

# Small Charity Week overview for Champions

BigGive



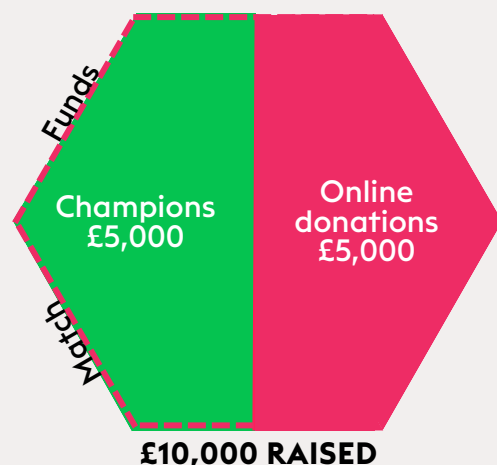
'Champions' provide the match funding for Small Charity Week, an impactful online match funding campaign that supports small charities making a difference for people and communities across the UK. In collaboration with Small Charity Week, we're proud to partner with NCVO and Global's Make Some Noise to highlight the vital work of these consistently overlooked, underfunded organisations whose impactful contributions to society often go unrecognised.

Big Give has a proven model for multiplying generosity, having raised over £345m for thousands of charities since being founded in 2007. This campaign will build the resilience, skills and profile of the small charity sector whilst helping them raise vital, unrestricted funding to further their impact.

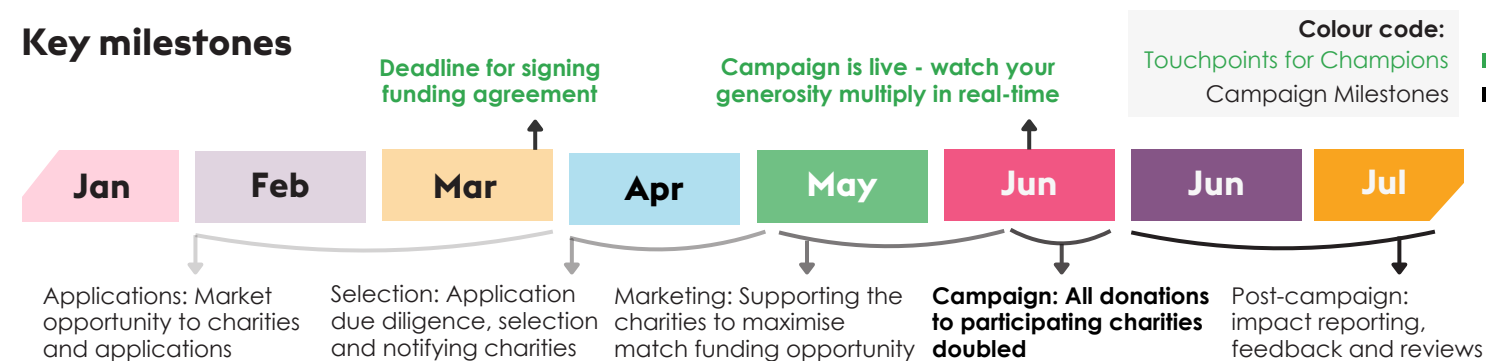
## How does it work?

Small Charity Week utilises our ['1:1 model'](#) of match funding. Small charities apply to Big Give, and their application is assessed by Big Give and our partners, Global's Make Some Noise. 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 Small Charity Week.

With this unique match funding model, Champion funds are multiplied at least 2x to support the work of a wide range of high-impact small charities; it's why we're referred to as the "generosity multiplier".



## Key milestones



## Join other like-minded changemakers

Champions offer match funding to a portfolio of high-impact small charities selected by Big Give and Global's Make Some Noise. In recent years, Big Give has worked with Champions, who have committed funds ranging from £10k to £2m from a variety 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, Schroders, Newhall Newhall Publishing (Candis).
- **Public funders** - DCMS, National Lottery Heritage Fund.

## How to become a Champion

- 1. Establish a charity portfolio** - Big Give partners with Global's Make Some Noise to establish a high-impact portfolio of small charities from the applications we receive. Any funding restrictions are discussed with the Champion.
- 2. Watch your generosity multiply** - Champions can track the portfolio's performance in real-time during the campaign, watching as their investment attracts matched online donations, maximising charity funds and impact.

## Key information

<b>Dates</b>	23 - 30 June
<b>Summary</b>	Small charities supporting people and communities across the UK. (Under £1m income).
<b>Charity Selection</b>	Global's Make Some Noise and Big Give select a portfolio of high-impact small charities.
<b>Match Fund Model</b>	1:1
<b>Multiplier</b>	2x
<b>Commitments Start at</b>	£25k+, £100k+ (restriction funding available)
<b>Funding Deadline</b>	March

## 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 NCVO training and resources and can grow their donor base as a result of participating.



## Simple & effective

Big Give will select a 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 19,000+ charity projects since 2007.