



Dig Deep for Durham and Darlington (and double your money!).

County Durham Foundation, a charity which manages funds for individuals, families and businesses to benefit the local community, is highlighting the Government's latest offer to **double donors' money**. Their 'Dig Deep for Durham & Darlington' campaign, is calling on those who have been less affected by the economic crisis, to think about giving something back to small community groups working in localities to provide support to those who are much worse off or struggling to cope. PricewaterhouseCoopers LLP in Newcastle have already taken up this fantastic but limited offer and set up a Grassroots Fund to benefit small groups in County Durham.

This funding comes as part of the Grassroots Challenge - a Government programme aimed at encouraging people to support the work of grassroots-level community groups, which will be vital to deal with issues arising from the current recession.

Nicola Kane, from PricewaterhouseCoopers and Mark I'Anson, chairman of County Durham Foundation visited 'Time Out', a community group who received a £5,000 grant from the Grassroots programme to pay for running costs so they could continue providing training opportunities and skills development workshops for women in South Hetton.

County Durham Foundation's 'Dig Deep for Durham and Darlington' campaign, highlights this Government initiative, and the fact that they are currently able to offer to at least **double** all donations of anyone who sets up a personal or corporate long-term fund to support their local community until 2011. With tax relief (which is also matched) this means **individuals** could

actually **treble** the value of their charitable money - an opportunity extremely difficult to come by anywhere else at the moment.

In addition any one-off donations into County Durham Foundation's Community Grassroots Fund will also be doubled, thereby allowing small local projects to be further supported.

Amid all the closures, redundancies and repossessions, County Durham Foundation has taken heart in the fact that many people are continuing to give. However, Mark l'Anson, chairman of County Durham Foundation, explained why this is still not nearly enough.

"We have a large number of very loyal donors dedicated to the community who have continued to give throughout this difficult period. However, the need is now greater than ever and we just haven't seen the corresponding increase in support that is required to meet the growing problems within the County.

"For people who can afford it, now is the time for action. Think locally and support projects which will have a real impact on our situation. There are hundreds of community groups providing essential services that are running dangerously low on funds. Be it re-training projects, emergency support for homeless families, advice and support for people in debt or even luncheon clubs for elderly people, the closure of any more of these services will dramatically worsen our situation.

"This incentive is a fantastic opportunity for all donors to at least double their charitable-giving money; better than any investment opportunity. Also if the matching targets are not met, the matching balance will most likely be lost – so we have to work hard to ensure it stays here in the county of Durham."

Nicola Kane, tax manager and community affairs officer, PricewaterhouseCoopers LLP in Newcastle said:

“Helping the local community is very important to PricewaterhouseCoopers and we are delighted to be supporting this initiative both now, and in the future”

Sue Clasper, from South Hetton, a regular attender of the group said:

“Meeting up with the rest of the group has really boosted my confidence and I have made new friends along with learning new skills, plus it’s a whole lot of fun. I am really looking forward to seeing the results from the jewellery sessions that we are currently doing but we have also covered self protection, holistic therapies and Tai Chi.”

If you are interested in supporting the ‘Dig Deep for Durham and Darlington’ campaign, please contact Barbara Gubbins or Kate Brown from County Durham Foundation on 0191 383 0055 or visit the website www.countydurhamfoundation.co.uk/dig-deep.

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