

About Big Give

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BigGive

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3 **About Us**

Our big idea

In 2007, our founder, Sir Alec Reed CBE, had a big, pioneering idea: that whatever cause you support, whether ending global poverty or promoting gender equality, from climate change to mental well-being - your donation is doubled if you give through Big Give—enabling thousands of charities to make an even bigger difference.

It's a simple idea. When the **public** donates to a **Charity** through a Big Give campaign, our **Champions** (philanthropists, foundations or corporates) match that donation. So £10 from a member of the public, becomes £20 for a good cause.



4 About Us

Meet the team

Big Give is a match funding charity which supports charities by:

Showcasing your work to Champions (like philanthropists, foundations or corporates)

Enabling you to **take online donations** (and have them doubled!) and help to increase your **online visibility**

Offering you **opportunities** to take part in match funded campaigns



We're a small team working on making a big difference!

5 About Us

Who we work with

Champions

Charities

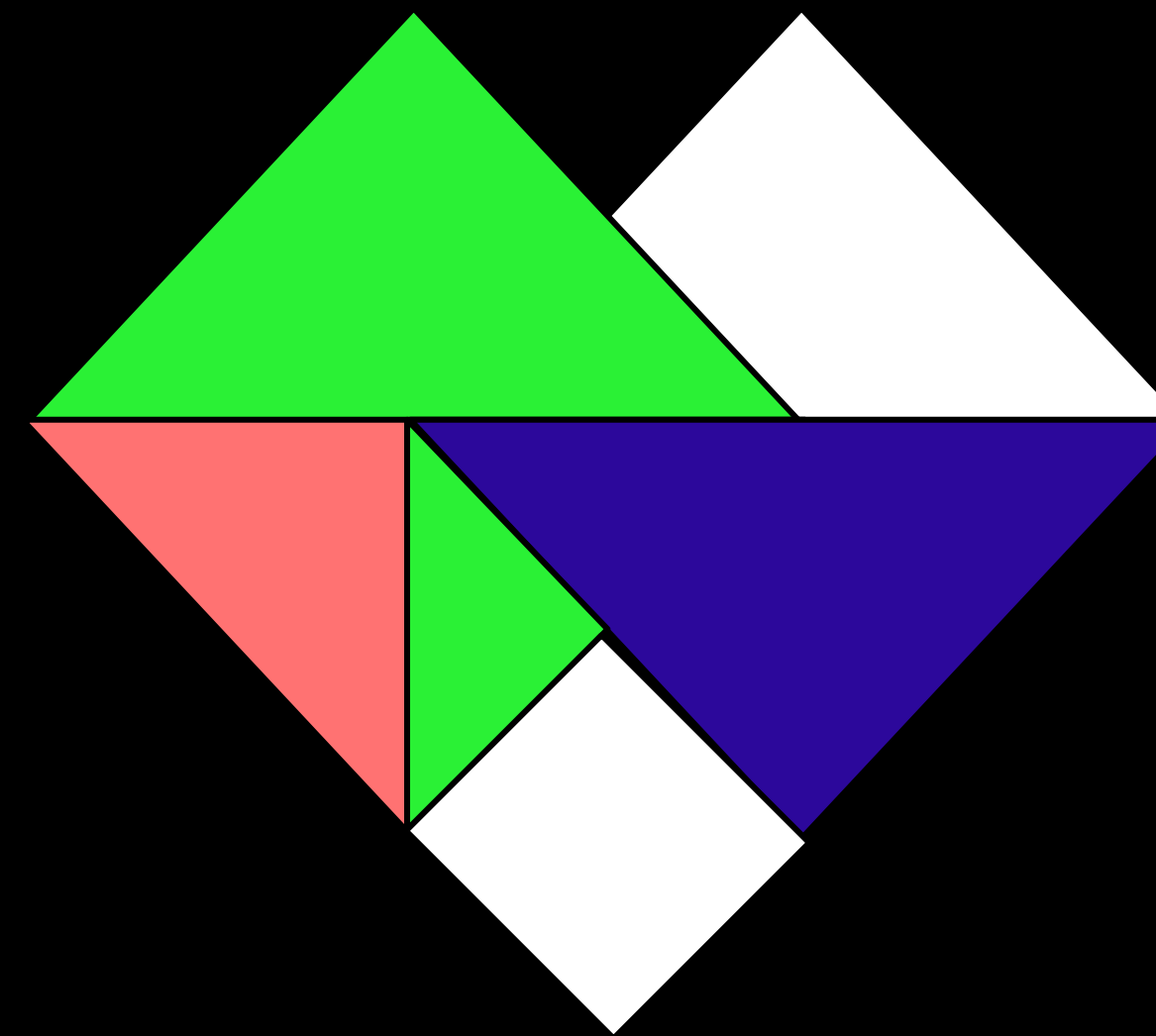
Partners

Promoted By





£290m



Raised for good causes through match funding since 2008

7 About Us

Why we believe our work is more important than ever

Charities must generate income from different sources

Match funding could be the best way to encourage current and new donors to give, even at a time when purse strings are tight.

Donor Strategy

"If match funding were coupled with support for orgs to grow their capacity for developing donor relationships, it would enable long-term transformative change in our giving culture." - Beacon

Collaboration

Campaigns can have 1000+ charities taking part. The ability to join together in one voice and raise awareness about the campaign encourages inter-sector collaboration amongst charities.

Unleashing philanthropic giving

Match funding is the driving force to enable both funders and charities to deliver impact where it's needed most.

8 About Us

What our Champions are looking for

Clear and measurable impact

Champions want to support initiatives where they can see tangible results. Charities should be able to provide clear metrics and success stories that demonstrate the impact of their work.

Transparency

How will the funds raised in the campaign be used? Your match funding campaign should be accompanied by robust tracking and reporting to measure results.

Strong marketing

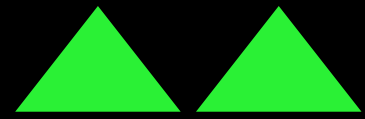
How do you plan to leverage media (social media, newsletters, press releases, and events) to raise awareness and engage a wider audience. Our campaigns are all about fundraising!

Information is key

Our Champions should leave with a good, well-rounded understanding of who your charity is, who you support, what your project is about and why it's so important. Even if it's for core-costs!

Match funding benefits

10 Why match funding?



The success we have had to date simply would not have been possible without Big Give - they have guided us along the way, supporting us to reach our fundraising target every time.



Kate, Head of Fundraising, Jamies Farm



Resilience

Develop current income streams or grow new ones



Skills

Improve digital fundraising skills



Profile

Join together with other charities for a bigger voice



Impact

More people give and people give more when their donations are matched.

11 Why match funding?

The benefits

01 **Resilience:** Diversify income streams. Engage supporters and networks. Unlock funding.

02 **Skills:** Test something new. Access training and resources.

03 **Profile:** Build morale internally and externally. Be part of something bigger. It's something to shout about!

04 **Impact:** More people give and people give more when their donations are matched.

12 Why match funding?

The impact

Resilience



73%

received more donations

60%

bigger donations vs
comparable fundraising

100%

of charities have donor
stewardship plans

Skills



96%

reported having no
or some experience
of digital fundraising

88%

reported increased
confidence in digital
fundraising

Profile



91%

reported donations
from new supporters

33%

of new donations
were estimated to be from
new supporters

Impact



92%

satisfied or very
satisfied with ROI

94%

wish to take part again

100%

Of donations made
double the difference

13 Case Study- British Deer Society

Top campaign insights:

Amount raised: **£13,348**

Campaign experience: **0**

Number of online donations: **139**

Big idea: **Developed a clear, flexible, and creatively distinct marketing plan**

Key learning: **Keep a direct ask from Ceo in their back pocket.**



14 Case Study- StandOut Programmes

Top campaign insights:

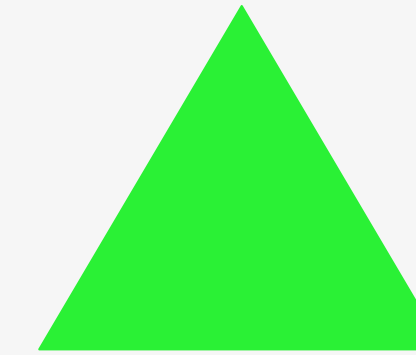
Amount raised: **£95,069**

Campaign experience: **3**

Number of online donations: **81**

Big idea: **Giving a voice to their programme participants**

Key learning: **Preparation is key, and think about your audience**



YouTube video player showing a video titled "StandOut Big Give Christmas Challenge 2023". The video content includes a man in a white shirt and cap, and another man in a grey sweater. A text overlay reads: "Whoever's in prison that's thinking about doing the StandOut course". The video has 139 views and was uploaded 2 months ago. The YouTube interface includes a search bar, a "Try For Free" sponsored ad, and a list of recommended videos on the right side.

StandOut • Following
Civic and Social Organizations

A big thanks to [New Futures Network](#) for featuring us in their spotlight series.

It's an important week for StandOut. We're taking part in the [Big Give](#) Christmas Challenge - raising funds to ensure that our work reaches more people.

Click this link to have your donation DOUBLED: https://lnkd.in/eWpa_pxU

Help us to support more people leaving prison to be empowered to transform their own lives, realise their potential, and escape the justice system for good.

[New Futures Network](#) • Following
Government Administration

For our third sector spotlight this week, we caught up with [StandOut](#), an award-winning charity who operate in HMPs Pentonville, Wandsworth and Wormwood Scrubs. ...see more

StandOut

Welcome to Graduation!

HMP Wandsworth's events space

15 Case Study- Baby Bank Network

Top campaign insights:

Amount raised: **£10,985**

Campaign experience: **1**

Number of online donations: **97**

Big idea: **2023 Santa's Sack Appeal**

Key learning: **Planning is key and get everyone involved early**



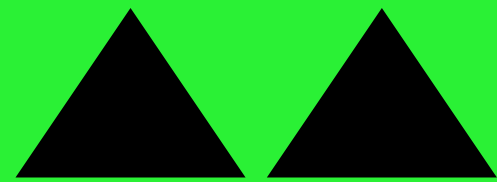
Baby Bank Network
BRISTOL

Santa's Sack Appeal
3 days to go!

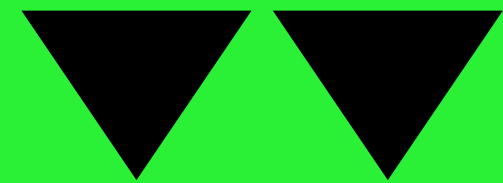
**Your donations doubled
28 November - 5 December**

**Help us reach our
£8000 target!**

Christmas
Challenge
Big Give



We know that a match giving opportunity **inspires our supporters to donate**, knowing that their donation will help twice as many families. Match funding helps to **improve the response rate** of our fundraising appeal and also **encourage larger average gifts** as our supporters are inspired by the double impact. Big Give's platform is easy to navigate and their support team incredibly helpful.



Emily

Senior Individual Giving Manager | Ripple Effect

How you can
get involved

A decorative graphic on the right side of the slide. It features a large, solid green triangle pointing upwards and to the right. A thin green line runs diagonally from the bottom left towards the top right, passing behind the triangle. Another thin green line runs horizontally from the left edge of the slide towards the right, passing in front of the triangle.

18 **How to get involved**

Our campaigns

Women and Girls Match Fund 2024
Apply by June 22nd

Christmas Challenge 2024
Apply by July 5th

Arts for Impact 2025

Green Match Fund 2025

Kind²Mind 2025



19 How to get involved

Getting started on Big Give

Sign up to our platform: Registering your charity on the Big Give platform is free and easy

<https://donate.biggive.org/>

Start planning ahead for next year:

Browse all of the campaigns on our website and choose the right one for you. You can get in touch directly at hello@biggive.org if you have questions.



Thank you

hello@biggive.org

biggive.org

