



## Towards Sustainability:

- for local charities
  - for Community Foundations
  - for Localgiving.com
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# Localgiving.com's Mission 2008

To help make VCOs sustainable by providing web-based 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
- 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

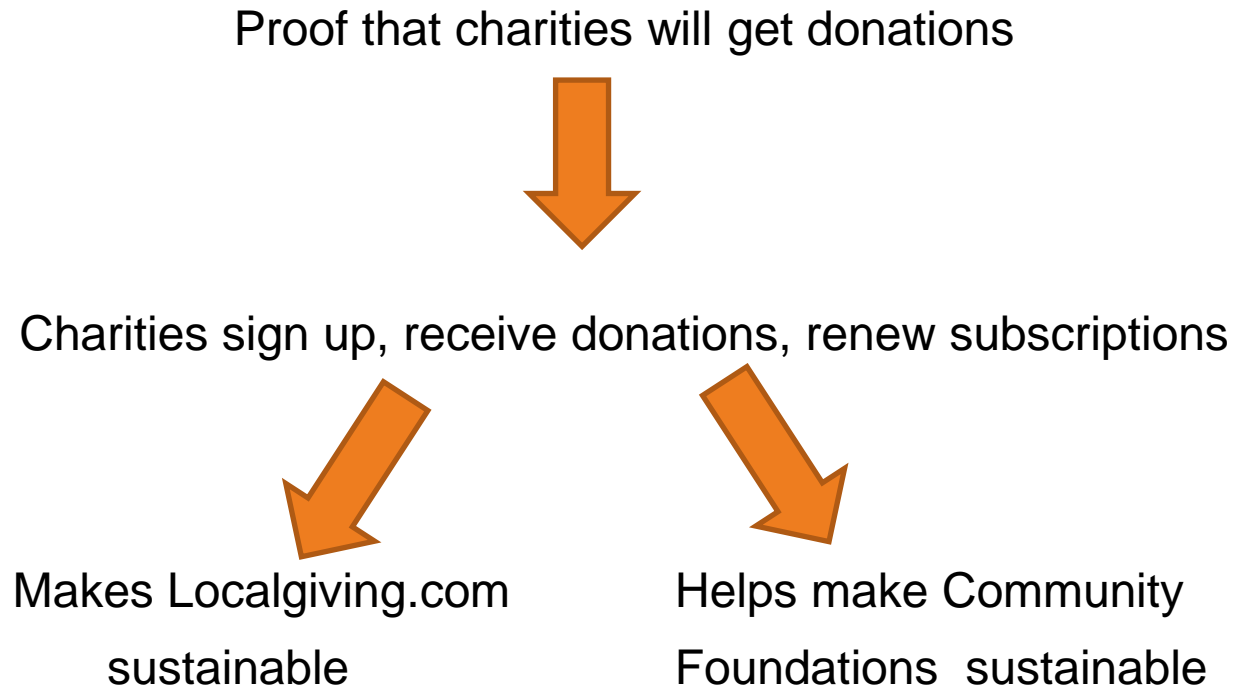
Berkshire Community Foundation

- 106 charities

Community Foundation for Tyne & Wear and Northumberland:

- 63 charities in six weeks

# Building the sustainability chain



# 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



# 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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