



# Big Give Christmas Challenge 2024 Awards Application



Registered charity in England & Wales 1161613

# Executive Summary

Target £80,000

Raised online £94,343

Final total £107,539\*

Reached 134% of target

Number of donations 174

New newsletter subscribers 46

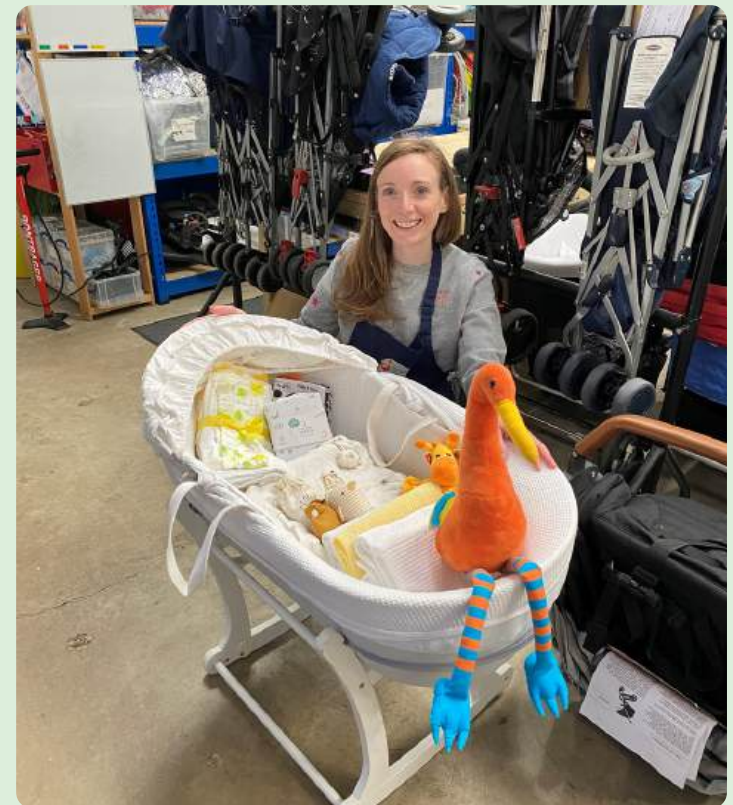


Through the Big Give Christmas Challenge 2024, Stripey Stork aimed to increase giving to our year round work during the Christmas period.

We were delighted by the success of the campaign, and now have the funding in place to meet the requests we receive for safer places to sleep in 2025.

As a team, we have the confidence to run this campaign annually, raising vital support for our core work.

\* After fees, including donations made during the Big Give week, gift aid and offline donations prompted by the Big Give.





# About us



Stripy Stork is a **baby/children's bank** based in Surrey which was founded in 2013.

Our core belief is that **every child deserves the same start** and that by sharing the items families have outgrown, we can support a circular economy in a focused and meaningful way.

Our vision is that every child in **Surrey and Croydon** has access to the essential things they need to develop and meet their potential.

Our mission is to alleviate the impacts of childhood poverty by providing a **practical way for families to help each other** with kindness and purpose.

On average we support **200 families each week** with essential new and preloved items for babies and children **up to age 18**. Items include clothing bundles, toys, books, toiletries, baby equipment, school uniform and increasingly, **safe places to sleep**.



## In 2024, we've...



Helped **11,601** families and **18,692** children



through distributing **43,283** items



by working with **367** referral partner organisations who are our connection with the families we support.

It's estimated that 19,967 children in Surrey live in absolute low income households (9%). With child poverty rates in Croydon being a shocking 31%.  
We want to do more...



# Christmas Giving 2024

In addition to our core work, we run seasonal campaigns at specific times of the year. Our biggest campaign is [Santa Stork](#), where we distribute thousands of new Christmas gifts to local children and their parents/carers. This campaign is well supported by our community and runs from October to early December.

However, as demand for our core services continues to grow, we also need to prioritise securing funds to provide essentials (like cots) year-round and so we initiated a project that would set us up to meet the expected demand for safer, warm places to sleep in 2025. This would run in parallel with the Santa Stork campaign.

Given the timescales of our Christmas project, the Big Give Christmas Challenge was not something that we'd considered previously as we need the funding in November.

But this year, we wanted our supporters to have [different giving options around Christmas time](#). As we had two campaigns running, supporters could still contribute to Santa Stork and we added the [Big Give](#) as a new giving option.



This new opportunity would mean any [financial donations would be doubled](#), helping families throughout the year by providing them with the [gift of a safer and warm place to sleep](#). While many people like to give during the Christmas season, this generosity doesn't have to be limited to Christmas related campaigns, making the Big Give the perfect solution to securing funds to be used year-round.

[Two staff project teams](#) were set-up: one for Santa Stork and the other for the Big Give. This meant efforts could be streamlined and the two projects could run separately from our day-to-day operations.



# Give the gift of a warm bed this Christmas



More than a million children in the UK do not have a safe place to sleep. Many of the families we support need to prioritise regular bills, rent and food, over spending money on new beds and warm bedding.

Bed poverty often results from a change like a new baby being born, a bed breaking, or families who are fleeing domestic abuse or who are refugees moving to temporary accommodation. Children sharing beds, or sleeping in unsuitable beds, often struggle with tiredness, impacting their school learning, their ability to lead an active life, and their mental health.

Over the last year, we have seen a noticeable increase in requests for items relating to safe and warm sleep, and we often have waiting lists for Moses baskets, cots, toddler beds and new mattresses. Through the help of the Big Give, our aim is to be able to provide a cot/bed, new mattress, warm bedding, PJs and onesies for every child referred to us. These items will include both pre-loved and new items, which are safety checked and prepared by our volunteers and, if necessary, delivered to the referral organisation. We often support families as their children grow e.g. need a larger bed or the next size up in PJs. There is no limit to how many times a family can be referred - if they need us, we are there for them.



## Our aim...



Provide a **safer place to sleep** for 1,000 children in Surrey and Croydon



Provide a **new mattress** for a further 600 children



Provide 1,000 children with **bedding bundles**, including blankets, PJs and onesies to keep them warm.

Mum had no cot for her baby and had given up her mattress for baby to sleep, which left her with only the hard base to sleep on.

The family are living in a single room with one single bed and Mum is sleeping on the floor.

I'd been looking on places like Facebook Marketplace for a second hand bed but couldn't have afforded one without having to use our food money.



# Pledge & Champion Funders

In the initial stage of the application process, we needed to secure the necessary match funding (25% of the target). We approached two organisations that had previously supported our work: one a local B-Corp business called **PowerTutors** and the other a grant making foundation connected to **The Wisley Golf Club**. We have a close working relationship with both, and their responses to the project were positive and encouraging – they saw the need and wanted to help by committing an amazing **£10,000** each to the match funding pot.

We were able to progress our application to the next stage, with the hope of being matched with a champion funder. We are grateful to **The Julia Rausing Trust** for stepping in as our champion funder and pledging the additional **£20,000** needed.

With match funding secured, the next challenge was to start planning how we would raise the remaining **£40,000** in supporter donations during the campaign live week (3 – 10 December).

**PowerTutors**



**£80,000 TARGET...**

**£20,000 Pledges**

**£20,000 Champion Funding**

**£40,000 Supporter Donations**



# Project Planning



The project was led by our [Fundraising Team](#), with input from our CEO and Marketing Executive.

With the project team in place, we scheduled [weekly Big Give meetings](#) from October until the campaign concluded.

We created a detailed [Gantt chart](#) outlining tasks, deadlines and responsibilities, split into sections for pre, live and post campaign. This served as the foundation for our weekly meetings to ensure we stayed on track.

As this was our first Big Give campaign, we were eager to learn from other charities and applied to be matched with a [mentor](#). We were fortunate to be paired with the Director of Fundraising and Development at Action for M.E. With it being their 8th year participating, we had much to learn. We arranged an introductory meeting and came prepared with a list of questions, and greatly appreciated their offer of ongoing support.

In October, we attended the live Big Give [webinars](#) and also reviewed recordings from previous years as part of our initial research to familiarise ourselves with the campaign's structure and best practices.

We found the 'Big Give Fundraising Chat' [Facebook Group](#) to be a valuable and supportive community, where members were willing to share advice and answer queries.

The [Big Give website](#) provided many useful resources, including award case studies, press release templates and social media graphics. We adapted these materials to suit our needs and found them to be a good starting point for developing our own campaign assets.



Initial research on campaign structure, internal discussions and targets agreed, approach pledgers, application.



Identify potential supporters, approach referral partners/team for case studies/quotes, internal engagement, Gantt chart.



Champion funding confirmation, mentorship and webinars, weekly meetings scheduled, web page live with donor promises form, contact key supporters, engage trustees, video production, campaign assets, newsletter (save the date).



Social media plan and 4-week countdown, newsletter (save the date), video live, corporate and volunteer presentations, press release.



Campaign live, email donor promises, daily social media posts, results blog.



# Identifying Potential Supporters

We do not yet have a CRM system (it's in the planning stages), but we have worked hard over the past year to consolidate details of previous supporters, from various sources. This information includes their audience segment - individual, major donor, corporate or community organisation – and is stored in a [GDPR-compliant spreadsheet](#). With this system in place, we can quickly view their interaction history and opt-in preferences.

Using this data, [we identified which supporters to best promote the Big Give to](#) e.g. those who had previously made significant contributions to Santa Stork or provided major donations for our ongoing work, who might want to support our work again.

Each project team member was assigned a list of individuals or organisations to contact based on their existing relationships with them. A standard [email template](#) was created, with flexibility to personalise it based on the recipient's previous support and relationship with Stripey Stork. This approach proved effective for gauging initial interest.

The call-to-action directed supporters to a [Donation Promises](#) online form, hosted on a dedicated web page. Here, supporters could pledge their commitment to donate, including the amount they intended to give.



The link to this form was shared in personalised emails, as well as on our social media channels and e-newsletter teasers. This strategy enabled us to compile a robust list of donors in advance, understand their intended contributions, and send an individual timely email with a direct link to donate including a reminder of what they had pledged, as soon as the campaign went live.

Additionally, for [pledges exceeding £500](#) where we anticipated card payment may be tricky, we had the opportunity to explain the BACS payments process in advance. Each donation pledge received an automated thank you email, while [pledges over £100](#) were followed up with a personalised thank you.

## Donation Promises Form



The form is titled 'Donation Promises Form' and contains the following fields and text:

- First name \*** (text input field)
- Surname \*** (text input field)
- Email \*** (text input field)
- We will only contact you via email for reasons relating to the Big Give 2024 campaign, and for no other marketing purposes.
- Amount \*** (text input field)
- This is the amount you intend to pledge, which will then be doubled through match funding. This helps with our planning as we work towards securing the match funding total.
- Organisation** (text input field)
- Only complete 'Organisation' if applicable.
- Submit** (yellow button)



# Initial Engagement

We have 20 part-time staff, 8 trustees and a loyal pool of 200 regular volunteers, so we knew that effective internal communications would be crucial in achieving our ambitious target.

## STAFF

- Informed the team early about the changes to our Christmas giving plans this year at a team away day.
- Kept them updated about the campaign via our weekly staff e-newsletter and staff WhatsApp group used to ensure real-time updates during the live campaign week.
- Encouraged them to think of fundraising opportunities and share case study examples for the campaign.
- Advised them to think about holding back any unrestricted funds due before the live campaign week to ensure they could be deposited as part of the Big Give.
- Used campaign email signature with a strong call-to-action during live campaign week.
- Displayed posters around the warehouse for staff, as well as volunteers and visitors to see.

## TRUSTEES

- Sent personalised emails to all trustees, encouraging them to post on LinkedIn to communicate how individuals and organisations could support the Big Give campaign.

"All I want for Christmas is a safer, warm bed"

Please help Stripey Stork to provide a safer, warm place to sleep for every child who needs one in Surrey & Croydon in 2025. Together we can make a meaningful difference

From midday on Tuesday 3rd December to midday on Tuesday 10th December, every donation made to Stripey Stork will be matched

An example donation £20 + £20 Big Give MATCHED + £5 giftaid it = £45 For Stripey Stork

To find out more & make a donation

SCAN ME

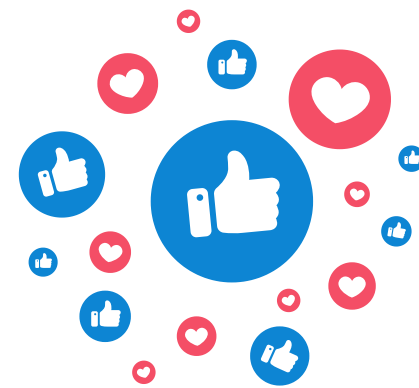
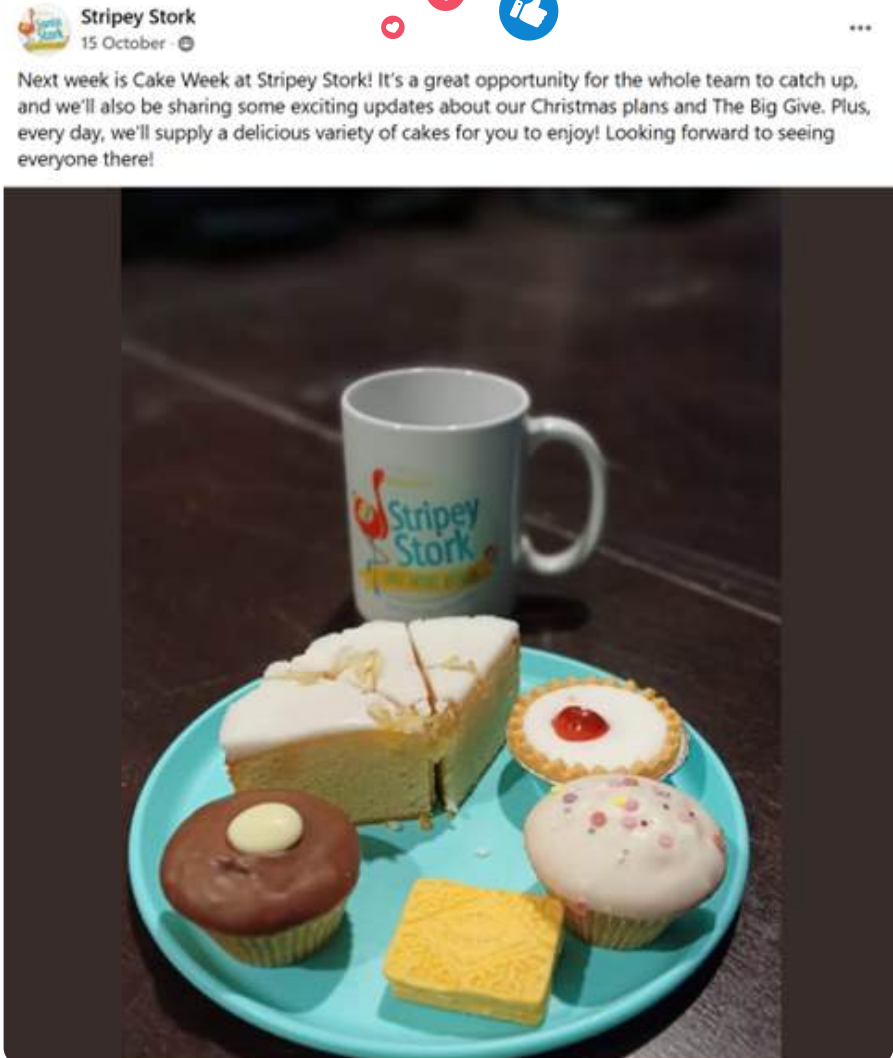
Stripey Stork is a registered charity in England & Wales 1131652

# Initial Engagement (cont.)

## VOLUNTEERS

- Presented the campaign at volunteer events and gave a short overview of the campaign during October cake week.
- Sent an email to all volunteers via our database, including an example WhatsApp/email message with graphic which they were encouraged to share with their network.
- Shared information on our Volunteers Facebook Group.

We never underestimate the power of our volunteers and are grateful for everything they do for us. One standout example occurred when a new volunteer learned about the campaign during the recording of our Big Give video. She was deeply moved and eager to seize this match funding opportunity. Drawing on her pre-retirement corporate connections, she secured a major donor who pledged a donation promise that very evening.



# Case Studies

Due to the referral nature of our service, we don't usually have direct contact with the families we support. However, we knew the best way to convey the importance of providing a safer and warm place to sleep was by [sharing an emotive story](#) from one of the families helped.

We had recently received an urgent request for a cot from the Children's Hospital At Home Team. Baby Comfort, born prematurely and the only surviving triplet, had spent the first year of her life in hospital. Her parents received the long-awaited news that she could finally come home, but before that could happen, she needed a safe place to sleep. Thankfully, we were able to help and the [family reached out to express their gratitude](#).

When we explained about the Big Give campaign and how we desperately wanted to support more families like theirs, they wanted to help by sharing their story. We knew [the most impactful way to convey this was through video](#). We approached a trusted videographer we've worked with many times before.

We are [incredibly grateful to Comfort's family](#) for inviting us into their home to share their heartfelt story, and to everyone who took part in the video.



We requested the final video be supplied in [various sizes](#) to optimise its use across different social media channels. Additionally, we asked for the video to be [divided into bite-sized clips](#), giving us flexibility to use them as standalone pieces.

The video was an [asset in the lead-up to the campaign](#) e.g. we presented it to corporate partners in the lead up to the campaign and to corporate volunteers during their team away day with us. We added it to our website and our Big Give campaign page. The video was also used as the launch post for the live campaign on social media and served as the lead piece in the email sent to our newsletter subscribers on launch day.

In addition to Comfort's story, we drew from our [existing pool of safer sleep case studies](#), previously published on our website. These were referenced in our communications, and we extracted powerful quotes from referral partners and families to further emphasise the importance of the campaign.



*"Her newborn baby had been sleeping in an Amazon box until you provided a Moses basket, filled with warm bedding and essentials."*

Midwife





# Communication Assets

## E-newsletter

- We use [MailerLite](#) for email marketing, sending monthly newsletters to two audiences: general supporters and referral partners, with nearly [1,500 subscribers](#) in each group.
- In October and November, newsletters included a Big Give [Save the Date](#), with the November edition including the 'Donation Promises' form link.
- The general newsletter, which included Comfort's video and a strong call-to-action to donate and/or share, achieved a [54% open rate](#), with 54 subscribers clicking the donate button. The referral newsletter, adapted to encourage sharing the campaign, had a 35% open rate.
- We also prepared a [contingency newsletter](#) for the Friday of the campaign week, ready to send if needed.

This year we are taking part in the [Big Give](#) Christmas Challenge. Starting on Giving Tuesday, December 3rd, you'll have 7 days to donate to our campaign. Every donation made during this week will be doubled. So save the date and get ready to make double the difference for families experiencing hardship across Surrey and Croydon. Complete our [form](#) and we'll send you a reminder when the campaign is live on the 3rd December.

[Pledge your support here >](#)



Dear

Today is Giving Tuesday and our Big Give Christmas Challenge is now LIVE.

For **one week only** (until midday on 10th December), every donation will be matched, making **double the difference**.

Meaning...

♥ £20 becomes £40

♥ £40 becomes £80

👉 + 25% Gift Aid (for UK taxpayers)

[YES I want to double my donation](#)

Our ambitious goal is to raise **£80k** - £40k from supporter donations, which will unlock an additional £40k in match funding. The funds will support our **Safer Sleep campaign**, enabling us to process the growing number of requests for sleep items throughout 2025. Essential items such as Moses baskets, cots, toddler beds, new mattresses, bedding, PJs and onesies.

We want to be able to say "yes" to every request we receive, ensuring children in Surrey and Croydon have safer, warm places to sleep.

### Meet baby Comfort

After spending her first year in hospital, Comfort could finally come home - but only once she had a safe place to sleep. Thankfully, we were able to provide this family with what they needed to bring her home.



# Communication Assets (cont.)

## Website

- We created a [dedicated Big Give web page](#) hosting the 'Donation Promises' form and linked to it via a banner on our homepage throughout the campaign build-up. During the live campaign week, the banner linked directly to the Big Give campaign page. Our campaign web page received a total of [788 page views](#).
- Our website header's prominent [Donate button](#) usually links to our general donation platform, but this was [redirected to the Big Give donate link](#) for the campaign week.

## Graphics

- Using [Canva](#) (via our free charity subscription), we designed brand-consistent social media assets, banners, and printed materials.
- We incorporated [photos from our digital library](#), featuring volunteers preparing sleep items.
- [QR codes](#) and shortened [bit.ly links](#) were created for our 'Donation Promises' form and the Big Give campaign link.

## Corporate toolkit

- To encourage corporate partners to support the campaign, we created a toolkit including an [email signature](#), [posters](#) for display in communal areas, and a [LinkedIn post template](#) with a branded graphic. Additionally, we suggested they could donate in lieu of participating in Secret Santa.

## Press release

- A press release was issued to local media outlets at the end of November, resulting in a feature on a popular [local podcast](#).



# Communication - Social Media

We have a strong social media presence and are active on Facebook, Instagram, LinkedIn and X. We developed a comprehensive campaign social media plan that delivered varied content in a timely, strategic way.

## Initial awareness

- Our first post in early November was a 'save the date' announcement, linking to our Big Give web page which had the 'Donation Promises' form embedded.
- Weekly posts were scheduled leading up to the live campaign week to maintain momentum.

## Corporate outreach

- Our Corporate Partnerships Manager connected with corporate volunteers from the past year on LinkedIn and shared our campaign posts within her network.

## Scheduled content

- Posts were scheduled daily during the campaign using SmarterQueue, ensuring varied posting times to reach all audience segments.
- Content included countdowns, family/referral quotes, statistics on bed poverty/safer sleep, and suggestions for supporting the Big Give as an alternative to sending Christmas cards.
- Relevant hashtags were carefully researched and used to attract new supporters.
- Non-campaign content was also posted intermittently to avoid overloading followers with one topic.



## Organic post results...

11 POSTS PER CHANNEL  
25,013 TOTAL VIEWS  
946 TOTAL ENGAGEMENT

Our most popular Facebook post was viewed 2,339 times!





# Social Media (cont.)

## Impactful launch

- The campaign video was used for our launch post to create a strong impact.
- We allocated a contingency budget to boost the post on Facebook if necessary, targeting our existing audience and similar local profiles; fortunately, this was not needed.

## Progress updates

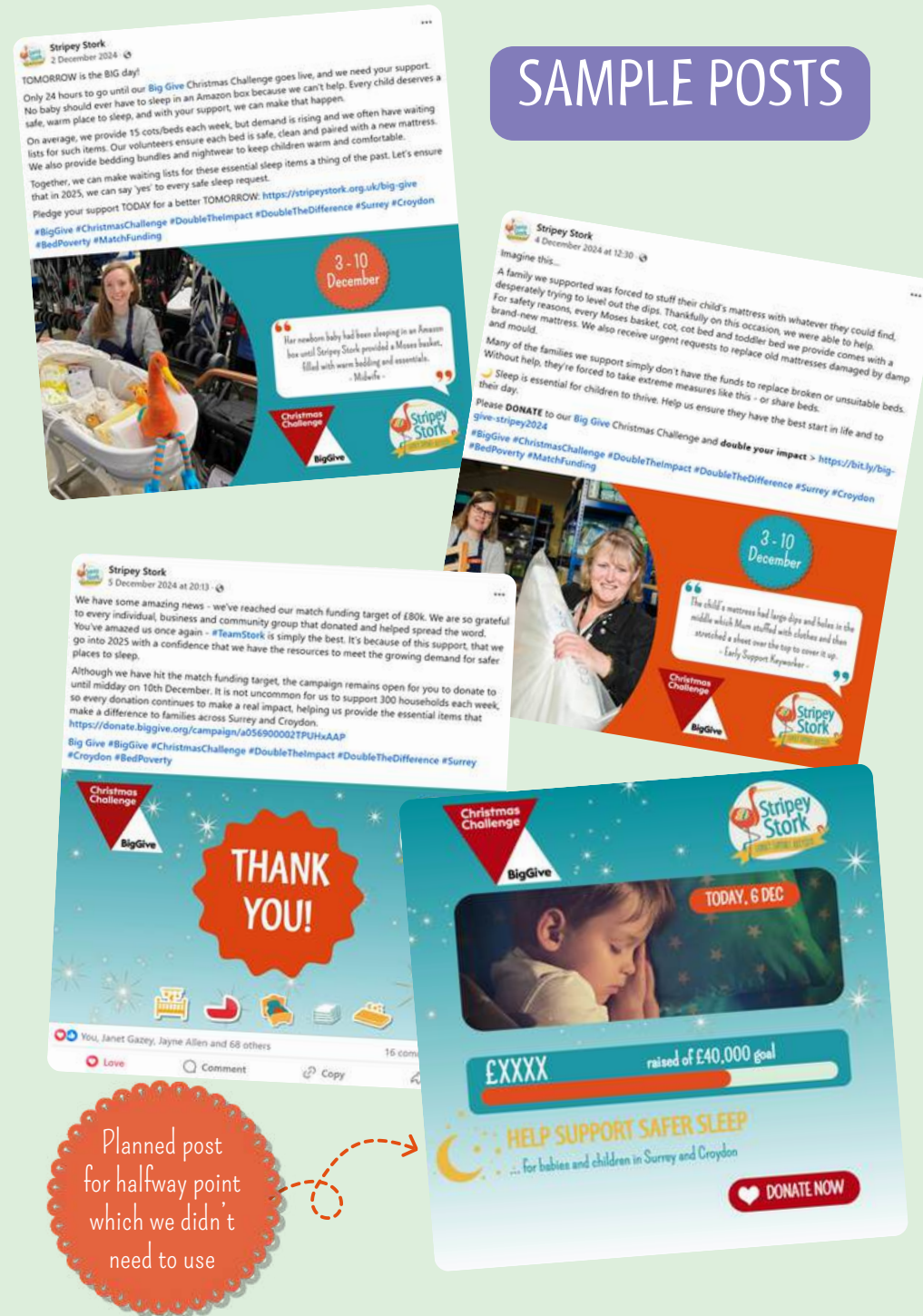
- Flexible content and graphics were prepared to show updates on our progress towards the target. If the target was reached early, we continued encouraging unrestricted donations.

## Real-time engagement

- We also allowed space in the schedule for 'in the moment' content using Reels and Stories, such as volunteers preparing sleep items and referral partners collecting items. Posts from the Big Give's channels were also reshared.

## Facebook virtual event

- A virtual event was created ahead of the live campaign week, allowing followers to sign-up as 'interested' or 'attending.' This ensured they received notifications and enabled us to share updates, like the donation link once the campaign went live.



# Campaign Results



£80,000 target reached by day 3

£94,343 total raised online (before fees)

£14,343 exceeded target by

£8,055 plus additional offline donations

£6,205 plus gift aid

174 donations

Out of the £54,343 supporter donations:

£30,712 (57%) individuals

£19,366 (36%) corporates

£2,265 (4%) community

£2,000 (3%) trusts & foundations

Value of donation	No of donations
£0-20	64
£21-50	57
£51-100	16
£101-300	18
£301-1k	9
£1k+	10

£13,880 promises/funds pre-campaign



Out of 51 Donation Promises, we know at least 44 (86%) donated

96 opted-in and 46 of these were new email subscribers



# Post-campaign

## THANK YOU'S

- We wanted to personally thank all significant donors. If they had [donated over £100](#), a thank you email was sent as soon as possible after they had donated, by the most appropriate team member. Note, donors were only contacted if they had given consent.
- As soon as the campaign ended, we shared a heartfelt [thank you video from our CEO](#) across all channels to express our gratitude.
- [Champion and pledge funders were personally thanked](#) by our CEO, as well as being kept informed throughout the campaign.
- [Thank you cards](#) were sent to all those involved in the campaign, including producing the video.



As with all our campaigns, we published a [results blog](#) in the 'News' area of our website, which we linked to in the next monthly e-newsletter.

We [downloaded the useful donor report](#) from our Big Give dashboard. This provided useful analysis e.g. determining how many who had made a donation promise had gone onto donate.

As part of our commitment to [donor stewardship](#), we plan to update all consenting Big Give donors on the project's progress throughout the year and the impact of their donation via our e-newsletter. We imported all consenting donors into MailerLite and segmented them by adding them to a 'Big Give 2024' group so we can send targeted communications in future.

We held a [debrief meeting](#) to discuss what went well and learnings.





# Reflections & Learnings

## MAIN IMPACT & BENEFITS

- Achieved our **£80,000 target**, giving confidence to deliver our safer sleep campaign in 2025.
- Raised an **additional £14,343** in unrestricted funds to support our core work, plus **£8,055 offline** donations and **£6,205 Gift Aid**.
- **Developed relationships** with existing supporters, as well as gained new supporters and email subscribers.
- Established a relationship with a **new funder** (Champion); a connection we had been eager to make.
- **Inspired the team**, volunteers and trustees to participate in future match funding and Big Give campaigns.
- Created momentum to progress our **supporter stewardship journeys** and develop a **CRM system** with automated processes.
- Delivered the project **without disruption** to our Christmas campaign or core work, thanks to careful planning and clear task allocation.



# Reflections & Learnings (cont.)

## TIPS & LEARNINGS

- **Be ambitious with your target** - we had moments when we questioned if our target was too bold, but we reached it by day 3. Remember, there is significant generosity around the Christmas season.
- **Match funding is a powerful hook** - many donors are attracted by the option of match funding and it's a really good way to engage donors and start a conversation, as well as secure donations from those who may give to other charities instead. We made this the focus of our communications, and many donors admitted that it was a driver for their donation.
- **Start planning early** - establish a project team with weekly meetings, use your detailed project plan and divide tasks efficiently. As this was our first Big Give Christmas Challenge, internal decisions had to be made first about how this would work in parallel with Santa Stork and we were unsure whether we would secure a Champion Funder, therefore detailed planning didn't start until September. Next time we would start earlier.
- **Familiarise yourself early with the process** - apply for a mentor, review the Big Give resources e.g. FAQs and case studies, and watch the webinars (both past and present). The Facebook Group discussions also provided valuable insights.

- **Capture donation promises** - setting up an online web form (or even a simple Google form) early in the process was invaluable. It provided a clear call-to-action, secured early pledges and allowed us to email donors directly when the campaign went live.
- **Leverage existing supporter data** - we achieved these results without an expensive or over-complicated CRM system, but from consolidating existing data in a spreadsheet. Focus on nurturing relationships you already have with clear, compelling messaging.
- **Gather powerful stories** - engage your entire team, especially those on the ground, to identify emotive stories early. Video storytelling is ideal, but short, powerful short stories or quotes also work well.
- **Create a robust social media plan** - prepare as much as possible in advance, while allowing flexibility for live updates during the campaign. Careful communications planning ensured minimal stress, even when a key team member was unavailable during most of the live campaign week.
- **Start fundraising conversations early** - one long-term corporate supporter chose to delay depositing funds from a September event so they could contribute to the Big Give, giving us an encouraging early boost and a good hook for them.
- **Engage volunteers/ambassadors** - they are a tremendous asset, not just for their support but also for the connections they bring. They are often eager to help in any way they can.
- **Document everything** - comprehensive records, including the project plan and this case study, will be the first resource we consult for future campaigns. Documentation ensures you won't have to start from the beginning, even if the project team changes.







Thank you to everyone involved in making this campaign such a success

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Registered charity in England & Wales 1161613

