



In partnership with

**SOUTH
WIND
BLOWS**



Environmental
Fundors Network

EARTH / PERCENT



water**bear**

Earth Raise

Creating the annual, defining moment for
environmental fundraising

CHAIRMAN OF BIG GIVE
TRUST AND CHAIRMAN
& CEO OF REED

James Reed CBE



James Reed CBE



Thank you for your interest in Earth Raise Live.

Sometimes it takes a brush with death to make you realise what's important. In 2013, I was moments away from a catastrophic fall whilst climbing the Matterhorn with my son.

Since then, I've dedicated myself to ensuring our business and philanthropic endeavours deliver a lasting, positive impact on both people and planet. One of my proudest achievements has been the impact that Big Give has had, and will continue to have for years to come.

Our environmentally focused match funding campaign, which was launched in 2021, has already grown organically to raise tens of millions for high-impact projects all over the world.

We now know that in partnership with others, we have the opportunity to supercharge this growth under the banner of "Earth Raise", to achieve something quite extraordinary - positive, impactful environmental action supported by the public, at scale.

We won't focus on the doom & gloom. Rather we will spotlight the incredible work being delivered by our charity partners through the power of music, performance and environmental thought-leaders. And, crucially, we'll invite our audience to be the heroes in the story by doubling their donations, and their difference, via Big Give.

We hope you will join us.

A handwritten signature in black ink, appearing to read 'J Reed'.

BIG GIVE

Background

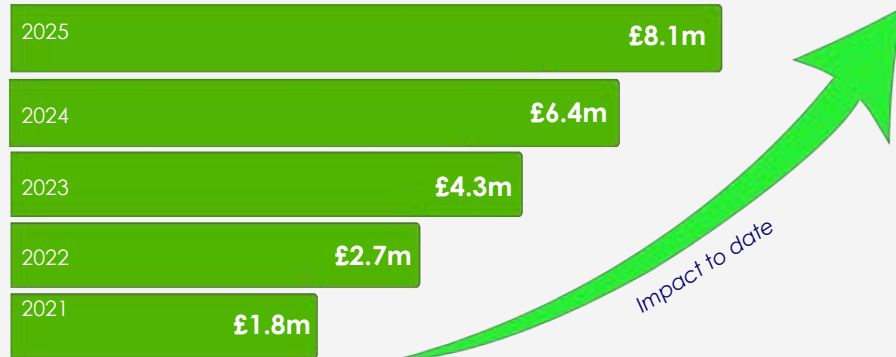
Big Give is a match funding charity that has raised hundreds of millions for good causes. In 2021, Big Give and the Environmental Funders Network partnered to launch the Green Match Fund (which, from 2026, will be relaunched as Earth Raise).

The proposition was simple. We curate a portfolio of high-impact environmental charities. And for one week, around World Earth Day, we double any donation made to these charities thanks to match funding we secure from philanthropists and funders. Since 2021, we have raised over **£23m** for environmental charities.

Big Give's match funding campaigns are proven to encourage more people to give and people to give more. Our campaign not only increases charities' confidence in digital fundraising but also helps them make double the difference when donations are matched through Big Give - **but we need to do even more.**



The Hunger Project



ABOUT EARTH RAISE

The Why



Scottish Seabird Centre

Charitable giving for the environment continues to lag behind: **“Less than 5% of UK public giving goes to environmental causes”** (CAF Giving Report - 2025). Despite this, there is a huge gap in the market with no stand out moment in the the year, like Comic Relief, dedicated to high-profile environmental fundraising.

Yet the need is urgent, and the potential is clear. Environmental philanthropy has a distinctive ability to ‘deploy agile, responsive, flexible, risk-tolerant, and patient capital to support high-value interventions directly while also attracting more funding from other sources’ (McKinsey & Company, 2021). Public appetite is strong too: **“82% of Brits are concerned about climate change”** (DESNZ Public Attitudes Tracker), yet inertia remains a key obstacle and people need support to turn concern into action.

Globally, **80 - 89%** of people want their governments to take stronger climate action. This majority, however, **doesn't realise** it's the majority, likely because it's rarely reflected in the media or online (The Guardian, 2025). Collective action, at scale, is needed.

“Now is the moment to harness this momentum and establish Earth Raise as the defining moment for environmental fundraising.”

Earth Raise
LIVE

CAMPAIGN & EVENT Format

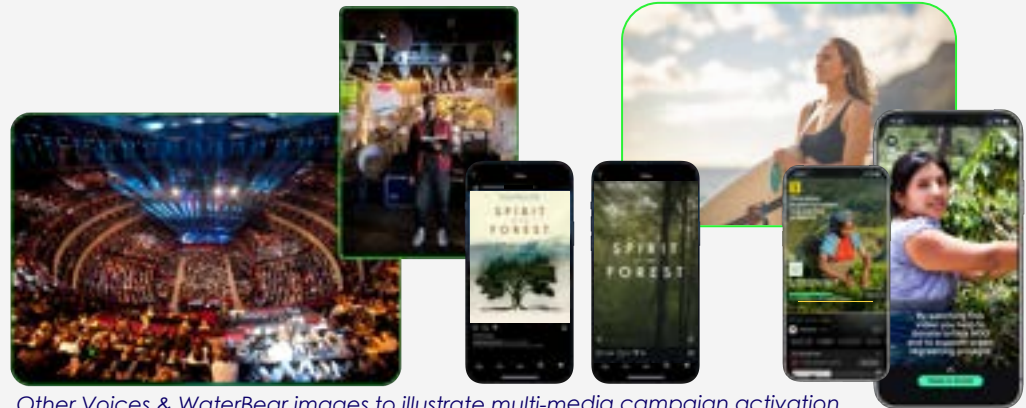
Earth Raise will be a one-week match funding campaign hosted on Big Give's online platform, launching on World Earth Day.

Earth Raise Live will be a broadcast event to launch the Earth Raise campaign. It will be an incredible night of storytelling, music and entertainment to capture the public's attention about positive environmental action. The key audience call to action will be **“donate to Earth Raise and have your donation doubled”**.

The live event will feature live acts and high profile celebrities and will be streamed on WaterBear (3m users) as well as other platforms, promoted by Big Give, South Wind Blows, our charity partners, and supported by our brand partners.



Hozier - Other Voices

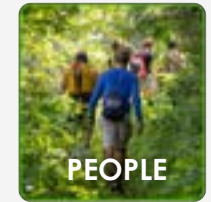
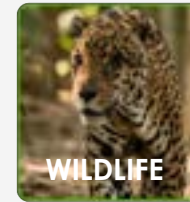
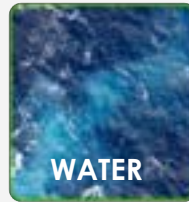


Other Voices & WaterBear images to illustrate multi-media campaign activation

OBJECTIVES, TARGETS & Impact

- 1 Establish Earth Raise Live as *the* annual movement to drive positive environmental action and in 2026, raise over £15m for high-impact green charities.
- 2 Reach over 10 million people with campaign messaging and achieve a 1% conversion i.e. 100,000 people to take action and donate.
- 3 Create 5x corporate partnerships to deliver on ESG and sustainability agendas through core support of Earth Raise Live.

CORE ENVIRONMENTAL Themes



Raising awareness & millions of pounds for environmental organisations, such as:



See our 2025 list of charity partners [here](#).

WHY PARTNER WITH
EARTH RAISE?

**Brands are
expected
to play
their part**



We have decided to be an early supporter of the Earth Raise campaign. As a family-owned company, not only does Earth Raise align with our own business values and sustainability objectives but it also provides a real point of difference in terms of scaling our environmental impact.

Jennifer May, Chief Customer Officer

Reed
•••

80% of people worldwide say they are willing to **pay more for sustainably produced goods.**
([PwC's 2024 Global Consumer Insights Survey](#))

75% of people worldwide say they are more likely to **trust a brand with a known purpose.**
([2020 Edelman Trust Barometer Special Report](#))

70% of people worldwide would **give 1% of their income to fight climate change.** ([Large-scale global study published in Nature Climate Change in February 2024](#))

66% of citizens **would switch from a product they typically buy** to a new product from a purpose-driven company.
([2017 Cone Communications CSR Study](#))

80% of citizens agree that **companies must play a role in addressing societal issues** to make the world a better place
([2020 Edelman Trust Barometer](#))

PARTNER WITH EARTH RAISE

Key partner opportunities

Brand champion partnerships - maximum 5 positions available

Commitments start from £250,000 (ex VAT):

- ✓ Sector exclusivity
 - ✓ Access to Earth Raise IP and designation as founding, global impact partner
 - ✓ Ownership of an Earth Raise campaign theme, for example Water, Nature, Climate, Wildlife & People and inclusion in all related PR, comms and storytelling
 - ✓ Brand inclusion across all CRM, broadcast and key comms, with an estimated reach of 10,000,000 across UK and globally
 - ✓ Branding and pre-roll advertising across social content, amplified by talent and shared across Earth Raise and partner platforms
 - ✓ Inclusion in PR and comms across campaign and post event
 - ✓ Partner branding across live event and product placement opportunities
 - ✓ Tickets and VIP access to events
 - ✓ Philanthropic donation included as part of partnership funding
- 

Philanthropy

What your donation delivers:

- ✓ Support high-impact environmental charities, vetted and curated by Big Give and partners
- ✓ Opportunity to directly support specific charity partners
- ✓ Your donation multiplied at least 2x through Big Give's match funding model
- ✓ Opportunity to support tax efficiently
- ✓ Donation aligns with ESG and sustainability goals

Earth Raise
LIVE

2026 PLAN

Earth Raise Live

September 2025:
Key sponsorship
partners confirmed

November 2025:
Venue, broadcast
partners & talent
agreed in principle

January 2026:
PR & communication
campaign starts

February 2026:
Production prep

March 2026:
Key talent
announced

22nd April, 2026:
Earth Raise Live
launches on
World Earth Day

2025 LAUNCH PARTY

In April 2025, Big Give gathered more than 250 stakeholders (media industry/corporates/impact partners/philanthropists) to launch Earth Raise Live at an event in East London. The event was hosted by Annie Mac and included performances from Aisling Bea and Declan McKenna amongst others.

Panel hosted by BBC Springwatch's, [Megan McCubbin](#)



Radio1 DJ, [Tara Kumar](#)



Comedian, [Aisling Bea](#)



DJ, [Annie Mac](#)



Singer, [Jacob Alon](#)



Singer, [Declan McKenna](#)



Event Teaser Videos

INTERESTED?

Contact us

For 2025 event enquiries: events@biggive.org

For philanthropy and sponsorship enquiries:
champions@biggive.org



KEY PARTNERS

Appendix

Big Give | Big Give is a registered charity (1136547) and match funding platform. To date, we have raised over £350m for thousands of charities on the Big Give platform, spearheaded by James Reed CBE, Chairman and CEO of the Reed recruitment business.

South Wind Blows | Widely considered one of the foremost producers of music television, cultural programming and live performance, South Wind Blows have worked with some of the most iconic and influential names in music including, Amy Winehouse, Little Simz, Sam Fender, Hozier, Ellie Goulding, and Fontaines DC, creating outstanding cultural content and experiences that have reached global audiences and garnered international recognition and acclaim.

Waterbear | WaterBear is the leading impact media company serving a new community of purpose-led, active citizens. Their mission is to grow a community of hundreds of millions with real stories that inspire them and the tools to do some good, powered by integrated and diversified revenue model. They have over 3M people in their community, with 150+ NGO partners, 100+ film makers and 50+ household brands in their ecosystem.

Environmental Funders Network | EFN is a UK-based network of foundations, family offices and individual donors supporting environmental causes. They work to transform environmental philanthropy in the UK, increasing funding levels, improving effectiveness and supporting people and organisations.



Foodcycle