

25th September

LONDON BOROUGHs OFFERED UP TO £10,000 TO HIT POVERTY HEAD ON!

TRUST FOR LONDON AND CROWDFUNDER LAUNCH SECOND CAMPAIGN TO ‘MAKE CHANGE HAPPEN’ ACROSS OUTER LONDON BOROUGHs; GIVING EMERGING BUSINESS AND COMMUNITY GROUPS A CHANCE TO GET FUNDING AND MAKE A DIFFERENCE WITHIN THEIR COMMUNITY



Trust for London, an independent charitable foundation and **Crowdfunder**, the UK’s leading crowdfunding platform, once again join forces to **‘Make Change Happen’** across 21 outer London boroughs. Trust for London and Crowdfunder are dedicated to tackling poverty and inequality across London and with ***27% of Londoners living in poverty, 20% of London jobs paying below the living wage and 37% of London’s children living below the poverty line**, the time is now for London communities to come together and directly effect change through crowdfunding.

Following the success of the summer launch of the **‘Connected Communities Match fund’** in Harrow and Barking & Dagenham, the second phase of this progressive partnership aims to shine a light on London’s most pressing social issues through helping local community groups to raise funding to tackle issues that matter to them, and that will make a positive impact on the lives of those within their community.

'Make Change Happen' is open to all, across 21 boroughs - Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Croydon, Ealing, Enfield, Greenwich, Haringey, Harrow, Havering, Hillingdon, Hounslow, Kingston upon Thames, Merton, Newham, Redbridge, Richmond upon Thames, Sutton, Waltham Forest.

People living within the boroughs can simply submit their ideas directly via the [Crowdfunder](#) website, where the offer of match funding of up to £10,000 for the most inspiring ideas, is up for grabs.

Over the next two months Crowdfunder will be attending local events across outer London, offering support and guidance to those interested in setting up their own Crowdfunder community project and encouraging groups to apply for the £10,000.

Commenting on the exciting development of Connected Communities, **Helal Uddin Abbas, Grants Manager at Trust for London** said: *"At Trust for London, we know that London community groups make real change happen through their work to improve the lives of those in their local communities. Through working with Crowdfunder, we hope to reach and interest new developing community groups and individuals with ideas to tackle poverty and inequality in their areas."*

Community groups are encouraged to tell Crowdfunder their idea to **Make Change Happen** in just 100 words before the 18th of October 2019, to get their idea live before Christmas.

Information and details on how to apply can be found at below, along with workshop's to attend across outer London: <https://www.crowdfunder.co.uk/funds/connected-communities>

Successful projects will then be contacted and supported by the Crowdfunder team, to help get their crowdfunding campaign up and running.

Finally, **Jason Nuttall, Programme Director from Crowdfunder** said: *"Through working with Trust for London on this innovative project we're supporting those with great ideas which improve life for people in the city. At Crowdfunder we see amazing ideas which bring positive change to people's lives become a reality every day, we're looking forward to see what ideas Londoners have."*

ENDS

For more information, please contact: Tracey Allen or Carleen Rayner at SEA-PR on Tel: 01273 608455 or via emails: tracey@sea-pr.com or carleen@sea-pr.com

Notes to editors:

*Stats courtesy of Trust for London's 'London Poverty Profile 2017' - <https://www.trustforlondon.org.uk/data/low-paid-jobs-london-over-time/>

** Image courtesy of successful Crowdfunder community project **Made in Hackney** <https://madeinhackney.org/>

About Trust for London:

Trust for London is an independent charitable foundation. The Trust aims to tackle poverty and inequality in London by: funding voluntary and charity groups – it currently makes grants totalling around £10 million a year and at any one time is supporting up to 300 organisations; funding independent research; and providing knowledge and expertise on London’s social issues to policymakers and journalists. @trustforlondon www.trustforlondon.org.uk

About Crowdfunder:

Crowdfunder is the UK's #1 rewards-based crowdfunding platform, where over £60 million has been raised by thousands of businesses, social enterprises, charities, community groups, and individuals across the UK. Crowdfunder helps connect people with the resources they need to make their idea happen.

How it works:

On Crowdfunder you can offer rewards in return for pledges, as well as simply collecting donations. Rewards are a great way of increasing the amount of money a supporter will pledge as well as a great way for generating excitement around your project. www.crowdfunder.co.uk @crowdfunderuk