

## Take the chance to be a Local Hero this Spring

Tuesday 13 March, 2018

- Localgiving's Local Hero fundraising campaign to run between 1st and 30th April 2018
- Local Hero champion will receive £1,000 for their charity
- £5,000 in prizes will be awarded to the causes supported by the top 20 fundraisers
- All participants will be ranked on the leaderboard according to the number of unique online donors who sponsor their page

This April Localgiving is putting the spotlight on individual fundraisers in its Local Hero campaign.

Local Hero, set to launch on 1st April and run until 30th April, recognises the incredible work put in by fundraisers from the arty, to the athletic, to the absurd. All participants need to do is think up a challenge, set up a fundraising page and persuade as many people as possible to donate.

Throughout April, all participants will be ranked on the Local Hero leaderboard according to the number of unique online donors who sponsor their page. At the end of the campaign £5,000 in prizes will be awarded to the causes supported by the top 20 fundraisers, with a top prize of £1,000 going to the cause of the fundraiser who has secured the most donors.

During Local Hero 2017, 340 fundraisers raised over £122k for 189 local charities and community groups across the UK. The winner of the campaign in 2017, [Adam Curtis](#), secured an astonishing 261 unique sponsors, raising over £2,000 for The Russell School plus an extra £1,000 in prize money.

**Adam Curtis said:** *"The competition was great fun for all those involved and really engaged our whole school community in some fundraising. The Local Hero initiative really helped the other charities involved too as the leaderboard race prompted everyone to support their charity. It was a win, win situation for everyone concerned."*

**Chris Dormer, Chief Executive of Localgiving said:** *"Local Hero is one of the most exhilarating campaigns in our fundraising calendar. Every year we are amazed by the innovative ideas and challenges that fundraisers come up with to engage their family and friends in their chosen cause. We're excited to watch as these inspiring individuals battle it out over the course of the month for our top prize of £1,000 - which will be added to their fundraising total!"*

To find our more and participate in the campaign groups and fundraisers should visit:

<https://localgiving.org/what-we-do/campaigns/localhero>

Local charities and community groups that wish to participate in Local Hero can become Localgiving members in just one working day. Membership gives groups access to the Localgiving donation platform, a full calendar of match funds and competitions, and a range of fundraising resources. Find out more:

<http://join.localgiving.org/>

For more information please visit [Localgiving.org](http://Localgiving.org), email [help@localgiving.org](mailto:help@localgiving.org) or call 0300 111 2340.

- ENDS-

For more information please contact:

Lewis Garland, Communications Manager - [lewis.garland@localgiving.org](mailto: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.

### Media:



### Related Sectors:

Charities & non-profits ::

### Related Keywords:

Fundraising :: Not For Profit ::  
 Campaign :: Local Hero :: Local  
 :: Charity :: Charities ::  
 Competition :: Community ::  
 Challenge :: Fundraiser ::

### Scan Me:



## Company Contact:

—

### Localgiving

T. 0300 111 2340

E. [press@localgiving.org](mailto: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>