London Charities join forces with UK charities to launch the nationwide #RoundupsPennyAppeal in an effort to survive Covid-19

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London charities unite with other UK charities in the nationwide **#RoundupsPennyAppeal** to ask the public to donate pennies as they spend with the Roundups app, as charities seek new income streams in the face of a £12.4 billion deficit.

London, UK: Several London charities have teamed up with a growing number of UK charities in joining forces to ask the public in a video appeal, to donate digital pennies to help them survive the pandemic. London charities including World Cancer Research Fund (WCRF), CLIC Sargent, BEfriend, Education Support, Beam, Missing People, Only Connect and the National Emergencies Trust, are just some of the London charities involved in forming the alliance with Roundups. The video (shown below), features over 20 charity representatives from all over the UK, who tell the story of this year's Covid-19 impact on the sector. Charity bosses are hoping that by asking for very small donations, they will be able to reach more people and raise vital funds.

Roundups is an app that links with your card, rounds up your payments and donates the difference to your chosen charity as you spend.

The **#RoundupsPennyAppeal** comes at a time where charities are having to search for new ways to plug the anticipated £12.4 billion shortfall caused by Covid-19, where the lack of funding could see 10% of charities bankrupt and 60,000 charity jobs lost.

Montana Gerry, Head of Communications at Beam, says:

"Roundups' digital fundraising initiative is a fantastic opportunity to see the impact that all of our spare change can have on a larger scale. Not least because Beam's crowdfunding model relies on the power of the crowd, with the average campaign receiving support from more than 200 members of the public. We're passionate about how technology can be used to tackle an issue as complex and widespread as homelessness, which is why we're excited to collaborate with Roundups so that more and more people can become part of the solution."

Jo Youle, Chief Executive of Missing People, says**:**

"A child is reported missing every two minutes in the UK. Children and young people are telling us that the impact of the pandemic and lockdown is having a detrimental impact on their mental health and making them think about going missing. Families with a missing child have been impacted too and we hope that money raised through the Roundups app will help to reunite some of those missing. We're excited to be part of this digital fundraising initiative at what is a challenging time for the charity."

While **Sean Donnelly, Co-Founder of Roundups,** also commented:

*"Covid-19 has really affected the charity revenue however it hasn't stopped charities from helping those that really need it, so we created this video to help spread the message that **every** donation matters. Hopefully people will view Roundups as a way of supporting the sector without breaking the bank - it's designed so that you can donate small amounts collectively, to make a far greater impact, regardless of the size of donation."*

With no end date in sight for normal behaviour to resume and as charities seek new ways to increase funding, digital donations look set to stay.

Find out more and activate Roundups penny donations at www.roundups.org. Charities interested in joining the **#RoundupsPennyAppeal** should contact Roundups at hello@roundups.org.

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