

Green Match Fund

2025 Impact Report

Scaling the UK's biggest environmental
philanthropy movement

In partnership with



Environmental
Funders Network



Green
Match
Fund

2 Green Match Fund

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

About

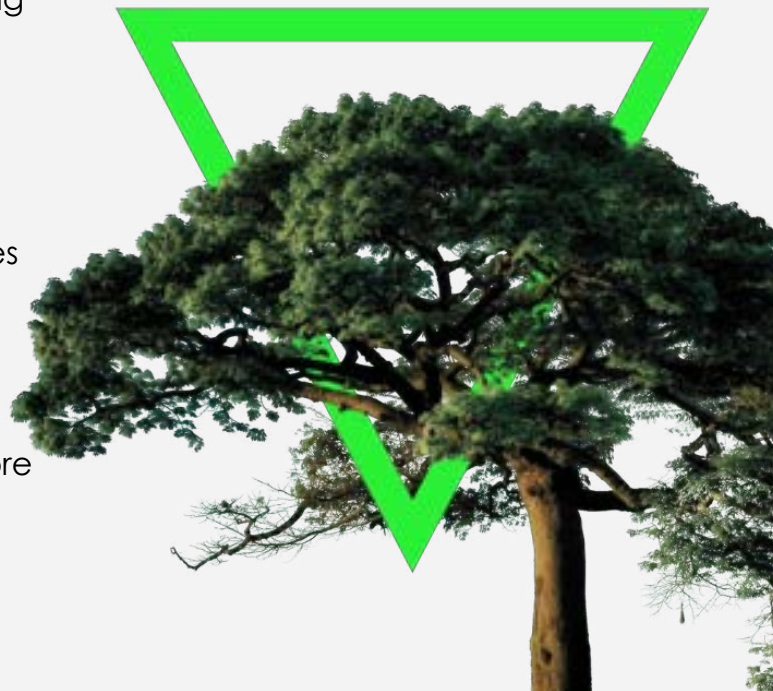
Green Match Fund aims to support environmental charities in the global effort to protect and preserve our planet. Including, preserving ecosystems, protecting endangered species, promoting sustainable living, and taking action on climate change.

Problem

The sector continues to face challenges such as a difficult fundraising climate, higher delivery costs and increasingly urgent environmental issues that need addressing. Environmental charities need our support as less than 5% of UK public giving goes to environmental causes.

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.



Headline statistics

22 - 29 April

"We are proud to be a Champion for Big Give's Green Match Fund. Big Give and Environmental Funders Network have curated an impressive portfolio of environmental charities... Our funding will help catalyse more giving to impactful environmental charities through the offer of match funding."

- Sophia Weston | Garfield Weston Foundation



Click me to visit the campaign landing page!

Total raised inc Gift Aid

£8,173,257



Charities supported

307



Number of donations

36,023



Amount of match funds

£3,936,723



Match funds used

93%



Impact to date

2025

£8.1m

2024

£6.4m

2023

£4.3m

2022

£2.7m

2021

£1.8m

Raised to date

£23.3m

4 The process

"Green Match Fund is an important source of income for us, especially as a smaller charity with limited resources.

The opportunity to be a part of this campaign allows us to grow as an organisation, develop innovative solutions, and expand our impact. Every contribution feels meaningful, both to our supporters (warm and cold) and to the communities whose lives are improved through clean energy, education, and long-term resilience."

- **Renewable World**



Whitley Fund For Nature

The raise (Jan - March)

Secured match funding commitments from **27** "Champions" - a mix of trusts & foundations, companies, individuals and public funders
£3.9m match funding secured

Applications (Jan - February)

Marketed the opportunity to charities and applications submitted via BigGive.org
352 charity applications.

Selection (March)

Application due diligence, selection and notifying charities.
Partnership with sector experts to analyse applications.
87% of charities received a funding offer

Marketing (March - April)

Supporting the charities to maximise match funding opportunity.
93% of charities reported they increased digital fundraising skills

Campaign (22 - 29 April)

All donations to participating charities doubled, coinciding with World Earth Day (22 April)
36,023 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



69%

received more donations vs comparable fundraising

77%

reported having no or some experience of digital fundraising

94%

received donations from new supporters

65%

bigger donations vs comparable fundraising

93%

reported increased confidence in digital fundraising

68%

Reported an increase in profile

49%

Reported existing donors gave more than normal

"It was also brilliant to raise our profile, and super-charged our efforts to develop new, much-needed skills in public-facing fundraising."

- Orangutan Foundation

31%

of campaign donations were estimated to be from new supporters

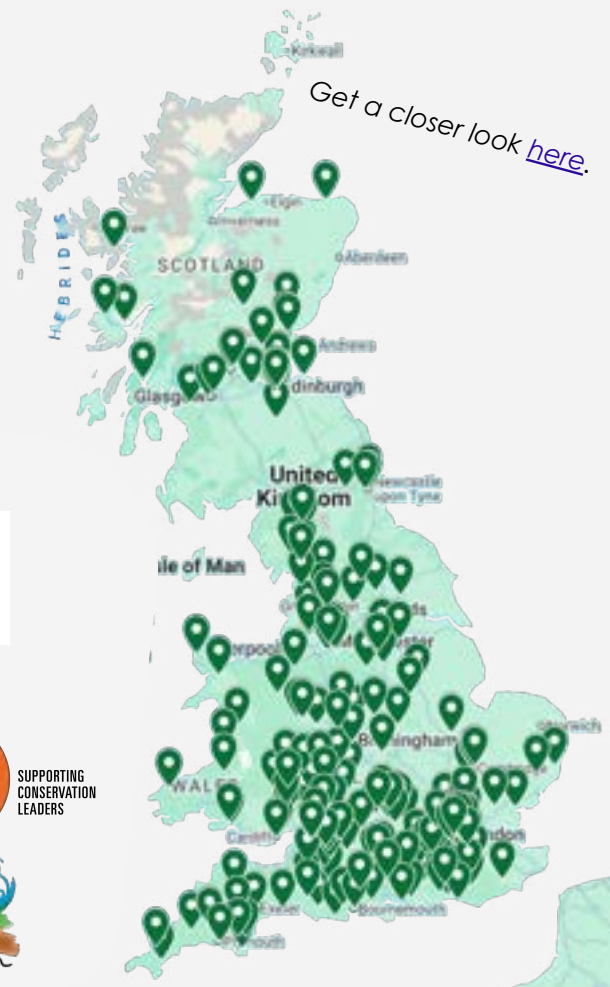
"This campaign always helps us to raise significantly more from supporters than non Big Give campaigns." - **Pelorus Foundation**

"The Green Match Fund helped us raise our profile and meet new audiences. It also helped raise much needed funds for our mission. Improve relations with our current supporters - and gave us a reason to catch up with them and update them on our work." - **EcoBrixx**

The Results

Our best-in-class portfolio

The Green Match Fund featured 307 exceptional charities. The logos below represent a selection of these high impact charities:





"The Green Match Fund is a highly effective way to engage donors, creating a focal point for their giving and providing a compelling incentive to contribute. For our organisation, participating in the fund not only amplifies the impact of each donation through matched funding but also strengthens our connection with supporters who are passionate about UK biodiversity and climate change. It enhances our visibility, broadens our reach and allows us to scale our work."

- Heal Rewilding



Swansea Community Farm



The Hunger Project



Cymdeithas Eryri
the Snowdonia
Society

8 Doubling the difference

Highlighting three fantastic charity partner case studies



"The funds raised will help us to demand that big corporations start putting people and planet over their profits. It will mean we can protect precious rainforests, support impacted indigenous communities, and create a healthier planet for decades to come.." **Friends of the Earth** raised **£241,182 (incl GA)** through the campaign.



Wilderness Foundation raised **£2,893 (incl GA)**. *"The money was raised for a specific project called Wild Schools, where we go into schools to deliver climate education. This normally relies on the school or local business finding funding. This funding will allow us to deliver the programme in schools that would ordinarily not be able to pay for it."*



"Our Thirst for Survival campaign not only exceeded its target but also raised vital awareness of the devastating impact of climate change on endangered wildlife. The match funding inspired incredible generosity from our supporters, allowing us to provide urgent, flexible support to grassroots conservation partners on the frontlines. It was a powerful reminder of what we can achieve together when every donation goes twice as far." **David Shepherd Wildlife Foundation** raised **£42,934 (incl GA)**.



9 Global Greengrants Fund UK



A closer look at one of this years charity partners...

Summary:

From supporting Indigenous Peoples' right to protect their environment, to creating climate-friendly agriculture and food systems, Global Greengrants Fund UK invests in grassroots climate justice solutions that are designed and led by the local communities on the frontlines of the climate crisis.

Amount Raised: £25,322 inc Gift Aid

Impact:

The matched donations we have received from having taken part in the Big Give Green Match Fund will provide valuable unrestricted income which will support the flexibility of our grantmaking programme. This is becoming increasingly important as the climate crisis advances and frontline communities worldwide bear the brunt of its impacts.

In addition, our participation in the Green Match Fund has brought in a few new supporters, allowing us to begin further diversifying our funding portfolio amongst individual givers.

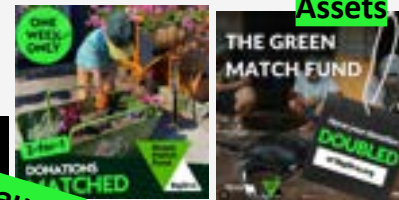


10 Telling the story

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:

- ▶ Across all media types, a combined readership of: **41,700,258**
- ▶ No. of people who visited Big Give's website during the Campaign: **265,949**
- ▶ Our social media posts were seen: **53,113 times**

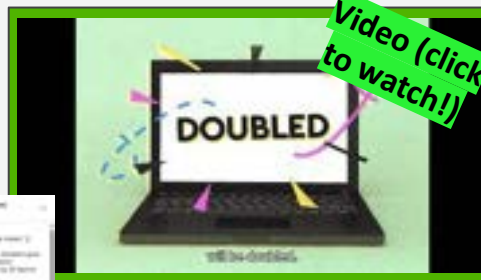
Assets



Campaign launch event - London



Video (click to watch!)



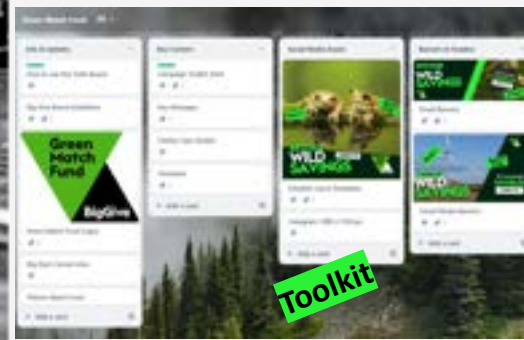
Social Media



Hello! Magazine



Toolkit



Times Radio



11 What's next?

Earth Raise: our plans to scale the campaign

In 2026, the campaign will be rebranded to **Earth Raise**. Big Give is also working with partners to create **Earth Raise Live**. A broadcast event to launch the Earth Raise campaign; a night of incredible storytelling, music and entertainment to capture the public's attention about positive environmental action. Earth Raise Live will reach an audience of millions whilst raising millions for environmental causes - supercharged by Big Give's Earth Raise match funding campaign

Click to watch
our teaser video

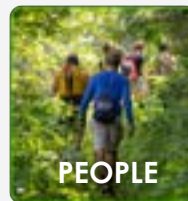
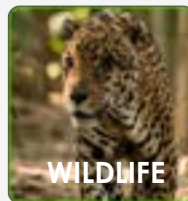
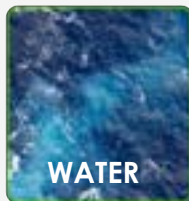


12 What's next?

Earth Raise: expected 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 1-5 corporate partnerships to deliver on ESG and sustainability agendas through core support of Earth Raise Live.

GOAL - raising awareness & millions of pounds for environmental organisations across five themes:



Organisations supported include:



13 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](#) for 2026. Together, we can double the difference.

Funding opportunities for 2026:



Arts for Impact (March) - Supporting a portfolio of high-impact arts and culture charities.



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



Small Charity Week (May) - Supporting a portfolio of best-in-class mental health charities.



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



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

Thank you

For more information please contact:
champions@biggive.org

Or visit:
biggive.org/funders/

