***PRESS RELEASE***

**Join [insert charity name] on 16th December to celebrate Local Charities Day**

* 16th December is **Local Charities Day,** a new government initiative shining a spotlight on the work of local charities and community groups
* Localgiving is doubling **1,000 x £5 donations**  on a special **#GiveMe5** match fund campaign on the day
* People in **[insert town]** can donate £5 to **[insert charity name]** for the chance to haveitdoubledthrough the campaign

[**Local Charities Day**](https://www.gov.uk/government/news/local-charities-day-16th-december) (16th December) is a brand new government run celebration of local charities and community groups. The aim is to bring the incredible work that local charities do to public attention - increasing their profile and bringing in much needed funds.

[**Minister for Civil Society, Rob Wilson MP**](http://dcmsblog.uk/2016/11/marking-month-localcharitiesday/) has said:

*“Every day thousands of people around the country working in small, local charities are volunteering their time, expertise and goodwill to help improve the lives of others in our communities. On December 16 we will be leading the first ever Local Charities Day, shining a spotlight on all of this fantastic work and celebrating the dedication and commitment of those involved. And we need everyone to take part. We want to highlight the small community groups and charities that are making a real difference to people’s lives and celebrate the unsung heroes working to improve their local neighbourhoods”.*

To celebrate Local Charities Day, Localgiving will be doubling **1,000 x £5 donations**  in a special **#GiveMe5** match fund campaign. Localgiving’s #GiveMe5 campaigns aim to inspire support for community-focused charities.

**[Insert town or location]** based charity, **[charity name],** which provides **[charity’s role]** is taking part in this campaign, offering supporters the chance to have their donations doubled. **[charity name]** will be using the #GiveMe5 campaign to [**insert charity specific goals]**.

At the end of the 24 hour match fund period, 1,000 donations will be randomly selected to benefit from an additional £5 of match funding, with successful donors being notified within 48 hours.

***This is a suggested quote so please amend as you see appropriate:***

**[Name], [Position] at [charity name] said:**

*“Local Charities Day is an amazing opportunity for* ***[charity name]*** *to build our profile and gain new supporters. We are excited to be taking part in Localgiving’s #GiveMe5 campaign on the 16th December and hope that our community will show its generosity on the day. Just one matched £5 donation would give us an additional £10 of funding, which would allow us to* ***[insert what £10 of funding would enable the*** ***charity to do]****.”*

Those wishing to donate to **[charity name]** through #GiveMe5 on Local Charities Day can do so at www.localgiving.org/**[charity’s URL]**.

For more information about #GiveMe5 or any other Localgiving match fund campaigns, please visit [Localgiving.org](https://localgiving.org), email [help@localgiving.org](mailto:help@localgiving.org) or call 0300 111 2340.

* **ENDS -**

**Notes to editors:**

For more information, please contact: ***Enter your contact information here***

**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.