



Explainer for Advisors

Purpose

This document is a short explainer for advisors, e.g. Donor Advised Funds, Private Banks, Philanthropy Advisors, Wealth Managers etc., to equip you to explain to clients how Big Give works and the efficacy of match funding through Big Give. Big Give match funding campaigns offer “off the shelf” products for your clients to multiply the impact of their generosity.

About Big Give

[Big Give](#) is a registered charity (1136547) that runs match funding campaigns for charities and special causes at key moments across the year. Big Give has a proven model for multiplying generosity, having raised £350m for thousands of charities since being founded by the entrepreneur and philanthropist Sir Alec Reed in 2007, with an ambition to raise £1bn for good causes in the years to come.

How does it work?

When the Public donates to a Charity through a Big Give campaign, our Champions (philanthropists, foundations or corporates, government) match that donation.

Who are Big Give Champions?

Champions offer match funding to a portfolio of charities in Big Give's campaigns. In recent years, Big Give has worked with Champions who have committed funds ranging from £10k to £2m, 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
- **Corporates** - EQ Investors Group, Schroders, Newhall Publishing (Candis)
- **Public funders** - DCMS, National Lottery Heritage Fund, People's Postcode Lottery

What campaigns do Big Give run?

Champions can select from Big Give campaigns listed in the table below. They all offer different timings, thematic focus, match funding models and funding requirements.




Campaign <i>Overview of each campaign</i>			Charities <i>Organisations that Champions can fund</i>	Match funding <i>How match funding works</i>		Funding <i>Minimum requirements</i>		Funders <i>Examples</i>
Name	Dates	Summary	Charity partner selection	Model	Multiplier	Commitments start at	Agreements signed by	As Supported By
Christmas Challenge	2 - 9 Dec 2025	The UK's biggest match-funded campaign. We support a huge range of charities. Last year, we raised £44.7m for 1,267 charities	Champions select their charity portfolio from pre-vetted shortlist	Pledge	At least x4	£50,000	September	The Reed Foundation, EQ Foundation
Women & Girls	8 - 15 Oct 2025	We're working with charities committed to serving the women and girls in our communities. Last year, we raised £2.1m for 189 charities	Big Give expert panel selects a high impact portfolio of women & girls organisations (Champions can restrict funding to specific charities on request)	1:1	At least 2x	£10,000	July	The Julia Rausing Trust
Small Charity Week	23 - 30 June 2025	**New for 2025** Small charities are the heartbeat of communities, tackling social challenges and transforming lives with limited resources. Our inaugural, Small Charity Week match funding campaign will help to build their resilience, skills and whilst helping them raise vital, unrestricted funding to further their impact.	Big Give & Global's Make Some Noise expert panel selects a high-impact portfolio of UK small charities.	1:1	At least 2x	£10,000	May	Players of the People's Postcode Lottery
Earth Raise (formerly Green Match Fund)	Apr 2026 TBC	We're supporting charities making a difference to the biggest challenge facing our planet today. This year, we raised £8.1m for 307 charities.	Big Give expert panel selects a high-impact portfolio of environmental organisations (Champions can restrict funding to specific charities on request)	1:1 or Pledge	At least 2x or 4x	£10,000 or £100,000	January	Garfield Weston Foundation, AKO Foundation
Arts for Impact	Mar 2026 TBC	The arts sector is in crisis. We're supporting arts & culture charities across the UK which have a demonstrable societal impact. This year, we raised £2.7m for 286 charities.	Big Give expert panel selects a high impact portfolio of UK arts organisations (Champions can restrict funding to specific charities on request)	1:1	At least 2x	£10,000	December	Sir Vernon Ellis
Emergency	Anytime	When catastrophes, natural disasters and humanitarian crises strike, our fast-response emergency campaigns help people get what they need in the aftermath	Disasters Emergency Committee (international) or National Emergencies Trust (domestic)	1:1	At least 2x	£10,000	Anytime	Peter Vardy Foundation, UK Aid Match
Bespoke	Anytime	A campaign designed around your interests.	Champions select their charity portfolio	1:1 or Pledge	At least 2x or 4x	£100,000	Anytime	The Childhood Trust



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Why partner with Big Give?

These are some of the reasons our Champions choose to partner with the Big Give:

-  **Multiply your impact** - we offer a 2x or 4x multiplier (depending on the model of match funding) making their donation 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, Champions 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** - your clients will be supporting high-impact charities in the portfolio; we keep it simple by handling the relationships with charities, reducing the burden for philanthropists and grant-makers and giving them opportunities to reach new charities without the need for additional resources. Should you need to discuss a specific restriction for their funding, please let us know.

What makes Big Give's match funding campaigns so successful?

There are three key ingredients to Big Give campaigns:

- 1. Match funding in "real time"** - more people give and people give more when their donations are matched. Match funding is facilitated in real-time online via BigGive.org which offers stakeholders a full audit trail.
- 2. Time-limited** - we usually run match funding campaigns over 1-2 weeks. This provides the urgency for people to give via online donations
- 3. Collective impact** - by bringing a cohort of charities together in a single campaign, they collectively benefit from the halo effect of a singular message and coordinated marketing campaign.

How to become a Champion?

- 1. Sign a Champion Agreement** - the Champion states how much funding and any restrictions on the funding in the agreement.
- 2. Establish the Charity Portfolio** - select your charity partners OR select from our pre-set portfolios
- 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.

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Frequently asked questions

Here are some of the questions we are commonly asked by Advisors:

Can Champions fund their existing charity partners in Big Give campaigns? Yes, providing the charity meets the eligibility criteria for the campaign. Minimum funding commitments will apply.

What are the fees involved? The Big Give is a charity (1136547) with a mission to multiply generosity. Each year we support hundreds of Charities to raise vital funds on our platform through match funding campaigns. To enable us to continue to do the work we do, we suggest a 5% donation to the Big Give. These donations help us to conduct due diligence on Charities, provide the free training and support to participating Charities and provide the tech platform to run the campaigns. Please note this donation is completely discretionary.

What impact reports will Champions receive? Champions will be given full access to the match funding performance of each charity funded in the portfolio and within six months receive an impact update from Big Give regarding the impact on the supported charities resilience, skills and profile. Charities are also provided with reporting requirements which can be customised depending on the Champion's preferences.

Can Champions give anonymously? Yes, Big Give works with a range of Champions, some of whom wish to remain completely anonymous as well as those who are keen for Big Give to promote their involvement in campaigns.