



PRESS RELEASE

GLOBALGIVING.CO.UK LAUNCHES PROJECT CHALLENGE II

21st September 2009...Following on from the massive success of the first project challenge in April, where over £40,000 was raised in just a month, GlobalGiving.co.uk has launched Project Challenge II.

The Project Challenge is an opportunity for small and medium sized charity organisations working overseas, whether registered in the UK or elsewhere, to use the GlobalGiving.co.uk platform to motivate and encourage people to donate to their project. All the charities that register to be part of the challenge are placed on the GlobalGiving.co.uk website with a page of their own and a description of the project. When the projects receive a donation they are listed in a chart and positioned on a basis of how much money has been raised. All projects that raise over £1,000 from over 50 unique donors will receive a permanent place on the GlobalGiving.co.uk website, with the top two projects receiving an additional £1,000 and £500 respectively as a prize for their fundraising efforts.

Linda Smith, Founder of the [Reading Village](#) a project that promotes literacy in Guatemala and a Project Challenge participant in April, explains how her organisation benefited from being involved. "The GlobalGiving.co.uk Project Challenge allowed us to reach out to our supporters in a new and interesting way. Some people think there is an amount that is too small to give and consequently they give nothing at all. This challenge made it okay to give just a little bit because it would be combined with other donations in pursuit of a larger goal. People in our database who had never given before suddenly did!"

Being involved in the Project Challenge enables organisations to benefit from being part of the GlobalGiving.co.uk platform with tools such as giving groups, personalised widgets, email templates, a personalised landing page, gift cards, fundraising pages and much more.

The new challenge will run from the 27th October to the 30th November with an application deadline of the 2nd October. Further information on the project challenge can be found on the GlobalGiving.co.uk website at: <http://www.globalgiving.co.uk/projectchallenge/>.

If you are an organisation and would like to apply directly you can fill in the form at: <http://globalgivinguk.wufoo.com/forms/globalgiving-uk-interested-in-posting-a-project/> or if you would like to nominate an organisation you can do so at: <http://globalgivinguk.wufoo.com/forms/nomination-form/>

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To find out more about **GlobalGiving.co.uk** go to www.globalgiving.co.uk or contact Hannah Ladkin: press@globalgiving.co.uk
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