



UK's first nationwide match funding campaign exclusively for small charities raises over £1.8 million

- Charities facing rising costs, increased demand, and a slump in public and grant funding were thrown a vital lifeline, with the campaign raising over £1.8m in just seven days.
- Over £900,000 in match funds were available, with 189 charities benefiting.
- Big Give, Global's Make Some Noise, and NCVO announce ambitions to make the campaign an annual event.

[For immediate release]

Small charities have been thrown a vital lifeline after the UK's first nationwide match funding campaign exclusively for small charities raised an impressive £1.8m in just seven days.

The campaign, launched during Small Charity Week (23–30 June), was led by Big Give, Global's Make Some Noise and NCVO, and marked the first time a UK-wide match funding initiative focused solely on charities with an annual income under £1 million.

The campaign was unique in bringing together 189 small charities under one coordinated campaign, with each organisation fundraising directly from the public and having their donations doubled via a central match funding pot. Thanks to over £900,000 in match funding, donations made through biggive.org were matched by a coalition of philanthropists and funders committed to backing the power and potential of small charities. Generous champions included funds raised by players of People's Postcode Lottery, The Reed Foundation, Greggs Foundation and others.

With over 9,200 public donations made across the week, the response underlined how vital small charities are to their communities and how urgently they need support. Big Give, Global's Make Some Noise, and NCVO have announced ambitions to make the campaign a permanent annual fixture and are calling on new funders to get involved.

James Reed CBE, Chairman of Big Give, said: "Small charities are doing extraordinary and often unsung work in our communities, and desperately need support as costs rise, income falls and demand for their services increase. We are thrilled that the UK's first Small Charity Week match funding campaign has prompted such a warm and generous response from the British public.

"It's no exaggeration to say that this campaign will have secured the immediate futures of many of the organisations taking part. We're excited to confirm our intention to make this campaign a recurring highlight of the UK's fundraising calendar."

Despite making up 85% of the UK's voluntary sector and playing a crucial role in their communities, small charities receive just 12% of total sector income ([Charity Commission for England & Wales](#)). Many are now facing an uphill battle to survive. A survey of 700 small charities carried out during the campaign revealed that **nearly half** said their financial situation was so critical, they were at risk of closure within the next 12 months.

Suzanne Ryder Richardson, Director of Global Goodness, Global's Make Some Noise, added: "This campaign has shown just how powerful match funding can be – not only in raising vital funds, but in shining a light on the essential role small charities play in our communities. The fact that nearly half of the charities we surveyed said they could face closure within a year shows just how urgent the need is. We're

incredibly grateful to the generous supporters who made this campaign possible, including players of People's Postcode Lottery. Their backing has helped bring national attention to these brilliant grassroots organisations.

"We're proud to support their work and are excited to help grow this campaign. I'd strongly encourage other funders and philanthropists who believe in the power of small charities to get involved and be part of the solution."

To help amplify the stories of small charities, a number of celebrities also lent their voices in support, including: Lola Young, Tom Allen (Bromley Borough Food Bank), Capital presenter, Kemi Rodgers (Learn to Love to Read), Katie Piper, Catin Purgh (The Katie Piper Foundation), Michelle Ackerly, Gemma Shepherd (Smart Works Greater Manchester), Scarlett Douglas (Teens Unite Fighting Cancer) and Gary Hollywood (Baby Loss Retreat).

Other charities supported as part of the campaign include:

[Soundabout](#)

"Every practitioner sprinkles a different type of magic. You've reduced Ava's isolation, helped her feel seen, and have made her feel valued, heard and loved." - Ava's Mum, supported by Soundabout

Raised over £21,000 during Small Charity Week



[Be Free Campaign](#)

"Be Free Campaign isn't just for other young people, it saved me too. And thank goodness it did and I got the support I needed, because I think of everything I would have missed." - Shantanu, Founder and CEO of Be Free Campaign

Raised over £10,000 during Small Charity Week



Saskia Konynenburg, Executive Director at NCVO, said: "We're absolutely amazed by the swell of public support for the UK's first nationwide match funding campaign exclusively for Small Charity Week. The generosity of donations and funders will make a huge impact to communities across the UK. We also hope the campaign has helped raise the profile of small charities to more people, who will continue supporting them.

This campaign demonstrates the power of generosity and collaboration. It's essential that this initiative becomes a permanent part of Small Charity Week - establishing a reliable and ongoing source of unrestricted support for small charities, giving them the resources and recognition they need to thrive."

Katherine Sellar, Community Programmes Manager at People's Postcode Lottery, said: "Our players are proud to support small charities making a difference on the ground every single day. Match funding is a brilliant way to supercharge donations, and we're delighted to have helped unlock this wave of public generosity for such a vital cause."

For further information, please contact:

Soho Communications

James Chapman

T: 07714 337710

E: jamesc@sohocommunications.co.uk

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 £1.5 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.