

Our Best

Big Give Yet!

The Big Give Christmas Campaign 2025



Overview

The Big Give Christmas Campaign 2025 marked The Cycle's second Christmas Campaign and fifth Big Give Campaign, and it was, without doubt, our most successful and exciting yet.

With a target of £40,000, we were thrilled to exceed it, raising **£41,062** during the campaign, and £44,401 in total including Gift Aid.

But this campaign wasn't just a financial success. It was our most joyful, collaborative, and energising fundraising campaign to date. We welcomed new donors, deepened relationships, strengthened partnerships, and saw genuine excitement ripple through our community and team.

- £40,000 target
- £41,062 raised in-campaign
- £44,401 including Gift Aid
- 85 donations Online Donations
- Champion Fund secured (Coles-Medlock Foundation)
- Pledge funder secured (Savills IM)



Choosing a Project

Before selecting a project, our team in India at our sister organisation, Sanitation First, carries out a thorough assessment of need to ensure that each project delivers the greatest possible impact.

Budgets are set carefully, and projects are developed in close collaboration with local communities. Our teams on the ground are deeply connected to the communities we work with and work directly with community members to identify priorities, shape solutions, and ensure projects are both appropriate and sustainable.

This community-led approach ensures that every project is targeted, effective, and rooted in the real needs of the people it is designed to support.



The Project: Sustainable Waterbody Rejuvenation in Tamil Nadu

Help The Cycle rejuvenate a local waterbody in Tiruvallur, Tamil Nadu, restoring 12 million litres of water. The project will create local water governance by empowering women and youth and strengthening Village Water and Sanitation Committees to ensure long-term maintenance and water security.

Situation

Tiruvallur district's rural waterbodies are in crisis – filled with silt, invasive weeds, waste dumping, and industrial pollution. Groundwater is over-extracted, and the remaining water is often dirty and unsafe. Climate change has worsened flooding and water scarcity. Communities face water insecurity and health risks. Without urgent restoration, the region's water resilience and wellbeing are under severe threat.

Solution

Our project will rejuvenate a waterbody near the Chembarambakkam reservoir – Chennai and Tiruvallur's main drinking water source. It will boost groundwater recharge to counter overextraction and reduce flood risks during monsoons. We will create and strengthen a Village Water and Sanitation Committee, train women in water quality testing, and empower the community to maintain the waterbody, prevent pollution, and strengthen long-term, community-led water security.

Impact

We will directly benefit over 10,000 people in Tiruvallur district by restoring a local waterbody with 12 million litres of storage. This will: - Improve access to clean water through sustainable waterbody management - Recharge groundwater and reduce flood risk - Lower waterborne diseases through safer water access - Empower women and youth to lead water security and climate action

Securing our Pledge and Champion Fund

For this year's Big Give Christmas Campaign, we partnered with one of our long-standing corporate partners, Savills Investment Management, to act as our pledge funder.

We are Savills IM's official charity partner, and together we have already delivered five projects in India. As a small UK team, we place huge value on building and maintaining strong relationships, and we always prioritise face-to-face engagement. We therefore arranged an in-person meeting at their offices to present the campaign and discuss the opportunity.

Their £10,000 pledge made it possible for us to take part in the Big Give, unlocking match funding and helping us raise double our impact.



Securing this pledge unlocked our Champion Fund, provided by the Coles-Medlock Foundation. We are incredibly grateful to the Coles-Medlock Foundation for once again committing to support us as our Champion Funder.

Their continued generosity played a vital role in enabling the campaign and maximising its impact, and we are deeply thankful for their ongoing belief in our work.



The Challenge: £20,000 in Online Donation

With just one week to raise £20,000 in online donations and unlock full match funding, we needed a campaign that was fast, focused, and highly targeted. Success depended on turning preparation into immediate action once the donation window opened.

1. Map our supporters

We identified key groups including previous Big Give donors, regular givers, major supporters, students, and our wider community.

2. Segment and Tailor

Each group received messaging designed to show how match funding would double the impact of their gift.

3. Prepare our systems

Our CRM, email schedules, donation links, and social assets were all set up in advance so we could move quickly during the donation window.

4. Activate multiple channels

We used personalised emails, newsletters, phone calls, social media, and ambassador sharing to reach people through the most effective routes.

5. Create urgency in real time

Live progress updates, milestones, and storytelling kept momentum high throughout the match-funding window.

6. Mobilise our community

Students, corporate partners, ambassadors, staff, and trustees shared the campaign through their own networks, extending reach and trust.

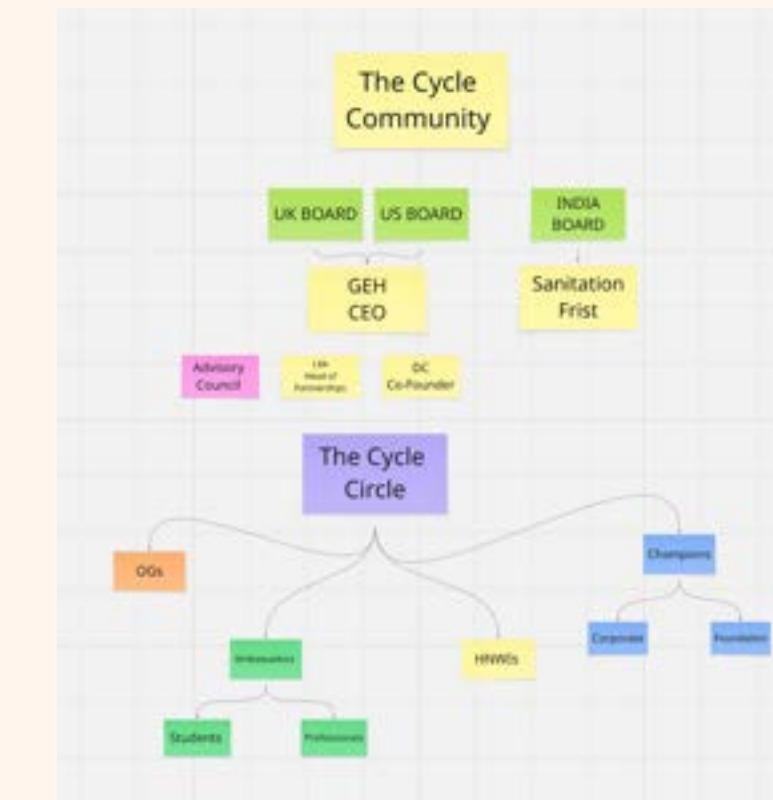
Process and Planning

The lead-up to the Big Give Christmas Challenge 2025 perfectly coincided with the launch of our new CRM, giving us the ideal opportunity to take a step back and truly understand our community.

As a team, we worked collaboratively to map out our supporters and networks, to visualise who makes up The Cycle community and how different groups connect with our work. This hands-on exercise brought real clarity about the potential within our existing network and how to also expand it.

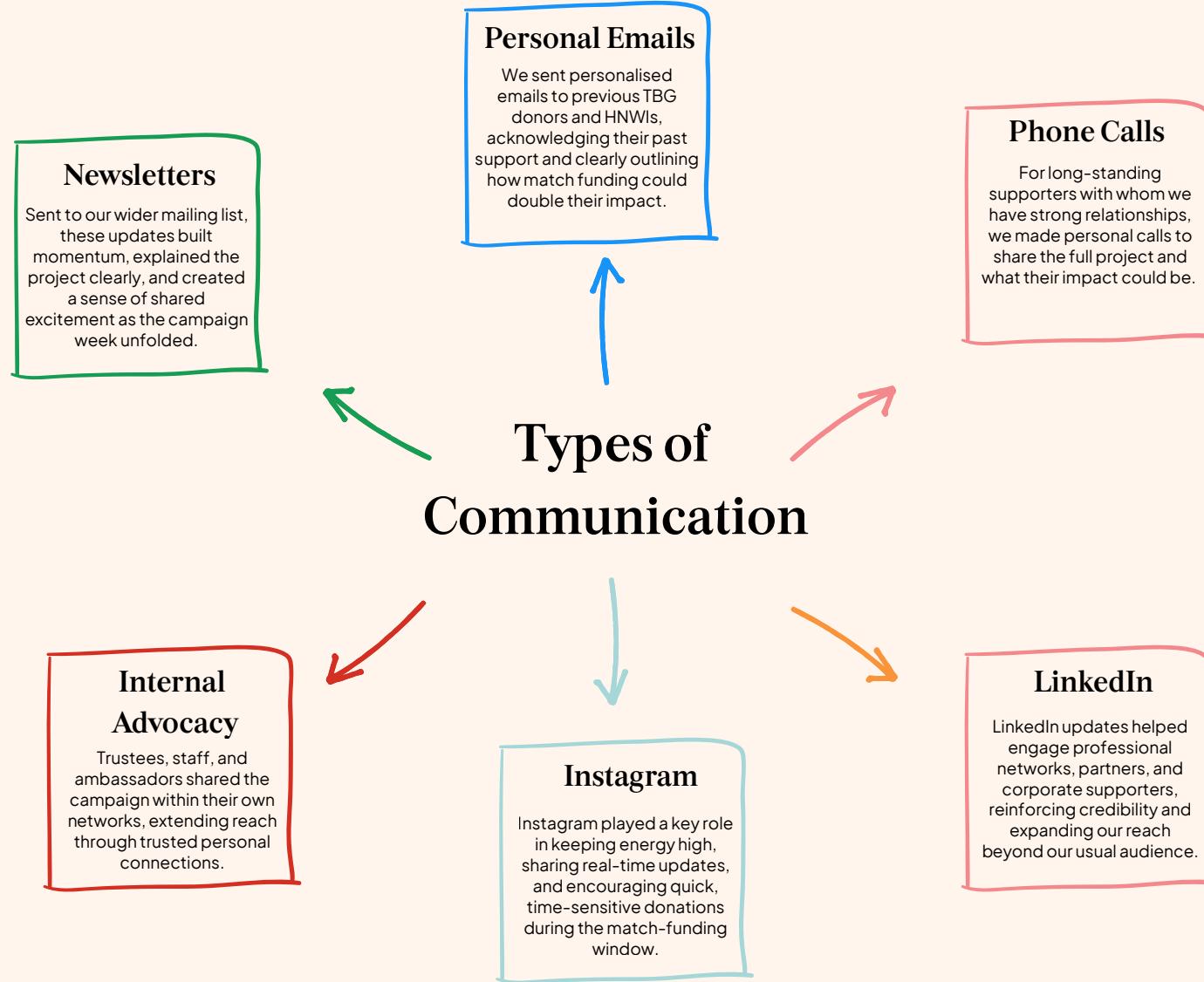
By doing this, we were able to clearly identify who to target during the Big Give and how best to reach them. We honed in on different donor types and matched them with the most effective form of engagement—whether that was a personalised email, a phone call, a newsletter, or a social media post...

This process gave us confidence, focus, and momentum going into the campaign. Instead of taking a one-size-fits-all approach, we were able to communicate with purpose, clarity, and impact.



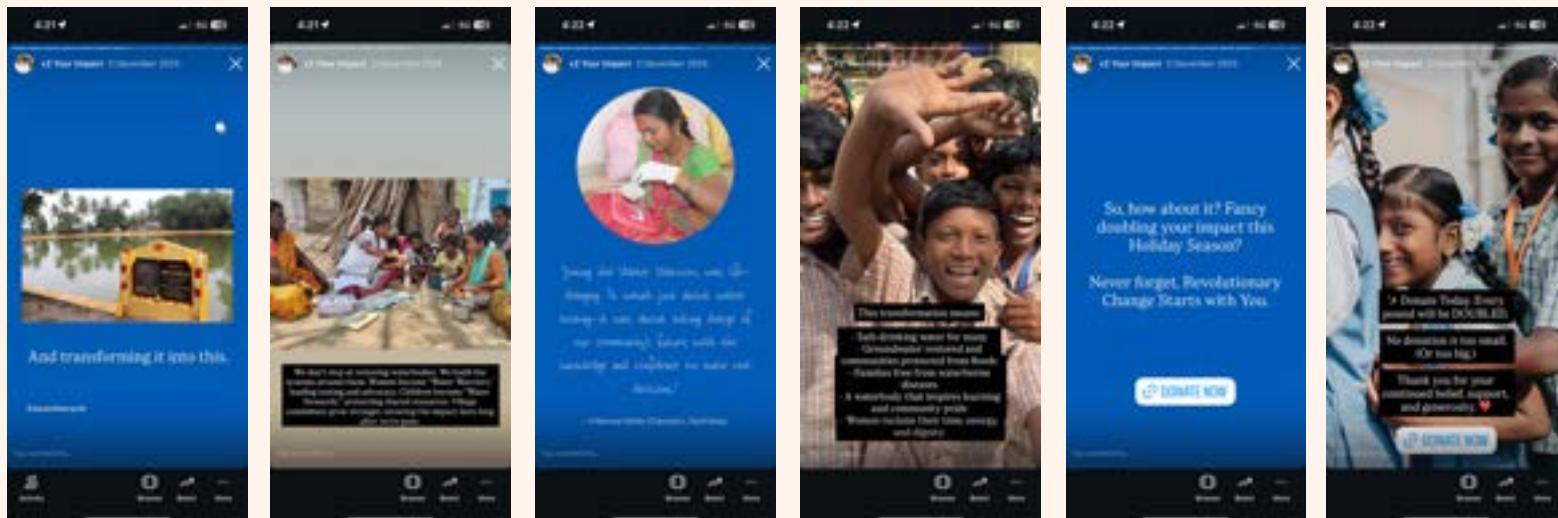
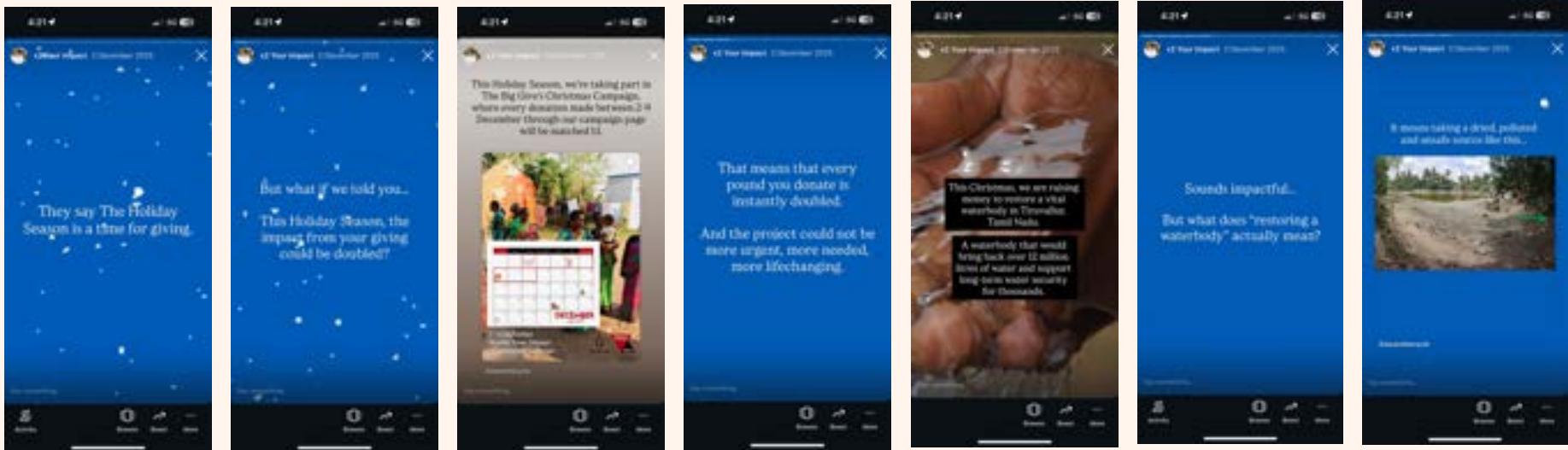
Targeted Communication

We then translated this into targeted communication for each profile for our community.



Social Media: Instagram

As an organisation, we care deeply about storytelling and use social media to take our community on a journey, showing the real impact they can make. For example these Instagram stories we posted:

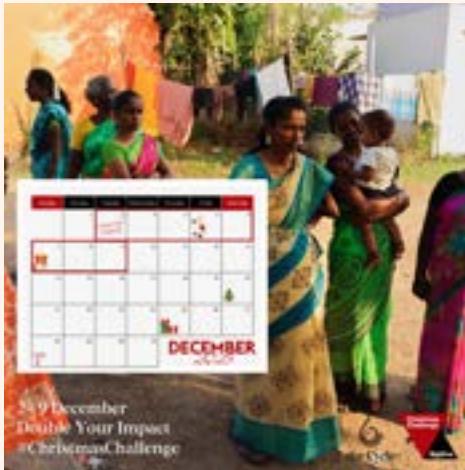


Social Media: Linked In

We used The Big Give's amazing Trello board to make assets to post before, during and after the donation window. We used the templates, then added our brand!

Before

We built anticipation by sharing early campaign announcements, introducing the project, and explaining how match funding would work, ensuring supporters were ready to act once the donation window opened.



During

Live progress updates helped maintain momentum and urgency. By sharing milestones and celebrating progress, we encouraged supporters to donate while match funding was still available.



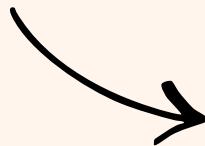
After

We closed the loop by celebrating success, thanking supporters, and sharing the final impact, reinforcing trust and strengthening long-term relationships.



Newsletters

Newsletters played a central role in building momentum and guiding supporters through the Big Give journey.



the Cycle

Water. Women. World



December 2 - 9 December
Double Your Impact
Challenge Chaiwali

Donate Here to Double Your Impact Now!

The Cycle's Big Give Christmas Challenge is officially **UNICEF**! From today until Friday 9th December, every donation made through our campaign page will be matched pound for pound, instantly doubling your impact.

This year's project is both urgent and inspiring - to regenerate a local waterbody in Thoothukudi, Tamil Nadu, restoring 12 million litres of water and securing a healthier future for thousands.

Donate Here to Double Your Impact

The Current Situation

All the legumes where we work, water bodies are vital, supplying drinking water to entire communities. Yet in Thoothukudi district, our waterbodies are in crisis. Many are filled with silt, invasive weeds, and waste, while industrial pollution has made the remaining water unsafe for daily use. Groundwater is being over-exploited and climate change is intensifying both flooding and water scarcity. As a result, communities are facing growing water scarcity, health risks and environmental decline. Without urgent restoration, the region's water resilience and wellbeing are under serious threat.

The Solution

Our project will regenerate a waterbody near the Chembarambakkam reservoir - the main drinking water source for Chennai and Thoothukudi. It will boost groundwater recharge to counter over-exploitation and reduce flooding during the monsoon. Our projects don't just restore waterbodies, we rebuild the systems around them. We will train women to become "Water Witches" who lead water testing and community advocacy. We will engage children as "Water Stewards", nurturing a generation that grows up protecting and sustaining their shared resources. We also strengthen village Committees to ensure the change lasts long after the project ends.

Through this project, we will restore **12 million litres** of clean water, recharge groundwater, reduce flooding, and create lasting water security. But it also makes something even deeper: empowerment, dignity, and generational resilience.

As a water-witch from one of our earlier projects shared:

"I am not big and I have nothing to do all day, except stand water. Being my mother and wife, last year I am proud for both the water safety in my community." - S. Suresh, Water Witch, Tamil Nadu

What Transformation Looks Like:



Project Impact

This project will directly benefit over 10,000 people in Thoothukudi district, securing a local waterbody. This will:

- Improve access to clean water through sustainable waterbody management
- Recharge groundwater and reduce flooding during monsoons
- Lower water-borne diseases thanks to safer water access
- A restored waterbody becomes a living classroom, a source of pride, and a foundation for the future
- Women no longer have to spend hours a day collecting water for their communities
- A child learning about clean water today becomes a leader protecting it tomorrow

How to Get Involved

We have one week to unlock £40,000 for this urgent project. To achieve this, we need to raise £20,000 in online donations during the Big Give Christmas Campaign, and every donation made through our campaign page will be matched up to that amount.

This is your chance to double your impact. Give via our campaign page before Friday 9th December and your donation will go twice as far.

Act now. Every pound becomes twice as powerful.

Thank you so much for your support!

With great thanks to our champion funders of the Coca-Cola Foundation, and The Big Give.

Donate Here to Double Your Impact

Want to change how you receive these emails? [You can update your preferences or unsubscribe from this list.](#)

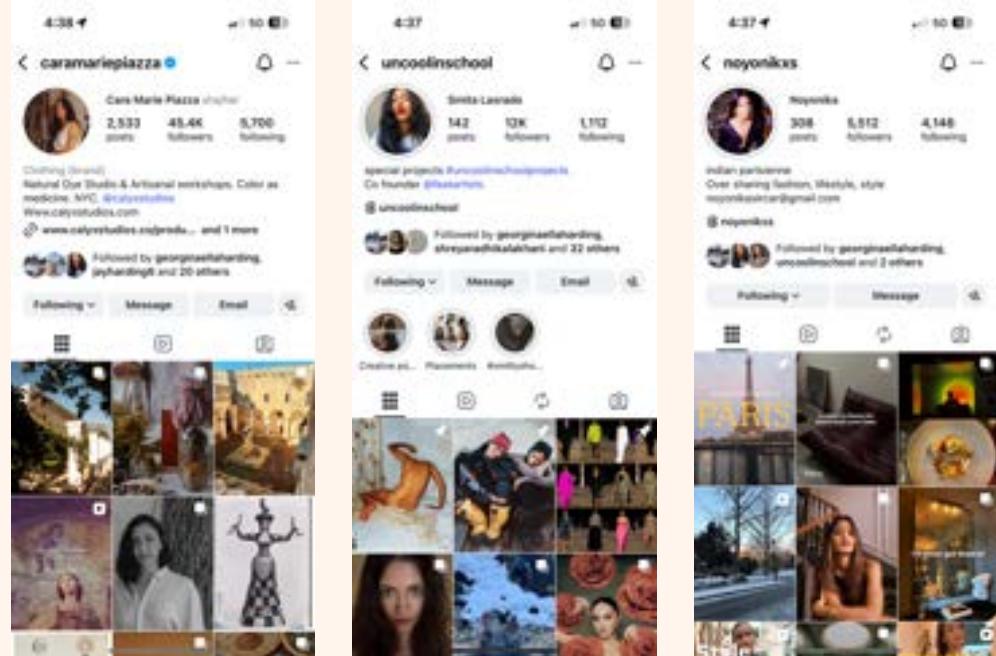


Ambassadors and Support

The Cycle is supported by a diverse network of ambassadors spanning women's health, the arts, academia, and advocacy. During the Big Give Christmas Campaign 2025, our ambassadors actively shared the campaign across their own networks, helping extend our reach beyond our existing donor base.

Because Big Give donations are time-limited and matched, this peer-to-peer promotion was especially powerful in driving urgency and trust. Supporters were introduced to the campaign by people they already follow and believe in, helping convert awareness into donations during the match-funding window.

This ambassador support not only increased income during the campaign, but also brought new people into The Cycle's growing community, strengthening our supporter base for future campaigns.



New networks and donors!

Community Engagement: UCL Students

We recently partnered with UCL FemTech and the Women's Health Society to launch our new Student Ambassador Scheme, inviting students to support The Cycle's work in a practical way.

Students pledge to raise £250 each year, and we kicked things off by visiting UCL to talk about our work and the difference their support could make.

During the Big Give week, the students organised a bake sale on campus, using QR codes linked to our Big Give page so that every donation made for a cake was doubled through match funding.

They raised **£380**, shared our story with new people, and brought a great sense of energy to the campaign.

Small donations quickly added up, and many new people were introduced to The Cycle for the first time.



Community Engagement: Corporate Partnership

As the annual charity partner of Allsop, we were delighted by how enthusiastically their team supported the campaign. When they heard about the match-funding opportunity, they were keen to get involved.

Allsop hosted an auction night at their offices, where staff bid on everything from homemade cakes and hot chocolate vouchers to redeem in the office to Premier League and West End tickets. All donations could be made through our Big Give campaign page, so every gift was matched and doubled.

Together, the Allsop team raised an impressive **£5,400** through the auction.

It was a great community moment and a chance to engage our corporate partners in a fun, practical way while increasing the impact of their fundraising.



Mentoring Scheme

Following the success of The Big Give Christmas Campaign 2024, The Cycle took part in The Big Give mentoring scheme as a mentor organisation.

Lily, who leads on The Big Give campaigns at The Cycle, acted as the mentor. We were partnered with The World Transplant Games Federation (WTGF) to support them in preparing for and delivering their campaign. Lily held an initial mentoring call with the WTGF team, where she shared insights from our previous Big Give campaigns and discussed what has worked well for us in practice. The mentoring focused on practical, hands-on support, including:

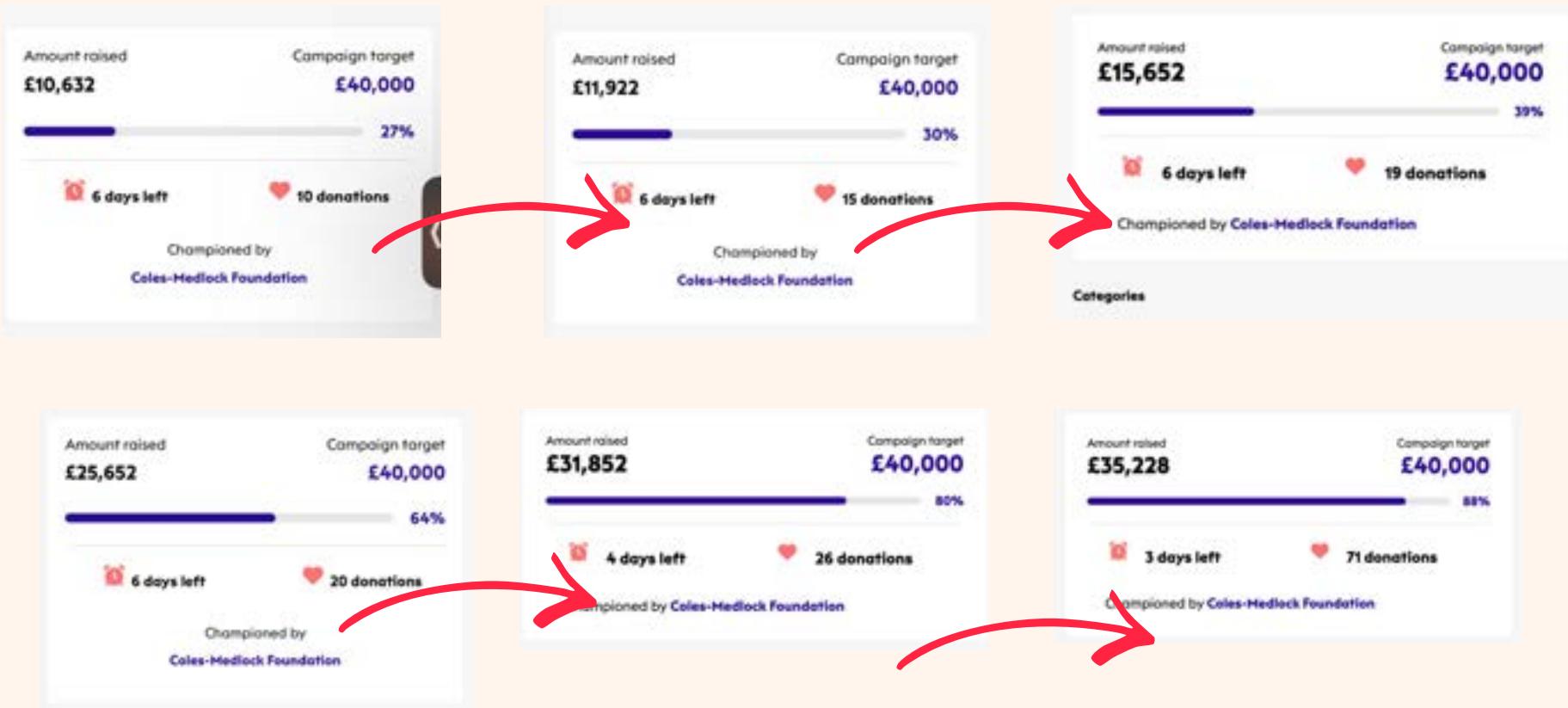
- Pre-campaign planning and timelines
- How to effectively use the Trello board
- Strategies for engaging supporters through social media
- Using newsletters and targeted individual emails
- Sharing campaign assets and promotional plans

This was an extremely mutually beneficial experience, providing valuable space to talk through different approaches, refine ideas, and share learning about what works well in Big Give campaigns.

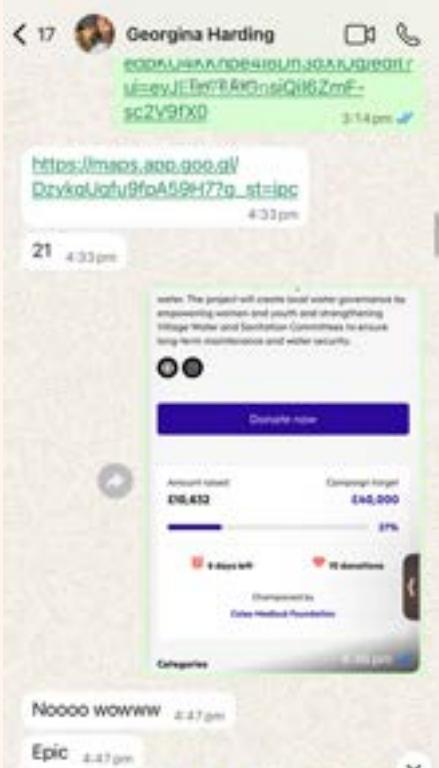
We learned a great deal from the experience ourselves and were delighted to support another charity in strengthening their campaign and successfully meeting their fundraising targets. We love charities supporting charities!



The Campaign Week



And The Cycle Team LOVED following along!



Georgina Harding

https://mms.app.goo.gl/DzykoJofu9foA59H72o_st=ipc

Amount raised: £31,852 | Donating target: £40,000

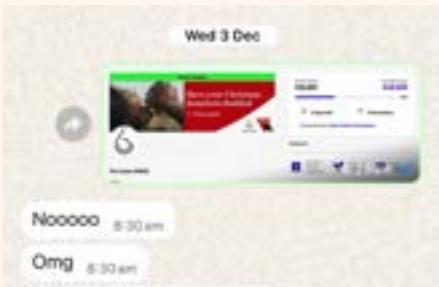
4 days left | 10 donations

Championed by: Cycle Health Foundation

Categories:

10:33 pm: Nooooo WOWWW

10:33 pm: Epic



Wed 3 Dec

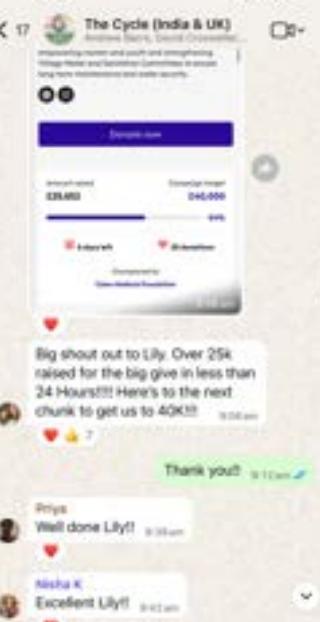
Nooooo

Omg

Amount raised: £32,500 | Donating target: £40,000

5 days left | 10 donations

Championed by: Cycle Health Foundation



The Cycle (India & UK)

Andrew Banks, David Crosswell

Amount raised: £31,852 | Donating target: £40,000

4 days left | 10 donations

Championed by: Cycle Health Foundation

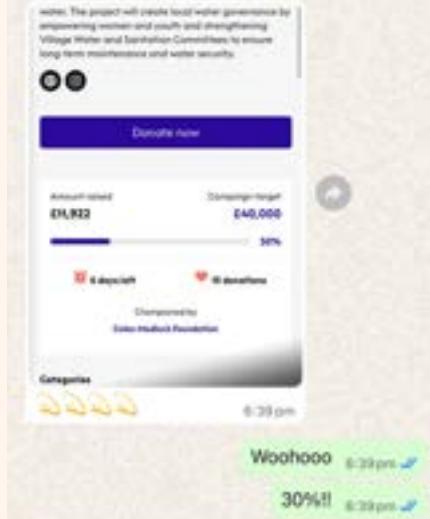
Categories:

10:33 pm: Thank you!

10:33 pm: Priya Well done Lily!!

10:33 pm: Nisha K Excellent Lily!!

10:33 pm: Big shout out to Lily. Over 25k raised for the big give in less than 24 Hours!!! Here's to the next chunk to get us to 40K!!!



Amount raised: £31,852 | Donating target: £40,000

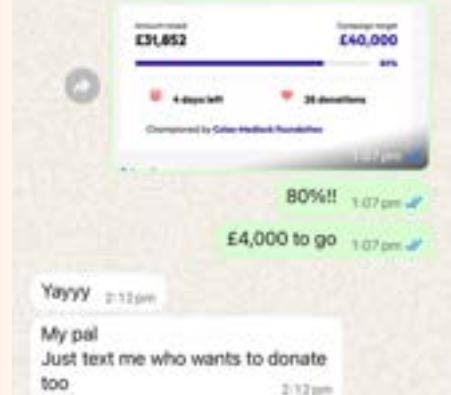
4 days left | 10 donations

Championed by: Cycle Health Foundation

Categories:

10:33 pm: Woohooo

10:33 pm: 30%!!



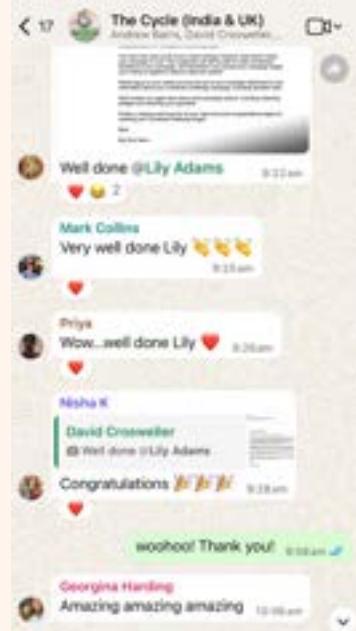
Amount raised: £31,852 | Donating target: £40,000

4 days left | 26 donations

Championed by: Cycle Health Foundation

10:33 pm: Yayyy

10:33 pm: My pal Just text me who wants to donate too



Amount raised: £40,000 | Donating target: £40,000

4 days left | 26 donations

Championed by: Cycle Health Foundation

10:33 pm: Well done @Lily Adams

10:33 pm: Mark Collins Very well done Lily

10:33 pm: Priya Wow...well done Lily

10:33 pm: Nisha K David Crosswell @ Well done @Lily Adams

10:33 pm: Congratulations

10:33 pm: woohoo! Thank you!

10:33 pm: Georgina Harding Amazing amazing amazing

Financial Results

Pledge: £10,000

Champion Funds: £10,000

Total donated: £21,062

Gift Aid generated: £3,339

Average gift: £247.79

Median gift: £5

- 42 donations were under £5
- 58 donations under £50 (68% of all gifts)
- 11 donations between £50–£249
- 16 donations of £250+



Results Continued

First 24 hours	24–48 hours	48–72 hours	After 72 hours
21 donations £13,346	3 donations £580	3 donations £2,240	58 donations £4,896



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graph LR; A[First 24 hours] --> B[24–48 hours]; B --> C[48–72 hours]; C --> D[After 72 hours]
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Over 60% of the funds were raised in the first 24 hours, showing the strength of our preparation and core supporter mobilisation. The rest of the week was powered by a steady flow of small gifts, driven by students, ambassadors and social sharing, demonstrating how match funding kept momentum going well beyond launch day.

Evaluation

42 donations were under £5



Barrier to entry is low

Most of the £2–£5 gifts came from new donors



The campaign brought new people into The Cycle

68% of gifts were under £50



The campaign was community-powered

63% of funds came in the first 24 hours



Pre-campaign preparation worked

£3,339 raised in Gift Aid



Donor trust and engagement were strong

Reflections and Learnings

1. **Preparation mattered.** Mapping our supporters, planning our communications, and setting up our systems in advance helped us hit the ground running when the match-funding window opened.
2. **The first 24 hours were critical.** A strong launch created momentum that carried through the rest of the week.
3. **Small donations powered the campaign.** With many gifts under £5, match funding made it possible for lots of people to take part and still have an impact.
4. **Community made the difference.** Students, ambassadors, staff, and trustees shared the campaign and brought in new supporters.
5. **Live updates kept energy high.** Seeing progress in real time encouraged people to donate while match funding was still available.
6. **We grew more than income.** The campaign strengthened our supporter base and brought new people into The Cycle's community.

THANK YOU!

Thank you to The Big Give team for their platform and support. Over the years, The Big Give has become one of our strongest fundraising channels, and we are very grateful for this.

We are also grateful to Savills Investment Management, the Coles-Medlock Foundation, and everyone who donated and shared the campaign.

Finally, thank you to our sister organisation, Sanitation First India, whose work on the ground makes the impact of this campaign possible.



Most Importantly... The Impact

Because of this campaign, a local waterbody in Tiruvallur district will be restored, creating **12 million litres of water storage** and supporting around **10,000 people** who depend on it.

This means more reliable access to clean water, better groundwater recharge, and fewer health risks linked to unsafe or unreliable water. It will also help protect the area from both drought and flooding, making the community more resilient to climate change.

Just as importantly, the project will strengthen local leadership. Women and young people will be trained and supported to take care of the waterbody, test water quality, and help manage this vital resource for the long term.

Next year, we will invite Big Give supporters to visit India and see the impact of this work first-hand.

