Earth Raise

2026 Impact Report

Scaling the UK's biggest environmental philanthropy movement

In partnership with:

Environmental Funders Network

BigGive



2 Earth Raise

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

Earth Raise

Earth Raise supports environmental charities working to protect and preserve our planet. Through match funding, the campaign helps donations go further for organisations safeguarding ecosystems, protecting endangered species, promoting sustainable living, and taking action on climate change.

Problem

Environmental charities are tackling urgent issues, from biodiversity loss to climate change, while facing a difficult fundraising climate and rising delivery costs. Despite this, environmental causes receive less than 5% of UK public giving, limiting the sector's ability to respond at scale.

Solution

Earth Raise uses Big Give's proven match funding model to double donations, encouraging more people to give and to give more. The campaign also shines a light on these important issues and helps charities build confidence in digital fundraising, increasing their future impact for people, nature and the planet.



3 Headline Statistics

22 - 29 April

"People care deeply about nature, but they don't always know how to help. Earth Raise makes that connection simple, and this year we've seen just how powerful that can be. I'm incredibly proud to support a campaign that's helping so many people take meaningful action for the planet."

- Megan McCubbin | Big Give Ambassador



Click me to visit the campaign landing page!

Total raised inc Gift Aid

£10,927,464

Charities supported

338

Number of donations

47,243

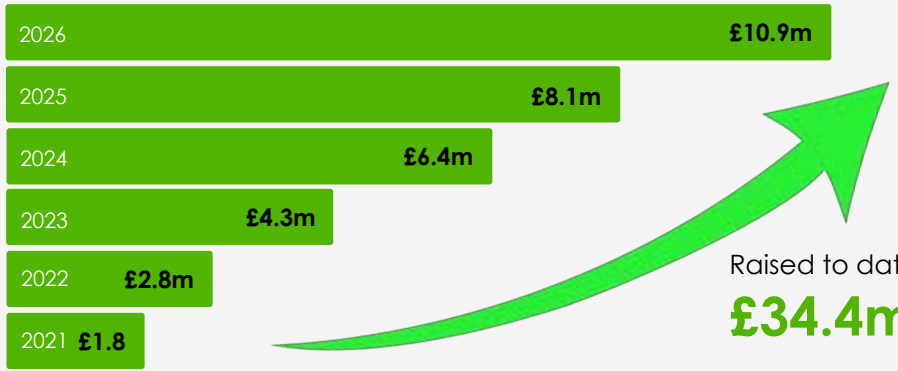
Amount of match funds

£5,213,481

Match funds used

93%

Impact to date



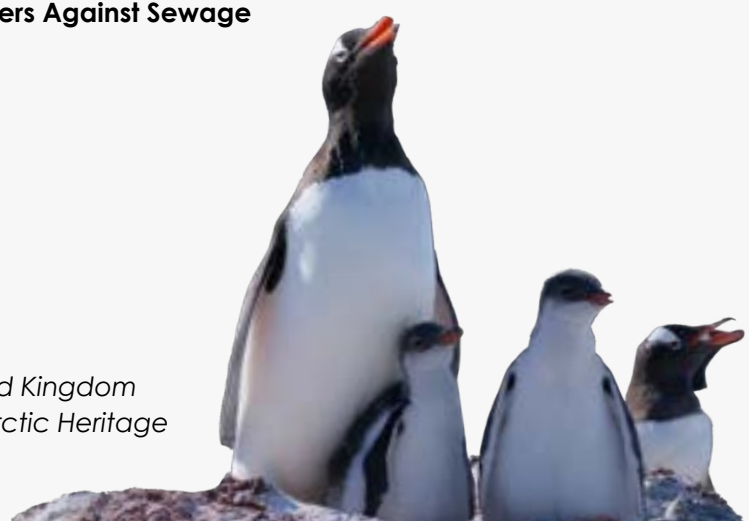
Raised to date

£34.4m

4 The Process

"The biggest value for us is the chance to bring our whole movement together for one intense week where every donation is doubled. As a grassroots organisation, our strength has always come from people - individuals, businesses, local groups and communities who refuse to sit back while the ocean is under threat. The Big Give / Earth Raise captures that spirit perfectly. Thousands of supporters give what they can, and together they create something far bigger than any one person could achieve alone"

- Surfers Against Sewage



United Kingdom Antarctic Heritage Trust

The raise (Jan - March)
Secured match funding commitments from **21** "Champions" - a mix of trusts & foundations, companies, individuals and public funders
£5.2m match funding secured

Applications (Jan - February)
Marketed the opportunity to charities and applications submitted via BigGive.org
379 charity applications.

Selection (March)
Application due diligence, selection and notifying charities.
Partnership with sector experts to analyse applications.
89% of charities received a funding offer

Marketing (March - April)
Supporting the charities to maximise match funding opportunity.
91% 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)
47,243 donations made

Learning (Post-campaign)
Impact reporting, feedback and reviews

5 Measuring the impact

Key data from our Earth Raise 2026 post-campaign charity survey

Resilience

Generating more and bigger donations



72%

received more donations vs comparable fundraising

65%

bigger donations vs comparable fundraising

"Earth Raise would, therefore, seem to be the single best opportunity annually for our supporters to contribute towards our work. We hugely value this and it stands apart from the, sometimes highly onerous, requirements of securing major grant applications." - **Power for People**

Skills

Building skills within charities



74%

reported having no or some experience of digital fundraising

91%

reported increased confidence in digital fundraising

"We've managed to raise funds we wouldn't otherwise have, have raised the profile of our organisation, but probably most importantly we've begun a process of changing the mindset within the organisation to one better suited to individual donation raising."
- The Centre for Investigative Journalism

Profile

Attracting new support and raising the charities' profile



96%

received donations from new supporters

75%

Reported an increase in profile

31%

of campaign donations were estimated to be from new supporters

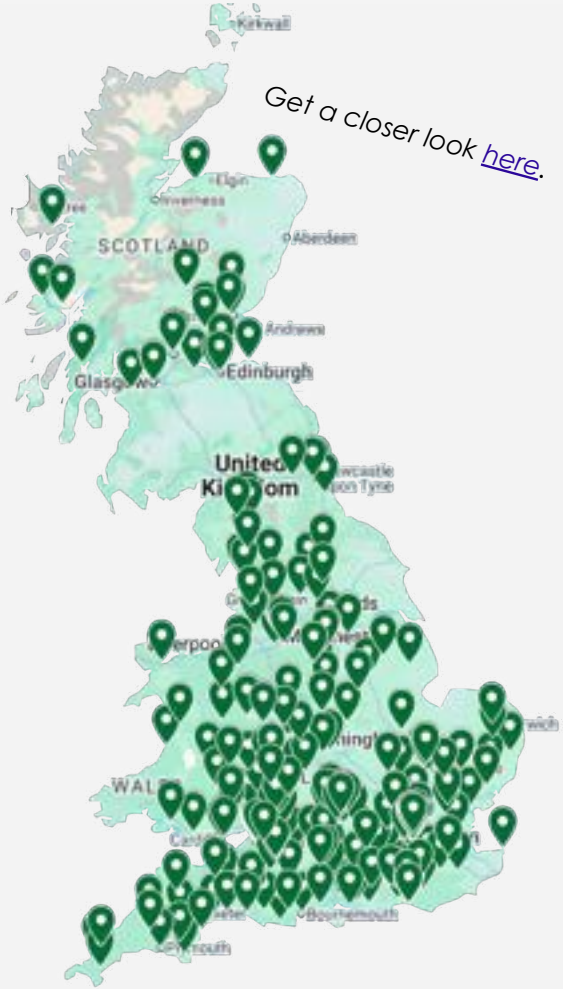
"The match funding is transformative for our small charity as it elicits more donations also from people who may otherwise not donate." **- Royal Entomological Society**

6 Best-in-class portfolio

Overview of participating organisations

Earth Raise featured 338 exceptional charities. The logos below represent a selection of these high impact charities:

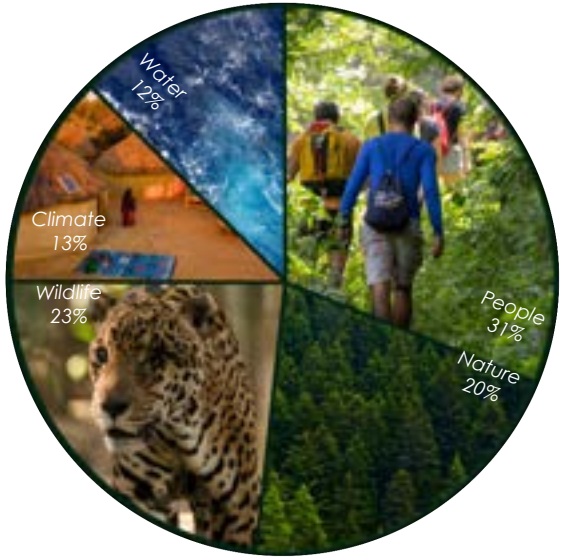
Friends of the Earth
PIPAL TREE
A ROCHA INTERNATIONAL
SURFERS AGAINST SEWAGE
SolarAid
FREE
EARTH/PERCENT
WWT
GLOBAL GOALS CENTRE
FareShare
WFN
The Wildlife Trusts
Ashden
Fauna & Flora
MARINE CONSERVATION SOCIETY
SHARK TRUST
studio bluegreen
TREE AID
earth trust
ClientEarth
Bees for Development
Tusk
RAINFOREST ALLIANCE
Size of Wales Maint Cymru
COOL EARTH



Get a closer look here.

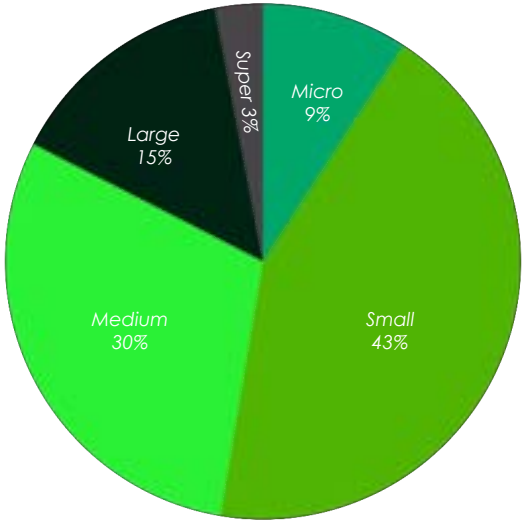
7 Best-in-class portfolio

Charity Theme



When charities apply to Earth Raise, we categorise their work as one of: **Water, Nature, Climate, Wildlife, or People**.

Charity Size



We also track the size of charities taking part:

Micro (<100k) Small (<1m)
Medium (<5m) Large (<25m)
Super (>25m)

Data represents the number of organisations not total raised



"Earth Raise creates a real sense of community momentum. It brings people together around a shared goal and encourages collective action to help us reach our target and make a tangible difference. It's exciting and highly engaging, and people enjoy taking part because they can clearly see the impact they are helping to create"

- The Cycle

Doubling the difference

Highlighting three fantastic charity partner case studies

"Taking part in Earth Raise has helped our organisation raise vital funds, reach new supporters, and increase awareness of the important link between bees, biodiversity, and sustainable livelihoods. It has also strengthened our digital fundraising and storytelling, while connecting us with a wider community of environmentally focused organisations and supporters." **Bees for Development** raised **£104,725. (incl GA)**

"Taking part in the Big Green Give Earth Rise Campaign enabled a real kickstart to the fundraising for an important project. Having a short window in which to secure the funding gave a real sense of urgency which we attribute as a key motivating factor to many supporters choosing to donate." **Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust** raised **£120,899 (incl GA)**

"Taking part in Earth Raise has meant we can continue our vital work at our Food Pantry - helping the Environment as well as the most vulnerable in our community. It has also meant we have been able to expand our food growing, with work to establish a further growing site already taking place." **Local Energy Action Plan SCIO** raised **£23,996 (incl GA)**



The Joliba Trust

10 Plant Your Future

A closer look at one of this years charity partners…



Summary:
Plant Your Future help shift agriculture away from practices that drive deforestation and towards tree-based systems, restoring soils and tree cover on farming land, supporting wildlife recovery and enabling smallholder families in the Amazon rainforest to build more secure livelihoods.

Amount Raised: £32,831 raised incl. Gift Aid

Impact:
These funds will go straight to our grassroots work with smallholder farmers in the Peruvian Amazon. We will run our Farmer Field School training and provide farmers with the practical materials needed to care for young trees already growing on their land, and we will get prepare for the next planting season, buying and planting seed in our nursery and our ambitious goal to continue restoring degraded lands in the Peruvian Amazon.

At a time when climate impacts are intensifying and biodiversity is under continued pressure, the campaign and funds raised ensure we can continue offering hands-on, long-term support to families restoring their degraded farmland, allowing them to adopt sustainable farming and bring trees back to their farms.



11 Our 2026 Marketing Strategy

Pass the mid - lend your voice to nature

Our 2026 goals centred on delivering a nationwide, digital-first campaign anchored around Earth Day (22 April).

Through our headline collaboration with Jordan Stephens and Studio BlueGreen, alongside more than 100 creator and celebrity videos shared across social media, Earth Raise reached new audiences, generated exceptional engagement and delivered one of our strongest campaigns to date.

Read the full Marketing Report



Watch the Jordan Stephens x ReRooted collab

40.7m OOH impressions

75m+ media reach

15m+ social media impressions

23.7m+ combined social media followers

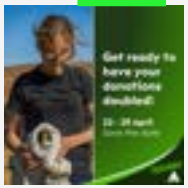
Our 2026 Marketing Strategy: Telling the story

The 'Pass the mic' campaign was featured across a range of owned, earned and paid media channels to help raise awareness and encourage donations. This included: social media ads, PR placements, an out-of-home campaign spanning 244 sites, alongside email and website activations. Big Give also provides a suite of free training and support to enable our charity partners to communicate about their involvement in the campaign.

- Across all media types, a combined readership **67,313,085**
- No. of people who visited Big Give's website during the Campaign **480,006**
- Our social media posts had **2,294,490 impressions**

Assets









Creator Content

Campaign video



OOH Marketing











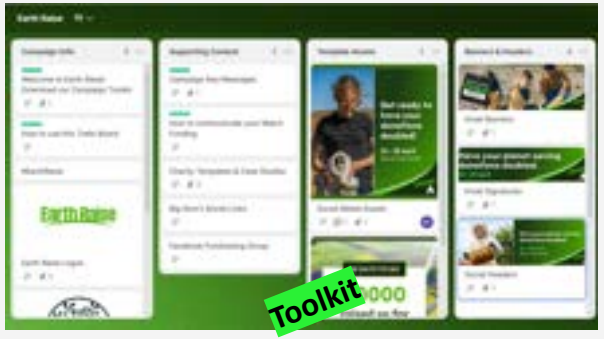
Highlights Reel







Celebrity Engagement



Toolkit



Hello! Magazine

13 What's next?

Earth Raise: expected impact

When we launched Earth Raise, our ambition was to create the UK's defining annual moment for environmental giving. Since 2021, together with our partners, we've raised more than **£34 million** for environmental charities, making Earth Raise the UK's largest collective fundraising campaign dedicated to the environment. In 2027, we want to:

1. **Scale our digital-first approach**: Invest in high-impact creative content, creator partnerships and paid media to grow Earth Raise's reach, engagement and supporter base.
2. **Strengthen partnerships and audience activation**: Build deeper collaborations with charities, creators and campaign partners to amplify environmental stories and inspire more people to take action.

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



Organisations supported include:

Surfers Against Sewage · Blue Marine Foundation · Friends of the Earth · Renewable World · Rewilding Britain · SolarAid · The Wildlife Trusts · WWF · ClientEarth · Possible.

14 What's next?

How you can stay involved in future campaign opportunities

Despite economic challenges, the efficacy of match funding has remained strong, evident in another record breaking campaign allowing us to support more charities than ever. You're part of our growing community of match-funding Champions and we'd love you to join us again for 2027.
Together, we can continue to double the difference.

Upcoming funding opportunities:

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

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

Small Charity Week (June) - Supporting a portfolio of best-in-class small 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.

15 Thank you to our Champions

You've joined a total of **21** Champions took part in the campaign, each contributing an average of £170,067 in match funding, including:

POSTCODE LOTTERY

POSTCODE GREEN TRUST

Reed Foundation

Garfield Weston FOUNDATION

The Balcombe Charitable Trust

AKO Foundation

PlanAid all about nature

Any many more…

Thank you

For more information please contact:
champions@biggive.org

Or visit:
biggive.org/funders/

