

PRESS RELEASE
13.06.2017

Always there for you and your families

Advice Mid Wales - Cyngor Canolbarth Cymru is participating in **Localgiving's Small Charity Week Match Fund campaign on 22nd June**, and will use much needed funds raised through the campaign to help cover some of the costs involved in keeping their doors open to the local community. The campaign will match donations pound-for-pound up to £25 (Maximum of £250 match funding).

The Machynlleth based charity, are determined to continue to provide a Free, Independent, Impartial, and Confidential Advice Service to anyone who needs it in an area suffering from Rural Isolation and lack of access to regular transport and other services.

In addition to general advice and support for residents of Montgomeryshire, North Ceredigion, and South Gwynedd, Advice Mid Wales also provides a much needed and well-used Specialist, Money, Debt, and Welfare Benefits advice service.

Drop-ins are held at **Advice Mid Wales – Cyngor Canolbarth Cymru**, The Care Centre, Forge Road, Machynlleth, Powys, SY20 8EQ every Monday, Wednesday and Friday between 10.30am to 2.30pm, with some appointments available on other week days.

This well used advice and support service are calling on local people to help it gain additional funding through Localgiving's Small Charity Week Match Fund campaign.

The campaign starts at 10am on the 22nd June and will run until the fund runs out, or 23:59 on the same day - whichever comes first. During the campaign, one-time donations will be matched pound-for-pound up to £25. Local supporters can help by making a donation, however small, during the campaign and there is the opportunity for every £1 donated this way to be doubled to £2.

For a one-time £25 donation with Gift Aid, Advice Mid Wales receives £56.25!

Each year Small Charity Week celebrates and raises awareness of the essential work of the UK's small charity sector - of the invaluable contribution that these groups make to the lives of millions of individuals, communities and causes across the UK and the rest of the world.

The Small Charity Week match fund has been kindly funded by the FSI and a private philanthropist.

Cyril Breeze Evans, General Manager at Advice Mid Wales said,

“Advice Mid Wales have been helping people in Mid Wales for over thirty years and we now really need your help to continue as we are very short of money. We need about £23,000 a year regular income in order to pay our running costs to stay open and carry on helping people with their problems.

We are inviting you to contribute whatever amount you can afford towards our costs. In return, we will be able to stay open for you and your families, always there with free, frank, impartial and confidential help, advice and information.

As an independent Advice Centre, this is a very difficult time for small charities such as ours as it is getting very hard to access funding, partly due to fierce competition for money from small funding streams, and partly due to some of the large scale funders giving preference to national partnerships and organisations, which although understandable, as this provides them with more high profile publicity, is nevertheless rather unfortunate for smaller Advice providers like us who also provide an invaluable and much needed advice and support service to local communities, especially in areas where no other such face to face advice service is available.

*The Small Charity Week Match Fund is an exciting campaign and a fantastic opportunity for us to carry out additional fundraising. All donations will make a huge difference to us and with the added bonus of doubled donations we hope local people will join in. Just to give you some idea of what your donations can help us with, £10 would enable us to send 15x urgent (1st Class) correspondences on behalf of our clients, whilst £40 will pay for 100 miles of travel expenses for our unpaid volunteers, and £100 will pay for 3 months electricity for the Centre. **Please do help us to help you**"*

Stephen Mallinson, Chief Executive of Localgiving, said:

"Local charities are at the forefront of every community, offering vital services and helping the most vulnerable people in society. Localgiving hopes that through the Small Charity Week Match Fund campaign, more people are able to connect with their local charities and community groups.

This campaign also encourages local organisations to engage with online fundraising, an increasingly important channel for groups who are trying to take financial control of their futures."

To help Advice Mid Wales benefit from match funding, please visit their Localgiving page on 22nd June:

<https://localgiving.org/charity/advice-mid-wales-canolfan-cynghori-bro-dyfi-advice-centre/>

Donations can also be made at other times throughout the year but will not always receive the match funding element. Should you prefer to sign up to become a 'Friend of Advice Mid Wales' and make regular monthly donations then please ask for a form to set up a Direct Debit.

We are also always looking for more volunteers and for more information about Advice Mid Wales, please visit www.advicemidwales.org.uk, email enquiries@advicemidwales.org.uk , call 01654 700192 or just pop in to see us

- ENDS -

Notes to editors:

For more information, please contact Cyril Breeze Evans on 01654 700192 or cyril.evans@advicemidwales.org.uk

About Localgiving

Localgiving is the UK's leading membership and support network for local charities and community groups. It aims to empower grassroots organisations to fundraise online, connect with supporters and take control of their financial future. In addition, it provides advocacy for the local voluntary sector and works to secure third party funding for its members. It provides free training opportunities, fundraising resources and regular incentivised giving campaigns to help groups raise funds online.