

Green Match Fund overview for Champions



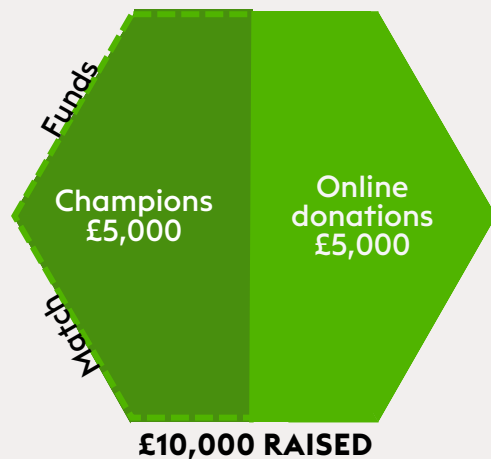
'Champions' provide the match-funding for the Green Match Fund, our annual 7-day online match funding campaign focused on the environment. The campaign is the UK's biggest movement in collective environmental philanthropy, which raised over £6.4m for 247 charities and facilitated 29,550 donations [in 2024](#).

The need to increase philanthropic capital flows to environmental organisations has never been more important. Less than 2% of philanthropy is deployed to counter climate threats. Big Give has a proven model for multiplying generosity, having raised £300m for thousands of charities since being founded in 2007, with an ambition to raise £1bn for good causes in the years to come.

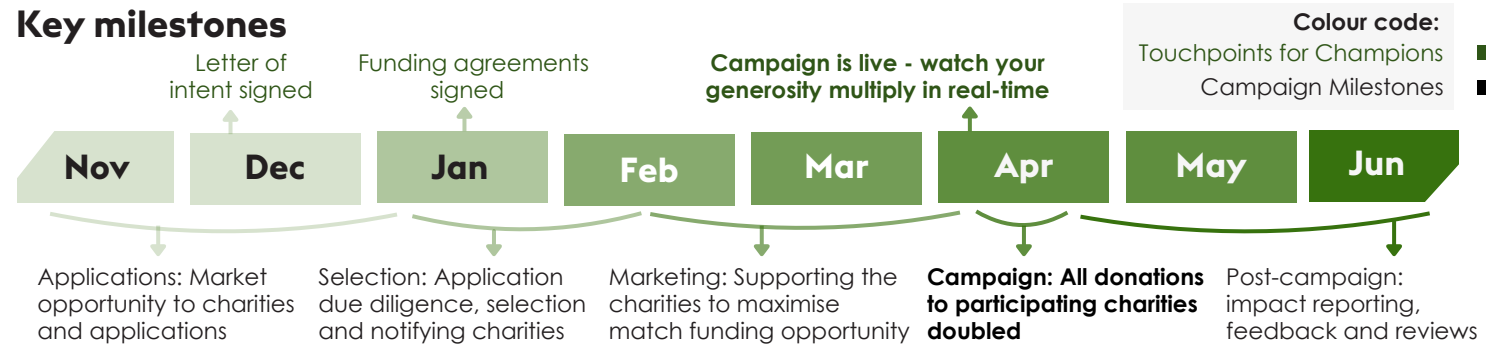
How does it work?

The Green Match Fund utilises our ['multi-model'](#) of match funding. Environmental charities apply to Big Give, and their application is assessed by Big Give and our partners, Environmental Funders Network (EFN). Successful charities are awarded a sum of match funding which is ring-fenced for their organisation. This match funding is unlocked by public donations given through Big Give's online fundraising platform during the week of the Green Match Fund campaign (coinciding with World Earth Day, 22nd April).

With this unique match funding model, Champion funds are multiplied at least 2x to support the work of a wide range of high-impact environmental organisations; it's why we're referred to as the "generosity multiplier". (In fact, the multiplier is often even more when Gift Aid and additional donations are included).



Key milestones



Join other like-minded changemakers

Champions offer match funding to a portfolio of high-impact environmental charities, selected by Big Give and our expert partners, EFN. In recent years, Big Give has worked with Champions, who have committed funds ranging from £10k to £2m from a range of partners, including:

- ▶ **Philanthropists** - Sir Alec Reed, Julia and Hans Rausing and others who choose to remain anonymous.
- ▶ **Trusts and Foundations** - Waterloo Foundation, Garfield Weston Foundation, The Childhood Trust, Sainsbury Family Charitable Trusts, Postcode Trusts thanks to players of the People's Postcode Lottery.
- ▶ **Corporates** - EQ Investors Group, Schrodgers, Newhall Newhall Publishing (Candis).
- ▶ **Public funders** - DCMS, National Lottery Heritage Fund.

How to become a Champion

- 1. Sign a letter of intent** - the Champion states how much funding and any restrictions on the funding in the letter of intent.
- 2. Establish a charity portfolio** - Big Give partners with EFN to establish a high-impact portfolio of environmental organisations from the applications we receive. Any funding restrictions are discussed with Champion.
- 3. Watch your generosity multiply** - Champions can track their portfolio's performance in real-time during the campaign, watching as their investment attracts matched online donations, maximising charity funds and impact.

Key information

Dates	22 - 29 April
Summary	Match funding for high-impact environmental organisations
Charity Selection	Big Give's expert panel selects the charity portfolio (Champions can restrict funding to specific charities on request)
Match Fund Model	Multi
Multiplier	2x, 4x
Commitments Start at	£10k+, £100k+ (restriction funding available) or £1m+ (headline 'sponsorship')
Funding Deadline	January

Why become a champion?



Multiply your impact

The 2x multiplier (often far more) makes your money go further; adding match funding means more people give, and people give more.



Build sustainability into your philanthropy

Big Give campaigns are a great opportunity for charities to build their resilience, skills and profile. So rather than just giving money, you are helping them build for the long term. Charities gain access to a suite of free training and resources and can grow their donor base as a result of participating.



Simple & effective

You are in full control of selecting your portfolio from our pre-screened charities; we keep it simple by handling the relationships with charities, reducing the burden for philanthropists and grant-makers and giving opportunities to reach new charities without the need for additional resources.

£300m

Raised for 17,000+ charity projects since 2007.