



PRESS RELEASE

21st July 2016

FOR IMMEDIATE USE

SUNDERLAND CHARITIES SET TO GET SAVVY ONLINE

Local charities given opportunity to unlock digital potential with half-day workshop

Charities throughout Sunderland are being given the chance to boost their digital skills by participating in a Google Digital Garage training session to help them better understand the benefits being online can bring to their organisation.

Hosted by Lloyds Bank and delivered in collaboration with Google and Lloyds Bank Foundation, the free half-day workshop is designed to help participants understand how they can grow their charity online with top tips for making the most of the web for non-profit organisations and a session on how charities can use social media and free online tools.

Google's Digital Garages focus on assisting those looking for a 'digital tune-up' to learn the skills they need to make the most of the web. They look to equip participants with the knowledge they need to "turbocharge" growth, with the workshops acting as a one stop shop.

The workshop will take place on the 22 July at the Hilton Garden Inn and be followed by a networking event where attendees can discuss what they've learnt with their peers as well as representatives from Google, Lloyds Bank and Reason Digital, a specialist agency that works with voluntary organisations, community groups and other pro-social organisations to change the world using digital technology.

Nick Williams, Lloyds Banking Group's Ambassador for the North says: *"We know that there are a many local charities that are constrained by a lack of basic digital skills which can have an impact on their future potential to support those in the community who are in need of most help. I'm delighted that, through our partnership with Google, charities across Sunderland will have the opportunity to become more digitally empowered. The new skills and knowledge they will gain will apply directly to their fundraising, volunteering and the valuable services they provide."*

Eileen Naughton, Google's Managing Director for UK & Ireland adds: *"In the digital age, a basic understanding of how the online world works is useful; and when it comes to business, it's essential. We are welcoming everyone in the Sunderland area to attend seminars delivered by Google's Digital Garage experts and learn more about how digital can help them grow."*

If you are a local charity and would like to attend the event, as places are limited, please register as soon as possible at <https://events.withgoogle.com/Lloyds-bank-charity-event-sunderland/> to secure your space. If you have any queries, please contact mubeenquadir@lloydsbanking.com

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Notes to editor:

As part of its Helping Britain Prosper Plan, Lloyds Banking Group, which includes Lloyds Bank, Halifax, and Bank of Scotland community banks, announced plans for around one in every four of its colleagues to be dedicated to helping people and organisations use the internet to improve digital skills and financial capability.

This substantial commitment will deliver 20,000 Digital Champions by 2017 and builds on the work Lloyds Banking Group has already achieved as a founder partner of digital skills charity Go ON UK, which aims to help everyone in the UK reach their digital potential.

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