



As small charities face ‘triple whammy’, public invited to ‘double the difference’ this Small Charity Week.

- Charities facing rising costs, increased demand and a slump in public donations and grant funding
- UK’s first nationwide match funding campaign for small charities launches
- Over £900,000 in match funds available, with 189 charities set to benefit
- Public donations will be doubled between 23rd - 30th June

[For immediate release - Monday 23rd June 2025]

Small charities across the UK are being pushed to the brink by a ‘triple whammy’ of rising costs, increased demand and shrinking income from public donations and grants.

New research from Big Give, Global’s Make Some Noise and NCVO reveals the alarming reality facing these organisations - often unseen but indispensable lifelines in their communities - ahead of the UK’s first nationwide **Small Charity Week match funding campaign**.

A survey of over 700 small charities (with incomes under £1 million) found that **nearly half** say their financial situation is so grave that they’re at risk of closure within a year.

In further findings:

- **1 in 10** have less than **six months’ funding** left.
- **Two-thirds** (63%) say decreased grant funding has added to financial challenges over the last year.
- **Over half** (53%) are facing increased demand without increased funding.
- A significant reduction in public donations has affected **a third** (32%) of small charities.
- **Two-thirds** of small charities (64%) cite rising operational costs as a key driver of financial strain.

Despite making up **85% of the UK’s voluntary sector**, small charities receive just **12% of total sector income**. ([Charity Commission for England & Wales](#))

*“It’s a tough time for small charities. We risk being frozen out of funding... and yet provide highly valued, personalised support and specialist activities that truly involve communities. Right now, finding funding is mission-critical for Include and many others.” - **Alix Lewer, CEO & Founder, The Include Project.***

From the 23rd to 30th June, donations made through BigGive.org to any of the 189 participating small charities can be doubled thanks to over £900,000 in match funding provided by a coalition of philanthropists and funders committed to backing the power and potential of small charities. Generous champions include funds raised by players of People’s Postcode Lottery, The Reed Foundation, Greggs Foundation and others.

The campaign is being delivered by Big Give, Global’s Make Some Noise and NCVO, and aims to shine a national spotlight on the small charities powering communities, such as **Little Lifts**, delivering boxes of kindness to people undergoing breast cancer treatment. **Parenting Special Children**, offering critical support for families raising children with special needs, and **Stem4**, providing young people with access to award-winning mental health apps to create immediate change, plus many more.

*“Match funding donations are a game-changing act of support – they mean every pound goes twice as far, helping to keep our projects running and reach more people at risk.” - **Alix Lewer, CEO & Founder, The Include Project.***

This campaign is not just about urgent financial support - it's also about visibility, hope and momentum for grassroots organisations that are too often overlooked. Separate research by Global's Make Some Noise found that among 1,000 UK adults:

- **72%** agree that the work of small charities in 2025 is essential
- **45%** have felt the need to use a small charity focused on mental health
- Yet **1 in 3** say they still **don't know where to find** the support they need

“Small charities are the beating heart of our communities,” said **James Reed CBE, Chair of the Trustees of Big Give**, “But they're being hit from all sides - they are facing a triple whammy of rising costs, falling income, and increasing demand. This campaign aims to change that. Through Small Charity Week, we're putting them centre stage. We know that match funding works as a powerful driver of donations and that people are more likely to give and to give more if they know their donation will be doubled.”

“Every donation made this week will go twice as far - helping these small charities stay open, scale up, and keep making a difference. I hope people will get behind this campaign and choose a small charity to support.”

Suzanne Ryder Richardson, Director of Global Goodness, Global's Make Some Noise, added: “We work with incredible small charities on the frontline of the UK's most urgent issues - from loneliness to food insecurity. They're all doing vital work with limited resources, and they need our support now more than ever. This campaign puts a spotlight on their work and gives the public a powerful way to support them at scale. Every charity in this campaign has been chosen due to their outstanding impact on the communities they serve across the UK, and we're delighted to be supporting and amplifying their stories across Global's platforms during the week.”

Saskia Konynenburg, Executive Director at NCVO, said: “Small charities bring deep local knowledge and flexible solutions, often where statutory services don't reach. They're often the glue that holds our communities together, working behind the scenes and providing vital services with finite funds. Through this campaign, we're not only raising funds, we're championing the resilience and brilliance of these organisations. We're proud to partner with Big Give and Global's Make Some Noise on this campaign as a new aspect of our long-standing Small Charity Week initiative, which has always aimed to support and empower small charities, equipping them with the resources and skills they need to thrive.”

Katherine Sellar, Community Programmes Manager at People's Postcode Lottery, said: “When small charities thrive, communities thrive. That's why we're proud to back this campaign through funds raised by our players. By doubling donations, we're helping more people benefit from the life-changing work these charities deliver every day. We know the huge difference small charities make, particularly during tough times. Our support for Small Charity Week ensures local organisations can reach more people and keep doing the work that matters most.”

To explore the participating charities and **double your donation**, visit:
donate.biggive.org/small-charity-week-2025

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Notes to Editors

About [Big Give](#)

Big Give is a registered charity (1136547) that brings together larger donors, like philanthropists, foundations and businesses, with the giving public and the charities who need them. They match what the public gives and so double the difference the charity can make. It's an idea that has already raised £346m for thousands of charities, supported by James Reed CBE, the driving force behind Big Give and Chair of the Trustees.

Big Give campaigns have been promoted by celebrities including Jeremy Irons, Emilia Fox, Dame Judi Dench, Ruby Wax and Stephen Fry, among others.

Big Give has supported more than 17,100 charity projects and worked with some of the biggest names in UK philanthropy and charitable grant-making, which provide match funding, including DCMS, John Spiers, founder of Bestinvest and B Corp registered EQ Foundation, Garfield Weston Foundation, The Reed Foundation, The Waterloo Foundation, The Hospital Saturday Fund, The Childhood Trust and others including high-net-worth individuals such as Julia and Hans Rausing.

Big Give is generously supported by the Reed business, helping to provide a cost-effective service for charities aiming to raise funds, philanthropists wishing to leverage their giving and individuals wishing to donate money online.

Big Give's vision is to raise £1 billion for good causes by 2030 and establish itself as one of the UK's best-known charities. It will continue to promote the match funding model as a unique way to multiply generosity and tackle the world's big challenges.

About [Global's Make Some Noise](#)

Global's Make Some Noise funds vital life-changing projects across the UK, delivered by small, local charities, with the aim of making sure nobody is left facing life's toughest challenges alone. Projects include those providing shelter and safety, supporting physical and mental health, preventing isolation and improving life skills. Tackling a wide range of issues including bereavement, food poverty, domestic abuse, homelessness and loneliness. The charity also runs a learning and development programme to support the sustainability of the small charities it works with.

In addition, Global's Make Some Noise raises awareness of the wide range of issues its funding is tackling across Global's radio brands including Capital, Heart, Classic FM, Smooth, LBC, Radio X, Capital XTRA and Gold Radio, as well as Global's extensive outdoor advertising portfolio.

Global's Make Some Noise is an appeal operated by Global Charities, a registered charity in England and Wales (1091657) and Scotland (SC041475). More information is available at makesomenoise.com.

About [Small Charity Week](#) and [NCVO](#)

The National Council for Voluntary Organisations (NCVO) is the largest membership organisation for charities, voluntary organisations and community groups in England. With over 17,000 members, NCVO supports charities of all sizes, from grassroots organisations to national charities.

NCVO coordinates Small Charity Week, a campaign to empower the UK's small charities and address the challenges they face. Originally founded by the Foundation for Social Improvement (FSI) in 2010, NCVO has led the campaign since FSI's closure in 2023, working with partners to maximise its impact.

About [People's Postcode Lottery](#)

People's Postcode Lottery is an external lottery manager which operates charity lotteries on behalf of 20 independent Postcode Trusts. It is licensed and regulated by the Gambling Commission. Players of People's Postcode Lottery have raised more than £1.4 billion for thousands of charities and local good causes.

£500,000 in funding for Small Charity Week has been raised by players and awarded through the following Postcode Trusts: People's Postcode Trust, Postcode Neighbourhood Trust, Postcode Society Trust, Postcode Places Trust and Postcode Local Trust.