



Woman  
& Girls  
Match  
Fund

# Independent Impact Evaluation

Carried out by: THE RESEARCHERY

BigGive

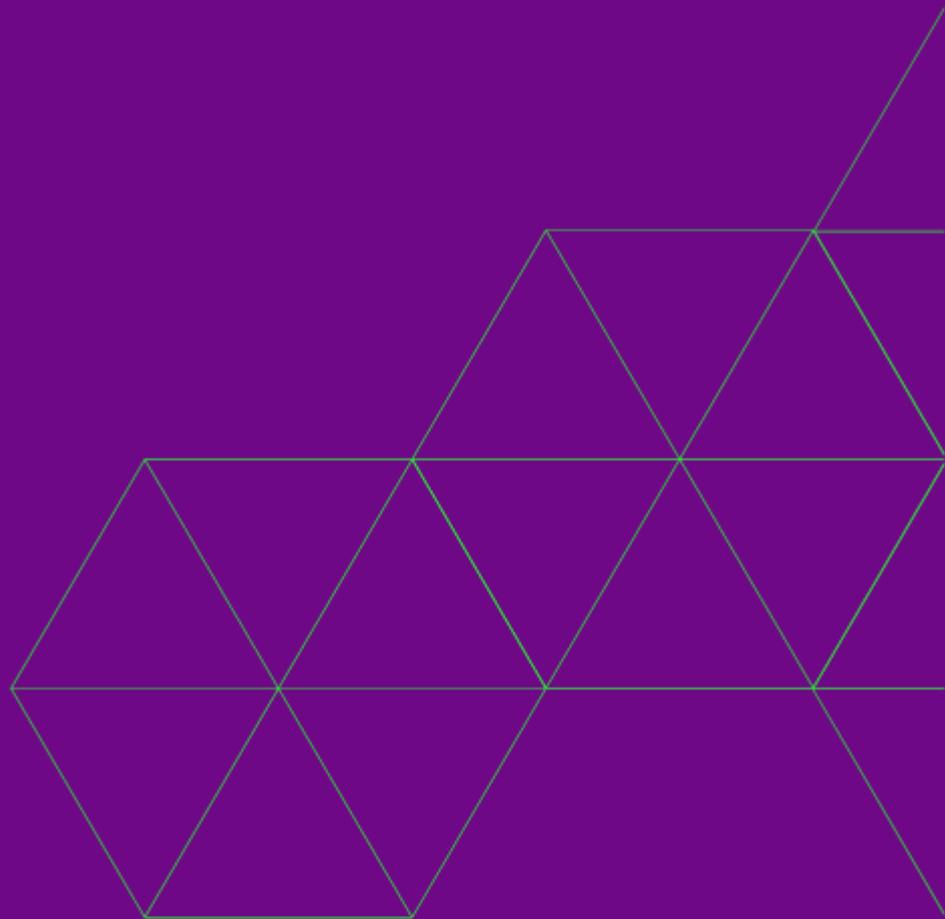
# Big Give: Women and Girls' Match Fund 2022-23

*Independent Impact Evaluation*

Carried out by: THE RESEARCHERY

Dr Cat Walker

Deborah Fairclough



# Contents

Big Give: Women and Girls' Match Fund 2022-23.....	2
Key Findings.....	5
Introduction.....	11
Research Aims and Methodology.....	11
Background context.....	12
About the Tampon Tax Fund.....	12
About the Women and Girls' Match Fund (WGMF).....	13
The need / problem to be addressed.....	13
Project aims.....	13
Design of the project.....	14
About Big Give and match funding.....	16
Organisations involved.....	17
THE BIG GIVE.....	17
ROSA FUND.....	17
I.G. ADVISORS.....	17
About the Women and Girls' Charity Sector.....	17
Threats to sustainability.....	18
Results.....	19
1) Theory of Change.....	19
2) Impact on the Women & Girls' charity sector.....	19
Total amount raised for Women and Girls' charities.....	19
Total amount raised for Women and Girls' charities through the WGMF.....	20
Number of donors and donations.....	22
Number of Women and Girls' charities supported.....	22
Number of beneficiaries reached by WGMF project.....	22
Geographic spread of WGMF funding across England and Scotland.....	23
Number of W&G charities led by individuals with protected characteristics...	24
Impact on W&G charities: RESILIENCE.....	25
Impact on W&G charities: PROFILE.....	27
Impact on W&G charities: SKILLS.....	30
3) Hitting impact targets.....	32
Target success.....	33
Overall success in hitting targets.....	34
Why some targets weren't met.....	35

4) Views from Women & Girls' charities.....	41
The added impact of match funding.....	41
Ease of getting involved in WGMF - applying to take part.....	42
Ease of getting involved in WGMF – using the Big Give platform.....	43
Additional benefits / impact from participation in Big Give's WGMF.....	45
Achieving the charities' aims.....	47
Value for money / Return on investment.....	48
Repeat participation in match funding with Big Give.....	49
Promoting participation to others.....	50
Support from Big Give.....	51
5) Differential Success – the differences in March and Christmas campaigns.....	53
(Perceived) barriers due to the matching model.....	54
(Perceived) barriers due to the timing of the campaigns.....	57
Differential profiles and results in the March and December campaigns.....	58
Success measures for March versus Christmas campaigns.....	60
6) Comparative success - comparison with other Big Give match fund campaigns.....	64
Comparing the WGMF March (IWD) campaign with the Green Match Fund.....	64
Comparing the WGMF Christmas Challenge campaign with the Big Give's Christmas Challenges (2018-2021).....	67
7) Learnings, Reflections and Suggested Improvements.....	69
Learnings and Lessons.....	70
Suggested Improvements.....	71
Other suggestions for improvement.....	75
Creating / Supporting a philanthropic community for Women and Girls' charities....	76
Critical review of evidence base.....	77
Conclusions & Recommendations.....	79
Recommendations.....	82
Postscript.....	84
Appendices.....	85
Theory of Change Logic Chain.....	85
Eligibility.....	87
Big Give Resources sent to W&G charities.....	87
Women and Girls' Charity Guidelines.....	87
FAQs.....	89
Setting a Realistic Target.....	91
What is the Christmas Challenge?.....	92

# Key Findings

## Financial impact on Women and Girls' charities

- A total of: **£4,136,230** was raised for the Women and Girls' (W&G) Charities taking part in the Women and Girls' Match Fund (WGMF) (out of a target of £5 million).
- Over **13,500 donors** took part in the WGMF, giving over **13,900 donations**.

## Financial impact on Women and Girls' charity sector and beneficiaries

- A total of: **162 Women and Girls' charities** took part in the WGMF (out of a target of 299).
- At least **436,073 beneficiaries** (women and girls) would receive extra benefit from Women and Girls' charities as a result of WGMF.
- Nearly two-thirds (**63%**) of charities scored between 1 and 3 points (on a scale of 0-3) when externally assessed for being **led by Black or minoritised women and girls, LGBTQI women and girls, and/or disabled women and girls**, with **17%** scoring at the highest level (3).

## Impact on Women and Girls' charities: RESILIENCE

- **88%** of charities reported that the campaign has helped **develop its relationship with existing supporters** (out of a target of 90%).
- **70%** of W&G charities reported raising **more donations** while **60%** reported raising **larger donations**.
- Just over half (**51%**) of W&G charities felt that their **existing supporters gave more** through the WGMF than they usually do.

---

"It's been really good for us nurturing our support base, who were more that level of £10 or £20 quid, £50 quid; and this year we want to start having a bit more of a plan and a pipeline for major donors."  
(W&G charity participant)

---

## Impact on Women and Girls' charities: PROFILE

- **80%** of W&G charities reported that their **organisation's profile had been raised** by taking part in the WGMF.
- **94%** of charities reported that they **received donations from new supporters** (out of a target 95%).
- **New donations** accounted for, on average, nearly two-fifths (**39%**) of the total value of donations to W&G charities.
- **89%** of charities said it had helped **develop relationships with new supporters**.

---

"We definitely attracted some new donors that have stayed with us."  
(W&G charity participant)

---

## Impact on Women and Girls' charities: SKILLS

- An overwhelming **92%** of W&G charities reported an **increase in their confidence in digital fundraising** (out of a target of 80%), with **30%** reporting significant increases.
- **92%** of charities reported increased individual fundraising skills, with increases also reported in campaign planning (87%), social media (87%) and digital marketing (85%), amongst other skills.

---

"The campaign pushed us to launch on Instagram for the first time too. Generally, we got into a habit of posting every day on social media, which can only be a good thing." (W&G charity participant)

---

## Other benefits and impacts of the WGMF

- W&G charities also mentioned a number of other benefits of participation, including the match funding doubling donations, increased social media presence, increased (fundraising) engagement within organisation / trustees, improved understanding of the resource required to run such campaigns and the fact that the WGMF focused giving on the wider Women & Girls cause.
- Plus, some felt that **alignment with Big Give was a positive boost in itself**, and bestowed greater trust and recognition on charities, particularly smaller ones.

---

“It was an amazing opportunity to publicise our organisation and raise much needed funds at the same time.” **(W&G charity participant)**

---

## Hitting impact targets

- **The targets for the outcomes (increases in resilience, profile and skills) were largely met or exceeded, while the targets for the outputs (financial and participatory measures) were not met.**
  - For example, fewer than half (**44%**) of W&G charities participating in the WGMF reported that they used 100% of their match funds.
- **Success is not just measured in targets.** Many of the W&G charities taking part felt that the WGMF had been a success for them. There were also a number of underlying reasons why some targets were not met, including: the profile of the Women and Girls' charity sector, navigating the matching model for the Christmas Challenge, timing, and setting targets deliberately high.

---

“It's been really positive, and we definitely now see it as probably our main form of individual giving and our main appeal, and we learn from it every time. We find the match funding message to be really compelling.” **(W&G charity participant)**

---

## Views from Women and Girls' charities

- The application form to take part in the WGMF was generally felt to be fairly **easy**, and both this and the Big Give match funding platform were found to be **user friendly** by the charities spoken to as part of this evaluation.

---

“The application process was really simple, really clear, really easy.” **(W&G charity participant)**

---

- There were, however, some **difficulties** for W&G charities in **understanding the terminology** around match funding and the **different funding/matching models** – particularly for first time match fund participants.





- Overall, **91%** of W&G charities said that they would be **interested in participating** in another match funding campaign with the Big Give in the future.
- Over half (**51%**) were classed as **PROMOTERS** – those likely to recommend participating in the campaign to another charity or to a friend or colleague.

---

“Being backed by the Big Give was really, really positive.” **(W&G charity participant)**

---

## Support from Big Give

- The majority of W&G charities responding to the Charity Impact Surveys rated the support from Big Give overall as **good** or **excellent**, with good/excellent rating for: general support (88%), marketing (82%) and training (72%).
- Digital capacity grants were an important part of the project for W&G charities and were used primarily for digital training (28%), new applications or software (26%), or digital advertising (21%) for the participating W&G charities.

## Differential Success – the March and Christmas campaigns

- While the Christmas Challenge campaign created more impact in terms of **resilience**, **profile** and **skills** building, the March (International Women's Day (IWD)) campaign resulted in **more money** being raised overall for a **larger number of charities** that, while **slightly larger**, were generally **more diverse** than those taking part in the Christmas campaign.

---

“Because there's an opportunity to take part without securing a pledge funder ourselves we thought it didn't risk any relationships there, and then if it didn't work, just move on.” **(W&G charity participant)**

---

## Comparative Success – comparison with other Big Give campaigns

- The WGMF March (IWD) campaign attracted fewer donors than the Green Match Fund 2021 but **raised more money** in total.
- A higher proportion of charities in the WGMF March (IWD) campaign **increased their confidence in digital fundraising (93% vs 88%)**.

- The proportion of total **donations from new donors** was higher for the WGMF March (IWD) campaign than for the Green Match Fund (**40% vs 32%**).
- The proportion of charities reporting that they received '**significantly bigger donations**' was higher for those taking part in the WGMF Christmas Challenge campaign than Big Give Christmas Challenge aggregated averages (2018-2021) (**20% vs 14%**).
- The proportion of total **donations from new donors** was higher for the WGMF Christmas Challenge campaign than for the Big Give's Christmas Challenges (2018-2021) (**40% vs 28%**).

### Suggested improvements to the WGMF from W&G charities

- Allowing payments to be made (and matched) via other channels (e.g. BACS, CAF cheque, invoice)
- Increasing the length of campaigns (to a minimum of 2 weeks)
- Earlier notice / longer lead-in time for the campaign, in order to set-up and/or secure pledges
- More training/guidance on using the Big Give platform
- Facilitating donor recontact consent / not able to send 'thank you' communications
- Make it an automatic match fund for the W&G sector

### Conclusions and Recommendations

Overall, **the WGMF is seen as a success**, particularly in raising the resilience, profile and skills levels of Women and Girls charities that are perhaps starting from a lower level of confidence in individual and digital fundraising than other sectors.

---

"We're a big fan of it - of the Big Give - we want to keep doing it!"  
**(W&G charity participant)**

---

# Introduction

Big Give is a match funding platform that operates by amplifying the donations of the public and other funders giving to impactful charities. Big Give was established in 2007 by Sir Alec Reed, founder of Reed Executive Ltd., and in the fifteen years since then has raised more than £233 million for good causes globally.

In 2021 Big Give successfully applied for funding from the Tampon Tax Fund (2021-2022 funding round) administered by the Department for Digital, Culture, Media & Sport (DCMS). The purpose of the Tampon Tax Fund was to allocate the funds generated from the VAT on sanitary products to projects that improve the lives of disadvantaged women and girls.<sup>1</sup>

As a requirement of the funder, and for their own enlightenment, Big Give commissioned The Researchery in late 2022 to carry out an independent evaluation of Big Give's Women and Girls Match Fund (WGMF), matched with funding from the Tampon Tax Fund, managed by the Department for Digital, Culture, Media & Sport (DCMS).

## Research Aims and Methodology

The key aim of the research was to provide an independent evaluation of the impact of the Women and Girls Match Fund, and key learnings from the process of carrying it out. This included:

- Using a framework provided by an agreed Theory of Change
- Measures of success and impact
- Comparison between the two main WGMF campaigns (March and December)
- Comparison with previous Big Give campaigns
- Lessons learned and any suggestions for improvement
- An overview of the sustainable legacy of the campaign

---

<sup>1</sup><https://www.gov.uk/government/publications/tampon-tax-fund-application-form-2021-2022-funding-round/tampon-tax-fund-2021-2022-guidance-for-applicants>

A mixed methodology approach (both primary and secondary research, using quantitative and qualitative data) was employed to address the research objectives, and to approach the evaluation from different angles. The research element comprised:

1. A **Theory of Change** for the project, agreed with Big Give
2. **Evaluation (largely quantitative)** of the overall success and impact of the project – using data collected by Big Give on its Salesforce database and contained in the Charity Impact Surveys filled in by W&G charities during the project<sup>2</sup>
3. **Evaluation (largely qualitative)** of learnings and lessons (as well as any wider impacts) from the project research – using interviews and a focus group with W&G charities<sup>3</sup> and other key stakeholders (ROSA Fund and I.G. Advisors)<sup>4</sup>
4. **Comparison with previous Big Give campaigns**
5. **An overview of the sustainable legacy of the campaign** involving quantitative analysis and conversations with external consultants

## Background context

### About the Tampon Tax Fund

The Tampon Tax Fund was set up in 2015, managed by the Department for Digital, Culture, Media and Sport (DCMS), to allocate funds generated from the VAT on sanitary products to projects that improve the lives of vulnerable and disadvantaged women and girls.<sup>5</sup> Since then, £90.25m has been distributed in funding to women's charities.<sup>6</sup> On 1 January 2021 the tax was abolished. Funding

---

<sup>2</sup> 197 Charity Impact Survey responses (118 WGMF March (IWD) campaign and 79 Christmas Challenge 2022).

<sup>3</sup> A focus group took place with 5 representatives of W&G charities who had taken part in the WGMF. Four of these were new to match funding while one was a 'veteran' user of Big Give, having participated in previous campaigns. Interviews took place with 3 other representatives of W&G charities unable to make the focus group. One of these was new to match funding while two were 'veteran' users of Big Give, having participated in previous campaigns.

<sup>4</sup> Separate interviews were carried out with the CEO and Chair of the Rosa Fund and with one of the advisors from I.G. Advisors.

<sup>5</sup><https://www.gov.uk/government/publications/tampon-tax-fund-application-form-2021-2022-funding-round#:~:text=The%20Tampon%20Tax%20Fund%20allocates,of%20disadvantaged%20women%20and%20Ogirls>.

<sup>6</sup><https://www.civilsociety.co.uk/news/final-round-of-tampon-tax-funding-released.html#sthash.kvkLOaoD.dpuf>

has been awarded to charities who are coordinating projects on topics such as pregnancy, sexual assault support and domestic violence.<sup>7</sup>

The Tampon Tax Fund particularly welcomed applications which “*aim to use Tampon Tax funding to leverage additional resources, and therefore include an element of match funding.*”<sup>8</sup> Applicants making onward grants to small and medium sized charities were also encouraged to “*include a ‘sustainability’ element ... demonstrating that the impact of the project will last beyond Tampon Tax funding.*”<sup>9</sup>

## About the Women and Girls’ Match Fund (WGMF)

### The need / problem to be addressed

Women and Girls’ charities in the UK currently face a very real threat to their sustainability because of the effects of COVID-19.<sup>10</sup> These threats to sustainability include: financial, skills (particularly digital skills and fundraising) and increased demand for services since, as the UN Secretary-General highlighted in 2020: the “*impacts of COVID-19 are exacerbated for women and girls simply by virtue of their sex*”.<sup>11</sup>

In addition, feedback from Big Give’s consultation in designing the project revealed that women and girls’ charities often struggle to attract philanthropic contributions because of the complex nature of the work and the over reliance on contract/grants income.

### Project aims

Big Give’s Women and Girls Match Fund campaign (WGMF) set out to address these issues and needs and **have a demonstrable impact on the resilience, skills and profile of women & girls charities to help secure the long-term sustainability of the**

---

<sup>7</sup> Ibid.

<sup>8</sup><https://www.gov.uk/government/publications/tampon-tax-fund-application-form-2021-2022-funding-round/tampon-tax-fund-2021-2022-guidance-for-applicants>

<sup>9</sup> Ibid.

<sup>10</sup> <https://www.wrc.org.uk/the-impact-of-the-covid-19-crisis-on-the-uk-womens-sector>

<sup>11</sup><https://www.unwomen.org/en/digital-library/publications/2020/04/policy-brief-the-impact-of-covid-19-on-women>

**organisations, using match funding** sourced from the Tampon Tax Fund managed by DCMS.<sup>12</sup>

**Big Give aimed to raise £5m for the Women & Girls sector through match funding campaigns**<sup>13</sup> and to address the increase in demand through helping charities unlock new resources to meet the increased volume and complexity of need.

Big Give received £2.3 million from the Tampon Tax Fund administered by DCMS to carry out the WGMF. £2 million of that budget was for onward granting to W&G charities via the Big Give platform which would match fund the amounts raised.

The project aimed to target Women and Girls' charities focusing on the following categories: Alcohol and drug abuse, Multiple complex needs, Black, Asian, Minority and Ethnic Groups, Older women, Education and employment, Period poverty, Engaging excluded and vulnerable women through sport, Skills for the future (building skills such as leadership and digital skills), Female offenders, Women/girls with disabilities, Gender equality, Women/girls with learning disabilities, LGBTQI+ specific services, Women/girl's Mental Health, Tackling loneliness.

## Design of the project

### **Match fund campaigns**

There were three ways for W&G charities to get involved with the WGMF.<sup>14</sup>

- The March (International Women's Day) campaign ran between 8 - 22 March 2022. Charities were awarded a ring-fenced amount of automatic 1:1 match funding which was used to match public donations - either £2,500, £10,000 or £25,000. Each charity had a matching pot made up of Champion funds to double online donations made via BigGive.org. Charities could access these match funds until the campaign closed on 15th March or until their target has been hit, whichever came first.
- The Christmas Challenge 2022 (the UK's biggest match funding campaign) took place between the 29<sup>th</sup> November and the 6th December 2022. Up to

---

<sup>12</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/959265/Tampon\\_Tax\\_Fund\\_2020\\_21\\_-\\_Guidance\\_for\\_Applicants\\_V2.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/959265/Tampon_Tax_Fund_2020_21_-_Guidance_for_Applicants_V2.pdf)

<sup>13</sup> The original application envisaged two match fund campaigns, but Big Give added a third way – 'run your own campaign' - see 'Adaptations to the original application' BOX.

<sup>14</sup> As already noted, the original design of the project was adapted by Big Give in consultation with DCMS as the project unfolded, in response to certain circumstances (including an underspend) – see 'Adaptations to the original application' BOX.

£25,000 in match funding was available per charity. Match funding grants were awarded on a double-match basis.<sup>15</sup>

- Run your own match funding campaign was an opportunity for W&G charities to run their own match funding campaign on the Big Give platform at a time that suited them. Applications were open between 1st April and 28th October 2022. Up to £10,000 in match funding was available per charity.<sup>16</sup>

## **Sustainability funding**

Up to 10% of the Tampon Tax Fund grant could be used to improve the sustainability of grantee organisations. Sustainability funding for this project focused on two areas:

### **1) Building digital fundraising skills and capacity**

Each participating organisation was invited to participate in at least 2 days' worth of training throughout the project and had the opportunity to put their new skills into practice by participating in the Big Give match funding campaigns. The Big Give worked with I.G. Advisors (a fundraising consultancy with experience of supporting women and girls charities) to provide digital skills training for this project. Each charity was also granted £700 to spend on digital capacity building in their organisations.

### **2) Creating a philanthropic community**

Through an added element of sustainability funding, the Big Give project aimed to build a long-term legacy of collective philanthropic giving across the Women & Girls sector to ensure the impacts of this project extend far beyond the funding from DCMS. This would be achieved by establishing a philanthropic community for individuals who wish to provide ongoing support to charities to women and girls charities in the UK. The Big Give worked with philanthropy consultancy, I.G. Advisors, to provide a strategy for establishing this community and made a £40k grant to Impact100 community to enhance philanthropic engagement for marginalised women and girls.

---

<sup>15</sup> Big Give operates the UK's biggest match funding campaign, the Christmas Challenge, which runs for seven days each year in the run-up to Christmas. The match funds come from two sources — charities themselves secure pledges from their key donors over the summer. These pledges are then boosted by funds from a Big Give Champion who contributes to the match fund pot. The collective pot is used to double donations from online supporters when the campaign is live.

<sup>16</sup> This option did not form part of the original application to DCMS but was added in agreement with them after the initial campaign did not attract as many W&G charities as had been wanted – see 'Adaptations to the original application' BOX.

## Adaptations to the original application

A number of different tactics were employed by Big Give to tackle underspend throughout the cycle of the whole project. The major ones were fourfold:

- Introducing the ability for charities to run their own campaigns on the Big Give platform whenever they liked, so they weren't just restricted to taking part in the March or Christmas campaigns.
- After both the March (IWD) and Christmas Challenge campaigns, if a charity had not just hit their target but exceeded their target, in terms of grant funds raised, Big Give retrospectively matched those unmatched donations.
- Lastly, Big Give offered to match up to £1,500 of Gift Aid for each charity, raised through any of the WGMF campaigns.
- Big Give decided to tackle the more weighty underspend in Scotland by offering direct grants to Scottish charities who had been funded with Tampon Tax funding. These charities were asked to submit a proposal for up to £25,000.

## About Big Give and match funding

**theBigGive.org.uk** is the UK's largest digital match funding platform, dedicated to making it easy for the public and funders (e.g. philanthropists, foundations or corporates) to give to impactful charities. Founded by philanthropist Sir Alec Reed in 2007, Big Give doubles donations to good causes. Between 2007-2023 Big Give raised more than £233 million for charities around the world.

Big Give also has experience of running "themed" match funding campaigns; e.g. the inaugural Green Match Fund raised £1.8m for 146 environmental charities between 22nd - 29th April 2021.

Match funding is a proven mechanism to encourage more people to give and people to give more. It also has the potential to unlock giving from those in higher wealth brackets. Research has shown that higher earners were more likely to give to a fundraising campaign primarily because it was matched.<sup>17</sup> Furthermore, by bringing charities together in collective giving campaigns, charities can achieve greater engagement with the wider public and reach new audiences.

---

<sup>17</sup> "A Great Match - How match-funding incentivises charitable giving in the UK and unites funders and donors in tackling social issues", 2016, Dr. Catherine Walker, The Researchery, commissioned by Big Give, Charities Trust and RBS.  
(<https://thebiggive.my.salesforce.com/sfc/p/0O000000YzQm/a/69000003QYvK/JmVqkfloADjZZi9J.QiZVvRDNIcleJ.qOYGSiFB3B.k>)



# Organisations involved

## THE BIG GIVE

Project Lead - leading the project delivery and responsible to DCMS.

## ROSA FUND

Big Give worked with Rosa Fund to determine the best applications to receive match funding grants. Rosa Fund is the only funder in the UK dedicated to supporting and resourcing specialist organisations led by and for women and girls. Rosa also had input in the application and assessment process and commissioned their pool of independent assessors to undertake assessments of applications.

## I.G. ADVISORS

I.G. Advisors were responsible for strategic communications, research of the Women & Girls sector, fundraising training - running a webinar series to support charities participating in campaigns, and advising on establishing the Women & Girls philanthropic community. I.G. is an award-winning strategy consultancy specialising in social and environmental change - and with significant expertise in gender justice, and women & girls' rights.

## About the Women and Girls' Charity Sector

---

“Despite growing attention to women and girls, and more programmes targeted at them, funding remains fragmented ... It's time to galvanise growing resources ... to accelerate change” (**ROSA Fund Annual Report 2018**)<sup>18</sup>

---

The stark fact is that: “Local specialist women's organisations ... deliver life-supporting and life-changing services to women and their children, many of whom are in vulnerable situations and have complex needs.”<sup>19</sup> Prior to Covid-19 the sector was already under-funded.<sup>20</sup> However, in 2020, the UN Secretary-General highlighted that the “impacts of COVID-19 are exacerbated for women and girls simply by virtue of their sex” and recommended that it was vital to “target women

---

<sup>18</sup> <https://rosauk.org/wp-content/uploads/2020/03/Annual-Report-and-Accounts-2017-18-FINAL.pdf>

<sup>19</sup> <https://www.wrc.org.uk/life-changing-and-life-saving-funding-for-the-womens-sector-2018>

<sup>20</sup> Ibid.

and girls in all efforts to address the socio-economic impact of COVID-19."<sup>21</sup> These organisations face a very real threat to their sustainability because of the effects of COVID-19.<sup>22</sup>

## Threats to sustainability

Threats to sustainability include:

- **Financial** e.g. the charity sector is facing a £10bn funding gap<sup>23</sup> with traditional income streams, e.g. charity shops / sponsored events etc., being severely impacted.
- **Skills and competencies** to adapt to "new world" e.g. there is a need for charities to embrace digital fundraising, with 45% of charities saying that they are "poor" at it.<sup>24</sup>
- **Increased demand** for services without the resource to cope e.g. the impact of the pandemic has meant demands on women's organisations increased by volume and complexity.<sup>25</sup> One charity in the Big Give's consultation said they had seen a 117% increase in referrals for their service.

Additionally, feedback from Big Give's consultation with Women and Girls charities in designing this project revealed that women and girls charities often struggle to attract philanthropic contributions because of the complex nature of the work and the over reliance on less flexible contract and grant funding. Many contracts had been extended because of Covid-19 but that means there would be increased competition to apply for these contracts in 2022.

An added threat to sustainability comes from the **size** factor: while "the women's civil society sector is composed of organisations of varied sizes and financial capabilities ... many organisations in the sector are very small and their survival is only guaranteed in a year-on-year basis."<sup>26</sup>

---

21

<https://www.unwomen.org/en/digital-library/publications/2020/04/policy-brief-the-impact-of-covid-19-on-women> Quoted in Big Give's application to DCMS.

<sup>22</sup> <https://www.wrc.org.uk/the-impact-of-the-covid-19-crisis-on-the-uk-womens-sector> Quoted in Big Give's application to DCMS.

23

<https://www.probonoeconomics.com/news/pres-release-charities-facing-101-billion-funding-gap-over-the-next-six-months> Quoted in Big Give's application to DCMS.

<sup>24</sup> [https://www.skillsplatform.org/uploads/charity\\_digital\\_skills\\_report\\_2020.pdf](https://www.skillsplatform.org/uploads/charity_digital_skills_report_2020.pdf) Quoted in Big Give's application to DCMS.

<sup>25</sup> <https://rosauk.org/publications/rosas-covid-19-response-final-report/> Quoted in Big Give's application to DCMS.

<sup>26</sup> <https://www.wrc.org.uk/life-changing-and-life-saving-funding-for-the-womens-sector-2018> The report draws on in-depth interviews with the Coventry Women's Partnership organisations, along with a

Black and minoritised women services are at higher risk of financial collapse<sup>27</sup> as analysis shows that organisations led by and for Black and minoritised women and girls receive less funding than other organisations.<sup>28</sup>

Interestingly, the Women's Resource Centre has reported that in 2018 only two in 10 charities awarded funding from The Tampon Tax Fund were specialist women's organisations.<sup>29</sup>

# Results

The results section outlines the various impacts of the Women and Girls' Match Fund (WGMF) in greater detail, providing supporting evidence from Big Give's financial information, the Charity Impact Surveys conducted with charities participating in the WGMF, and insights from the focus group and interviews undertaken as part of this evaluation.

## 1) Theory of Change

A Theory of Change for the WGMF project was constructed from conversations with Big Give and materials created for this project. It was discussed and agreed with Big Give. The Theory of Change was used to guide the evaluation process.

The full logic chain is presented in the Appendices.

## 2) Impact on the Women & Girls' charity sector

### Total amount raised for Women and Girls' charities

A total of: **£4,136,230** was raised for the Women and Girls' Charities taking part in the WGMF, including donations, match funding and Gift Aid.

This total comprises:

**£1.84** million donations

**£2.04** million match funding / onward grants

**£0.25** million Gift Aid

---

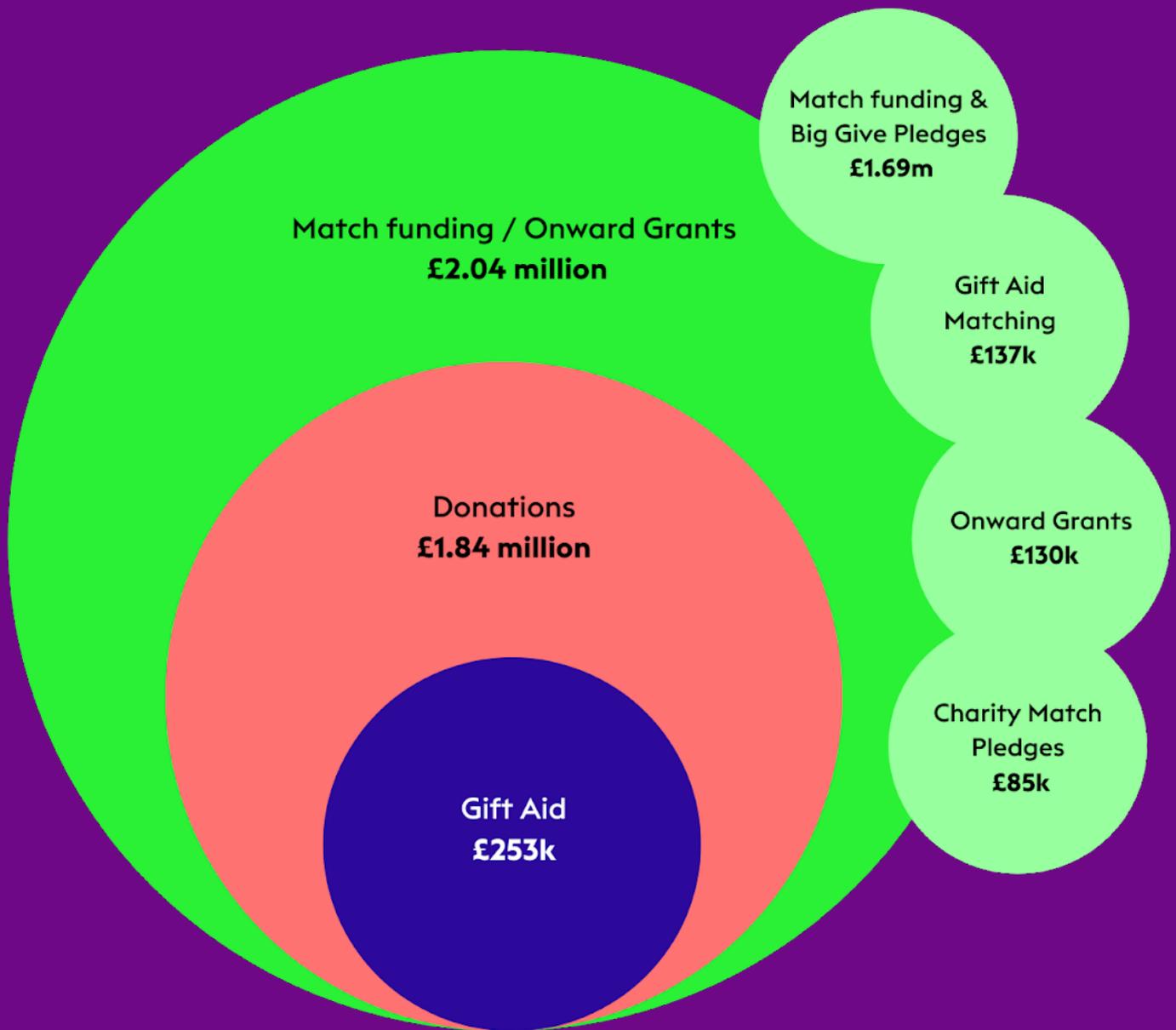
snapshot survey of 41 women's organisations conducted in August 2018 about their financial situation, challenges faced, and future prospects.

<sup>27</sup> <https://www.wrc.org.uk/life-changing-and-life-saving-funding-for-the-womens-sector-2018>

<sup>28</sup> <https://rosauk.org/wp-content/uploads/2023/03/Rosa-UK-Annual-Report-Accounts-2022-update.pdf>

<sup>29</sup> <https://www.wrc.org.uk/life-changing-and-life-saving-funding-for-the-womens-sector-2018>

Total amount raised for Women and Girls' charities through the Women and Girls Match Fund



The total match funding / onward grants figure includes the following:

- **Match Funding & Big Give Pledges** which comprises match funds (onward grants) from the Tampon Tax Fund, plus Pledges from Big Give 'Champions' (individuals or organisations) sourced by Big Give who have put up their own money as match funding for individual charities taking part in the Christmas Challenge campaign (£1.69m)
- **Gift Aid matching** at an individual charity level, up to a maximum of £1,500 per charity. This was an additional measure introduced by Big Give to gift additional funding to W&G charities, and not something that Big Give usually does (see BOX: 'Adaptations to the original application') (£137k)
- **Onward grants** that were not match funding for a number of Scottish W&G charities (£130k)
- **Charity Match Pledges** from 'Champions' (individuals or organisations) sourced by W&G charities who have put up their own money as match funding for individual charities taking part in the Christmas Challenge campaign (£85)

The **Gift Aid** figure of £253k represents the additional Gift Aid on donations made through the WGMF.

Monies were raised through three different match fund campaign streams (as outlined in the Introduction):

- March (International Women's Day) campaign = **£2,134,204**
- Christmas Challenge 2022 = **£1,560,245**
- Run Your Own Campaign = **£174,599**

The differences between the March and Christmas campaigns are explored further in the section entitled 'Differential Success – the differences between the March and Christmas campaigns'.

Separately, a total of **£148,375** in Digital Capacity Grants was distributed to W&G charities who participated in the WGMF (see 'The digital capacity-building grant' in the 'Views from W&G charities' section).

An additional **£40,000** was onward granted to the charity Impact100 to fulfil the sustainability part of the project (see 'Creating / supporting a philanthropic community for Women and Girls' charities').

## Number of donors and donations

More than **13,500** donors took part in the WGMF, giving over **13,900** monetary donations, meaning that some donors will have donated more than once (likely to different charities).

Besides the financial impact on individual charities, the evaluation measured how much depth of impact there was for the W&G charity sector in terms of numbers affected.



## Number of Women and Girls' charities supported

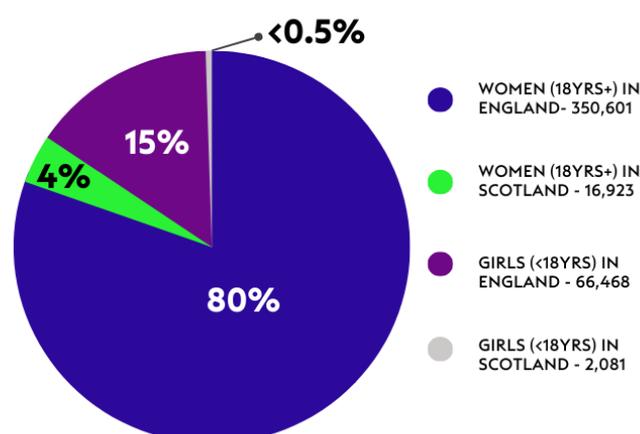
A total of: **162** Women and Girls' charities took part in the WGMF. **119** W&G charities took part in the initial March (International Women's Day) campaign, while **87** took part in the Christmas Challenge 2022, and **13** ran their own campaign on the Big Give platform.



## Number of beneficiaries reached by WGMF project

At least: **436,073** beneficiaries (women and girls) were estimated to receive extra benefit from Women and Girls' charities as a result of WGMF as reported by the W&G charities taking part.<sup>30</sup> The majority (80%) of beneficiaries were estimated to be women (over 18 years) in England, with girls (under 18 years) in England forming the second largest beneficiary group (15%).

*With the total funds raised through the campaign (including donations, match funding and Gift Aid), how many women and girls in England and Scotland will benefit from your organisation's work funded through this campaign?<sup>31</sup>*

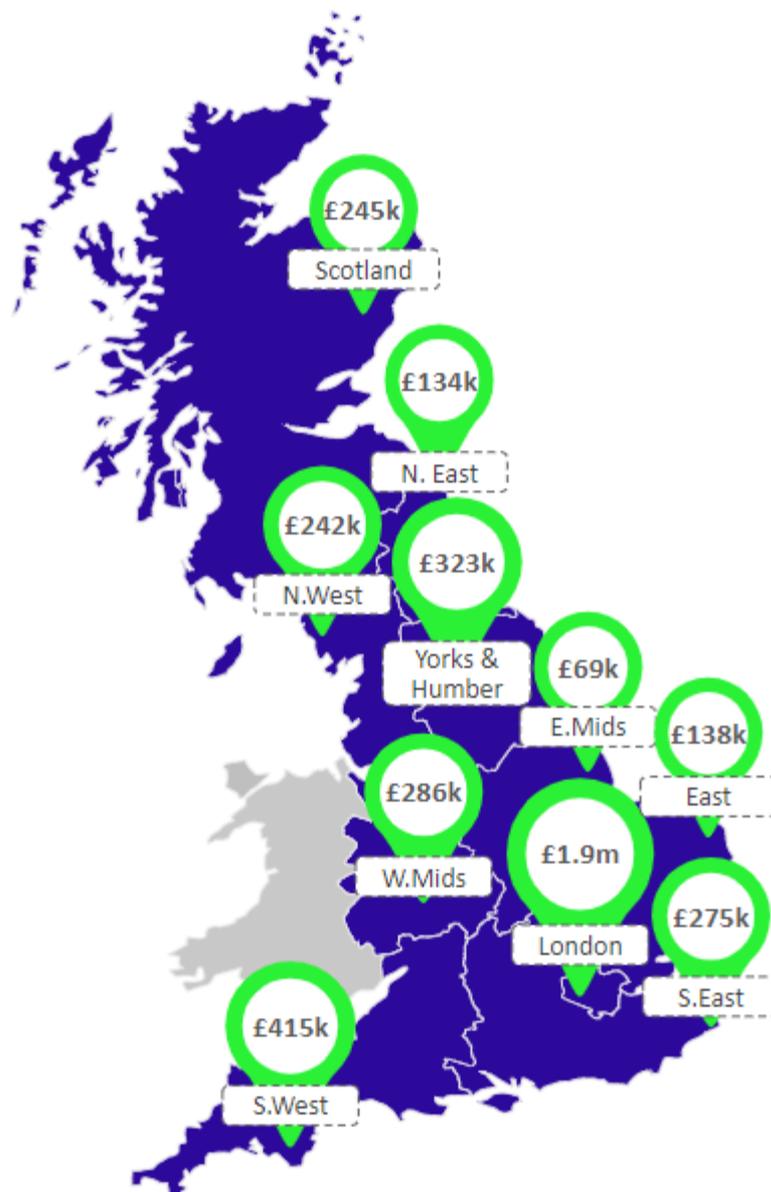


<sup>30</sup> A number of charities that took part in both the March and Christmas campaigns have provided figures for beneficiaries helped. It is difficult to assess whether there is double-counting of beneficiary numbers though, since in most cases, the beneficiary numbers given per campaign differ and/or are for different target groups (i.e. one campaign is adult women in England, whilst the other is girls). In some instances, the same beneficiaries may have been benefitted from monies raised in both campaigns but this number is likely to be small. Since not every charity completed this question in the survey the total number represents a slight under-estimate of the full total of beneficiaries likely to benefit.

<sup>31</sup> All responses, WGMF March (IWD) campaign: 115, Christmas Challenge 2022: 82.

## Geographic spread of WGMF funding across England and Scotland

Including Scotland, slightly more money was raised by and for W&G charities registered outside of London than in the capital.<sup>32</sup>



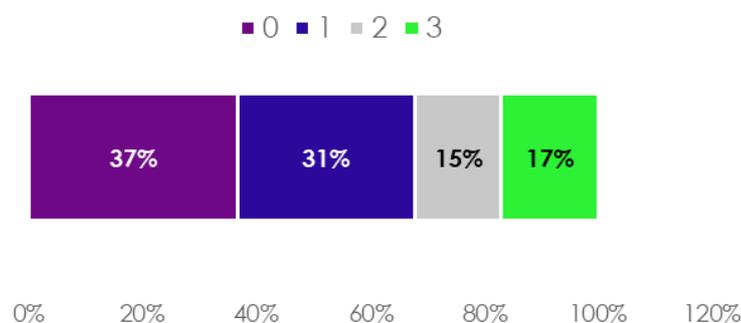
<sup>32</sup> Monies raised across all WGMF campaign streams have been allocated to UK Regions using the postcode information provided by the charitable organisations participating. It is important to note that this is likely to reflect the charity's Head Office or registered address, and may not fully represent their area of operation, be that regional, national or international. NOTE: postcode information is not available for £77,803 and so this amount cannot be allocated regionally.

## Number of W&G charities led by individuals with protected characteristics

One aim of the WGMF was to prioritise charities led by Black or minoritised women and girls, LGBTQI women and girls, and/or disabled women and girls. This was assessed by an independent pool of grant assessors for the ROSA Fund and scored on a scale of 0-3 points, with 3 being the highest score.

An analysis of these assessment scores showed that, on average across all WGMF campaigns, nearly two-thirds (**63%**) of charities scored between 1 and 3 points, with **17%** scoring 3.

*External assessment of 'charities led by individuals with protected characteristics'<sup>33</sup>*



These charities may have found it more difficult to access match funding, particularly the pledge model.

---

"I don't know, but probably the 1:1 match funding in the March campaign had a better impact on black and minoritized women than any of the pledging." **(External Partner)**

"A lot of organisations we fund are survivor led, or they're led by people with lived experience. If you're running a midwife service for refugee women having been a refugee yourself, and where English isn't your first language, and you're based in, say, Scarborough, and the Big Give comes along and says: "let's help with your digital marketing strategy" – it's not going to land. That kind of additional funding might work in the long term, but it's a cultural change, and we're not there yet." **(External Partner)**

---

<sup>33</sup> Total N = 212; March (IWD) campaign = 116, Christmas Challenge = 84, 'Run your own campaign' = 12.



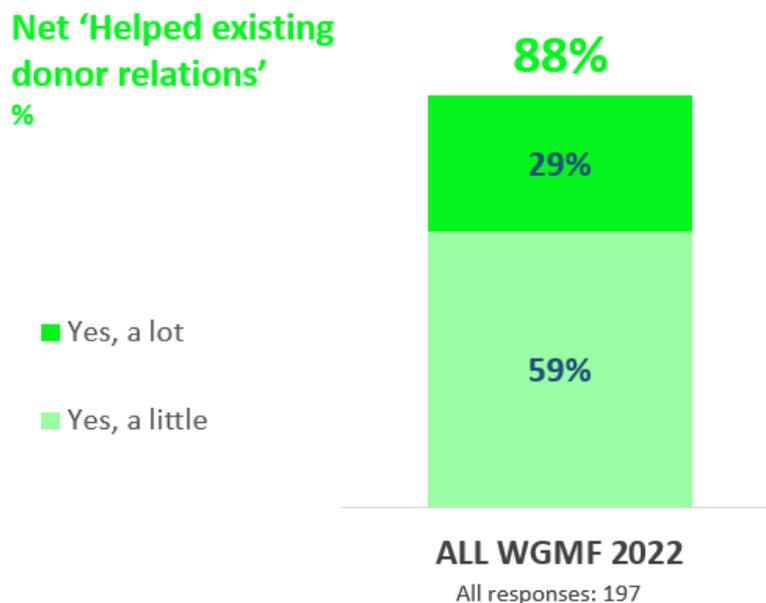
## Impact on W&G charities: RESILIENCE

Resilience was perceived as being related to raising more money for the charity/cause, and measured primarily by developing relationships with existing donors.

### More resilient funding as a result of participating in Big Give match funding campaigns

**88%** of charities reported that the WGMF has helped **develop its relationships with existing supporters**.

*Would you say the campaign week helped your organisation to develop its relationships with existing donors?<sup>34</sup>*



---

"It's been really good for us nurturing our support base, who were more that level of £10 or £20 quid, £50 quid; and this year we want to start having a bit more of a plan and a pipeline for major donors. And I also think it's a really good opportunity for major donors as well, and a really simple suggestion or simple ask for us." **(W&G charity participant)**

---

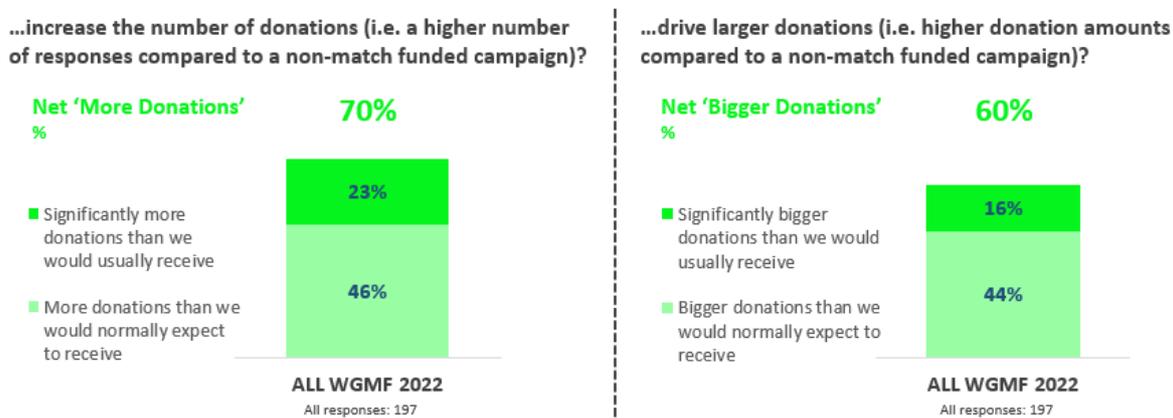
<sup>34</sup> All responses: 197. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

## Raising more and bigger donations

Resilience can also be measured by the proportion (%) of charities raising more and bigger donations through WGMF compared to a non-match-funded campaign.

**70%** of W&G charities reported raising **more donations** while **60%** reported raising **larger donations**.

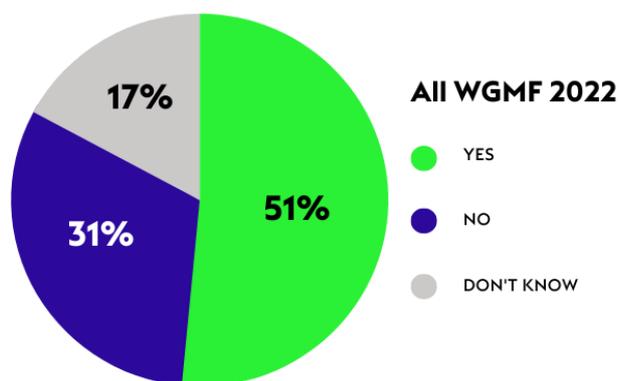
*Compared to other fundraising you've done, how much did the match funding...<sup>35</sup>*



These numbers confirm the classic attributions of success of match funding in attracting more people to give more, as seen in previous research.<sup>36</sup>

Just over half (**51%**) of W&G charities felt that their existing supporters gave more through the WGMF than they usually do. This could be seen as a direct consequence and effect of the match funding.

*Would you say that your current supporters gave more than they normally do?<sup>37</sup>*



<sup>35</sup> All responses = 197. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>36</sup> "A Great Match - How match-funding incentivises charitable giving in the UK and unites funders and donors in tackling social issues", 2016, Dr Catherine Walker, The Researchery, commissioned by Big Give, Charities Trust and RBS.

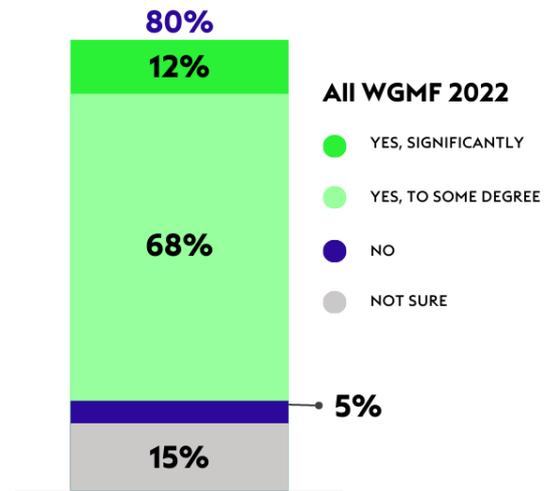
(<https://thebiggive.my.salesforce.com/sfc/p/00000000YzQm/a/69000003QYvK/JmVakfloADjZi9J.QiZVyRDNIcleJ.gOYGSiFB3B.k>)

<sup>37</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

## Impact on W&G charities: PROFILE

Raising profile was perceived as being related to reaching new audiences and attracting new donors. Raising the charity's profile was, in fact, the most mentioned impact/benefit from taking part in the Women & Girls Match Fund, with **80%** of W&G charities reporting that their organisation's profile had been raised by taking part in the WGMF.

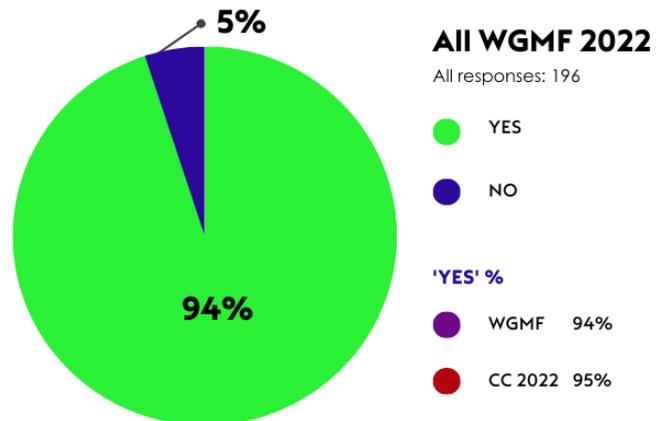
*Did taking part in the campaign raise your organisation's profile?<sup>38</sup>*



## Increased profile as a result of participating in Big Give match funding campaigns (new donors)

**94%** of charities reported that they **received donations from new supporters.**

*Did you receive any online donations from new supporters who had not previously donated to your charity?<sup>39</sup>*



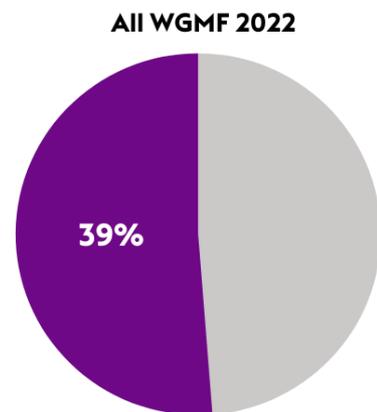
**"We definitely attracted some new donors that have stayed with us."  
(W&G charity participant)**

<sup>38</sup> All responses: 194, WGMF = 116, Christmas Challenge = 78. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>39</sup> All responses: 196. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

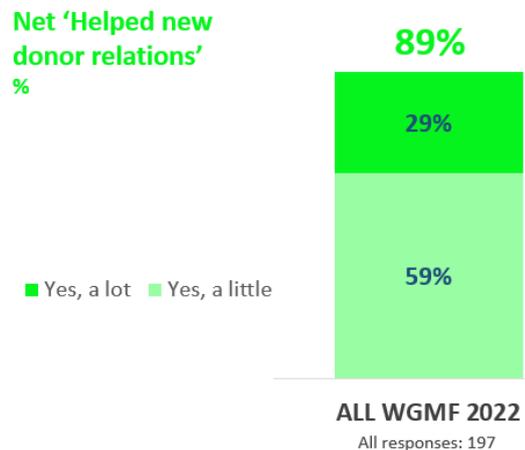
New donations accounted for, on average, nearly two-fifths (**39%**) of the total value of donations to W&G charities, demonstrating the relative importance of these new supporters to W&G charities.

*Of the total value of all of your donations, approximately what percentage were from new supporters who had not previously donated to your charity?<sup>40</sup>*



**89%** of charities said taking part in the WGMF had helped them **develop relationships with new supporters.**

*Would you say the campaign week helped your organisation to develop its relationships with new donors?<sup>41</sup>*



Importantly, W&G charities taking part commented that the process helped them to develop their confidence in fundraising from new audiences, and encouraged relationship building with 'new-ish' donors.

<sup>40</sup> All responses: 196. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>41</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

---

“It's also provided an internal confidence. We've been predominantly reliant on trusts and foundations [in the past], but it has given us an internal confidence that we can be strategic in our ask to our community, and benefit from them. They benefit from us in the services that we deliver. But there is space to ask them to support us in another way. And we've been really conscious of that previously.” **(W&G charity participant)**

“It was a great kind of relationship builder for us as well. We did have a key corporate [donor] that came in and did manage to donate the majority of what we were able to match fund which obviously was extremely helpful, but they absolutely loved it and they've since been in touch asking ‘when are you going to hold something else similar to this?’ - they just loved the fact that it was matched, and that just really helped our relationship with this particular partner.” **(W&G charity participant)**

“It allowed us to have conversations with other partners who we hadn't built that relationship with yet. It was like an extra excuse to go to them and say: ‘oh, we thought you'd be really interested in hearing about this’, and start that line of communication.” **(W&G charity participant)**

---

This seemed especially helpful for small, new charities.

---

“We're a young charity, so it was a great opportunity for us to have a platform to secure the match funding from donors that we have that we were trying to nurture and engage a little bit more. So, for us, it was an opportunity to re-engage with donors and inspire them to give.” **(W&G charity participant – first timer)**

---

And, importantly, some charities reported that new donors have become engaged with them after the campaign.

---

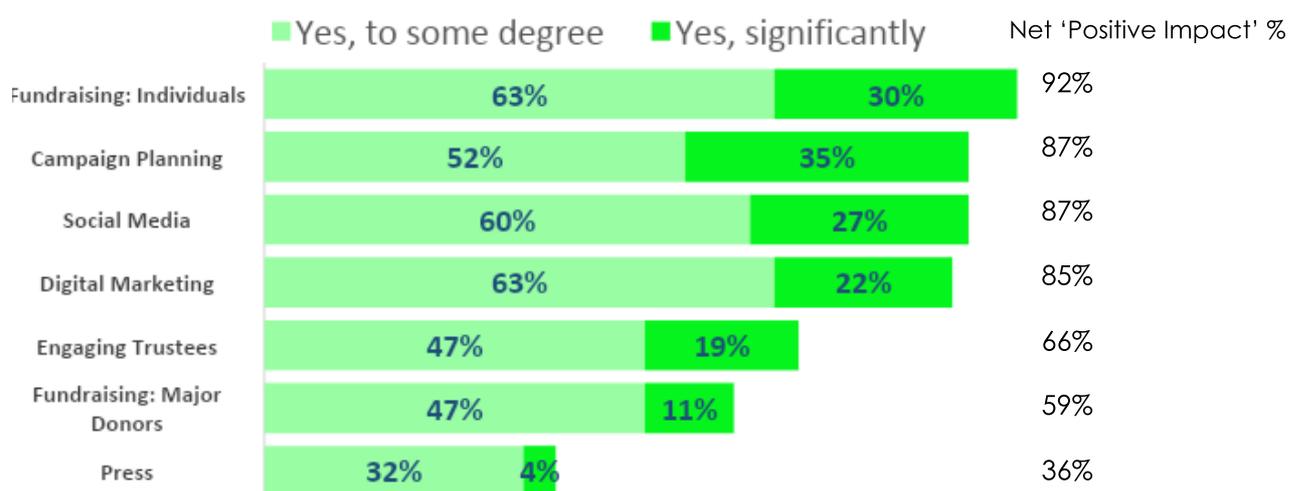
“They have stayed with us, and they have engaged with other work that we've done since that point.” **(W&G charity participant – first timer)**

---

## Impact on W&G charities: SKILLS

In addition to the financial impact and profile raising, W&G charities taking part in the WGMF highlighted the improved skills they had learned during the process. In particular, taking part in the WGMF most strongly **increased individual fundraising skills** – something which the W&G charity sector as a whole was seen as needing to improve<sup>42</sup> so this was a significant gain, with **92%** of charities reporting increased skills in this area. Charities also reported increases in campaign planning (**87%**), social media (**87%**) and digital marketing (**85%**), amongst other skills.

*Has taking part in the WGMF/Christmas Challenge campaign positively impacted on your organisation in the following areas...?<sup>43</sup>*



## Digital fundraising

### Improved digital fundraising skills

Digital fundraising was a particular target for skills development, and more intensive and bespoke training was provided to charities taking part in the WGMF than to charities taking part in other Big Give campaigns. Big Give noted in their application that: *"The Big Give will work with a fundraising consultancy with experience of supporting women and girls charities to provide digital skills training for this project."*<sup>44</sup>

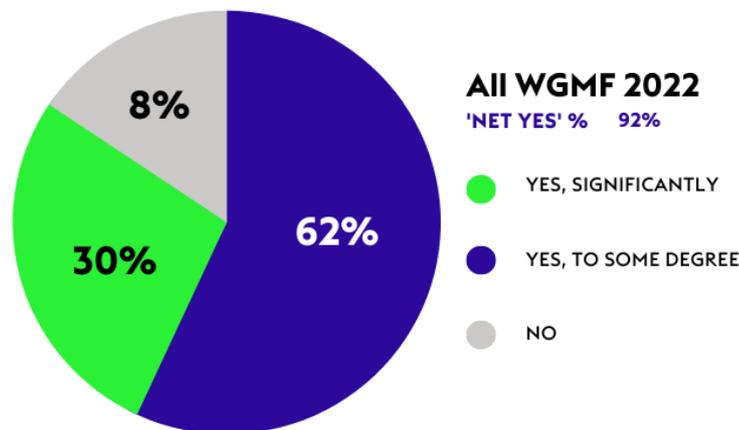
<sup>42</sup> See Introduction section on the Women and Girls' charity sector.

<sup>43</sup> All responses: 196. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>44</sup> See Introduction.

An overwhelming **92%** of W&G charities reported an increase in their confidence in digital fundraising, with **30%** reporting significant increases.<sup>45</sup>

*Has taking part in the campaign increased your organisation's confidence in digital fundraising?*<sup>46</sup>



*Other skills / experience gained from participation in WGMF*

Amongst those charities responding, a number of other skills were identified as having been gained from participation in the WGMF. The most mentioned other skills / experience were (in order of most mentioned)<sup>47</sup>:

- Cross-team working / collaboration
- Better understanding of our audience / donors
- Digital skills & understanding
- Opportunity to test new approaches (i.e. test new email database/comms, etc.)
- Generally improving all aspects of online campaigns
- Understanding that more resource / capacity is required to support such campaigns
- New ways to advertise/interact with donors (e.g. events), to maintain a higher profile

<sup>45</sup> 93% of those charities taking part in the WGMF March campaign reported increased digital fundraising skills, compared with 90% of those taking part in the Christmas Challenge – the former were starting from a lower base (see 'Differential success' section).

<sup>46</sup> All responses: 196. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>47</sup> NOTE: results are based on a qualitative thematic analysis of the open-ended comments provided by Charity Impact Survey respondents, N=133.

- Developing more creative campaign messaging
- Improvements to our donor stewardship processes
- Improved communication skills generally

---

“The overarching feeling was of the team really pulling together and working hard to reach the goal - which felt fun, motivational and brought us closer together with staff, clients, volunteers, Trustees, local businesses, and supporters.” **(W&G charity participant)**

“The campaign pushed us to launch on Instagram for the first time too. Generally, we got into a habit of posting every day on social media, which can only be a good thing.” **(W&G charity participant)**

“It's the first time we have run a campaign like this, so it was all new. I think rather than skills, it has increased our confidence in fundraising in this kind of format.”  
**(W&G charity participant)**

---

### 3) Hitting impact targets

Big Give set itself a number of targets for the outputs and outcomes of the WGMF project. There were 2 output targets and 4 outcome targets (set out below with resulting percentage success achieved). These were reported on to DCMS throughout the duration of the project. The targets set by Big Give were based on their past experience of running match funding campaigns.

- Output 1): Number of Women & Girls charities supported with match funding (Target = 299)
- Output 2): Total raised by Women & Girls charities having participated in match funding campaign (Target = £5 million)
- Outcome 1): Number of vulnerable, disadvantaged or underrepresented women and girls lives improved through activities funded by Big Give match funding campaigns (Target = 16,650)
- Outcome 2): Proportion of participating Women & Girls charities which have more resilient funding as a result of participating in Big Give match funding campaigns (Target = 90%)



- Outcome 3): Proportion of participating Women & Girls charities which have improved digital fundraising skills as a result of participating in Big Give match funding campaigns (Target = 80%)
- Outcome 4): Proportion of participating Women & Girls charities which have increased profile as a result of participating in Big Give match funding campaigns (Target = 95%)

## Target success

### Output 1): Number of Women & Girls charities supported with match funding

- A total of: **162** Women and Girls' charities took part in the WGMF (out of a target of 299).
- **Percentage of target reached = 54%**

### Output 2): Total raised by Women & Girls charities having participated in match funding campaign

- A total of: **£4,163,230** was raised for the Women and Girls' Charities taking part in the WGMF (out of a target of £5 million).
- **Percentage of target reached = 83%**

### Outcome 1): Number of vulnerable, disadvantaged or underrepresented women and girls lives improved through activities funded by Big Give match funding campaigns

- At least: **436,073** beneficiaries (women and girls) were estimated to receive extra benefit from Women and Girls' charities as a result of WGMF as reported by the W&G charities taking part.<sup>48</sup>
- **Percentage of target reached = 2,619%**

### Outcome 2): Proportion of participating Women & Girls charities which have more resilient funding as a result of participating in Big Give match funding campaigns

- **88%** of charities reported that the campaign has helped develop its relationship with existing supporters (out of a target of 90%).
- **Percentage of target reached = 98%**

---

<sup>48</sup> While there may be some slight double-counting, not all charities answered this question so overall this total probably represents an under-estimate of the full total of beneficiaries likely to benefit.

### **Outcome 3): Proportion of participating Women & Girls charities which have improved digital fundraising skills as a result of participating in Big Give match funding campaigns**

- An overwhelming **92%** of W&G charities reported an increase in their organisation's confidence in digital fundraising (out of a target of 80%), with 30% reporting significant increases.<sup>49</sup>
- **Percentage of target reached = 115%**

### **Outcome 4): Proportion of participating Women & Girls charities which have increased profile as a result of participating in Big Give match funding campaigns**

- **94%** of charities reported that they received donations from new supporters (out of a target 95%).
- **Percentage of target reached = 99%**

## Overall success in hitting targets

In summary, **the targets for the outcomes were largely met or exceeded, while the targets for the outputs were not met.**

In this project, however, there were many moving parts and many potential ways of defining success. As the next section ('Views from Women and Girls' charities') shows, many charities regarded their participation as a success, and there were also a number of reasons why not all the targets set by Big Give were met (set out below).

---

"We didn't use all of our match pot, but we still saw it as a success, and it was still good." **(W&G charity participant)**

"So for [our charity] it was a big success because we raised in total about £16 or £17 grand, which was a lot higher than the £6 grand we'd got previously, so we were buzzing about that. But then I think from an outsider's perspective, or a donor's perspective, maybe it wouldn't have looked very good with the thermometer thing that Yeah, to raise 40 grand and we got it to 16 grand." **(W&G charity participant)**

---

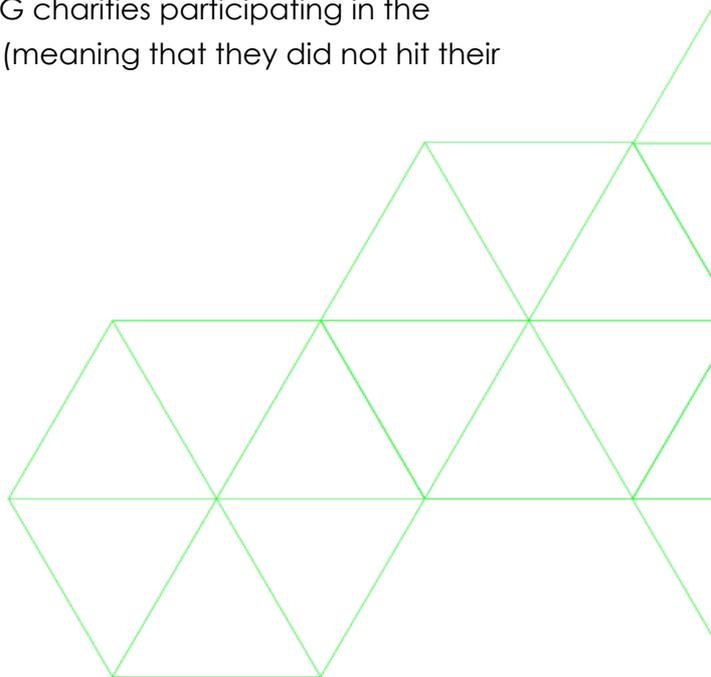
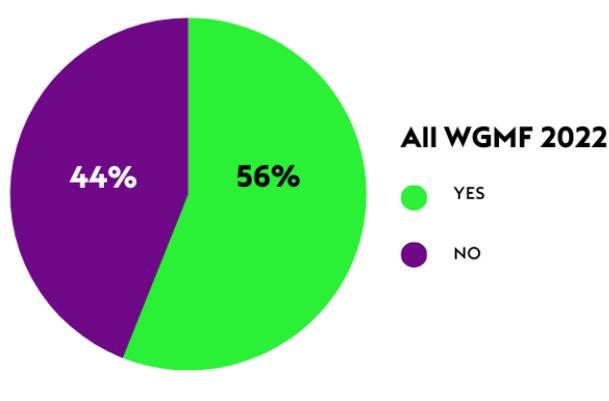
<sup>49</sup> 93% of those charities taking part in the WGMF March campaign reported increased digital fundraising skills, compared with 90% of those taking part in the Christmas Challenge – the former were starting from a lower base (see Differential Success section).

## Why some targets weren't met

A number of reasons present themselves for why targets on outputs 1 and 2 (the number of charities supported and the total amount raised) were not met.

To explore this further, a couple of other results from the analysis are relevant. Primary among these is that fewer than half (**44%**) of W&G charities participating in the WGMF reported using 100% of their match funds (meaning that they did not hit their own fundraising targets for the campaigns).

*Did you use 100% of your match funds?<sup>50</sup>*



The reasons for this were explored with participants afterwards, and coalesced around a number of issues: The profile of the Women and Girls' charity sector, issues navigating the matching model for the Christmas Challenge, timing, the need for a greater range of (smaller) match targets, and setting targets deliberately high. Lastly we also consider whether Big Give targets themselves were set too high.

### **The profile of the Women and Girls' charity sector**

W&G charities themselves identified the following reasons why they didn't use all of their match funding:

- Low level of existing (online) individual charity supporters
- Limited experience within the charity of running such campaigns
- Limited internal resource to manage / promote campaign

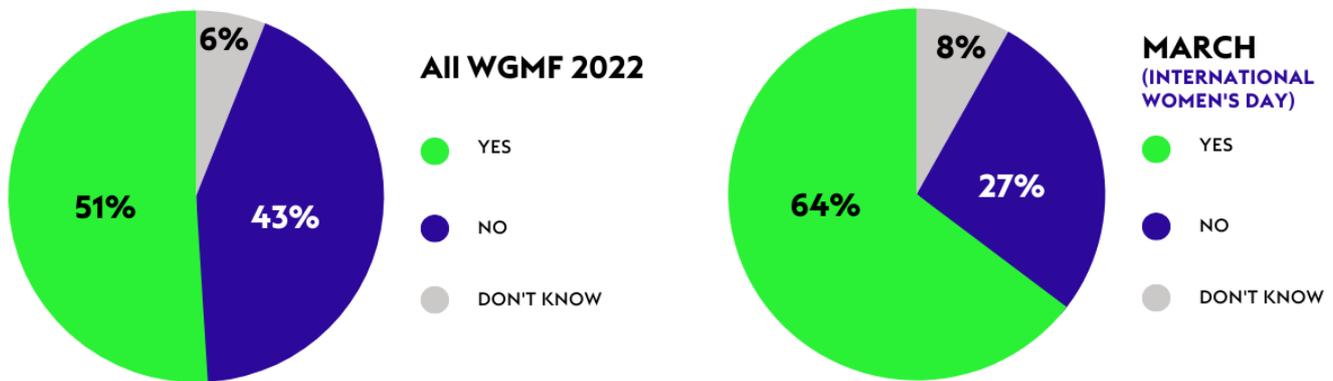
In fact, many of the W&G charities taking part in WGMF were **new to match funding**. For half of those charities participating, WGMF was their first experience of a match

---

<sup>50</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

fund campaign on Big Give's platform. This proportion was higher (**64%**) for those taking part in the first, March (International Women's Day) campaign.

*Is this the first time that your organisation has taken part in a match funding campaign on the Big Give platform?<sup>51</sup>*



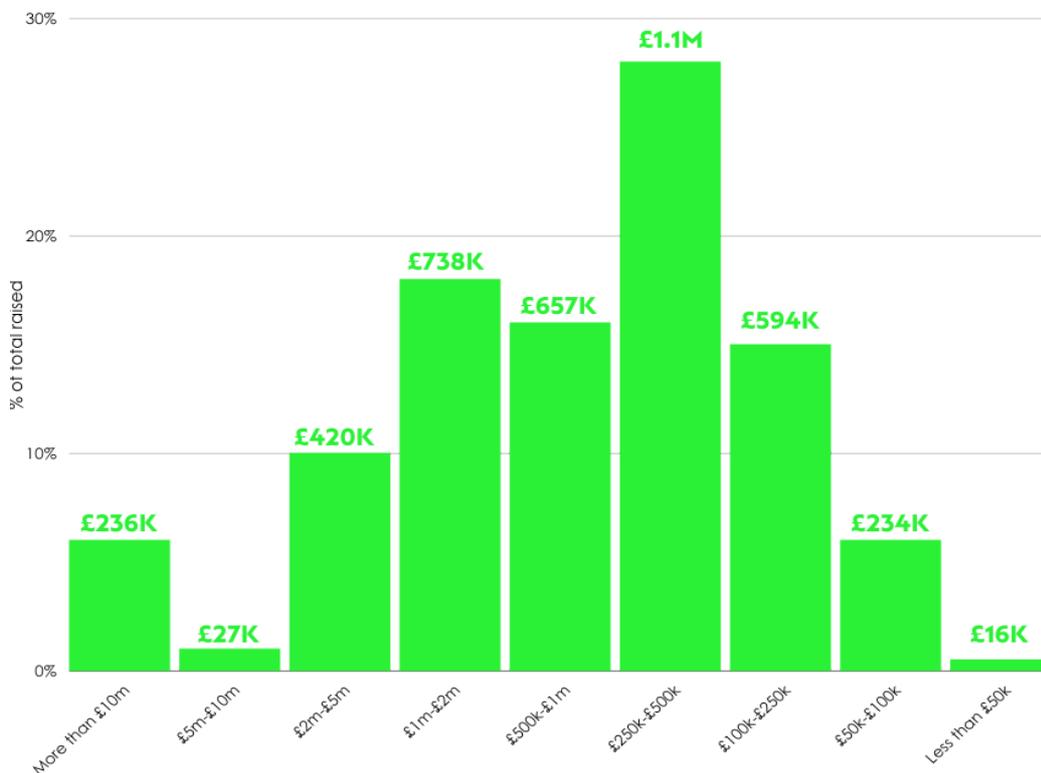
As is implied by the limited internal resources and limited experience of digital / match fund campaigns, many organisations in the women's civil society sector are **"very small and their survival is only guaranteed in a year-on-year basis."**<sup>52</sup>

In fact, the analysis showed that around two-thirds of money raised through the WGMF was raised by charities that are currently classified as small, with an annual income of less than £1 million (£2.6m of £4.1m), while comparison with previous Big Give Christmas Challenge match fund campaigns shows that this profile by size is smaller than average (see 'Comparative Success' section).

<sup>51</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>52</sup> 'Life-Changing and Life-Saving: Funding for the women's sector', Women's Budget Group, Women's Resource Centre, 2018.

### Money raised by Charity Size (Income)<sup>53</sup>



And size definitely caused capacity issues for some charities.

---

“We’re all mostly women’s charities or grassroots charities, so often the fundraiser is the comms person is/ could be the support worker, they have so many different roles. So to then imagine that they can take on a massive campaign is quite a big thing.” **(W&G charity participant)**

“Match funding always seemed like a world where essentially if your charity was offering something that people would very obviously would want to match with it worked really well. (I might see some big children’s charity was up there and it was able to get some big donors to come and match.) But if your charity was small, a bit amateur, working on issues that were much less sexy, you might struggle to get matched funding.” **(External Partner)**

“I think where it falls down and why the reason why [Big Give] had a massive underspend is because it does not work for very small, place based, women and girls organisations working on a range of quite

---

<sup>53</sup> NOTE: Charity income information is not available for £77,803 and so this amount can not be allocated to the bands shown.

thorny issues, who don't have fundraisers and marketing people, and haven't got a comms strategy, and don't know their brand. It relies on a huge kind of professionalism within those organisations around fundraising and communications that the organisation's we fund just don't have." **(External Partner)**

---

In order to mitigate some of these factors, which had been unearthed during their research, Big Give put in place extra support<sup>54</sup> for W&G charities taking part (see 'Introduction' and 'Support from Big Give' in the 'Views from Women and Girls' charities' section).

### **Issues navigating the matching model for the Christmas Challenge**

For charities taking part in the Christmas Challenge there were perceived to be some issues around finding Pledgers.<sup>55</sup>

---

"I think one of the learnings was that the pledges were quite tough for us" **(W&G charity participant)**

"We're not set up to do that [find pledgers]. We don't have high net worth partners. We have some trust and foundation support, but not people that would support us through this channel. So it [the March campaign where no pledgers were necessary] just worked for us." **(W&G charity participant)**

---

Finding Pledgers was seen to be a major obstacle particularly for those charities in the W&G sector led by people with protected characteristics.

---

"Yeah, I think it [finding a pledger] is [the major obstacle for women and girls charities]. We have a lot of partners that we work with who are much smaller than us in terms of numbers or presence. And especially those organisations that are led by under-represented women, so Black, Asian, other minority women, disabled women - they have even greater obstacles to access funding than some of the rest of us do. So, it definitely cuts out a group of organisations if

---

<sup>54</sup> In the form of digital fundraising training, setting realistic targets, etc. This was "*more intensive and bespoke*" than for usual Big Give campaigns.

<sup>55</sup> For the Christmas Challenge campaign, charities needed to secure donors who could pledge some match funding to the campaign. See Differential Success section for further details on this.

they've got to bring their own pledgers to the table." **(W&G charity participant)**

---

This is explored further in the 'Differential Success' section.

### **Timing**

For the March (International Women's Day) campaign there were issues around the timing as the campaign unfortunately coincided with the Disasters and Emergencies Committee (DEC) appeal for the Ukraine War which had broken out at the end of February 2022, with charitable giving being (or at least perceived to be) diverted to this cause. DEC ran a match fund appeal on the Big Give platform from the 2<sup>nd</sup> March to the 6<sup>th</sup> June 2022.<sup>56</sup>

By the time of the Christmas Challenge 2022, the cost of living crisis was really biting, with inflation at its height, and this was reported as the primary reason by participating W&G charities as to why they didn't reach their fundraising targets.

---

"We are just starting to build up our individual donor base, and the campaign fell just as appeals for Ukraine were building up. There is also a financial squeeze at the moment with the cost of living rise." **(W&G charity participant)**

---

### **The need for a greater range of (smaller) match targets**

It was suggested by some W&G charities that a greater range of (smaller) match targets could be helpful for small charities that might have a less substantial donor base, with the implication being that such charities may not have been able to meet larger targets.

---

"If possible, options for smaller targets for organisations with a smaller donor base building up their donor profile." **WGMF Campaign**

"We deliberated about the amount of match funding to apply for and would've welcomed a broader range of match amounts, more evenly spaced between £2.5k and £25k. We predicted we'd raise around £15,000 online so opted for the £10,000 match option as the stretch to £25,000 felt too far." **WGMF Campaign**

---

---

<sup>56</sup> The Ukraine Humanitarian Appeal raised £3,565,243 on the Big Give platform, exceeding its fundraising target by a small margin.

## **Setting targets deliberately high**

Another reason given for not meeting fundraising targets was the **match fund target set 'too high'**. While this phrase is ambiguous in itself, the explanations given tended towards deliberate action on the part of the charities in this regard.

Some charities participating in the March (International Women's Day) campaign talked about deliberately setting their fundraising target higher than usual, viewing it as a 'stretch target' and 'taking a punt' on a higher level because the risks associated with failure to meet the target were low as matching was automatically provided on a 1:1 basis with no pledgers involved.

---

"We also wanted to use it as an opportunity to just be really way ambitious and see what happened, because we knew we would be able to get five or six grand, because we've done that before and we've got enough supporters that will get us to that point. But we thought can we try and push ourselves because it's almost like, if we don't use all the match funds, that's not great, but it's a risk that we could take. So our big target was £40 [thousand]. We sort of always knew that that was impossible but we just wanted to set ourselves a higher target to just see and to push us out of our comfort zone a bit."  
**(W&G charity participant)**

"We didn't go into the 10,000 Initially, we went in for I think it was the five and then they came back and said, you know, we're offering up to 10,000 match funding so we were brave and it was certainly a learning experience. Although it was stretching for us because obviously we've never really done our own match funding campaigns before we felt it was the right kind of stretch."  
**(W&G charity participant)**

"We wanted to really stretch [our target] and see, and I obviously don't know for sure, but I am convinced that we raised more because we did that and we thought outside the box and we nurtured relationships more than we would have done. It's that saying of: 'shoot for the moon and you might reach the stars'. And we massively increased [our fundraising] compared to the last Big Give, which is why we're seeing it as a success in that way."  
**(W&G charity participant)**



“By enabling us to take that risk and try new things, and stretch our targets - that was really welcome. And we definitely grew because of that.” **(W&G charity participant)**

---

### **Big Give targets set too high?**

Lastly, it is relevant to consider whether the targets for success set by Big Give were set too high. These targets were “based on *The Big Give's past experience of running match funding campaigns*”.<sup>57</sup> It is clear that this campaign turned out to be slightly different to past campaigns for a number of reasons outlined above, and that the Women and Girls' charity sector was, in fact, starting from a lower baseline in many respects.

## **4) Views from Women & Girls' charities**

How did participating W&G charities view the WGMF and its success and impact?

### **The added impact of match funding**

The importance and impact of the match funding (/onward grants) is clear, comprising **49%** of the total funding from the WGMF to W&G charities. Many W&G charities mentioned the match funding as being the vital element that drew them to taking part in the WGMF, describing the idea of match funding as a “*no brainer*” in increasing fundraising success.

---

“Obviously with the funding there for us to be able to have our fundraising matched it was a bit of a no brainer for us.” **(W&G charity participant)**

“A great opportunity to raise our profile with purpose and using a digital platform - with local businesses, individuals and supporters... Obviously, the match fund approach has been a wonderful way to boost donations coming into the organisation and we passed our target, meaning we have lots to celebrate.” **(W&G charity participant)**

---

---

<sup>57</sup> Big Give application to DCMS Tampon Tax Fund 2021/22.

The obvious benefit of match funding for charities is that it doubles the donations, but also, as has been proven in previous research, donors (on the Big Give platform) are more likely to give, and to give more, to a charity appeal because of the matching offered.<sup>58</sup>

---

“With the match funding option, people were much more likely to contribute ... We did see an average donation amount increase and I think that is because there was a match fund option.” **(W&G charity participant – first timer)**

“The match funding helps encourage people sometimes when they need pushing over the edge a little bit more.” **(W&G charity participant – first timer)**

“Fantastic match funding - we are now in a really good place. We have some new supporters. We are able to expand on an existing project and do something brilliant and new.” **(W&G charity participant)**

---

This appears to confirm the efficacy of match funding, even for smaller charities who've never done it before.

## Ease of getting involved in WGMF - applying to take part

The application form to take part in the WGMF was generally felt to be fairly easy and user friendly, with charities generally being positive about this part of the process, commenting that the form gave them good opportunities to articulate their ask in a helpful way.

---

“We found the application and online information process pretty simple. It gave quite a lot of opportunities to be really clear about

---

<sup>58</sup> 8 in 10 Big Give donors felt they were more likely to give to a charity appeal because of the matching offered. Data analysis of Big Give's donor database at that time showed that the average matched gift made was around 2.5 times more than the average unmatched gift. When surveyed, over one in three (35.7%) attributed giving a larger gift to the match funding being applied to their donation. “A Great Match - How match-funding incentivises charitable giving in the UK and unites funders and donors in tackling social issues”, 2016, Dr. Catherine Walker, The Researchery, commissioned by Big Give, Charities Trust and RBS.

what we were asking for, why we were asking for it, why now, that kind of thing. So that was really useful." **(W&G charity participant)**

"I found the actual application process on the platform very user friendly." **(W&G charity participant)**

"The application process was really simple, really clear, really easy." **(W&G charity participant)**

---

## Ease of getting involved in WGMF – using the Big Give platform

The Big Give match funding platform itself was also found to be user-friendly by the charities spoken to as part of this evaluation.

---

"The platform itself and the sort of reporting and the back end of it I think I found quite friendly and useful." **(W&G charity participant – first timer)**

---

There were, however, some difficulties for W&G charities in understanding the terminology around match funding and the different funding/matching models – particularly for first time match fund participants.

For first time match funding participants there seems to be a steep learning curve that can seem quite daunting, and required some time to get their heads around.

---

"About the terminology, I think for us, there was a lot of information for us to access, but I think at times it often came down to this very basic understanding of 'what's a champion?', 'who's a pledger?'. I think sometimes we got a little bit tied up in what all those words meant in this scenario." **(W&G charity participant)**

---

This may be one of the reasons that the descriptive word most used to describe taking part in the WGMF was "challenging". While 'challenging' was mentioned 20 times, other words mentioned 10 or mentions were: **exciting, positive, success, rewarding, inspiring, informative and impactful.**

---

“We found it challenging to generate individual donations from supporters, despite increasing our comms and using boosted posts this time.” **(WGMF Christmas Challenge participant)**

---

It should also be noted that “challenging” can have both positive and negative connotations – particularly in the context of a situation where charities report challenging themselves to set higher targets, etc.

*What three words would you use to describe your experience of the Women & Girls Match Fund?*<sup>59</sup>



The most commonly mentioned openly negative words are ‘**stressful**’ and ‘**time-consuming**’, with 5 occurrences each.

---

“All of us in the background are absolutely working like headless chickens, trying to push it and stuff - there's a lot of activity going on in the background.” **(W&G charity participant)**

---

---

<sup>59</sup> WGMF Charity Impact Survey, All responses = 119. Words mentioned 2 times or more: the larger the word, the more times it was repeated.

Even for veteran Big Give match fund campaigners, one charity admitted: “*it is quite a stressful process*”. But charities were very positive about the support they received from Big Give.

## Additional benefits / impact from participation in Big Give's WGMF

Besides **receiving match funding** (which was most mentioned and is addressed above) and besides the many and various benefits gained from getting their specific projects funded, other over-arching impacts & benefits commonly mentioned, were (in order of most mentioned)<sup>60</sup>:

- **Increased social media presence**
- **Increased (fundraising) engagement within organisation / trustees**
- **Improved understanding of the resource required to run such campaigns**
- **Focused giving on the wider Women & Girls cause**

---

“It was an amazing opportunity to publicise our organisation and raise much needed funds at the same time.” **(W&G charity participant)**

“It's been a huge morale boost for the staff and volunteers - for a couple of years of doom and gloom it was great to do something positive externally and shout about our brilliant work.” **(W&G charity participant)**

“It helped us think through the campaign process from start to finish and lessons have been learnt for the future. There was some definite positive awareness-raising going on, we had people donate who were not already known to us. Our social media likes and interactions increased over the time of the campaign.” **(W&G charity participant)**

---

Alongside these, some of the W&G charities spoken with as part of this evaluation talked about a number of additional benefits and impacts from participation in WGMF which are discussed below.

---

<sup>60</sup> NOTE: results are based on a qualitative thematic analysis of the open-ended comments provided by Charity Impact Survey respondents, N=119.

## **Alignment with Big Give and other W&G sector organisations**

It was felt that alignment with Big Give was a positive boost in itself, and bestowed greater trust and recognition on charities, particularly smaller ones (that characterise the Women and Girls' charity sector).

---

"I think particularly for a small young organisation, being aligned with the Big Give as well as all of the other charities on an equal platform regardless of size, I think that helps instil that trust, and give some of that recognition." **(W&G charity participant)**

"Being backed by the Big Give was really, really positive." **(W&G charity participant)**

---

Charities also felt that the Big Give platform positively engaged donors with the campaign and with the charity's aims and operation.

---

"[We were inspired by] how our community reacted to Big Give. They were really engaged with it. They really engaged with the Big Give page, and the platform, and what we said we were going to do with the money, and how it was going to deliver support. I think it gave them a much better understanding of what we deliver as an organisation." **(W&G charity participant – first timer)**

"They still keep asking: 'when's the next Big Give campaign?'" **(W&G charity participant)**

"We seemed to collect quite a lot of new donors from it, which is interesting. That was a learning the first time we did it. When we saw the breakdown we were really surprised at how many new people there were and we hadn't quite realized that people were going on to the Big Give in general because they were like: 'oh, I want to do a double donation' but then they were looking through the pages [for charities to give to]." **(W&G charity participant)**

---

Some charities found the experience of WGMF useful in involving service users / beneficiaries, which was felt to be a much longer-term benefit and impact.

---

“It allowed us to do a bit of wider stakeholder engagement. We’ve been doing it for a few years with the Christmas campaign, but it felt like it came more naturally with the Women and Girls [March campaign] to bring our ‘beneficiaries’ into the process - the women that we work with, the members - were much more part of the creative process of the campaign and they were much more engaged and felt like their voices were being really heard in what we were asking for them. It was really empowering.” **(W&G charity participant)**

---

Other charities found taking part in the match fund campaigns a useful anchor for conversations with donors.

---

“It’s really compelling for me as well when I’m having conversations with people. I can say: ‘Are you thinking of donating? You might want to hang fire till December because it will be doubled.’” **(W&G charity participant)**

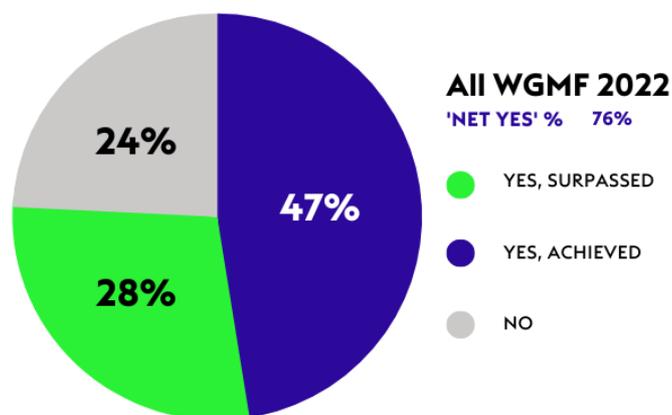
---

## Achieving the charities’ aims

Overall, three-quarters (**76%**) of W&G charities taking part in the Women and Girls Match Fund felt that their aims had been **achieved or surpassed**. Over one quarter (**28%**) of charities participating in the WGMF felt that they **surpassed** their campaign aims.<sup>61</sup>

The results were very similar across both the March (International Women’s Day) campaign (75%) and the Christmas Challenge 2022 (77%).

*Overall, did your organisation achieve its aims for the campaign?<sup>62</sup>*



---

<sup>61</sup> NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>62</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

Of those W&G charities that didn't feel that they achieved their aims, a number referred to achieving a lower donation level than anticipated, and so project scope would need to be reduced accordingly.

---

"We have had to implement the project on a smaller scale as we did not receive as much as we anticipated." **(W&G charity participant)**

"We were hoping to raise enough money to fund a full-time counselling role. We didn't reach our goal, so the funds will be used as per our campaign, however, the type of employment may be slightly different, i.e. part-time or contracted counsellor." **(W&G charity participant)**

---

However, a charity's 'aims' in participating in WGMF were many and various and not always just about the financial gain. One interesting finding was that even amongst those who failed to use all of their match funds, two-thirds **(66%)** felt that their organisation had achieved its aims for the campaign.<sup>63</sup>

---

"It has helped us achieve probably more than we had anticipated. In terms of our EDI [Equality, Diversity & Inclusion] work and development of diversity in our services and things like that. So we've been able to achieve more because obviously, of how the campaign was run and it was extended, we all got a little bit more, additional match funding than we had anticipated so there's definitely been benefit in that." **(W&G charity participant)**

---

## Value for money / Return on investment

Overall, four-fifths **(80%)** of W&G charities were **satisfied** that the value they received from the campaign justified the amount of time and money they invested in it (i.e. that **it provided a good return on investment**).<sup>64</sup>

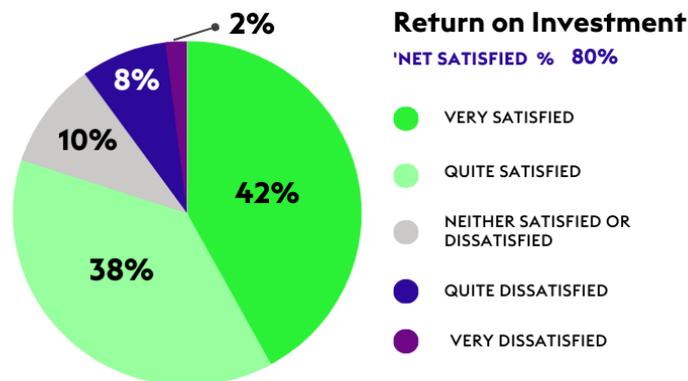
---

<sup>63</sup> N=110.

<sup>64</sup> NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.



As an organisation, how satisfied are you that the value you received from the campaign justifies the amount of time and money you invested in it (i.e. that it provided a good return on investment)?<sup>65</sup>

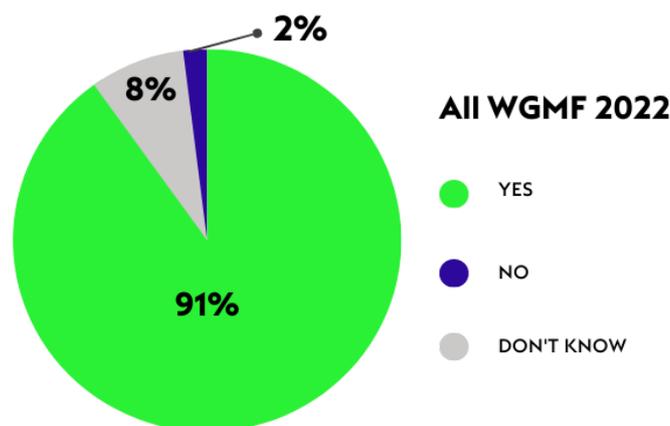


This high satisfaction rate is corroborated by the overwhelming proportion of charities saying that they would do another match fund campaign with Big Give.

### Repeat participation in match funding with Big Give

More than nine out of ten W&G charities (**91%**) said that they would be interested in participating in another match fund campaign with the Big Give in the future.

Would your organisation be interested in participating in another match funding campaign with the Big Give in the future?<sup>66</sup>



<sup>65</sup> All responses: 194, WGMF = 116, Christmas Challenge = 78. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>66</sup> All responses: 194, WGMF = 116, Christmas Challenge = 78. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

---

“We will definitely get involved in other Big Give campaigns as this has given us more confidence to create content and use social media.” **(WGMF charity taking part in the March campaign)**

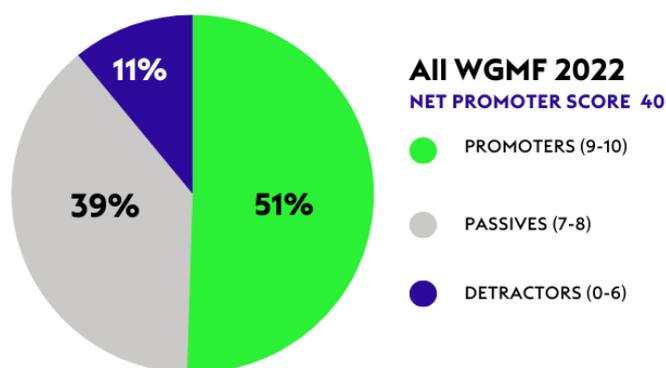
“We're a big fan of it - of the Big Give - we want to keep doing it!”  
**(W&G charity participant)**

---

## Promoting participation to others

Over half (**51%**) were classed as **PROMOTERS** – those likely to recommend participating in the campaign to another charity or to a friend or colleague. Just 11% were **DETRACTORS** – unlikely to recommend the campaign. This resulted in a **Net Promoter Score of +40** which is a relatively good score.<sup>67</sup>

*How likely is it that you would recommend participating in the campaign to another charity or to a friend or colleague?<sup>68</sup>*



---

“I would encourage them [other charities] to do it.” **(W&G charity participant)**

---

---

<sup>67</sup> While anything above zero is considered positive, there aren't very many good benchmarks for NPS scores. Creators of NPS, Bain & Company, suggest a score: Above 0 is good, above 20 is favourable, above 50 is excellent, and above 80 is world class. SurveyMonkey, which uses the NPS, reports that according to their global benchmark data, which accounts for the NPS of more than 150,000 organisations, the average score is +32.

<sup>68</sup> All responses: 194, WGMF = 116, Christmas Challenge = 78. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

## Support from Big Give

Participants in the WGMF received a number of informative communications from Big Give around their participation, including 'Guidelines' (for the March WGMF campaign), 'FAQs', 'Setting a realistic target', and 'Christmas Challenge Guidelines' (see Appendices). They were also offered training / webinars (from I.G. Advisors) on a number of topics, including: Messaging (how to make the ask); Strategy; Social media; Digital fundraising, an 'Ask the panel' session with previous participants; and a post-campaign session.

The majority of W&G charities responding to the Charity Impact Surveys rated the support from Big Give overall as 'good' or 'excellent'.

*How useful was the support and resources provided by the Big Give?<sup>69</sup>*



"Thanks for being supportive, helpful and just a real breeze to work with!" **(W&G charity participant)**

"Offering the additional grants, a digital grant, to ensure success was really beneficial. Recognizing that this is a big undertaking for these small grassroots organisations - building the capacity to deliver something like that. I think that that's your support and recognition from the Big Give, and I think that does have that lasting effect on charities. And, you know, we're very rarely able to secure funding for such things. For our organisation, you know, would we have had the success that we've seen without it?" **(W&G charity participant)**

<sup>69</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

## Digital fundraising training

See Introduction for a description of the training provided by I.G. Advisors. Training/webinars were rated as **40%** 'good' and **32%** 'excellent'.

*How useful was the support and resources provided by the Big Give?<sup>70</sup>*



## The digital capacity-building grant

Digital capacity building grants of £700 were granted to every W&G charity participating in the WGMF to spend on digital capacity building in their organisations.

Digital capacity grants were primarily used for digital training (28%), new applications or software (26%), or digital advertising (21%). In some cases it was used for developing the charity's CRM system, website development, social media training, paying for digital resource / personnel time, digital content creation, their donor sign-up / donation platform and/or SMS/text/email marketing platform, or laptop/hardware purchase.<sup>71</sup>

### How have you used/will you use) the £700 digital capacity building grant awarded to your charity?

All responses: 190, WGMF = 115, Christmas Challenge = 75

Digital training for staff, volunteers or trustees	28%
Purchase or subscription to new applications or software	26%
Digital advertising	21%
Something else	25%

"This grant contributed to three areas of digital capacity building, including: - Social media advertising, - Digital software to process donations, - A contribution to the cost of a tablet." **(W&G charity participant)**

"Part of the money will go to upgrading from a free version of Mailchimp and allowing us to set up automated journeys for new supporters, so we can better onboard and engage them. We will also

<sup>70</sup> All responses: 197, WGMF = 118, Christmas Challenge = 79. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>71</sup> NOTE: results are based on a qualitative thematic analysis of the open-ended comments provided by Charity Impact Survey respondents

be using the money for digital advertising which we have trialled and works well for us in terms of recruiting volunteers." **(W&G charity participant)**

"The digital grant that we got, our comms used. So there was real benefit in terms of staff training budget, that kind of thing, in terms of what they needed from it. It was really beneficial for them." **(W&G charity participant)**

"Offering the digital support grants to ensure success was really beneficial. Would we have had the success that we've seen without it? And I think that does have a lasting effect." **(W&G charity participant)**

---

## 5) Differential Success – the differences between the March and Christmas campaigns

There were key differences between the March (IWD) campaign and the Christmas Challenge campaign, and therefore we need, to some extent, to consider them separately.

Chief amongst these was the differing matching models: charities taking part in the March campaign were offered automatic 1:1 match funding for all donations raised (from the Tampon Tax Fund funding). For the Christmas Challenge campaign, like all Big Give Christmas Challenges, the charities had to find their own pledger(s) willing to put up a part of the match funding.

Another difference as around the timing of the two campaigns – the March campaign took place around International Women's Day (but also the start of the DEC Ukraine Appeal (as already noted), while the Christmas Challenge naturally took place at Christmas (and coincided with the highest inflation rates of the ongoing cost of living crisis).

While both campaigns did well, there were noticeable differences in the results:

- The March (IWD) campaign was the larger of the campaigns, garnering 119 charities, 8,227 donors and 8,439 donations (average donation £113)
- The Christmas Challenge garnered 87 charities, 4,637 donors and 4,801 donations (average donation £153)

This bears out the commonly held belief (proven elsewhere) that charitable donors tend to give more (larger gifts) at Christmas.



# 13,531 donors

### Number of donors per campaign

- Women & Girls Match Fund = 8,227
- Christmas Challenge 2022 = 4,637
- Run Your Own Campaign = 667



# 13,933 donations

### Number of donations per campaign

- Women & Girls Match Fund = 8,439
- Christmas Challenge 2022 = 4,801
- Run Your Own Campaign = 693



# 162 charities

### Number of charities per campaign\*

- Women & Girls Match Fund = 119
- Christmas Challenge 2022 = 87
- Run Your Own Campaign = 13

\* Some charities participated in more than one of the three WGMF campaign streams



# £127 average donation

### Average donation per campaign

- Women & Girls Match Fund = £113\*
- Christmas Challenge 2022 = £153
- Run Your Own Campaign = £121

\* Average donation figure is based on donations made online through the Big Give platform. £77,803 of offline donations were made to the Women & Girls Match Fund campaign which are not included in the average donation calculation.

## (Perceived) barriers due to the matching model

The fact that the March (International Women's Day) WGMF campaign offered automatic 1:1 match funding with no requirement for charities to find pledgers was something that appeared to encourage many charities to take part who might otherwise not have felt able to.

---

"We were aware of the Big Give for a number of years but didn't have the capacity or resource to source the match funding ourselves. So it just wasn't really something that we were able to really think about prior to this opportunity." **(W&G charity participant)**

“The Christmas Challenge has three elements – it has donations, our match funders [Pledgers], and the Big Give match funders [Champions], and we certainly weren't in that position to do that. So when we saw the Women and Girls' Match Fund, it was a straight match fund, and we thought: 'okay, we can give this a crack' and it fitted perfectly with what we're doing at [our charity].” **(W&G charity participant)**

“We would still struggle, I think, to find that element of funding. Because we haven't got that kind of supporter base. We've been working on it, but it's just not there.” **(W&G charity participant)**

---

Having automatic match funding appeared to eliminate the element of risk for charities around trying to find a pledger. Especially those charities who felt that they didn't really have a large individual donor base. This freed them up to 'try something new' without worrying too much about whether it would succeed or not.

---

“It was a good chance for us to try something new. We don't really have a big individual giving base, so we thought this is a really great opportunity for us to try and see if this entices some of those people who might be donating clothes to us or volunteering and trying to convert them into individual donors.” **(W&G charity participant)**

“We thought: 'Why not?' It's a good opportunity to try, and if it doesn't work we've learned something and we've not got anything to lose. We've not asked someone to be that match funder and sort of damaged a relationship that doesn't work.” **(W&G charity participant)**

“Because there's an opportunity to take part without securing a pledge funder ourselves we thought it didn't risk any relationships there, and then if it didn't work, just move on.” **(W&G charity participant)**

---

This was also seen to be easier in particular for W&G charities led by people with protected characteristics who were reported to struggle more with finding pledgers.

---

“Whereas the Women and Girls Fund [March campaign] actually was quite inclusive in its approach and you could select bigger amounts, smaller amounts, in terms of what you thought you were capable of

match funding from your communities, so actually it was much more inclusive in the way that it worked." **(W&G charity participant)**

---

The funding / matching model for the Christmas Campaign caused issues for some, and led to a number not wanting to apply for the Christmas campaign.

---

"When we were doing the March campaign we found it incredibly straightforward, but I think when we were then assisting our regional centres with applying for the Christmas campaign, that was the point where the terminology came through, and I think there were automated emails coming through about the Christmas campaign and securing pledgers, I think it was slightly more confusing at Christmas than it was on International Women's Day [in March]." **(W&G charity participant)**

*"We were going to apply for the Christmas one but whilst going through the process we saw the bit about pledges, and it muddied the waters a bit and we didn't apply."* **(W&G charity participant)**

"The Christmas one, you apply in August, and there's quite a lot of work in getting the pledgers secured by then so that you have that deadline over the summer, which is when everyone's away on holiday and you can't get hold of anybody. And that's super stressful. So having the pledgers - I can understand why they do it, but the women and girls [March campaign] was a much more streamlined process and much more user friendly." **(W&G charity participant)**

---

But while many first-time match fund participants chose not to take part in the Christmas campaign because of the perceived barriers, talking to a veteran match fund participant suggested that it gets easier the more you do it.

---

"It obviously gets, you know, it becomes more natural because you're used to the terminology. You've got a suite of materials that you've used before, and you can start adapting it, and you're kind of used to the process." **(W&G charity participant)**

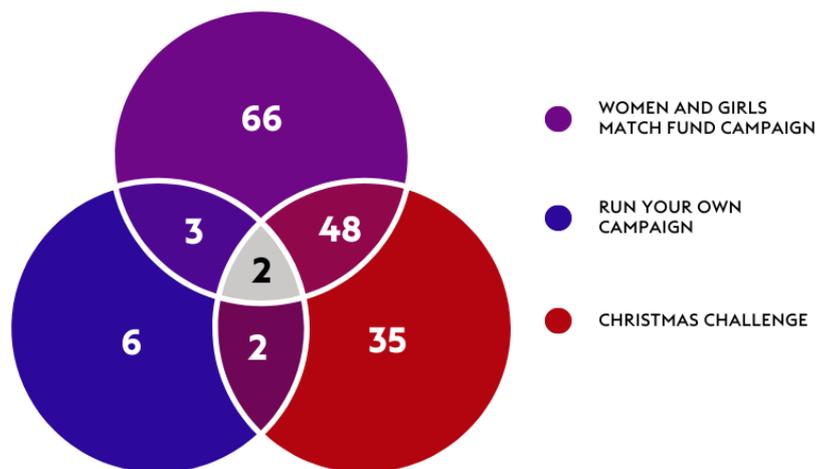
---

Nevertheless, and despite these issues, just over two-fifths (42%) of those charities participating in the March (International Women's Day) campaign went on to



access the WGMF via the Christmas Challenge 2022 (N=50). A number of these may also have had previous experience of doing a Christmas Challenge with Big Give<sup>72</sup>.

*Numbers of W&G charities taking part in each WGMF campaign<sup>73</sup>*



### (Perceived) barriers due to the timing of the campaigns

There was an issue around the March (IWD) campaign being perceived to be too close to the preceding Christmas Challenge (for charities doing both of these).

---

“We did the Christmas Challenge 2021 before the March campaign and that was really tough. The March one didn't do that well, because it was too close to the Christmas one I think, and we just didn't have enough lead in time.” **(W&G charity participant)**

---

And while the March campaign took place around International Women's Day which made this a strong focal point for charities and donors to latch onto, some charities felt that they were perhaps not an 'obvious Christmas cause' which held some W&G charities back from taking part in the Christmas Challenge.

---

“Having it [the March campaign] really linked to a women's focus was actually a big part of its attraction, because it gave us that space to talk about the work we were doing. I don't know if it would have the same effect if you ran the women and girls be given August

---

<sup>72</sup> Of the 119 charities participating in the WGMF March (IWD) campaign, one fifth (n=24) had previously participated in the Christmas Challenge 2021 campaign.

<sup>73</sup> Total N = 162.

for example. For us that kind of hook on International Women's Day, it felt really valuable, actually, I think for us as an organisation, it helps kind of amplify women's voices in this space, which is important."  
**(W&G charity participant)**

"We're all doing quite a lot of activity around international women's day anyway. So we've got a higher profile at that point of the year than any other time of the year." **(W&G charity participant)**

"We're probably not the obvious territory to support at Christmas. We do get some support but not loads because there's other kind of softer, maybe fluffier causes out there that take that kind of Christmas fundraising market." **(W&G charity participant)**

"For us, Christmas is not a great time. For our charity, International Women's Day is our Christmas." **(W&G charity participant)**

---

## Differential profiles and results in the March and December campaigns

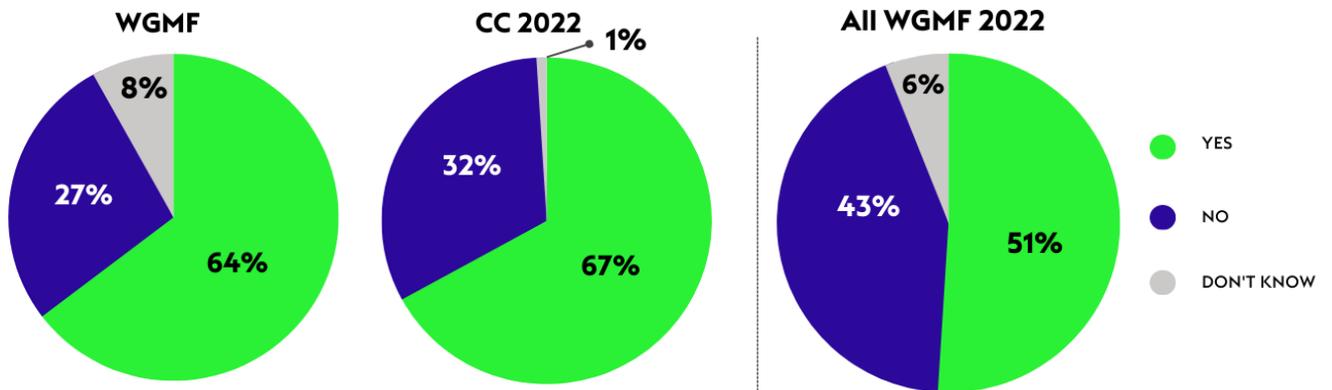
Differences in the campaigns and their perceived barriers also played out in the charities that put themselves forward for each of the campaigns. For example, those charities more inexperienced with match funding tended to be more likely to participate in the March rather than the Christmas campaign (because the funding was automatically matched and no pledgers were necessary).

More experienced charities took part in the Christmas Challenge where they had to find their own pledgers - just 32% of charities taking part in the Christmas Challenge had no prior experience of match funding on the Big Give platform.<sup>74</sup>

---

<sup>74</sup> Although these figures are muddled somewhat by the fact that the Christmas Challenge was the second campaign of the WGMF project, and the figures show that 50 charities took part in both campaigns.

Is this the first time that your organisation has taken part in a match funding campaign on the Big Give platform?

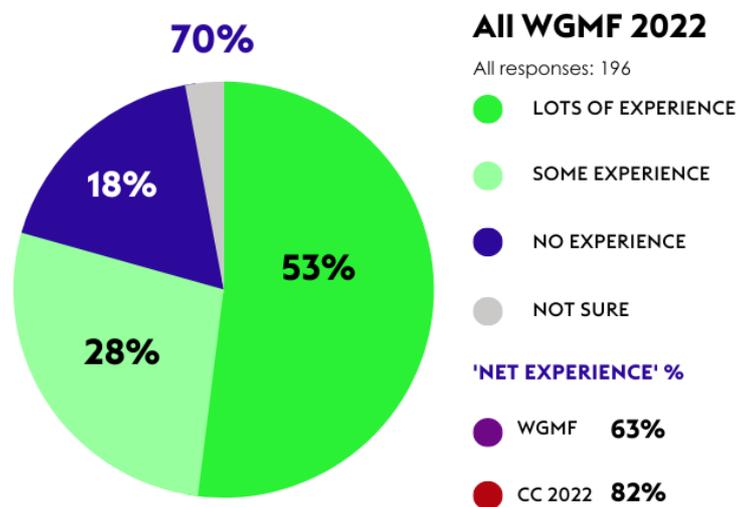


### WGMF 2022: Participation

All responses: 197, WGMF = 118, Christmas Challenge = 79

This was borne out in the Charity Impact Survey when asked about their prior digital fundraising experience: 63% of those charities taking part in the WGMF March campaign had 'some' or 'lots' of prior digital fundraising experience, compared with 82% of charities taking part in the Christmas Challenge.<sup>75</sup>

Experience your organisation had in digital fundraising prior to the campaign?



<sup>75</sup> It should be noted however that the Christmas Challenge was the second campaign of the project so that may also have affected the results.

Interestingly, a greater proportion of charities scoring 2 or 3 (out of 3) points for being led by those with protected characteristics took part in the March (International Women's Day) campaign than the Christmas Challenge. This may speak to the lack of capacity of such organisations to find pledgers for a Christmas Challenge.

*External assessment of 'charities led by individuals with protected characteristics' by WGMF campaign<sup>76</sup>*



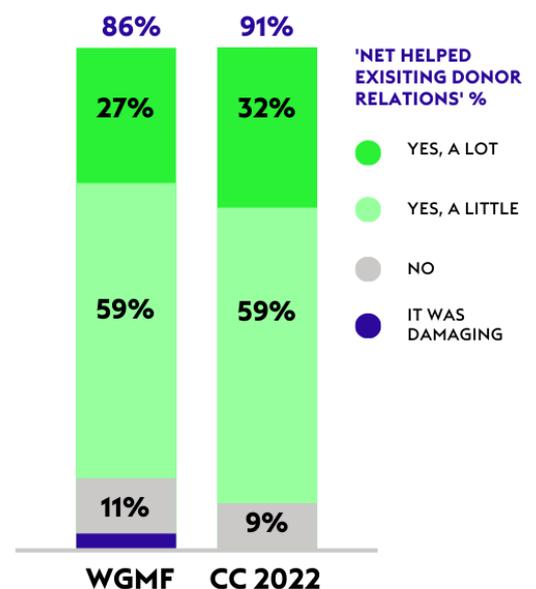
## Success measures for March versus Christmas campaigns

In terms of the success or impact for those charities taking part in the two campaigns, the results were mixed.

### RESILIENCE

A slightly higher proportion of charities taking part in the Christmas Challenge found that it helped existing donor relations 'a lot' (32% vs 27%) which was borne out in the net success score (91% vs 86%).

*Proportion of participating Women & Girls charities which have more resilient funding as a result of participating in Big Give match funding campaigns<sup>77</sup>*

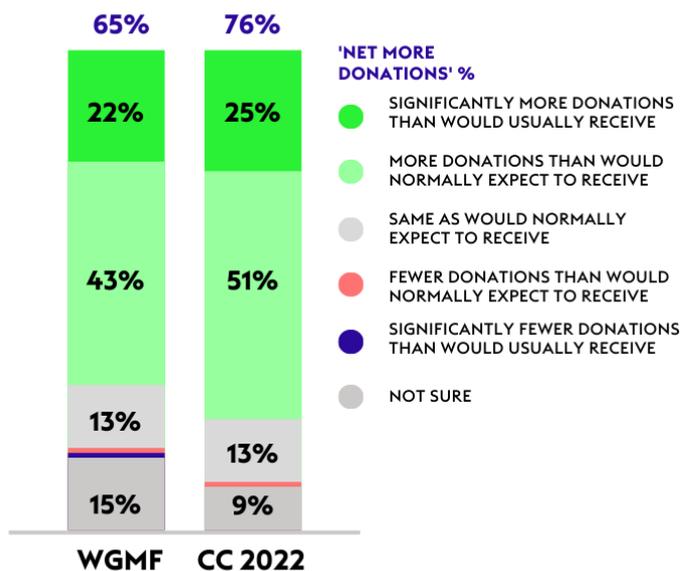


<sup>76</sup> Total N = 212; March (IWD) campaign = 116, Christmas Challenge = 84, 'Run your own campaign' = 12.

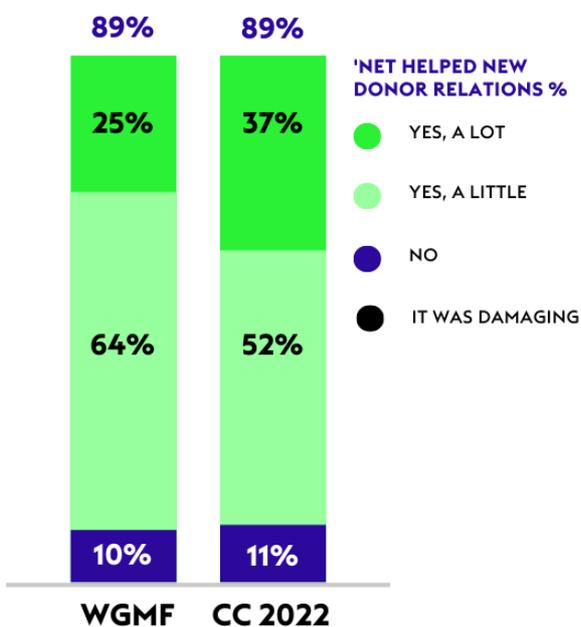
<sup>77</sup> All responses: 197. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

A higher proportion of charities taking part in the Christmas Challenge found that it helped them garner more donations than usual (**76%** vs **65%**).

*Proportion of participating Women & Girls charities which have more resilient funding as a result of participating in Big Give match funding campaigns (more donations)<sup>78</sup>*



### PROFILE



Self-reported raised profile was higher for those charities taking part in the Christmas Challenge (**85%**) than for the March (International Women's Day) campaign (**77%**).

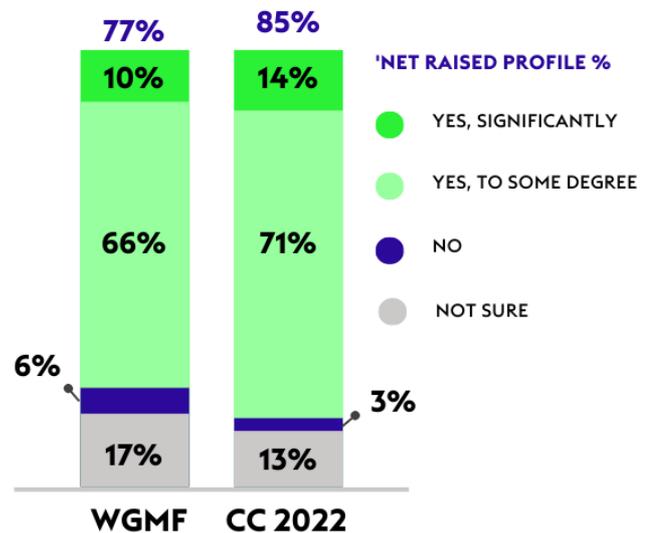
*Proportion of participating Women & Girls charities which have a raised profile as a result of participating in Big Give match funding campaigns<sup>79</sup>*

While overall levels were the same, a higher proportion of charities taking part in the Christmas Challenge found that it helped new donor relations 'a lot' (**37%** vs **25%**).

<sup>78</sup> All responses: 197. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

<sup>79</sup> All responses: 197. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

Proportion of participating Women & Girls charities which have a raised profile as a result of participating in Big Give match funding campaigns (helped new donor relations)<sup>80</sup>



## SKILLS

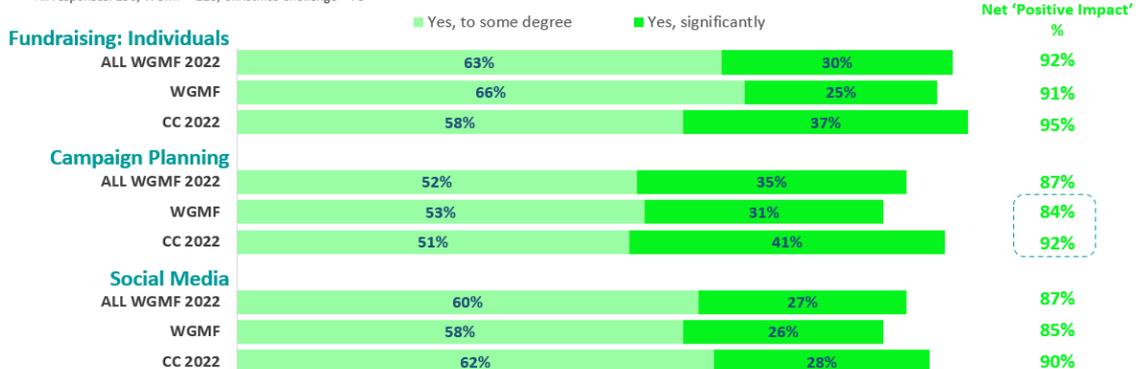
Those charities taking part in the Christmas Challenge found that they experienced greater increases in skills development than those taking part in the March (International Women's Day) campaign in general, and most notably in: campaign planning, engaging trustees and fundraising from major donors – the first and last of these skills are quite likely to be related to the act of finding pledgers.

### Skills Top 3 Positive Impacts



Has taking part in the WGMF March (IWD) campaign/Christmas Challenge campaign positively impacted on your organisation in the following areas...

All responses: 196, WGMF = 118, Christmas Challenge = 78



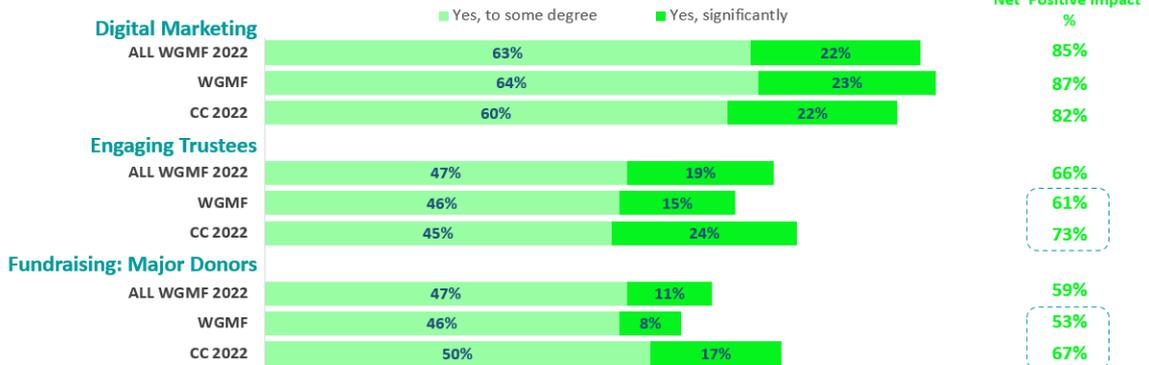
<sup>80</sup> All responses: 197. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

## Skills Other Positive Impacts



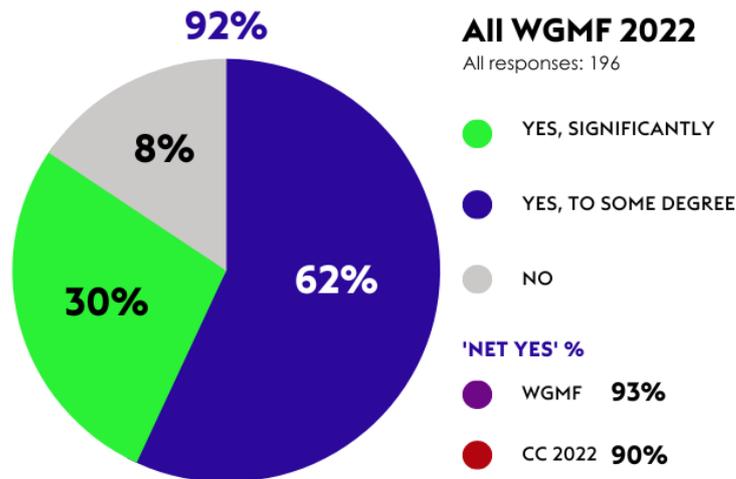
Has taking part in the WGMF March (IWD) campaign/Christmas Challenge campaign positively impacted on your organisation in the following areas...

All responses: 196, WGMF = 118, Christmas Challenge = 78



Interestingly though, it was charities taking part in the March (IWD) campaign that saw a slightly higher increase in their confidence around digital fundraising, probably related to their starting from a lower baseline.

Has taking part in the campaign increased your organisation's confidence in digital fundraising?<sup>81</sup>



While the Christmas Challenge campaign clearly created more impact in terms of resilience, profile and skills building, it's a case of the old adage – *the more you put*

<sup>81</sup> All responses: 196. NOTE: results are aggregated and averaged across both WGMF and Christmas Challenge 2022 WGMF charity participants, and so an individual charitable organisation may appear more than once if they participated in both campaigns / Impact Surveys.

*in the more you get out* - since it is clear from the charities spoken to that this was a more challenging campaign to take part in.

The March (IWD) campaign resulted in more money being raised overall for a larger number of charities that, while slightly larger, were generally more diverse than those taking part in the Christmas campaign.

In summary, would people do it again?

---

"Yes, for International Women's Day and probably not for Christmas."  
**(W&G charity participant)**

---

## **6) Comparative success - comparison with other Big Give match fund campaigns**

The success of the WGMF can also be assessed in relation to other Big Give match fund campaigns.

### **Comparing the WGMF March (IWD) campaign with the Green Match Fund**

The campaign which offers the closest comparison to the WGMF is the Green Match Fund which has, so far, run in 2021 and 2022. The Green Match Fund is run in partnership with the Environmental Funders Network, and designed specifically for charities working on environmental issues. It works on a 1:1 matching model (like the March (International Women's Day) campaign).

The table below therefore compares the results of the WGMF March (International Women's Day) campaign with the Green Match Fund campaign 2021 which was the first and therefore most comparable campaign (bearing in mind that there are several differences between these campaigns and that therefore this can only offer an indication of comparative success).



Comparison of the results of the WGMF March (International Women's Day) campaign with the Green Match campaigns

Campaign	Total Monies Raised	Charities	Donors	Ave. donation
WGMF March (International Women's Day) campaign 2022	£2,134,204 <sup>82</sup>	119	8,439	£113 <sup>83</sup>
Green Match Fund 2021	£1,824,782 <sup>84</sup>	146	11,254	£75

While there may be multiple and various reasons for the differences, it seems noteworthy that the WGMF March (IWD) campaign attracted fewer donors than the Green Match Fund 2021 but raised more money in total.

Comparing the WGMF with the Green Match Fund 2021 across other measures indicating increased resilience, skills and profile through taking part shows that:

- RESILIENCE: The proportion of charities taking part in the Green Match Fund who reported receiving more donations was higher than those taking part in the WGMF March (IWD) campaign (**73%** vs **65%**), and the proportion of charities reporting receiving bigger donations was slightly higher for the Green Fund Match (**60%** vs **58%**)
- SKILLS: A greater proportion of charities taking part in the WGMF March (IWD) campaign had no previous experience of digital fundraising than charities taking part in the Green Match Fund (**35%** vs **19%**). This may explain, at least in part, the higher proportion of charities in the WGMF March (IWD) campaign increasing their confidence in digital fundraising (**93%** vs **88%**) given that they were starting from a lower base. In addition, the "more intensive and bespoke"<sup>85</sup> training provided to charities taking part in the WGMF may also have contributed.
- PROFILE: A slightly higher proportion of charities taking part in the WGMF March (IWD) campaign received donations from new supporters (**93%** vs **91%**), while the proportion of total donations from new donors was higher for

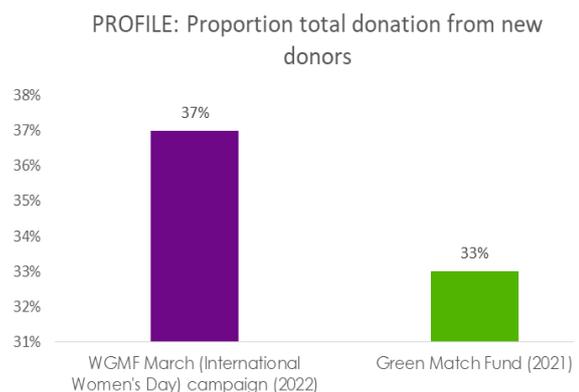
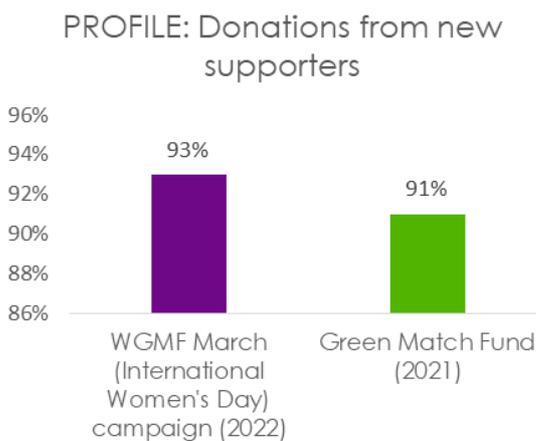
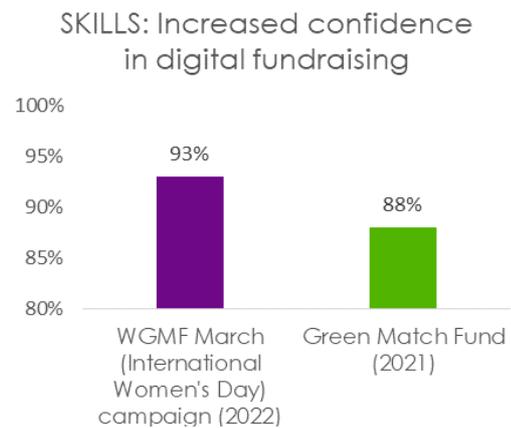
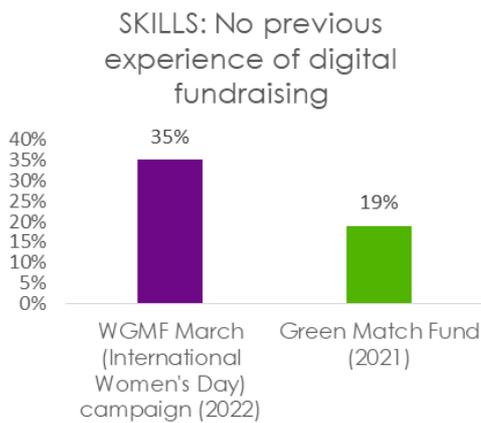
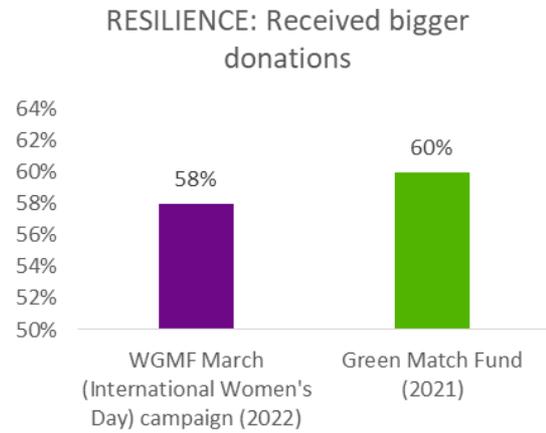
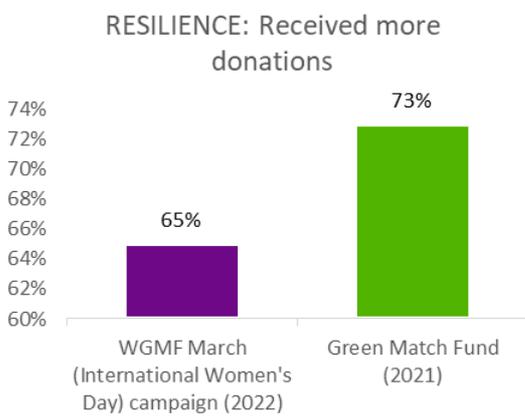
<sup>82</sup> Including £77,803 manual additions not included in the average donation calculation.

<sup>83</sup> For WGMF, the number of donations made was available and so this was used to calculate the average donation. The Green Match Fund average donation is based on the number of donors giving via Big Give's online platform. If the WGMF figure was based on the number of donors, the average donation would be slightly higher (by a few pounds).

<sup>84</sup> Including £71,180 manual additions not included in the average donation calculation.

<sup>85</sup> Alex Day, CEO, Big Give.

the WGMF March (IWD) campaign than for the Green Match Fund (**37%** vs **33%**).

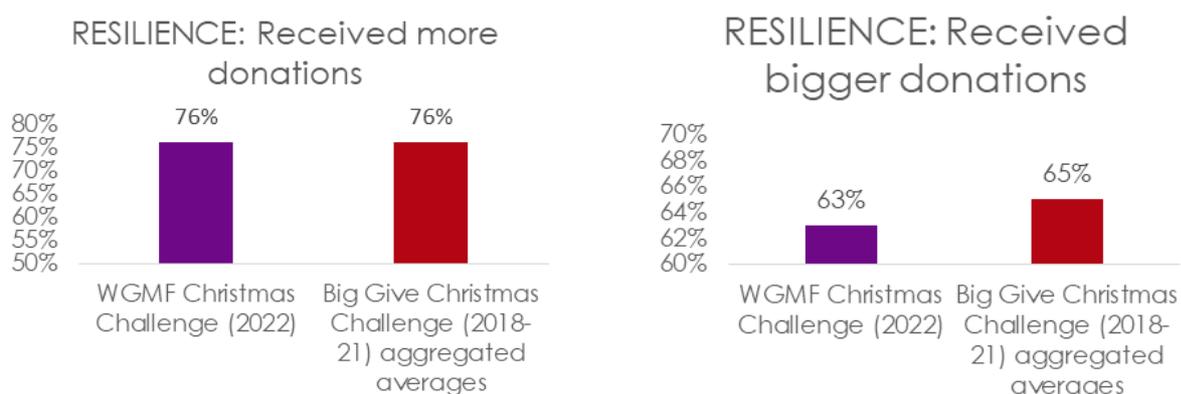


Overall success levels for the WGMF were similar to the Green Match Fund – which, itself, was regarded as a success by Big Give and its partner the Environmental Funding Network.

## Comparing the WGMF Christmas Challenge campaign with the Big Give's Christmas Challenges (2018-2021)

It is also possible to compare the WGMF Christmas Challenge with aggregated average results from the Big Give's Christmas Challenges 2018-21.<sup>86</sup> This shows that:

- RESILIENCE:** The proportion of charities who reported receiving more donations was the same for those taking part in the Big Give's Christmas Challenges (2018-2021) and the WGMF Christmas Challenge campaign (**76%**), while the proportion of charities reporting receiving bigger donations was slightly higher for those taking part in the Big Give's Christmas Challenges (2018-2021) (**65%** vs **63%**)
  - However, the proportion of charities reporting that they received 'significantly bigger donations' was higher for those taking part in the WGMF Christmas Challenge campaign (**20%** vs **14%**)
- RESILIENCE:** In terms of current supporters giving more, a slightly higher proportion of charities taking part in the Big Give's Christmas Challenges (2018-2021) reported that their existing supporters gave more than they normally do (**56%** vs **51%**)
- SKILLS:** A slightly higher proportion of charities in the WGMF Christmas Challenge campaign increased their confidence in digital fundraising when compared with charities taking part in the Big Give's Christmas Challenges (2018-2021) (**90%** vs **88%**). This is likely to reflect the lower starting point for many charities taking part in this campaign.
- PROFILE:** A very similar proportion of charities taking part in the WGMF Christmas Challenge campaign received donations from new supporters (**95%** vs **94%**), while the proportion of total donations from new donors was higher for the WGMF Christmas Challenge campaign than for the Big Give's Christmas Challenges (2018-2021) (**40%** vs **28%**).

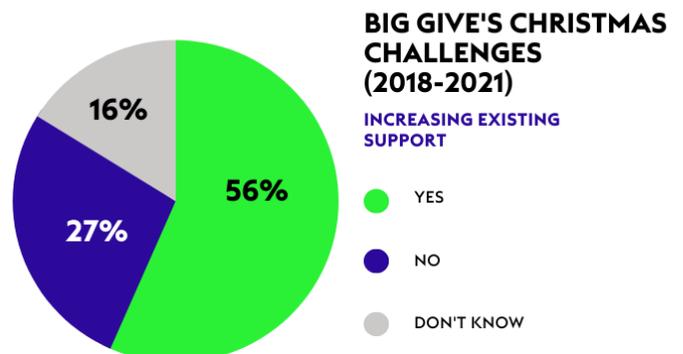
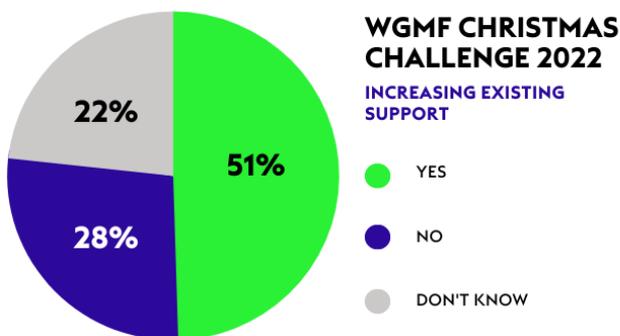
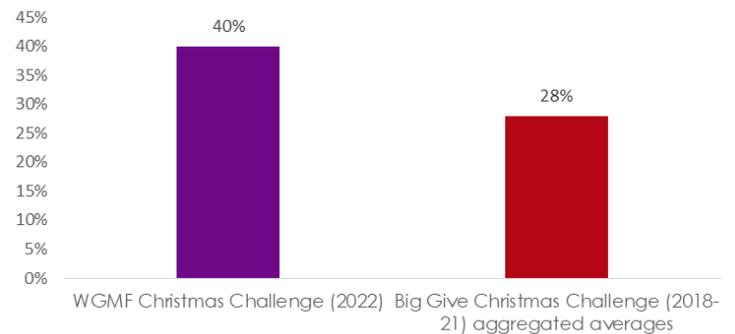


<sup>86</sup> Published in Fairclough, D. & Walker, C. (2023) 'Big Give: Celebrating 15 years of Impact', Big Give / The Researchery.

PROFILE: Donations from new supporters



PROFILE: Proportion total donation from new donors



Overall, on the measures analysed, the WGMF campaigns (both in March and at Christmas) compare favourably with other Big Give match fund campaigns. It is particularly noticeable that charities taking part in the WGMF reported a slightly higher level of new donors and received a greater proportion of their total funds from new donors. And while a slightly smaller proportion of charities taking part in the WGMF reported receiving more or bigger donations overall, a noteworthy minority reported 'significantly bigger donations' than they would usually receive. It was also notable that a slightly higher proportion of charities taking part in the WGMF reported an increase in their digital fundraising skills.

One large factor in at least some of these differences is likely to have been the size of charities taking part.

Those charities participating in the WGMF March (IWD) campaign were (relatively speaking) more likely to be larger charities (with an income of £1 million or more) than those who accessed the fund through the Christmas Challenge 2022 (32% vs. 26% respectively).

Despite this, the majority of charities accessing the WGMF fund via either channel were more likely to be smaller charities with incomes of under £1 million (68% and 74% respectively), which compares to 63% for all charities participating in the 2022 Christmas Challenge.

## 7) Learnings, Reflections and Suggested Improvements

### ***Views from external partners***

Working with Big Give was, overall, felt to be very easy, successful and productive, while the WGMF was seen as bringing much needed new money into the Women and Girls' sector in a new way (by match funding).

---

"Big Give are genuine collaborators, and that was really clear from the beginning." **(External Partner)**

"Big Give were really, really great to work with, and came across as really thoughtful about the experiences of the people and charities taking part. We loved working with them. They were amazing." **(External Partner)**

"It [the WGMF] introduced a different way of fundraising to organisations, which if it works, is a great new way of fundraising. I think anything that gets more money into the women and girls sector is great. I think it taught another funder [Big Give] a lot about a sector that's often misunderstood and unknown. And it got government money where it needs to go." **(External Partner)**

"I think there will be longer term impacts. I think there will be some charities that benefited across the program that will continue to see the fruits of that in terms of finding new donors, thinking about how they market themselves, improving their professional fundraising approach. I think those will be some legacies from this." **(External Partner)**

---

### ***Ongoing learning and adaptation by Big Give during the campaign***

There was a certain amount of ongoing learning and adapting by Big Give during the WGMF campaign, as outlined the 'Adaptations to the original application' BOX in the Introduction.

As part of this process, Big Give created a focus group of charities taking part in the WGMF who provided ongoing feedback and a sounding board for new ideas.

## Learnings and Lessons

### ***The week extension to the March (IWD) campaign***

The additional week extension was welcomed by many, but was seen as problematic by others, as planning/communications had been designed for the one-week timeline.

---

“There was a difficulty around timing in general, wasn't there, because they told us very, very late in the day that it was going to be extended and obviously, that has a huge impact on the momentum that you've built for the campaign.” **(W&G charity participant)**

“The week extension - yeah, it just didn't work very well. It just kind of diluted it all. We didn't really get much at all in that second week because we'd kind of exhausted our contacts for the first week.” **(W&G charity participant)**

“As a small charity with limited resource, it was slightly frustrating when it was announced at short notice that the campaign would be extended by a week. We had already created assets that we had to adjust and update, creating more work – and anyone who was going to have given, already had.” **(W&G charity participant)**

“...and that's the thing with a tiny team as well - you've kind of created your resources already and your messaging, so to have to scramble to redo it or cancel stuff you've scheduled, or whatever is difficult.” **(W&G charity participant)**

---

### ***Specific restricted project fundraising versus unrestricted fundraising***

The Tampon Tax funding put restrictions on what it could be used for, with fundraising limited to specific projects (rather than core funding). W&G charities had mixed views on this, with some (who were able to ring-fence a specific project) finding it helpful while others had to be a little bit more creative with their ask.

---

“I think it's always difficult, and it was difficult, because what [women and girls charities] need is core funding. And if they didn't have a project that met the definitions of the funds and so on, then it's harder to find something. It's hard to find something that will land that will go

well on the platform. So it's very, very difficult. And it is particularly difficult for those really small organisations." **(External Partner)**

"I was a bit worried about the restriction to start with, because we had to come up with a very specific project, but I think the specificity of what you're asking for meant that not only were you matching donations, you were very clearly enabling something. And I think that as a donor that would be so attractive to know that you are enabling something that's significant to go ahead." **(W&G charity participant)**

"What we wanted to do was rather than focus on mass marketing, it was about specific asks to see whether that would work." **(W&G charity participant)**

"It was just the stars aligned at that moment. It's not often that we're opening a new centre or have that kind of project that we could launch a restricted campaign for. If it comes around again, I'm not sure how it would work for us if it was less specific." **(W&G charity participant)**

---

These learnings and lessons led to the W&G charities participating in the WGMF making a number of suggestions for possible improvements to be made.

## Suggested Improvements

The most commonly mentioned improvements requested to future Women and Girls' charities match funding campaigns in the Charity Impact Surveys were:

1. Allowing payments to be made (and matched) via other channels (e.g. BACS, CAF cheque, invoice)
2. Increasing the length of campaigns (to a minimum of 2 weeks)
3. Earlier notice / longer lead-in time for the campaign, in order to set-up and/or secure pledges
4. More training/guidance on using the Big Give platform
  - a. More / better explanation of the pledge process for those taking part in the Christmas Challenge
  - b. More / better information / guidance on the level of resource required for a campaign
  - c. More / increased variety of social media templates to be made available
5. Facilitating donor recontact consent in order to be able to send 'thank you' communications

## **1. Allowing payments to be made (and matched) via other channels (e.g. BACS, CAF cheque, invoice)**

This was an issue mentioned by many W&G charities in the Charity Impact Surveys as well as the focus group and interviews.

---

"I think another main piece of feedback, which I know lots of people say to the Big Give and they say they're working on is other mechanisms to donate that aren't just cards. Because you know, if it's a business or if it's a small trust or whatever, they can't always do the card thing. So it would be great if there was another way to get those larger ones." **(W&G charity participant)**

"The other issue we had was about payments. So it could only be made by a credit card. So we had a major donor who was ready to make a large donation but they're not going to do that through their credit card." **(W&G charity participant)**

*"The payment option almost led to the loss of a major donor. They had intended to donate via BACS and it meant challenging conversations had to take place over why they had to pay a large donation by card... Fortunately we were able to steer the donor to donate via card, however they were frustrated and this tainted their view of the opportunity, experience and our charity."* **(W&G charity participant)**

---

## **2. Increasing the length of campaigns (to a minimum of 2 weeks)**

Some charities mentioned that the campaign would work better for them if it was lengthened to two weeks (minimum).

---

"The time of the campaign could be longer, we would appreciate a 30-day running campaign." **(W&G charity participant)**

---

## **3. Earlier notice / longer lead-in time for the campaign, in order to set-up and/or secure pledges**

The W&G charity sector is mainly smaller charities with limited capacity for fundraising and therefore longer lead times were felt to be necessary. Not only that,



but it was felt that the standard lead in time to a major campaign in the sector is two years in advance.

---

“We're juggling different roles. We're not in that fortunate position where we've got people specifically looking at these campaigns, so what else do we drop to try and create a campaign, and do the application? So I think that longer lead in time and knowing the fuller picture for the year ahead, 18 months ahead, would just be so advantageous.” **(W&G charity participant)**

“Traditionally, those individual giving campaigns would be planned two years in advance having that rolling two year calendar.” **(W&G charity participant)**

“It would be helpful to understand for the next sort of two year period, what campaigns are coming up.” **(W&G charity participant)**

“Obviously, it was completely beyond [Big Give's] control [in this case], but the issue of lead-in time was very challenging.” **(W&G charity participant)**

“The timeline for application and sourcing pledge funders is really tight. Without patrons it's difficult to source a new pledge funder in the timescale.” **(W&G charity participant)**

---

Additionally, the March campaign was perceived by many to be 'too close' to the previous Christmas Challenge campaign, meaning that (smaller) charities could only really pick one.

---

“We didn't do it [the Christmas campaign] because we felt it was too close to the Women and Girls Match Fund [in March]. For us, the Christmas and March [campaigns] just felt too close to ask the same community of people.” **(W&G charity participant)**

---

Although not everyone agreed with this:

---

“We were really worried about exhausting donors with asks, but we had a 49% retention from Christmas to the March campaign, so it was

quite interesting to see that the donors weren't as concerned as we were." **(W&G charity participant)**

---

#### **4. More training/guidance on using the Big Give platform**

A number of items that charities wanted extra support around were mentioned, including:

- For CC2022, WGMF participants found the pledge process complicated / confusing
- Information / guidance on the level of resource required for a campaign
- More / increased variety of social media templates to be available

The one that seemed to cause most issues was messaging around Pledges - understanding the process, and how communication with Pledgers would work in particular, with one charity commenting that they had assumed that Big Give would be in communication with Pledgers.

---

"I didn't really understand the pledge sort of process. So I didn't realise that the Pledgers didn't really get any sort of communication from Big Give. I didn't realise that it would be us that would do all the comms with them. I thought they would get some sort of reminder from the Big Give, so by the time you know January rolled around, and it was like 'remember like back in August when you said you'd give us 100 quid?' So there was a bit of learning from that, that they didn't have necessarily the greatest sort of comms around what they'd pledged and what it was for and what the impact was and things like that." **(W&G charity participant)**

"If I'm being very honest, I wouldn't really know how to go about having that conversation [with a potential pledger], how to sort of go about making that ask to a potential major donor for the first time or a grant funder or someone like that. And so maybe some support on that would be quite helpful." **(W&G charity participant)**

---

#### **5. Facilitating donor recontact consent / not able to send 'thank you' communications**

---

"Some donors reported that it was not clear that if they did not consent to allow us to contact them, we can't even see their email

address to thank them (we had some complaints about this)." **(W&G charity participant)**

"Not being able to send an admin "thank you" email to all donors is quite frustrating. I understand the response is around GDPR, but we are able to do this via other fundraising platforms as the email is administrative, not marketing so I'm not sure GDPR is being applied correctly in this instance." **(W&G charity participant)**

"Not having access to admin contact details for donors to thank them is frustrating as the section to add a personalised "thank you" in the email is so small and we'd like to properly thank donors (and not send marketing comms). JustGiving offer this so we know it's possible." **(W&G charity participant – Christmas Challenge)**

---

## Other suggestions for improvement

There was one other suggestion for improvement that came from the focus group and interviews with participating W&G charities. This was associated with the differences between the March (IWD) campaign and the Christmas Challenge campaign and related to the perceived difficulties for charities in finding Pledgers:

### ***Make it an automatic match fund for the W&G sector***

---

"So basically, when we saw the Women and Girls Match Fund and that they give you the match funds [automatically] we were like 'amazing!' because that's the bit that we found quite challenging. And also, at the moment, it's something we're hoping to work on, but we don't have really major donors or corporates. We've got the small grant and trust but we don't have a pool of people to call on that can give larger amounts." **(W&G charity participant)**

"For us, we're not in a position that we would be able to work with Big Give without that kind of [guaranteed / no pledge necessary] match funding - that was what made it a possibility for us because we don't have those connections and, or the capacity to start those connections." **(W&G charity participant)**

"We'd certainly do it again as long as it was a straight match fund." **(W&G charity participant)**

“I don't think that the pledging bit of match funding is a good model for small, more political charities, like refugees and asylum seekers, black women, mothers...” **(External Partner)**

---

## Creating / Supporting a philanthropic community for Women and Girls' charities

While this part of the project was not included in the impact evaluation, it is important to note the added impact of this sustainability element. I.G. Advisors were commissioned by Big Give to provide an *“initial set of recommendations for establishing a Women and Girls philanthropic community, based on the research and findings in Part 1 [State of the Market research], and from conversations with The Big Give around ambitions for the community.”*

I.G. Advisors produced a set of evidenced strategic recommendations around this which included a range of options for moving forward.

Having considered these options, Big Give decided to partner with Impact100 through *Impact100London – ‘a philanthropic impact fund to give transformative grants to local charities that primarily benefit women and girls in London.’*<sup>87</sup>

The partnership was announced on International Women's Day 2023, and comprised the £40,000 funding Big Give had from DCMS to put towards the implementation or supporting of this philanthropic community which would go towards *“a sponsored members programme to expand access for more individuals to join [Impact100London]”* and increase *“the number of individuals supporting women and girls charities.”*<sup>88</sup>

---

<sup>87</sup> <https://www.impact100london.org/>

<sup>88</sup> Ibid.

# Critical review of evidence base

The evidence used in this evaluation comes from three principal sources:

- Secondary analysis of financial and count data collected by Big Give on its Salesforce database
- Secondary analysis of quantitative and qualitative responses contained in the Charity Impact Surveys filled in by W&G charities during the project
- Primary qualitative evidence gathered from interviews and a focus group with W&G charities and other key stakeholders (ROSA Fund and I.G. Advisors)

## **Representativeness**

There were 197 **Charity Impact Survey** responses (118 WGMF March (IWD) and 79 Christmas Challenge 2022). WGMF March (IWD) responses contained three organisations that responded with two surveys each, so only 115 individual charities were represented out of 119. Christmas Challenge 2022 responses contained one organisation that responded with two surveys, so only 78 individual charities were represented out of 87.

There are no (separate) Charity Impact Survey responses for the 13 'Run Your Own Campaign' participants, so they are not represented (separately)<sup>89</sup> in the results, or in the self-reported number of beneficiaries assisted.

A **focus group** took place with 5 representatives of W&G charities who had taken part in the WGMF. Four of these were new to match funding while one was a 'veteran' user of Big Give, having participated in previous campaigns.

**Interviews** took place with 3 other representatives of W&G charities unable to make the focus group. One of these was new to match funding while two were 'veteran' users of Big Give, having participated in previous campaigns.

Separate **interviews** were carried out with the CEO and Chair of the Rosa Fund and with one of the advisors from I.G. Advisors.

While the Salesforce and Survey data is nearly comprehensive, only a very small number of W&G charities were spoken to directly for this evaluation due to time and cost restraints. This may have affected the results.

---

<sup>89</sup> Charities running their own campaign may also have taken part in one or both of the other campaigns so may already be represented there.

Those spoken to were part of a focus group brought together by Big Give that had been giving feedback to Big Give throughout the process. My impression was that they felt able to speak openly and freely about the issues they had encountered with the WGMF. Nonetheless, their overall attitude towards Big Give was likely to have been more positive overall than a randomly-chosen charity.

No W&G charities were spoken to that did not take part in the WGMF due to time and cost restraints – this might have provided an additional view of the perceived barriers /benefits to taking part. It should be noted that the external assessors reported that they felt the match fund model might not work for *“very small, place based, women and girls’ organisations working on a range of quite thorny issues, who don’t have fundraisers and marketing people, and haven’t got a comms strategy, and don’t know their brand.”* It is impossible within the confines of this evaluation to support or refute this possibility, except to point to the findings that show that the W&G charities taking part in the WGMF were smaller than in previous Big Give campaigns.

### **Other issues**

Much of the analysis relies on self-reported results and self-reported impact and therefore certain caveats apply. This is not unusual in this kind of evaluation but should be borne in mind when interpreting the results.

Good comparators were available in other Big Give campaigns that quite closely matched the WGMF elements.

Apart from those outlined above there were not seen to be any major gaps in the evidence base.

# Conclusions & Recommendations

**Overall, the Women and Girls Match Fund (WGMF) is seen as a success, particularly in raising the resilience, profile and skills levels of Women and Girls charities that were likely starting from a lower level of confidence in individual and digital fundraising than other charities taking part in previous Big Give match fund campaigns.**

**With a budget from the DCMS Tampon Tax Fund of £2.3 million, the WGMF raised over £4 million for the Women and Girls sector, potentially benefitting over 430,000 beneficiaries. Over 13 thousand donors took part in the WGMF campaigns, giving nearly 14 thousand donations. In total, 162 W&G charities participated.**

It is clear from the initial research carried out by I.G. Advisors for Big Give, as well as from the survey results, focus groups and interviews carried out for this evaluation, that the Women and Girls' charity sector was likely starting from a lower baseline than other charities / sectors taking part in previous Big Give match fund campaigns (both in terms of smaller size, potentially greater diversity (charities led by individuals with protected characteristics), and greater inexperience with individual and digital fundraising).

It also seems likely that the targets for success originally set by Big Give in their application were perhaps set too high, as they were based on prior campaigns, and it is clear that this campaign turned out to be slightly different to past campaigns for a number of reasons as noted above.

There were also circumstantial issues which the WGMF had to contend with, including the DEC Ukraine Match Fund Appeal that coincided with the March (IWD) campaign.

This forms the context and backdrop for the WGMF which, at least partially, explains the underspend which was encountered quite early on in the process, and on which Big Give took action, by amending/supplementing the planned programme. This also needs to be taken into account when evaluating the success and impact of the project (as has been illustrated throughout this report).

## **Measuring success**

This report has noted that while the targets for the defined outcomes (increases in resilience, profile and skills) were largely met or exceeded, the targets for the

defined outputs (financial and participatory measures) were not met (although 83% of the financial target was achieved).

These results are very telling, and, in the context of the other evidence, serve to underline that W&G charities experienced a number of issues in taking part in the WGMF. Some of these issues were not things that could be completely mitigated by Big Give (e.g. restrictions placed on Tampon Tax funding, or the timing of the DEC Ukraine Appeal - although steps were taken to lessen the impact of this); and some were things that Big Give could take note of for future projects with the Women and Girls sector, or similar sectors (e.g. altering the payments provision, giving longer lead-in times, providing even more support and guidance around match funding, and making all campaigns automatic 1:1 match funding).

Success, however, is not just measured in targets. It is clear from all of the evidence seen here that a majority of W&G charities gained a large variety of benefits and positive impacts from taking part in the WGMF – even when they did not meet their fundraising targets. Many of the W&G charities taking part felt that the WGMF had been a great success for them.

---

“It's been really positive, and we definitely now see it as probably our main form of individual giving and our main appeal, and we learn from it every time. We find the match funding message to be really compelling.” **(W&G charity participant)**

---

It is important to acknowledge that while many charities took part in both the March (IWD) campaign and the Christmas Challenge the two campaigns were very different and overall appear to have had (slightly) different success profiles.

More first-time match fund participants appear to have taken part in the March (IWD) campaign and some shied away from the Christmas Challenge because of the Pledge element.<sup>90</sup> Some of those spoken to as part of the evaluation talked about the relief of not having to find a Pledger for the March (IWD) campaign, and the freedom this gave them to experiment (with stretch targets or new marketing techniques) without the risk of damaging any major donor relationships.

While the Christmas Challenge campaign clearly created more impact in terms of resilience, profile and skills building, it seems to be a case of the old adage – ‘*the more you put in the more you get out*’, since it is clear from the charities spoken to that this was a more challenging campaign to take part in.

---

<sup>90</sup> The Christmas Challenge campaign necessitates charities securing pledges from key donors which makes up half of the match fund pot available to them – the other half being made available from Big Give Champions.



The March (IWD) campaign resulted in more money being raised overall for a larger number of charities that, while slightly larger (by annual income), were generally more diverse than those taking part in the Christmas campaign.

Comparison with other Big Give campaigns emphasised the key results already found, that the WGMF generally achieved comparable or slightly lower levels of financial and participatory success, but raised the resilience, profile and skills level of participating charities.

### **Raising the resilience, profile and skills of the Women and Girls' charity sector**

W&G charities who did participate overwhelmingly reported that the WGMF helped them to develop their relationships with both existing donors and new donors, and the majority reported raising more and bigger donations through match funding than they usually do.

In comparison to other Big Give campaigns, a greater proportion of the total amount was raised from new supporters, with WGMF charities achieving larger donations on average (when compared to other Christmas Challenges). W&G charities also achieved a larger increase in their confidence in digital fundraising (when compared to charities taking part in the Green Match Fund).

The high level of charities accessing new donors and donations suggests that the WGMF helped to raise the profile of many W&G charities and the sector in general, while the new skills and confidence in digital fundraising is likely to also translate into increased income streams in future (bringing to mind the charity adage: *'If you give a person a fish, you feed them for a day. If you teach a person to fish, you feed them for a lifetime.'*). The extra training given to the W&G charities appears to have paid dividends in this regard.

W&G charities outlined a number of 'other skills' they felt they gained from taking part in the WGMF, including better understanding of their audience/donors, the ability to develop more creative messaging and improved communications and collaboration skills - demonstrating the wider and longer-lasting benefits of participation. Participants also mentioned other far-reaching benefits and impacts, such as increased social media presence, increased (fundraising) engagement within the organisation and amongst trustees, improved understanding of the resource required to run such campaigns and the fact that the WGMF focussed attention on the wider Women & Girls cause.

---

"I think there will be longer term impacts. I think there will be some charities that benefited across the program that will continue to see the fruits of that in terms of finding new donors, thinking about how

they market themselves, improving their professional fundraising approach. I think those will be some legacies from this." **(External Partner)**

---

Big Give itself was seen in a very positive light almost universally by participating charities and external partners, with staff, support and training praised, and their reputation being seen as something that can give a positive boost to those charities aligned with it. And while match funding itself was seen as 'challenging', with difficulties in understanding terminology and the different matching models employed, the campaigns themselves were also seen as 'exciting', 'positive', 'success[ful]', 'rewarding', 'inspiring' and 'impactful'.

### **Success for W&G charities**

When looking at measures of success, it is very important to listen to those actually taking part in the campaigns – the Women and Girls charities that, by and large, appear to have seen the WGMF as successful.

A large majority (over 7.5 out of 10) of W&G charities taking part in the WGMF felt that their aims had been achieved or surpassed; 8 out of 10 were satisfied that the WGMF provided a good return on investment (ROI); and over 9 out of 10 said that they would be interested in participating in another match funding campaign with the Big Give in the future.

## **Recommendations**

While the majority of W&G charities found the application and process easy and user friendly, there were a number of learnings and lessons for Big Give to consider for future campaigns (especially with the Women and Girls' sector or charity sectors with similar profiles).

### **Improvements to Big Give platform**

- In order to encourage and facilitate donations from foundations, companies, family offices and other major donors, Big Give should consider allowing payments to be made (and matched) via other channels than just credit cards (e.g. BACS, CAF cheque, invoice)

### **Improvements to WGMF (or similar campaigns) – DCMS**

- To encourage wider participation, particularly by smaller charities, funding should be unrestricted (allowing core cost funding rather than project funding)

## Improvements to WGMF (or similar campaigns) – Big Give

In order to make it easier for charities to participate, Big Give should consider making the following changes:

- Provide a much longer lead-in time for campaigns, in order to allow charities to prepare all the necessary plans and materials and secure pledges (where applicable)
- Increase the length of campaigns (to a minimum of 2 weeks) in order for charities to make the most of the occasion (given the amount of work that goes into preparation)
- Provide even more training/guidance on using the Big Give platform as even veteran users still find aspects of the match funding confusing
- Facilitate donor recontact consent so that charities can send 'thank you' communications
- For any future WGMF campaigns consider using the automatic 1:1 match funding as this is a more inclusive route for many charities (particularly smaller ones and those with more diverse leadership and beneficiaries) as it seems to be the task of funding pledges that such charities find most difficult

---

"We're a big fan of it - of the Big Give - we want to keep doing it!"  
**(W&G charity participant)**

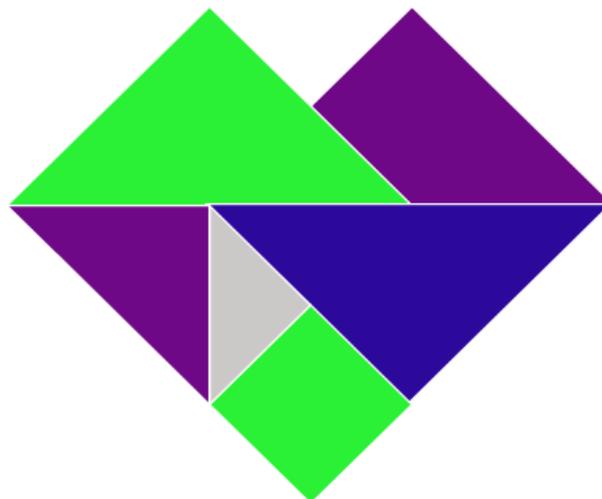
"A massive thank you as well! Because we definitely wouldn't have got 16 grand without the DCMS funding. We would not have been able to get enough in pledges to get that amount. I hope that they recognize that even though we didn't use everything we applied for, it was key in us growing the Big Give and getting more in and learning from it and raising vital funds. To us it was a success even though it might not seem like a success." **(W&G charity participant)**

---

# Postscript

Since the inception of this evaluation, Big Give have announced that they will be setting up a match fund for Women and Girls' charities to celebrate the International Day of the Girl in October 2023. In addition to this, Big Give will be carrying on with an annual Women and Girls' Match Fund campaign, although the details are yet to be fixed. These are likely to be match funded by Big Give's pool of Champions rather than externally funded, and are likely to be run on a 1:1 match fund basis.

Also, responding to feedback regarding payment methods, Big Give has launched a facility to donate via BACS in 2023.



# Appendices

## Theory of Change Logic Chain

Resources (Inputs)	Activities	Outputs	Outcomes	Impact (Goal)
Human, financial, organisational, and community resources invested to produce activities	Things the programme does with the resources to achieve specific outputs	Direct products and achievements as a result of the programme's implemented activities	Short-medium term changes in participants' knowledge, behaviour, skills, status, and level of functioning as a result of the results of outputs	Intended or unintended change that occurs in the organisation or the lives community members as a result of programme outcomes
<p>The Big Give team, technology and infrastructure</p> <p>REED in-kind support</p> <p>ROSA Fund</p> <p>I.G. Advisors</p> <p>External evaluator (The Researchery)</p> <p>Participating WG charities' staff</p> <p>DCMS Tampon Tax funding (money)</p>	<p>Two digital match funding campaigns on the Big Give platform matched with DCMS Tampon Tax funding (the March (International Women's Day) campaign and the Christmas Challenge 2022 )</p> <p>The chance for W&amp;G charities to run their own match fund campaign on the Big Give platform</p> <p>Each participating organisation was invited to participate in at least 2 days' worth of training in digital skills throughout the project. Each charity was also granted £700 to</p>	<p>Output 1) Number of Women &amp; Girls charities supported with match funding</p> <p>Output 2) Total raised by Women &amp; Girls charities having participated in match funding campaign</p> <p>Results of the Charity Impact Surveys</p> <p>Financial indicators from Salesforce data</p>	<p>Outcome 1) Number of vulnerable, disadvantaged or underrepresented women and girls lives improved through activities funded by Big Give match funding campaigns</p> <p>Outcome 2) % of participating Women &amp; Girls charities which have more resilient funding as a result of participating in Big Give match funding campaigns (meets or exceeds target)</p> <p>Outcome 3) % participating Women &amp; Girls charities which have improved digital fundraising skills as a result of participating in Big Give match</p>	<p>The Women and Girls charitable sector is strengthened by increasing charities' resilience, skills and profile</p> <p>(A long-term philanthropic legacy is created for giving to Women and Girls organisations –this element was not included as part of the evaluation)</p>

<p>Charitable donors' donations / pledges</p>	<p>spend on digital capacity building in their organisations.</p> <p>Post-campaign Charity Impact Surveys of all participating charities x2 (covering Outcomes 2,3,4)</p> <p>Big Give's initial consultation with W&amp;G charities</p> <p>Research of W&amp;G charity sector by I.G Advisors</p> <p>The Big Give worked with philanthropy consultancy, I.G. Advisors, to provide a strategy for establishing a philanthropic community for individuals who wish to provide ongoing support to charities to women and girls charities in the UK, and to build the infrastructure around this giving community</p>		<p>funding campaigns (meets or exceeds target)</p> <p>Outcome 4) % participating Women &amp; Girls charities which have increased profile as a result of participating in Big Give match funding campaigns (meets or exceeds target)</p>	
---	---	--	--	--

# Eligibility

Charities must meet all of the following criteria:

- **Charities that are led by, for and with women and girls.** To assess this, we will look at whether your governing document specifically mentions women and/or girls, whether you have a majority female board, who your beneficiaries are and your web presence (if your organisation has one).
- Charities that are working to improve the lives of vulnerable, disadvantaged or underrepresented women and girls in England and Scotland.
- 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), or organisations with tax-exempt status for charitable purposes.
- Charities which are **registered on theBigGive.org.uk** (free to register).
- Charities **seeking to raise either £2,500, £10,000 or £25,000** in public donations (to be doubled by the match funds).

## Big Give Resources sent to W&G charities

### Women and Girls' Charity Guidelines

The Women & Girls Match Fund is a match funding campaign for charities that are working to improve the lives of vulnerable, disadvantaged or underrepresented women and girls in England and Scotland. All public donations made to participating charities via theBigGive.org.uk during the week of the campaign (8 - 15 March 2022) will be matched up to a specific amount. Charities will be awarded a ring-fenced amount of match funding which will be used to match public donations - either £2,500, £10,000 or £25,000. Match funding is being provided by DCMS' Tampon Tax Fund

Which charities are eligible to apply

- Charities that are working to improve the lives of vulnerable, disadvantaged or underrepresented women and girls in England and Scotland.
- 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), or organisations with tax-exempt status for charitable purposes.
- Charities which are registered on theBigGive.org.uk (free to register).
- Charities seeking to raise either £2,500, £10,000 or £25,000 in public donations (to be doubled by the match funds).
- Further details of eligibility can be found here:  
<https://biggive.org/women-girls-match-fund>

- In addition to the match funding, each successful charity will also be awarded a £375 grant to spend on digital capacity building in their organisations.

### Who is involved?

**Champions:** Champions are partners of the Big Give. They are external funders who contribute to the matching pots of participating charities and can be trusts, foundations, corporations or philanthropists. Champion funds are ring-fenced for the charities they are supporting. The amount of Champion funds received by charities is dependent on their performance in the live campaign. The Champion funding for this campaign has been provided by the DCMS' Tampon Tax.

**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. All donations must be made using a debit or credit card (matched donations can be up to £25,000).

### How does the matching work?

During the week of the Women and Girls' Match Fund, donations made to participating charities are doubled. Each charity has a matching pot made up of Champion funds to double online donations made via theBigGive.org.uk.

Please note that Champion funds are ring-fenced for each charity. Charities can access these match funds until the campaign closes on 15th March or until their target has been hit, whichever comes first.

### Key information

- For donations to be doubled, they must be made to the charity's campaign page on BigGive.org with a debit/credit card by the cardholder during the live campaign.
- Donations are doubled by Champion funds until these have been used up or the campaign ends.
- There is no fee to participate in the campaign. Fees on online donations are calculated as per all donations via the Big Give. Please refer to our fees page for further info.

### How to apply and key dates

- Monday 13th December - Applications open. Charities share details about their organisation, how funds raised will be spent as well as how much they hope to raise in total through the campaign (either £5,000, £20,000 or £50,000)



- Tuesday 11th January - Applications close. The Big Give will work with an expert panel to determine which charities will be successful in being awarded match funds and how much match funds they will be awarded.
- Friday 4th February - Notification. The Big Give will notify charities whether they have been successful in securing match funding and, if so, how much they have been awarded (either £2,500, £10,000 or £25,000). The Big Give will then offer a free package of resources to all participating charities to help them market the campaign to their supporters.
- Tuesday 8th March (midday) - Campaign opens. The campaign will launch on International Women's Day at midday. Donations will be doubled by the charity's Champion funds until the match funds have been exhausted or the campaign has closed, whichever comes first.
- Tuesday 15th March (midday) - Campaign closes. The campaign will close, and donations will no longer be matched.

**How to apply for the Women & Girls' Match Fund:** Login to your Big Give account or create one here [Click on Big Give Campaigns](#) [Click on Apply Now for Women & Girls Match Fund](#) campaign when applications open on Monday 13th December.

IMPORTANT: In the targets section of the application, please enter either £5k, £10k, or £50k depending on how much match funding you are seeking from a Big Give Champion. Feel free to contact us with any questions.

## FAQs

### What due diligence do you carry out?

The Big Give carries out due diligence on applications and works with our partner Champions to ensure that selected charities meet our criteria.

### 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. 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.

### What happens if I fail to hit my match funding campaign target?

You will not be penalised for not hitting your target and will still receive all donations made to your project and any match funds secured. Any online donations you do receive will be doubled as per the matching model. This means that you will receive a pro-rata amount of funding. For example, if you achieve 50% of your target, you will redeem 50% of the funds in your matching pot.

### What happens if I exceed my target?

Charities can continue to receive donations even after the target has been hit (i.e. your matching pot is exhausted) until the end of the campaign. Any donations made to your charity after your matching pot is exhausted will not be doubled.

### Can matching funds run out while a donor is making their donation?

We have a 'reservation system', which means that if there are funds available at the point when your donor begins their donation, these funds will be reserved for 15 minutes to give them time to make their donation. There will be clear messaging at every stage of the donation process to notify donors of when their donation will or will not be doubled.

### Can a charity process payments on behalf of its supporters?

No, this is not allowed and is in breach of the Women and Girls Match Fund Terms and Conditions. Doing so could result in your organisation being removed from the Women and Girls Match Fund with matching funds withheld.

### Is Gift Aid also matched?

No, Gift Aid is not matched.

### Is Gift Aid claimed on behalf of charities for donations received online?

Charities can nominate the Big Give to submit Gift Aid claims for them, or they can submit the Gift Aid claims themselves. There will be an additional 3% admin fee applied on any Gift Aid applicable for charities that choose the Big Give to submit their claims for them. There is no admin fee on Gift Aid for charities that submit their own claims.

### What payment methods are accepted?

Our payments processor, Stripe, requires donations to be made online using a debit/credit card. The following card types are accepted: Mastercard / Visa / Maestro / Switch / Solo / Delta / American Express.

### Are the funds received during the campaign restricted to our Match Fund project?

Funds received during the campaign are restricted to the uses that you have outlined on your Women and Girls Match Fund campaign page. If you receive additional online donations after hitting your target, these funds may be used for unrestricted purposes.

### When will my charity receive the money?

Your donations will be paid to you every Monday with a 14-day delay after the donation has been made. For example, donations received on 5th April 2021 before

7 am will be paid to you on 19th April 2021. Please note that payments received on a Monday after 7 am will be paid out in the following payout cycle. For example, a donation received on 5th April 2021 at 10 am will be paid to you on 26th April 2021. Your donation payments will be paid by Stripe and will appear in your bank account with the reference 'The Big Give YOUR CHARITY. Champion funds will be paid out up to 3 weeks from the end of the campaign.

## Setting a Realistic Target

- Champion funds will be awarded at three levels: £2,500, £10,000, or £25,000. Charities must set their target according to those three levels (including online donations), i.e. £5,000, £20,000, or £50,000.
- Setting your target for the Women and Girls Match Fund involves deciding how much you can secure from your supporters in online donations.
- As online donations are matched by your Champion funds, it is essential to set a realistic target. You will then be more likely to hit your target and secure all of the Champion funds available for your project.
- Big Give cannot guarantee you will receive the match funding level you apply for.

### Things to consider:

Your experience in online fundraising:

- Have you run a similar campaign before? If not, make sure you're aware of the commitment required to make it a success.
- How much time and resources can you/your team allocate to the Women and Girls Match Fund?

### Your fundraising calendar:

- Do you have other campaigns running simultaneously to the Women and Girls Match Fund? Might this influence which donors you can ask?
- What other activities are coming up in your charity's fundraising calendar? What will their impact be on your Women and Girls Match Fund strategy?

### Your Women and Girls Match Fund schedule:

- Who are you going to approach, and how will you do this?

### Online donations:

- Online donations are made during the Women and Girls Match Fund.
- The minimum online donation is £1. Donors can make matched donations of up to £25,000.

- Online donations must be made on BigGive.org with a debit or credit card by the cardholder.

Questions to ask yourself: Take a practical approach to setting your target. Consider the following questions:

- How many donors are in our database?
- How many can I contact?
- When can I contact them, and by what method?
- How frequently?
- How much is each donor likely to give?
- If recruiting new supporters, how will I do this? Realistically how many can I expect to get on board?

## What is the Christmas Challenge?

The Christmas Challenge is the UK's largest online match funding campaign. The campaign is run by the Big Give online donation platform and has raised over £190 million since it started. 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, the donation could be worth £225. Donations are doubled whilst matching funds last.

### Who matches the online donations?

The matching pot used to double donations is made up of two parts. Part of the matching pot is funding that the charity secures in the run up to the campaign. The other part of the pot is funding from external 'Champions' who are sourced by the Big Give.

### Who is involved?

**Champions:** Champions are partners of the Big Give. They are external funders who contribute to the matching pots of participating charities and can be trusts, foundations, corporations or philanthropists. Champion funds are ring-fenced for the charities they are supporting. The amount of Champion funds received by charities is dependent on their performance in the live 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 of pledge funds received by charities is dependent on their performance in the live campaign.

**Online donors:** Online donors are also supporters of participating charities. They make donations online to participating charities when the campaign goes live on [BigGive.org](https://www.biggive.org). 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. All donations must be made using a debit or credit card (matched donations can be up to £25,000).

#### How does the matching work?

During the week of the Christmas Challenge, 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](https://www.thebiggive.org.uk). Below is an example of how the matching model works for a charity with an overall fundraising target of £12,000. 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.

Please note that Champion funds are ring-fenced for each charity. Charities can access these match funds until the campaign closes on 6th December or until their target has been hit, whichever comes first.

#### When does it take place?

The live campaign kicks off on #GivingTuesday (29th November) at midday and ends a week later on Tuesday 6th December (at midday).

#### Key information

- For donations to be doubled, they must be made to the charity's project on [BigGive.org](https://www.biggive.org) 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 Challenge ends.
- 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 (after 6th December). Receiving a pledge in advance is in breach of the Christmas Challenge Terms and Conditions.
- Unmatched donations are welcomed after a charity has hit its target. This will increase your chance of being nominated for "The Christmas Challenge Awards".

- There is no fee to participate in the campaign. Fees on online donations are calculated as per all donations via the Big Give. Please refer to [our fees page](#) for further info.

### What is involved?

1. Stage 1 application: 16th May- 2nd July: You'll need to complete the online application form. Please refer to our Stage 1 application guide for more information about what's involved. You should also review our Setting A Realistic Target Guide to ensure you effectively set your target ensuring you unlock any match funding available to you.

2. Stage 2 application (Pledges): 2nd September: Pledges are promises of funding that are conditional upon your performance in the Christmas Challenge. You are required to secure pledges as part of the application process. When you raise online donations during the live campaign, they are initially matched by your Pledges. Once these have been exhausted you will start to unlock your Champion funds. You will need a minimum of £1000 to take part in the campaign.

3. Notification: Late September/ Early October: The Big Give works alongside our partner Champions to assess the information submitted during the application process. Champions select the charities to whom they would most like to provide match funding and charities are notified of the decision. 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.

4. Marketing: October – 29<sup>th</sup> November: You have around 8 weeks to market your campaign to your supporters. During this time the Big Give provides training, resources and one-to-one support to help you have a successful campaign.

5. Live campaign: 29th November – 6th December : Online donations from supporters are doubled via the matching model. If you hit your target then you can continue to receive unmatched donations which can help increase your chances of winning a Christmas Challenge Award.

6. Pledge collection: 16th January: You'll need to submit evidence of payment of your Pledges after the campaign. This is so that we can ensure that you have received the funds required for the donations to be doubled.



**BigGive**