannot compare the effort involved! Not only does it raise funds, but Grow Your Tenner is another way of getting new contacts and new long term supporters. Other organisations I'm involved with are really interested in taking part in future. We are so lucky to be a part of it. Thanks to everyone who took part and donated. Its transforming to have a campaign that can help fund core costs."

Chris Dormer, Head of Business Development at Localgiving said:

"Each year our Grow Your Tenner campaign provides a great opportunity for people to connect with, and support grassroots groups. From foodbanks to sports teams - these organisations link together communities and provide essential services for the most vulnerable people in society. The level of engagement and enthusiasm generated around Grow Your Tenner shows the real impact that match fund campaigns can have - not only in bringing in funding but also in galvanising support and awareness for the amazing work of local voluntary groups."

Localgiving supports 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

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

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Localgiving

T. 0300 111 2340

E. press@localgiving.org

W. <https://localgiving.org>

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