

theBigGive.org.uk

THE SUMMER GIVE 2019 GUIDEBOOK FOR CHARITIES



**12pm Monday 10th June -
12pm Monday 17th June**

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WHAT IS THE SUMMER GIVE?

The
2018 Summer
Give raised over
£1 million for 47
participating
charities



What is The Summer Give?

The Summer Give is an online match funding campaign run by the Big Give and The Childhood Trust. The campaign is focused on alleviating the impact of child poverty during the summer holidays.

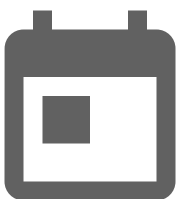
It offers supporters of participating charities the opportunity to double their donations. For example, an online donation of £100 is doubled to £200. If Gift Aid is claimed, it could be worth £225. Donations are doubled whilst matching funds last.



Who matches the donations?

The matching pot used to double donations is made up of two parts.

One part of the matching pot is funding that the charity secures in the run up to the campaign from key supporters. The other part is funding from The Childhood Trust, a partner of the Big Give.



**The Summer Give 2019 runs from
12pm on Monday 10th June -
12pm on Monday 17th June**

THE RULES

You are required to read the full Terms & Conditions in order to participate in The Summer Give.

These can be found on our website.

We would like to draw your attention to some key details here.

- When the campaign goes live at 12pm (midday) on 10th June, online donations are doubled until a charity's matching pot is exhausted or until 12pm (midday) on Monday 17th June, whichever is earlier.
- For donations to be doubled, they must be made to the charity's project on theBigGive.org.uk with a debit/credit card by the cardholder during the live campaign.
- Donations are initially doubled by pledge funds. Once these have been exhausted, donations are doubled by Champion funds until these have been used up or the Summer Give ends.
- Donors can make multiple matched donations of up to £5,000 per single donation.
- Your Pledgers are not allowed to donate to you during the live campaign. This is because they would effectively be doubling their own donation. They are, however, welcome to donate to another charity.
- Pledges must be paid after the live campaign closes on 17th June. Receiving a pledge in advance is in breach of the Summer Give Terms and Conditions.
- Unmatched donations are welcomed after a charity has hit its target. This will increase your chance of winning a Summer Give Award.
- All donations and Gift Aid claimed on theBigGive.org.uk are subject to a 4% processing fee.
- Donors can claim Gift Aid if they are eligible. Gift Aid will not be doubled.

WHO IS INVOLVED?

The Summer Give neatly brings together all types of charity supporters under one campaign.

Here's who is involved:



THE CHILDHOOD TRUST

The Champion for The Summer Give is The Childhood Trust. The Childhood Trust is a partner of the Big Give and contributes match funds to the participating charities' matching pots. **Champion funds are ring-fenced for the charities they are supporting. The amount that charities receive is dependent on their performance in the campaign.**



PLEDGERS

Pledgers are key supporters of participating charities. They contribute to the matching pots by providing promises of funding. Pledgers can be major donors, trustees, or any other significant supporter of the charity. A pledge must be a minimum of £100. **Pledge funds are ring-fenced for the charities they are supporting. The amount that charities receive is dependent on their performance in the campaign.**



ONLINE DONORS

Online donors are also supporters of participating charities. They make donations online to participating charities when the campaign goes live on theBigGive.org.uk. An online donor can be anyone who would like to donate to the charity but cannot be someone who has also acted as a Pledger to the same charity. Donors can make multiple matched donations of up to £5k per single donation. All donations must be made via theBigGive.org.uk using a debit or credit card.

THE BENEFITS

Here are some of the key benefits of taking part in the campaign.



Visit
[theBigGive.org.uk/
match-funding](https://theBigGive.org.uk/match-funding) to
read our
research on the
impact
of match funding.

Secure additional funds from The Childhood Trust.

Incentivise your donors by offering to double donations.

Optimise your fundraising by joining a well-publicised campaign that puts the spotlight on work supporting vulnerable children in London.

Reap the rewards offered by match funding: Research has shown that 84% of donors are more likely to give in a match funding campaign; 36% of donors are likely to give more (Walker, 2016).

Bring together fundraising streams by running a campaign which can include trusts/foundations, corporates & individuals.

Secure new major donors who can act as Pledgers and have their donation leveraged up to 4 times and **attract new individual supporters.**

Increase your income through Gift Aid: 85% of donations made on the Big Give are Gift Aided.

Receive tools and support from the Big Give team to help you run a successful campaign.

As well as gaining funding from the Childhood Trust, top charity benefits of the Summer Give 2018 were attracting new individual givers and raising the charity's profile.

THE COSTS

We believe the benefits far outweigh the costs, but here is exactly what's involved in participating in The Summer Give.

No fee to join the campaign

**4% admin fee*
on all donations
& Gift Aid made
on the Big Give**

* for more on our fees
see <https://www.thebiggive.org.uk/about/our-fees/>

The Summer Give will require time and work from you and your team. You will need to ensure that you follow all of the communications sent by the Big Give team. You will need to be prepared to secure pledges (promises of funding) from key supporters, and to market the campaign to online donors.

The Big Give will be on hand to support you and provide a variety of resources to help you have a successful Summer Give campaign.

WHAT IS INVOLVED?

**The campaign is broken down into stages.
For each stage, there are resources in your Summer Give dashboard.**

Eligibility criteria

1. UK-registered charities with at least one year of filed accounts and an annual income of at least £25,000 (as per last filed accounts).
2. Registered on theBigGive.org.uk (free to register).
3. Charities supporting disadvantaged children (aged 4-18) in London during the summer holidays. Projects should ideally include the provision of supervised activities and healthy food (for advice on what constitutes healthy food please visit Public Health England's "Eatwell" guidance).

Please note that charities must be seeking to raise between £4,000 and £100,000 towards their projects. They must not have a target for Champion funds which exceeds 10% of the Charity's previous year's annual income.

APPLICATION STAGE ONE DEADLINE: 5PM, FRIDAY 15TH FEBRUARY

1 APPLICATION - STAGE 1

Charities apply to take part in the Summer Give on thebiggive.org.uk



Charities apply by completing an online form in the Summer Give dashboard of their Big Give account area. You must complete this accurately.

Submitting a project: You must select a project for your Summer Give campaign. Funds raised in the Summer Give are restricted to this project. A project can be for any part of a charity's work. You can raise funds for the entire project or just for part of it.

Setting your target: You must set a realistic target in order to access all of the matching funds available to your charity. Online donations received during the live phase will firstly be matched by your pledge funds until these have been used up. Then, donations will be matched by The Childhood Trust until your charity's matching pot has been exhausted. When your matching pot has been exhausted, donations will no longer be doubled.

Please note you only receive the matching funds you use to double online donations. If you don't hit your target, you will not receive all of the matching funds.

Donations beyond your target: Exceeding your target could help you win a Summer Give Award!

Example target:

£3,000 Pledge funds secured
+
£3,000 Champion funds offered
+
£6,000 Online donations target for the live phase
=
£12,000 OVERALL TARGET

Read our Stage One Application Guide and resource on setting your target to make sure you do this realistically and effectively.

WHAT IS INVOLVED?

Stage Two application is when you are required to secure your pledges. These are promises of funding which will form part of your matching pot.

APPLICATION STAGE TWO DEADLINE: 5PM, FRIDAY 29TH MARCH

2 APPLICATION - STAGE 2

Charities secure Pledge promises. These are promises of funding from a charity's major supporters used to double online donations during the campaign.



You can start collecting pledges as soon as you submit your Stage One application!

18TH FEBRUARY - 29TH MARCH

Securing your pledges

A pledge is a promise of funding that is conditional upon your performance in The Summer Give. You are required to secure pledges as part of the application process.

Please note:

If you do not raise at least £1,000 in pledges by the deadline of 29th March, you will not be eligible to take part. You will not be able to secure any further pledges after 29th March, so make sure you hit your pledge target by this date to increase your chances of accessing funds from The Childhood Trust.

Your Summer Give application is complete once you have collected all of your pledges.

Who is a Pledger?

We recommend approaching major donors, trustees or other key supporters who can make significant contributions. A Pledger can be anyone who wants to contribute a minimum of £100. The maximum pledge is your full pledge target.

Remember that Pledgers cannot make online donations to your charity when the campaign goes live (10th - 17th June).



Read our Stage Two Application Guide which will be available in your Summer Give dashboard. Log in to your charity account to access this dashboard.

WHAT IS INVOLVED?

Charity applications with pledges are reviewed by The Childhood Trust and decisions are made about the allocation of their funds. Applications are automatically submitted once the deadline has passed (as long as the minimum pledge target of £1,000 has been met).

CHARITIES NOTIFIED BETWEEN 29TH APRIL & 3RD MAY

3 NOTIFICATION

Charities are notified on whether they have been selected to receive match funds from The Childhood Trust.



The Big Give works alongside The Childhood Trust to assess the information submitted during the application process. The Childhood Trust selects charities for which they would most like to provide match funding and charities are notified of the decision by Friday 3rd May at the latest. Charities must accept or reject the offer within 5 days.

You may receive an offer of a lower amount of Champion funding with the option to accept or reject the offer. Please note your pledge target will remain the same and pledges must be used up first during the live matching.

3 POTENTIAL RESPONSES FROM THE CHILDHOOD TRUST:

- a) Offered the full amount of Champion funding
(same amount as your pledges)**
- b) Offered a partial amount of Champion funding
(your pledges remain the same)**
- c) No Champion funds offered***

*Charities who do not secure match funds from The Childhood Trust, or who reject their Champion offer will not be able to take part in the campaign.

Example - Receiving less in Champion funds than pledges:

£5,000 in pledges secured +
£2,500 offered by the Champion +
£7,500 online donations target
= £15,000 overall target

WHAT IS INVOLVED?

Charities need to market the campaign to their supporters, promoting the project they are raising funds for and communicating how to make an online donation when the campaign goes live.

**THE MARKETING PHASE RUNS FROM MONDAY 6TH MAY
UNTIL THE CAMPAIGN GOES LIVE ON MONDAY 10TH JUNE**

4 MARKETING

The Big Give and participating charities market the Summer Give to their supporters



The Big Give will provide a package of marketing support including an expert-led seminar & guidebook outlining communication channels & creative ideas.

This stage is your opportunity to make your Summer Give a success.

Marketing the campaign well is crucial to ensure you use the match funds available to your charity when the campaign is live.

Charities will need to write and implement their own marketing strategies to communicate with new and existing donors. Make sure that you communicate why it is such a good opportunity to give, and how to make a donation online via theBigGive.org.uk.

5 THE SUMMER GIVE

The live campaign launches and online donations are doubled on thebiggive.org.uk



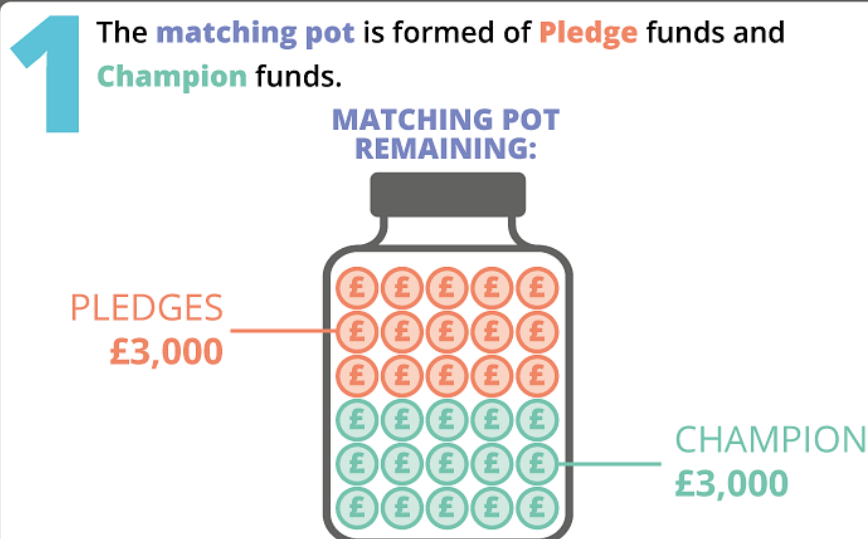
The campaign goes live at 12pm (midday) on Monday 10th June and runs until 12pm (midday) on Monday 17th June.

Match funds will be available until this time or until you have hit your target, whichever is sooner

Remember to encourage donors to keep giving once you have hit your target - you could win a Summer Give Award!

HOW DOES THE MATCHING WORK?

When The Summer Give goes live, donations made to participating charities are doubled. Each charity has a **matching pot** made up of **Pledge funds** and **Champion funds** to double online donations made via theBigGive.org.uk. Below is an example of how the matching model works for a charity with an overall fundraising target of £12,000.



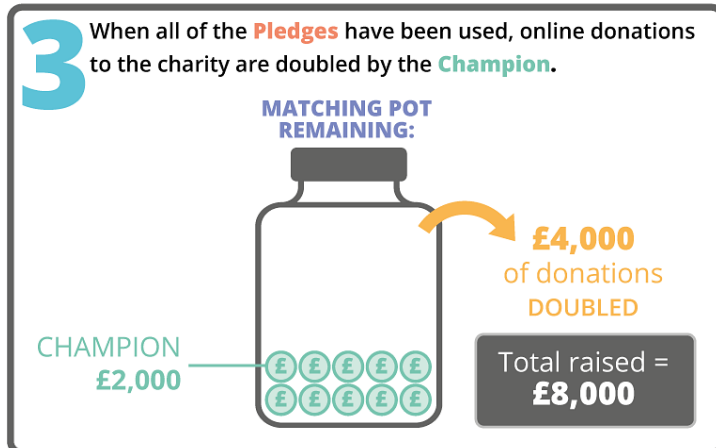
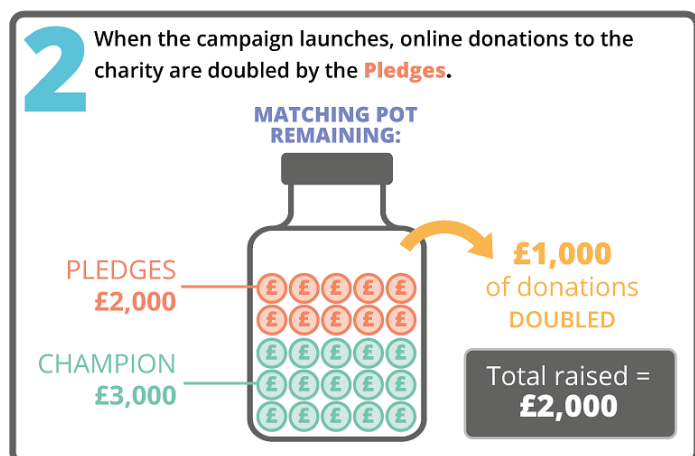
What are Pledges?

Pledges are commitments of funding from a charity's major donors. These contribute to the matching pot to double online donations during the live phase of the campaign.

Who is the Champion?

The Champion is The Childhood Trust, a partner of the Big Give that provides matching funds to the participating charities. These funds also contribute to the matching pot to double online donations during the live phase of the campaign.

As online donations to the charity are received, they are matched initially by the pledge funds. Once the pledge funds have been used up, online donations are matched by the Champion funds.



Champion funds are ring-fenced for each charity. Charities can access these match funds until the campaign closes on 17th June or until their target has been hit, whichever is sooner

EXTRA INFO

This section might answer some of the questions you have.

How do I access The Summer Give resources? When you log in to your Big Give account, you will have a Summer Give dashboard where you will find all the resources you need. You can also email info@thebiggive.org.uk anytime if you need support.

How does the online matching work for donors? A donor will be told if matching funds are available or not when they make a donation. If so, the funds are reserved for 15 minutes to complete the donation. If the donation is not completed in time, the matching funds are released back into the charity's matching pot. Donors are made aware of this.

When will my charity receive the money?

Online donations will be paid into your bank account on or around the 20th of the month for donations made to you during the previous month. Gift Aid usually takes an additional 6-8 weeks to come through and is paid directly from HMRC.

After the campaign ends on 17th June you will have one month to collect your pledge payments and submit proof of receipt to the Big Give. Once this has been completed, you will receive the Champion matching funds owed to you.

What due diligence do you carry out?

The Big Give carries out due diligence on applications and works with The Childhood Trust to ensure that selected charities meet our criteria. We also carry out due diligence on pledges to ensure that these have been paid after the campaign ends of 17th June. Donors have made donations on the basis that they are being matched so you must ensure that you collect your pledges to honour this commitment to donors.

What happens if I don't hit my target? You will not be penalised for not hitting your target and will still receive all donations made to your project and any Champion matching funds used. Any donations you do receive will be doubled as per the matching process explained in this document. The amount of match funding you receive depends on how many online donations you receive during the live campaign. This amount is calculated pro rata and this applies to pledges and Champion funds.

What happens if I exceed my target? Any donations made to your charity after your matching pot is exhausted will not be doubled. However, charities that hit their targets will be eligible for The Summer Give Awards. More information on The Summer Give Awards will be available on our website.

MORE QUESTIONS?

Get in touch



info@thebiggive.org.uk



@BigGive



The Big Give



SummerGive19



The ChildhoodTrust

SUMMERGIVE

Helping vulnerable London children this summer