

Towards Sustainability:

- for local charities
- for Community Foundations
- for Localgiving.com

Localgiving.com's Mission 2008

To help make VCOs sustainable by providing webbased fundraising tools that will:

- reduce their dependence on grants
- enable new sources of funding and support
- reduce their competitive disadvantage in the online giving market

ocalgiving.com

 enable people to connect with charities in their communities that address the issues they care about

So what do we have so far

- Fully functioning web site and fundraising web tools
- Great team of 15 people
- 31 Community Foundations live or going live (63% of UK population)
- 624 VCOs live and receiving donations on the site



Community Foundation winners

Berkshire Community Foundation

106 charities

Community Foundation for Tyne & Wear and Northumberland:

63 charities in six weeks



Building the sustainability chain

Proof that charities will get donations



Charities sign up, receive donations, renew subscriptions



Makes Localgiving.com sustainable



Helps make Community
Foundations sustainable



Plymouth Match Fund Promotion

- £40,000 worth of coverage in Plymouth Herald
- £25,000 raised in 4 weeks
- Total funds to charities £53,000
- 23 charities signed up at start
- 54 charities signed up at end
- Average donation £164
- Maximum donation £5,906



The Sustainability Program

Local Project Manager

Charity
Recruitment
and Training:

- Seed
- Invitations

£125,000 Fund

Communications Plan

Fundraising Training Package

National Promotions

First we must be national......

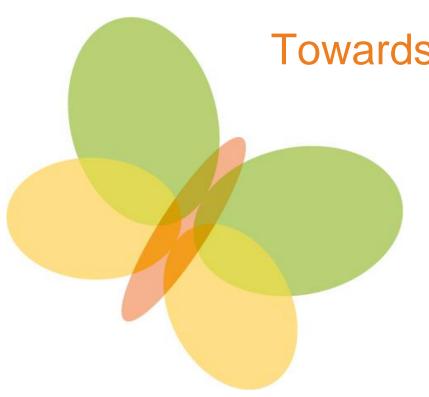


National promotions

- Online marketing
- Social media
- DirectGov
- Just giving.com
- Pennies
- Yell
- Secret Millionaire promotion







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