Six months of matched donations to celebrate six years of Grow Your Tenner

Wednesday 6 September, 2017

- *Localgiving to match monthly donations up to £10 for a full 6 months during Grow Your Tenner.*
- *Localgiving to host a free webinar series in the run up to the match fund campaign.*
- *The campaign is open to all Localgiving members and there is still time for new organisations to sign up.*

To celebrate the sixth consecutive year of its flagship campaign, *Grow Your Tenner*, Localgiving is offering to match monthly donations to its members for a full 6 months.

Grow Your Tenner 2017 kicks off on 17th October at 10am and will run until the match funding runs out (or Thursday 16th November - whichever comes first).

Over a year, a donor who sets up a monthly direct debit of £10 will provide over £200 (including Gift Aid) to the cause they care about. Donors can also support groups by making one time donations, which will be doubled up to £10 until the match fund runs out.

During the campaign Localgiving members can access a maximum of £1,000 match funding from one time donations and £4,000 for monthly donations.

Localgiving are specialists 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's annual Local Charity and Community Group Sustainability Report has repeatedly found local organisations struggling to bring in the funding needed to run projects and, particularly, to cover their core operational costs.

Localgiving's match funding campaigns provide groups with access to unrestricted funding, with the aim of addressing this funding shortfall. Since 2012 Grow Your Tenner has raised over £6 million for local charities and community groups across the UK. Grow Your Tenner 2016 raised over £1 million for more than 1,300 groups.

Michelle Payne, from First Steps Bath, who took part last year, said:

"The Grow Your Tenner campaign has had a massive impact! It helped us to raise our profile in Bath and gave us a chance to demonstrate the breadth of work we do. The campaign helped us to raise funds in a way that also generates better awareness of our work."

Chris Dormer, Head of Business Development at Localgiving, said:

"*Local charities and community groups offer essential services and support the most vulnerable people in society. Sadly their work often goes under the radar, making it hard for them to attract the funding they require.*

Our annual Grow Your Tenner campaign provides a great opportunity for communities to connect with their local groups and offer their support.

The campaign also encourages local charities and community groups to engage with online fundraising, a vital funding channel for groups looking to take control of their futures."

In the run-up to Grow Your Tenner 2017 Localgiving will be hosting a free webinar series with a special focus on helping groups attract new and regular donors.

Localgiving welcomes local charities and community groups from across UK to sign up and participate in Grow Your Tenner 2017. Groups can join Localgiving here: http://join.localgiving.org/

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

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For more information please contact:

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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

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