

BRITISH LIVER TRUST

Raising awareness, transforming lives

THE BIG GIVE CHRISTMAS CHALLENGE 2022 Awards Application



British Liver Trust

www.britishlivertrust.org.uk

Venta Court, 20 Jewry Street, Winchester, SO23 8FE

Main telephone number: 01425 481 320

Registered Charity England and Wales 298858, Scotland SC042140.

Company Limited by Guarantee

Registered in England and Wales, Company No 2227706

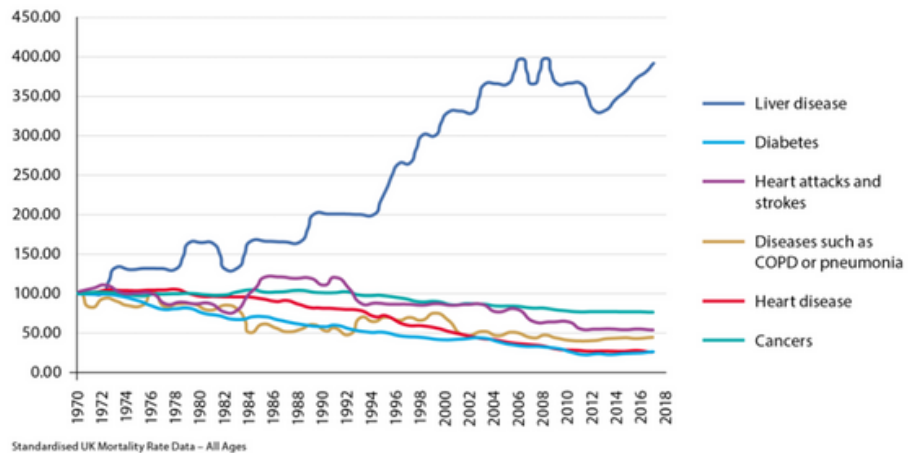
Putting a spotlight on liver disease

We are in a liver disease crisis in the UK.

At this moment in time, liver disease is the third leading cause of premature death in the UK and is expected to overtake heart disease as the biggest cause of premature death in the next few years.

Since 1970, deaths due to liver disease have increased by an alarming 400%. This is in stark contrast to other major diseases, such as cardiovascular disease and cancer, in which the number of deaths has either remained stable or decreased.

The rise in deaths from liver disease compared with other major diseases



90% of liver disease cases are linked to alcohol, weight and viral hepatitis

There is a common myth surrounding liver disease that it is only 'alcoholics' who have liver damage.

Yet, since the start of 2020, there has been a big shift in the UK's drinking culture with millions of us drinking more regularly and at home – pouring much larger measures than if drinking when out. Adults who drink mainly at home report that they are aware that they run a risk of higher overall alcohol consumption but tend to play down the possibility that increased consumption may lead to longer-term harm.

More than one in five people in the UK are currently drinking alcohol in a way that could harm their liver.

In 2020, one million adults were reported to have been admitted to hospital with obesity related conditions in the UK. Being obese or overweight is the main risk factor for non-alcohol related fatty liver disease and experts predict that it will become the leading cause of liver disease in the UK in the next 10 years.

In the UK, we also have the highest obesity levels in Europe, with two thirds of adults being overweight.

However, it is important to note that we cannot hold individuals fully responsible because we have created an environment where unhealthy food is easily accessible, and significantly cheaper than healthy alternatives.

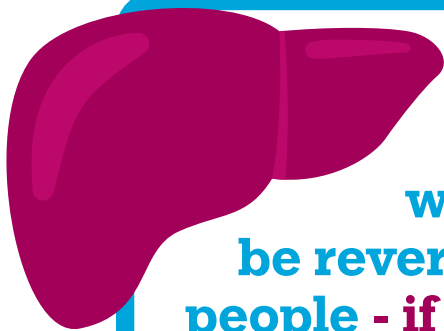
This all paints a pretty bleak picture, **however, 90% of liver disease is preventable and if caught at an early stage, liver damage can often be reversed.**

Sadly, the alarming reality is that three-quarters of people diagnosed with cirrhosis are found when it is too late for effective intervention or treatment and one in four people diagnosed late in hospital tragically die within a couple of months.

How does the British Liver Trust fit into all of this?

The British Liver Trust is the leading charity for adults with liver disease and liver cancer in the UK. Our mission is to transform liver health through increased awareness, prevention, improved care and support.

We provide information and support to people with liver conditions, their families and carers. We raise awareness of liver health and the risk factors for liver disease, and we campaign to drive up standards of care, improve early detection and influence national policy.



The liver is the only internal organ that can repair itself, which means liver disease can be reversed and even cured for many people - if it is diagnosed early enough.

Simple lifestyle changes can make an enormous difference to liver health, but many people are unaware of the very real risk factors, so we work actively to raise awareness and change the narrative on liver disease.

A large part of our work is delivered through our **Love Your Liver campaign**, which aims to encourage people to take steps to improve their liver health. This might include taking more exercise or eating more healthily, reducing alcohol consumption, or reducing the risk of developing viral hepatitis.

As part of this ongoing campaign, we travel around the UK with our **mobile Love Your Liver unit**. At our roadshows, we offer the public a free liver health screener and liver scan; this is a quick, simple, and painless test, carried out by one of our specialist liver nurses. And we raise vital awareness of the risks to liver health.

Members of the public waiting to access our Love Your Liver mobile unit in Inverness, 2022



How our Big Give campaign was formulated

Unfortunately, the mobile unit we currently use for our Love Your Liver roadshows is in urgent need of updating. There are some sections which cannot be repaired, and we won't be able to use it after our November 2022 events. We, therefore, chose to focus the Big Give Christmas Challenge on raising funds for a new (refurbished) mobile unit, to be ready for 2023. We really felt this was a very clear ask and something our supporters and new donors could understand and get behind.



Artist renditions of the exterior and interior of a new Love Your liver mobile unit, providing essential upgrades and additional space to help more people.

The roadshow events aim to give members of the public the chance to find out about the causes of liver disease, and if they may be at risk, so they can take appropriate action. When we first launched our roadshow in 2012, the primary objective was to raise awareness around liver disease and educate the public on how to maintain a healthy liver.

We have had great success with this over the years, speaking to many members of the public and scanning over 11,000 livers in that time.

Unfortunately, all roadshows and events were put on hold during the pandemic, but since returning in 2022, we gave liver scans to over 3,000 people and 18% had possible liver damage and needed further tests. Emphasising just how important this event is to highlight liver damage and provide early diagnosis.

However, to truly make a change in this area, we also needed to start to engage with MPs, public health contacts and other major stakeholders who hold the key to making changes at the highest level.

If we can influence change at this level and get the earlier diagnosis of liver disease to be routine throughout the country, we can halt the increasing number of people who are dying due to being diagnosed far too late, when treatment options are limited.

In the past 12 months, we have been able to take our mobile Love Your Liver unit to the Houses of Parliament, the Senedd and Holyrood to engage directly with MPs and have also connected with local MPs and public health contacts as we have travelled to various places throughout the UK. These conversations will lead to long-term improvements.

Why our Love Your Liver mobile unit is so important to local communities

Roger is one of many who has benefitted from the roadshow. He says:

"I feel it is entirely thanks to this charity & this event that I am now well & healthy. If it wasn't for the Love Your Liver roadshow, I would most likely have ended up with liver failure & may have needed a transplant, as my symptoms had not been picked up or managed effectively by my GP."



Kirsty, a mum of two who is re-training to be a nurse, previously worked in the drinks industry. She enjoyed a drink but was unaware of what was happening to her liver. Kirsty came to one of our Love Your Liver events. Although she'd been drinking quite a bit in her previous job, she wasn't expecting to find liver damage.

Kirsty had a scan score of over 12 (a score below 8 is in the healthy range), which was a complete shock. **She has changed her lifestyle and her liver is expected to make a full recovery.**

"The Love Your Liver events are a powerful way to reach out to the community & make more people aware of the damage that can be done to their liver. We need many more open conversations about the liver, more education, and more screening to catch issues early & improve the outcomes for our patients."

- Dr Srivastava, Consultant Gastroenterologist & Hepatologist, Southmead Hospital, N Bristol Trust



Planning and preparation

We know how important our Love Your Liver roadshow work is to our mission, **but how could we convey that in our Big Give campaign?**

We knew we wanted to focus on the roadshow for this application but thought it would be difficult to position the campaign to ask for event running costs. But, the timing of the Big Give application happened to fit perfectly with when we were discussing the need for a new mobile unit – which we knew we would need for 2023.

It was decided that having a tangible item to fundraise for seemed a perfect solution and would allow us to provide really engaging communications throughout the campaign. Being able to tell our supporters that they could help us to purchase a new mobile unit to screen thousands of people for liver damage had the potential to be extremely powerful. We had a campaign target in mind which would cover the costs of this new unit - but everything depended on potential pledgers.

Our Chief Executive, Pamela Healy, has been an amazing advocate since she started at the British Liver Trust and knew just the right people to meet with to secure the pledge funds we needed.

We secured pledges totalling £15,000, which would allow us to cover a significant part of the costs for the new unit, but not all of it. We hoped we would be chosen by one of the Big Give's incredible Champion funders.

On the final day of confirmation for Champion Funds, we were thrilled to hear that The Reed Foundation had awarded us a further £7,500, which meant we had £22,500 for our match funding pot. This meant that if we could reach our target, the money raised would cover the cost of the new unit.

Although we have achieved our target on each of the past three Big Give campaigns, there was some apprehension around this increased target as it was significantly more than we had previously aimed for.

We were also concerned about the impact of the pandemic and the cost of living crisis and how that would affect people's ability to give.

We built on the experiences gained from taking part in previous campaigns, and added further ideas and elements which enabled us to achieve an even higher result in a very challenging fundraising environment. One of these key elements was being able to hold a face to face donor event, the first since the pandemic.

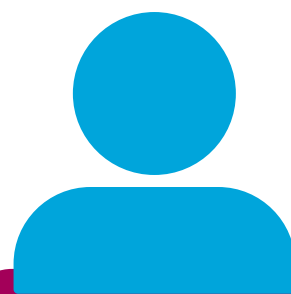
Headline statistics



**£45,000
TARGET**



**£50,378
RAISED**
(£58,988 with Gift Aid)



**311
DONORS**
(59% increase on 2021)

Our work timeline

W/C 21ST NOVEMBER

- Various Big Give reminders emails sent
- Home page coming soon
- Social updates
- Teams meeting with all staff to introduce our Big Give campaign

W/C 28TH NOVEMBER

- Big Give starts midday 29/11
- Website page live & BG pop ups
- Various emails sent during week
- Online supporter update
- Old Bailey in person event
- Social updates

W/C 5TH DECEMBER

- Final emails and social media before Big Give ends
- Big Give Christmas Quiz
- Christmas Challenge finishes 6/12
- Old Bailey in person event
- Thank you emails to all donors along with final total update to all supporters

KEY POINTS OF BIG GIVE WEEK

- The Big Give Christmas Challenge campaign will run from midday on Tuesday 29th November until midday on Tuesday 6th December
- ALL donations must go through our campaign page on the Big Give website. Please share the QR code or URL
- The aim of our campaign is to fund our new LYL mobile unit, along with the running costs of the unit and the roadshow for 2023
- We will have our online annual supporter update on Tuesday 29th November & our Big Give Christmas Quiz on Monday 5th December

WHAT WE NEED FROM STAFF

- Share, share, share
- Donate if you can – a £10 donation is worth £20 during Big Give week!
- Add a calendar reminder to your diary for 12 pm on November 29th, including the link or QR code to our page.
- Finally, please pass on this message to anyone you think might be interested in supporting us and having their donation doubled.

The pre-campaign

Teasers

We know how important it is to start the Big Give campaign on the front foot, so we included a teaser about the campaign in our monthly newsletters in October and November, and then made sure our wider messaging started the week before.

We wanted our supporters to be prepared so they could start donating as soon as the campaign went live.



Please join us for our Annual Supporter Update and the launch of our Big Give Christmas Challenge 2022

Tuesday 29th November 2022, 6pm - 7pm, via zoom

Dear Natasha

Thank you so much for your amazing support of the British Liver Trust over the last year. We couldn't have reached and supported so many people affected by liver disease or liver cancer without your help.

We're hosting an online Annual Supporter Update via zoom on **Tuesday 29th November at 6pm**, and as a valued supporter, we'd love you to join us.

[Click here to register for this event](#)

We would like to share our progress this year and plans for 2023/24; guest speakers will include our CEO, Pamela Healy, Professor Stephen Ryder, a senior hepatologist, and a patient sharing their experiences. We very much hope to see you there.

You will also hear about the **Big Give Christmas Challenge**, which is taking place between 29th November and 6th December. **All donations made during this time will be matched and doubled.**

This year we are raising money to purchase a new Love Your Liver mobile unit. The new unit will allow us to see more people and increase our engagement with senior health contacts to improve awareness, diagnosis and treatment, which will ultimately save lives

[Click here to register for this event](#)

I hope you will be able to save the date in your calendar and we very much look forward to seeing you there.

Best wishes,

Audrey Cornelius
Director of Fundraising

Launch event

We coincided our annual supporter update webinar with the launch of Big Give, which was an opportunity to virtually share our progress of the year with all of our valued supporters. Guest speakers included one of our Clinical Trustees, who really set the scene about the liver disease crisis in the UK, how the charity's Love Your Liver campaign supports good liver health and about our calls for better early diagnosis.

We sent an email invite to this webinar to all of our supporters (with consent), and included a section about the upcoming Big Give campaign.

Communication

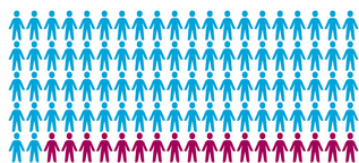
We also added a news section on our website about the upcoming Big Give campaign and scheduled some social posts to let people know it would be happening the following week.



Big Give Week - Social media



In 2022 we gave liver scans to over 3,000 people on our Love Your Liver roadshow



18% had possible liver damage and needed further tests

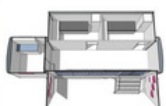
“I feel it is entirely thanks to the British Liver Trust and this [Love Your Liver] event that I am now well and healthy.



If it wasn't for the Love Your Liver roadshow, I would most likely have ended up with liver failure and may have needed a transplant, as my symptoms had not been picked up or managed effectively by my GP.”

Roger, British Liver Trust supporter

Help us fund our new improved Mobile Liver Scanning Unit



Donations made by noon on 6/12/22 are worth double!

THANK YOU
£50,378 raised!



It was all systems go on midday 29th November when all the planning and preparation from the past few months finally went live.

SOCIAL MEDIA

Facebook is our strongest social media platform, so a lot of our posts were based here. However, we made sure we posted on all major social media platforms to ensure the message stretched far and wide.



We posted about our campaign 45 times across five social media platforms.



These posts were viewed more than 55,000 times...



...and received nearly 5,000 likes, shares and comments.

Our messages were focused on **doubling your donation** at the beginning of the campaign, we then focused more on where the money was going and how it could help, as the week progressed. As we were getting closer to our target, we used mock-up images of the new unit as a final push to show supporters what their donations could do.

We also added some great video content from our supporter Lisa, who has recently had a liver transplant and was able to talk about the importance of early diagnosis. In the final 48 hours we also uploaded a video from one of our nurses, Beki, who explained the importance of the Love Your Liver roadshow and the mobile unit.



A selection of our social media graphics from across the campaign, showing the planned evolution of the campaign messaging from "double your donation", to highlighting how funds raised would help and our plans for the new unit, and finally ending with a post thanking our wonderful supporters.

Big Give Week - Emails and website

EMAILS

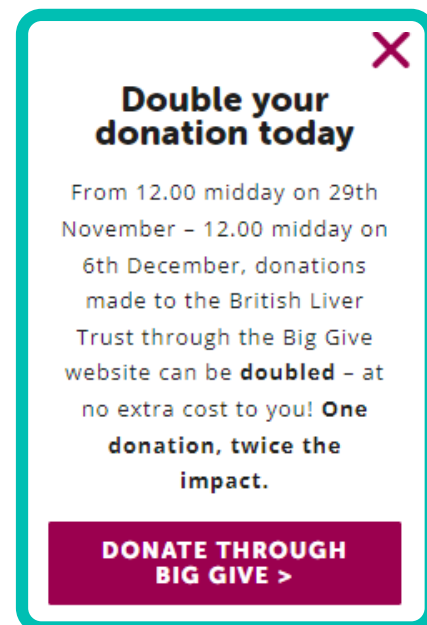
We sent a series of emails about Big Give to our target audiences. These consisted of a launch day email, mid-campaign reminders and a final 24-hour to-go message.

We also had staff members ready to send personal emails to key contacts within the liver health field. These included healthcare professionals, pharmaceutical companies we work with and other partnerships we have developed over the years. A lot of these contacts will have seen the amazing work our Love Your Liver unit can do, so may feel more inclined to donate.

We made sure that every donation was thanked during the week (where we had consent to do so) so that everyone felt appreciated and knew that their donation really mattered.

WEBSITE

Big Give was featured as the main Home Page banner for the week and we enabled bespoke pop-ups on the site to advertise the double donation opportunity and link to the Big Give page.



We also created a separate pop-up on our donation page to explain the campaign and give people the option of doubling the donation they were intending, directing them to the Big Give instead.

Out of the hundreds of donations during the Big Give Challenge period only 10 people opted to not use this option and donate via our normal method. **This shows that people were pleased to take up the opportunity to double their donation on Big Give.**

Big Give Week - Events

ONLINE EVENTS

We timed our annual supporter update webinar with the launch of Big Give, which gave us an opportunity to virtually share our progress of the year with all of our valued supporters, as well as highlight the start of Big Give week and how they could help us reach our target.

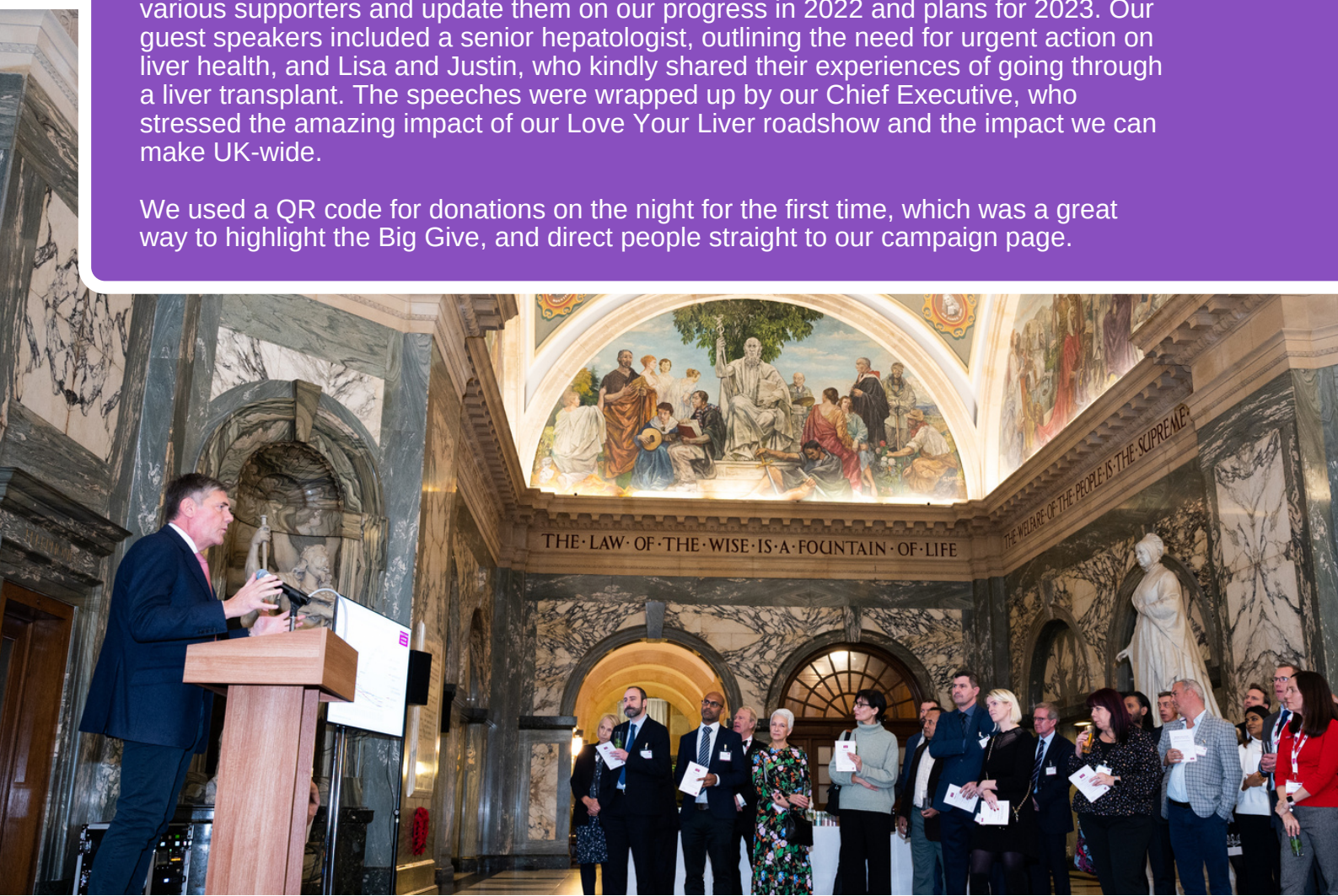
We also organised an online Christmas Quiz on the final evening of Big Give. If we had still needed to reach our target by this point, we saw it as a final opportunity to ask supporters directly to help us get over the line. As it was, we had achieved target during Monday, so the Quiz was a nice wrap up and celebration event.

IN PERSON EVENT

After a couple of years where virtual events have become the norm, it was amazing to be able to go back to holding an in-person evening event for our supporters. Thanks to the generosity of one of our Trustees, we were able to host our supporters in the magnificent Grand Hall at the Old Bailey in London and coincide it with Big Give week.

We were able to connect with lots of key contacts, have lots of conversations with various supporters and update them on our progress in 2022 and plans for 2023. Our guest speakers included a senior hepatologist, outlining the need for urgent action on liver health, and Lisa and Justin, who kindly shared their experiences of going through a liver transplant. The speeches were wrapped up by our Chief Executive, who stressed the amazing impact of our Love Your Liver roadshow and the impact we can make UK-wide.

We used a QR code for donations on the night for the first time, which was a great way to highlight the Big Give, and direct people straight to our campaign page.



Staff engagement

We used one of our fortnightly all-staff meetings to highlight the importance of this Big Give campaign and how everyone has a part to play – we are a very small team with just 31 full time equivalent staff, so getting everyone involved in liking and sharing our posts and getting their family and friends involved really does help.

We made sure all staff knew how to direct people to the campaign page and provided email content for them to share the key messaging with their contacts.

A huge part of our success this year was due to everyone at the Trust truly understanding how important this campaign is to us as a charity. As a fundraising team, it is our responsibility to raise the funds needed to achieve our charitable objectives, but our job is made so much easier when the wider teams 'get it'. The Big Give is a great way for other colleagues to really get behind the fundraising and get excited as the total rises through the week!

Beki is a wonderful example of how closely our teams work together. As well as being one of the expert liver nurses supporting people on our free helpline, she also travels the country with our Love Your Liver roadshow to carry out liver scans (pictured here in our old unit).

During the Big Give Christmas Challenge she turned her hand to social media influencing and worked with our Fundraising and Communications teams to create a video explaining the importance of the new Love Your Liver unit we were raising funds for, which was published on Instagram, Facebook, Twitter and TikTok.



The Results



TARGET: £45,000

To fund our new Love Your Liver mobile unit.



TOTAL RAISED: £58,988

- Pledges: £15,000 (+ £2,750 Gift Aid)
- Champion funding: £7,500
- Online donations: £27,878 (+ £5,860 Gift Aid)



NUMBER OF DONATIONS: 311

- A 59% increase on numbers in 2021
- 44% were from supporters giving their first gift to the Trust
- 33% of donors were brand new supporters



AVERAGE DONATION: £84

- Largest individual donation: £9,000
- 12% of our individual donations were for £100 or greater



Our Big Give emails were opened by over 55,000 supporters during Big Give week

Even when all the matched funding was used up, we still received another 30 donations totalling £5,378. **Our supporters are amazing,** and we are so grateful to them for really getting behind the campaign.

Campaign summary


After months of hard work to get everything in place for this campaign, we were absolutely delighted to not only hit our target with 24 hours to go, but to exceed it with a further £5,000 in donations.

At a time of great uncertainty, we are **so grateful** to our supporters for their kindness, and absolutely stunned by their generosity.

When we announced that we had exceeded our target and were now able to purchase a new Love Your Liver mobile unit, we received some lovely supporter feedback:



"I'm so very pleased to hear this wonderful news. When I spent the week volunteering at the roadshow up in the north-west I saw just what a fantastic resource this is!"



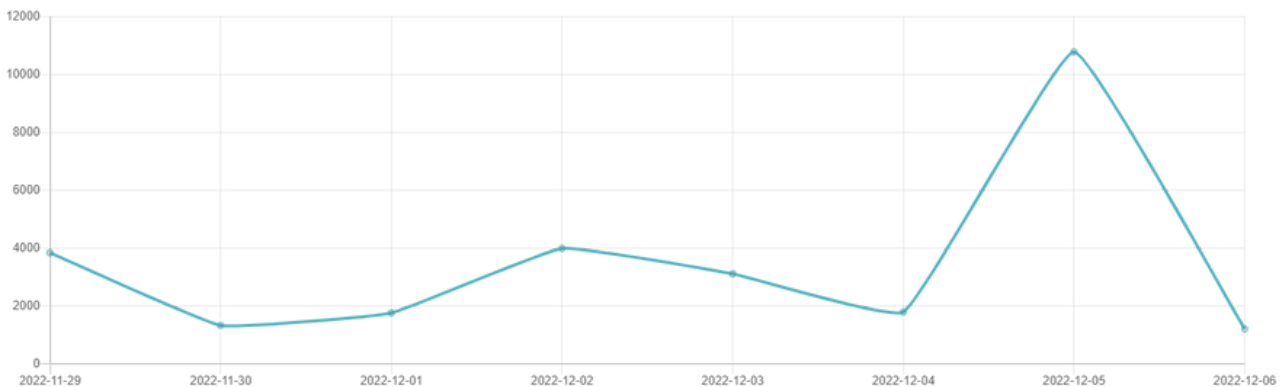
"We are delighted you have gone over the target, and we wish you all the very best ongoing, we will certainly be looking out for the new unit in the southwest."



"Hi, this is absolutely fantastic news and many congratulations"

Conclusions

- Although donations were consistent throughout Big Give week, we noticed that there was a dip in bigger donations at the start of the campaign compared to previous years. This caused some initial concern, but thankfully, a lot of the sizeable donations arrived later in the campaign. Next year we will try and line up some larger donations so they are in place on day one.



Donations by day

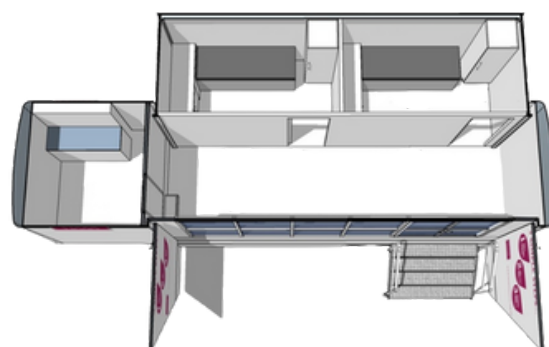
- Having everyone at the British Liver Trust so engaged with our campaign, was one of the biggest reasons we exceeded target. It was amazing to see individuals from all areas of the organisation, making calls, sending emails and sharing our ask with all their contacts. The whole organisation was glued to our Big Give campaign page to check our progress and there was a huge internal celebration when we reached, and then exceeded target.
- Although our in-person event was really important to do, especially after the past couple of years, it did put a big strain on the team at an already busy time, and we will consider the options for 2023.
- We had a great number of supporters who gave for the first time during this campaign, so we certainly want to do more to build on those relationships in 2023.
- Having a tangible item to fundraise for certainly made a big difference with communications; we took supporters on a journey from achievements with the old mobile unit through to what we can achieve with the new one.

Thank you!

A **huge thank you** goes to all supporters who not only donated but shared our campaign messages over Big Give week. We never take their generosity for granted and appreciate all they do to support our cause.

Our thanks also go to **our pledgers** who allowed us to have a fantastic £15,000 match fund pot to use for the campaign.

A **big thank you to our Champion Funder, The Reed Foundation**, who generously added £7,500 to our match funds, which allowed us to have our biggest success yet with our Big Give campaign.



Artist renditions of the exterior and interior of the new mobile unit, which Big Give, our Champions, Pledgers and Supporters have helped us secure funding to make a reality.

We are grateful to **all of you at The Big Give** for allowing us to benefit from this fundraising platform and raise the extra money which is very much needed.

And a final thank you to all of the staff at the British Liver Trust who worked so hard during Big Give week to give us the best opportunity to reach our target. We look forward to the next Christmas Challenge in 2023!

