

Arts for Impact

2025 Impact Report

*Supporting arts and culture charities
working to achieve societal impact across
the UK*

In partnership with

The BigGive logo, which consists of a green triangle with the word "BigGive" in white text inside it. The logo is positioned at the bottom center of the page, overlapping the bottom edge of the collage of images.

BigGive



2 Arts for impact

Our big idea to make an even bigger difference for arts charities

About

Arts for Impact is a one-week online match funding campaign that supports UK arts and culture charities that deliver social impact.

Problem

Arts charities have seen a consistent drop in funding over the years, both from the public and private sector. The sector continues to face challenges such as a difficult fundraising climate and higher delivery costs, whilst seeing an increasing demand for their services.

Solution

Big Give match funding campaigns are proven to encourage more people to give and people to give more. Our campaign not only increases charities' confidence with digital fundraising, but also helps make double the difference when donations are matched through Big Give.

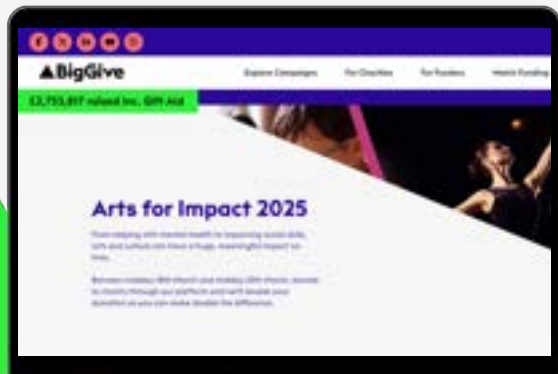


3 Headline statistics

18 - 25 March

"The response to this year's Arts for Impact campaign has been phenomenal. The arts are a vital force for good, providing comfort, inspiration, and opportunities for connection across communities. We are thrilled to see so many people rally behind these essential causes."

- Sir Vernon Ellis | **Figurative Philanthropy for Arts & Culture**



Click [HERE](#) to visit the campaign landing page!

Total raised inc Gift Aid

£2,753,871



Charities supported

286



Number of donations

13,672



£ amount of Champion funds

£1,233,403



Match funds used

93%



Impact to date

1st Year

£2.8m

Cumulative total
so far!

£5.6m

We're aiming even
higher for 2026!

4 The process

"The Arts for Impact campaign has been instrumental in raising vital funds to support our youth provision, ensuring young people have access to creative opportunities that build confidence, friendships, and essential life skills. The match funding element provides a powerful incentive for supporters to give, doubling their impact, while the time-limited nature of the campaign creates urgency and a clear call to action."

Beyond fundraising, it offers us a platform and a compelling reason to engage our supporters, increasing awareness of our work with young people and reinforcing the transformative power of theatre. This funding enables us to continue providing safe, inspiring spaces where young people can express themselves, develop their talents, and be part of a creative community." -

Leeds Playhouse



Choir with no name

The raise (Sep-Jan)

Secured match funding commitments from **27** "Champions" - a mix of trusts & foundations, companies, individuals and public funders.

£1.2m match funding secured

Applications (Oct-Dec)

Marketed the opportunity to charities and applications submitted via [BigGive.org](https://biggive.org). We received **440** charity applications, an increase of over 33% from last year (331 in 2024), so funding was spread further to allow us to accommodate the increased demand.

Selection (Jan)

Application due diligence, selection and notifying charities with Figurative Philanthropy for Arts & Culture.

48% of applicants received a funding offer

Marketing (Feb-Mar)

Supported the charities to maximise match funding opportunity with suite of free training, resources and coaching.

93% of charities reported increased digital fundraising skills

Campaign (18-25 Mar)

All donations to participating charities doubled on BigGive.org.

13,672 donations made

Learning (Post-campaign)

Impact reporting, feedback and reviews.

5 Measuring the impact

Key data from our 2025 post-campaign charity survey

Resilience

Generating more and bigger donations



Skills

Building skills within charities



Profile

Attracting new support and raising the charities' profile



76%

received more donations vs comparable fundraising

75%

bigger donations vs comparable fundraising

96%

strengthened bonds with existing supporters

"We have been historically shy about public fundraising and this has built confidence and competence into our approach for the future."

- Theatre 503

93%

reported increased confidence in digital fundraising (in the context of 83% of charities telling us they had no or some confidence in digital fundraising prior experience)

98%

of charities now have donor stewardship plans in place

"Through the campaign, we strengthened community connections, raised awareness about the importance of dance and mentoring for young people's mental health, and highlighted the transformative power of the arts."

- Streetz Ahead

95%

of charities reported donations from new supporters

44%

of the sum total (£) of donations received were from new supporters

"It was fantastic to feel like a part of something bigger, and to feel part of the UK arts' ecosystem in such a generous campaign that we wouldn't have had the resources to create and mobilise alone."

- Sheffield DocFest Community Programme

6 Measuring the impact

The impact on donations

We explored the impact participating in the campaign had on donations:

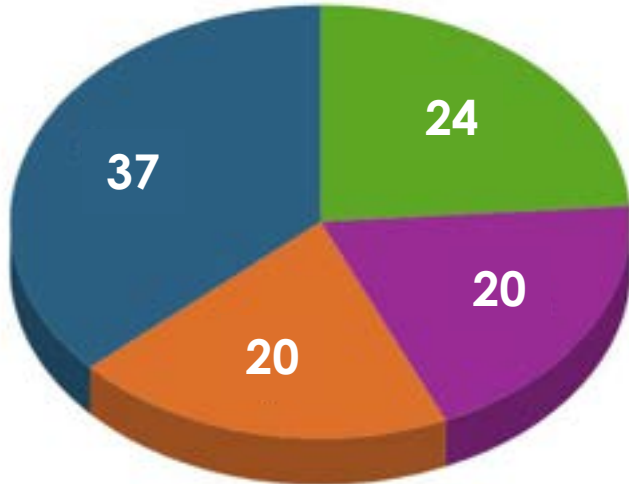
- ▶ 44% of the sum total (£) of donations received were from new supporters (24% from completely new supporters and 20% from existing supporters/contacts that gave their first financial gift)
- ▶ 51% of the # of total donations were from new supporters (30% from completely new supporters and 21% from existing supporters/contacts that gave their first financial gift)

"The campaign helped us to raise vital income, as well as making connections with new donors and providing excellent opportunities for existing donors to maximise their support."

**-Jack Johnson, Head of Development,
National Youth Orchestra of Scotland**

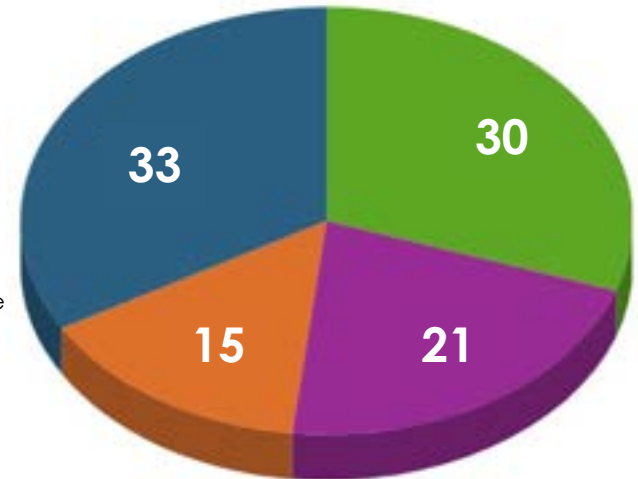
- (A) Completely new supporter
- (B) Existing supporter/contact - but their first financial gift
- (C) Existing financial supporter that uplifted their usual gift
- (D) Existing financial supporter

Of the £sum total of donations you received, please provide an estimate of the % value of the donations that came from the following categories of donors



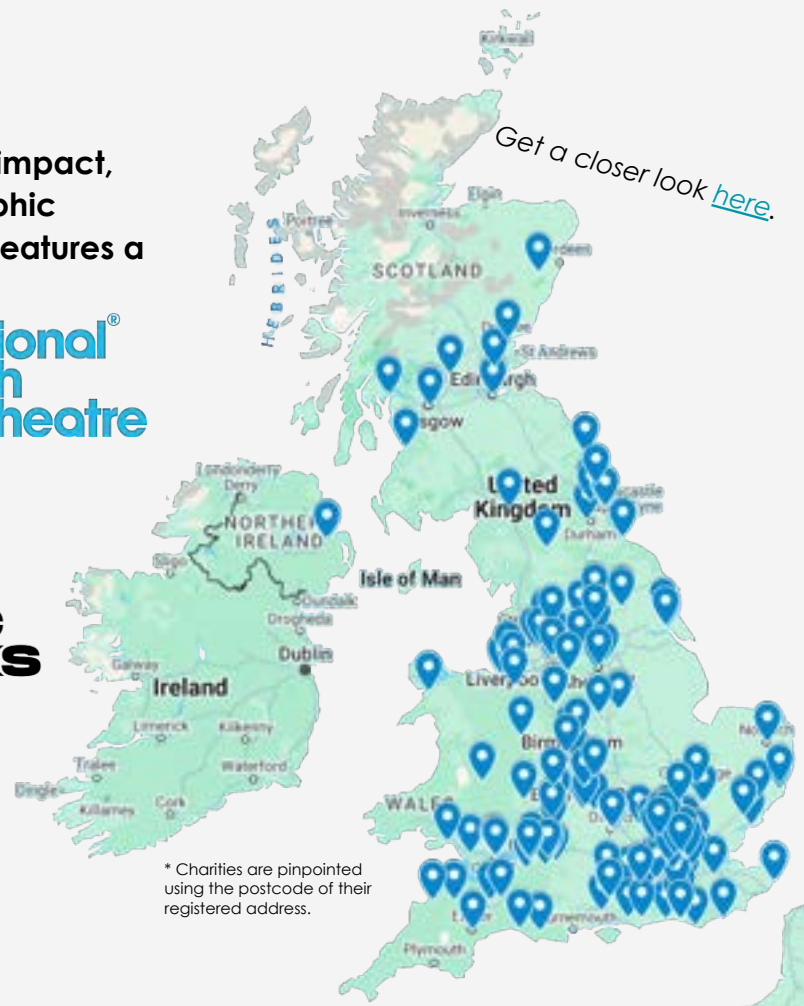
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7 Participating charities

We evaluated applications based on their demonstrated social impact, resulting in a diverse portfolio spanning various themes, geographic locations, and organisational sizes. The Arts for Impact portfolio features a selection of 286 charities, including:





National Youth Choir



National Youth Theatre

New Vic Theatre

"Participating in Big Give offers a structured initiative for us to channel our donations through. We are able to create 'hype' in the lead up to the campaign week and a real sense of community during the week which, in turn, enables us to raise more money than we ordinarily would. Of course, the match funding is also incredible as it doubles our donations but also creates more incentive for people to donate as their donations have more impact than they ordinarily would."

- Little Angel Theatre

9 Doubling the difference

Highlighting three fantastic charity partner case studies

* BLOOMIN' ARTS

Bloomin Arts raised **£12,78** through the campaign. *"Taking part in the Arts for Impact campaign has been a huge benefit to our organisation. Running a campaign with such an incentive has provided us with a valuable opportunity to really showcase what we do. By sharing photos and stories of our disabled artists, we've been able to highlight their talents and the incredible impact of the work that we do. It has also enabled us to reach new audiences (particularly being included in your new campaign video) and we have seen our network of supporters grow."*

THE NATASHAS PROJECT

The Natasha Project raised **£5,457** - *"The funds raised from this campaign will have an incredible impact on us as a charity and the inspirational survivors we dance with and for. Being able to perform an anti-slavery production will allow us to reconnect with the public, organisations, arts festivals and partners which will enable us to relaunch one of our core services which was on pause for years, due to cuts to arts funding and the impact of the pandemic on the arts sector."*

MILTON'S COTTAGE

During the campaign Milton's Cottage Trust raised **£5,625**. *"The match funding available through Arts for Impact was critical in helping us raise project funding from new and existing supporters. As a small museum, we would not have been in a position to raise funding to deliver bespoke multi-sensory arts activities for local deafblind children without this support. As a result, it has given us an opportunity and the self-belief to expand on an area of our work that we think it important, both for our own organisation and for our local communities."*



Royal Academy of Dramatic Art

10 Refreshing Minds

Campaign: Brave New Voices

Summary: We offer accessible programs through pantomime tailored for underprivileged young girls. This initiative creates a nurturing and inclusive environment where participants can express themselves and develop essential skills. Over four months of rehearsals, we help girls facing school challenges uncover hidden abilities, boosting their confidence and fostering a sense of belonging within the community.

Amount Raised: £10,020 inc Gift Aid

Impact: *"The main impact and benefits for our organization from taking part in the Arts for Impact campaign will be the ability to provide over 300 disadvantaged girls with the opportunity to build confidence, learn new skills, and express their creativity in a safe and supportive environment. Funds raised will support skill development through workshops in acting, dance, and technical production, offering participants a chance to enhance their future opportunities. Additionally, funds will aid in supporting the development of 32 active volunteers by providing them with training and resources to strengthen their leadership and emotional well-being, enabling them to have a lasting, positive impact on the girls in the program."*



11 Telling the story

Big Give provides a suite of free training and support to enable our charity partners to communicate about their involvement in the campaign. In parallel, Big Give undertake a multi-channel approach to reach key audiences to encourage support of the campaign. Together, we achieved:

- ▶ Total estimated media reach: **130,500,000 (inc.Social Media)**
- ▶ Web visits: **124,667**
- ▶ Total impressions: **54,664**

Daily Express

Starring Lemn Sissay

Regional Trade Press

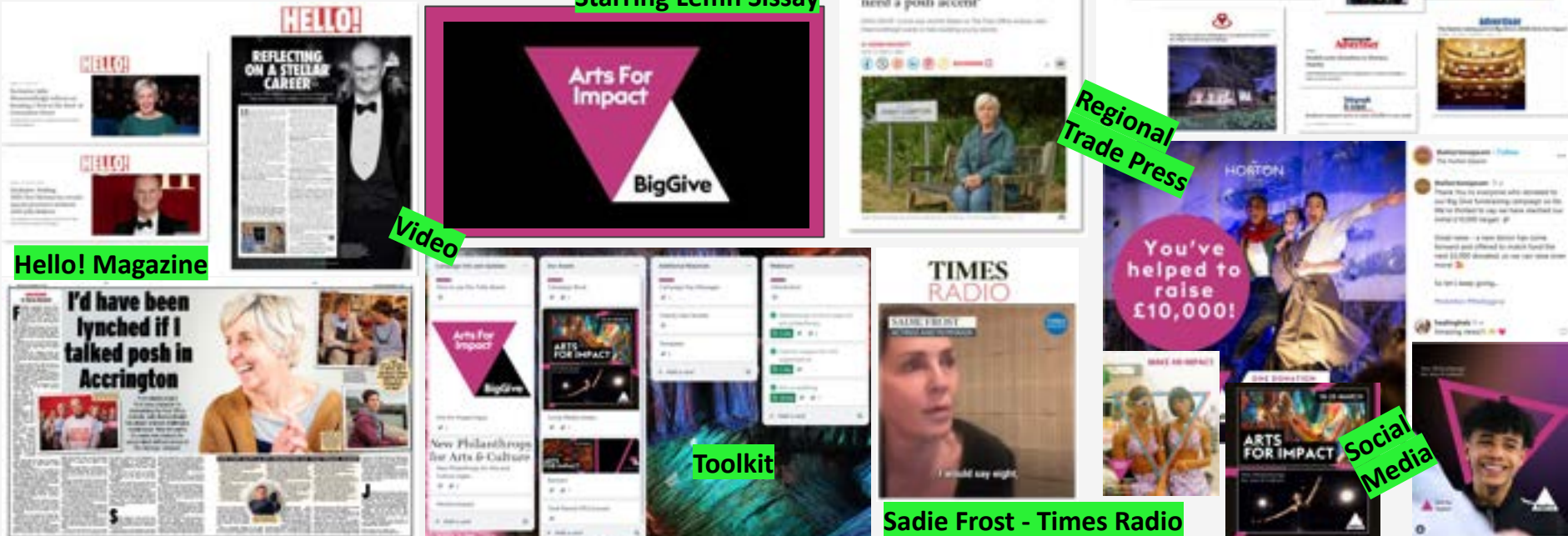
Hello! Magazine

Video

Toolkit

Sadie Frost - Times Radio

Social Media



12 What's next?

How you can stay involved in future campaign opportunities

You're part of our growing community of match-funding Champions and we'd love you to [join us again](#). Together, we can double the difference.

Funding opportunities for 2025/ 26:



Women & Girls Match Fund (October) - Supporting a portfolio of best-in-class women & girls charities.



The Christmas Challenge (December) - Choose your own charity portfolio.



Arts for Impact (March) - Supporting supporting arts & culture charities across the UK.



Earth Raise (formerly Green Match Fund) (April) - Supporting a portfolio of best-in-class environmental charities.



Small Charity Week (June) - Supporting a high-impact portfolio of UK small charities.

Thank you

Questions, comments, feedback?
Please get in touch:

champions@biggive.org
BigGive.org

