

Managed Champion Fund Proposal: **2016 Christmas Challenge**

This proposal sets out the opportunity for individuals to contribute to a fund managed by the Big Give for the Christmas Challenge 2016; a unique opportunity to leverage your philanthropy at least four times. A contribution of £10,000 or more is required. This would enable more charities to participate in the Christmas Challenge 2016 and would help raise circa £40,000 for the supported charities.

1. What is the Christmas Challenge?

1.1 The Christmas Challenge, founded by the entrepreneur and philanthropist Sir Alec Reed CBE, is the UK's biggest online match funding campaign which helps UK-registered charities raise funds for their cause.

1.2. Our match funding model utilises a matching fund which comes from a combination of two sources: philanthropists brought by the Big Give ('Champions') and charities own major donors ('Pledges'). These matching funds are ring-fenced to each of the participating charities and are used to match online donations to said charities. This model ensures every £1 invested by our Champions helps raise £4 for their chosen charities.

1.3. Other funders such as Statutory (e.g. The Cabinet Office, Arts & Business), Corporates (e.g. ICAP, Candis Magazine), Trusts & Foundations (e.g. The Reed Foundation, The Garfield Weston Foundation, The Childhood Trust) and High-Net Worth Individuals have acted as 'Champions' in the past and chosen to use the Christmas Challenge as an effective philanthropic tool.

2. The 'Managed Champion Fund' opportunity

2.1 To leverage your philanthropy at least four times by contributing to one (or more) of the Managed Champion Funds (see below). The minimum contribution for each fund is £10,000.

2.2 The Big Give will curate the best of UK-registered charities to be supported by each of the funds for the Christmas Challenge 2016 through a thorough application and review process.

International Fund



To support charities working with communities in developing countries across the globe and helping to achieve the [Sustainable Development Goals](#).

Types of projects funded are clean water, education, healthcare, peace building, livelihoods.

UK Fund



To support charities working to address the needs of vulnerable people across the UK and to tackle the root causes of their vulnerability.

Types of projects funded are homelessness, food banks, youth work, elderly, information & advice.

Environment & Animals Fund



To support charities focussed on safeguarding the environment and improving animal welfare in the UK and overseas.

Types of projects funded are rainforest, nature reserves, endangered species, dogs/cats homes.

The Arts Fund



To support charities focussed on promoting, and delivering arts, music, culture and sport projects across the UK.

Types of projects funded are theatre, orchestras, ballet, galleries, sports clubs.

The 'Small' Charities Fund



To support smaller charities with an annual income of less than £2 million who are delivering impactful projects.

Types of projects funded are a broad and include UK community groups, smaller international NGO's and environmental organisations.

2.3 Commitments to the Managed Champion Fund are used to form half of the matching pot to double online donations to charities participating in the campaign, which have been pre-selected by the Big Give and its partners. The other half of the matching pot comes from commitments made by charities own major donors ('pledges').

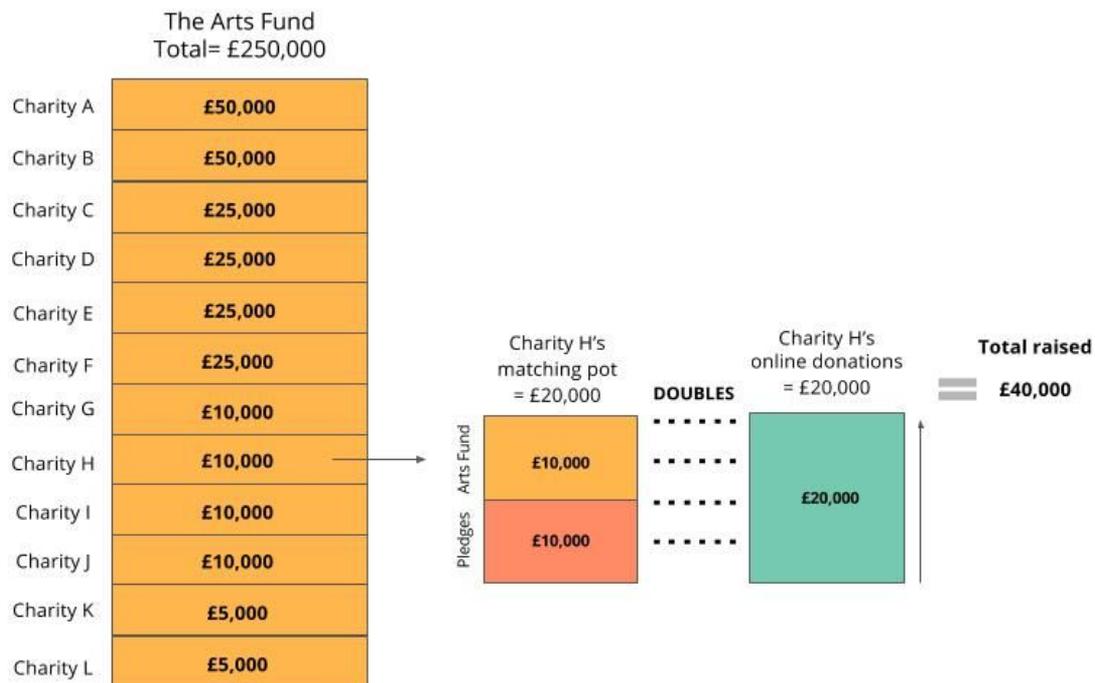
2.4 The matching pot is finalised before the campaign takes place. It is ring-fenced to each charity participating in the campaign and is used to double online donations to said charities when the campaign launches on 29th November 2016.

3. Example of the 'Managed Champion Fund'

3.1 An example of how the matching model works for the Managed Champion Fund (e.g. Arts Fund) is as follows. Please note the numbers used are for illustrative purposes only:

- The Big Give secures multiple commitments from individuals to support the Arts Fund totalling £250,000.
- Charities apply to take part in the Christmas Challenge. The Big Give carries out extensive due diligence on the applicants and selects 12 charities to be supported by the Arts Fund.
- The Arts Fund allocates the same amount to each charity as the charities have secured in pledges (promises of funding from their own major donors).
- For example, Charity H (Figure 1 below) is aiming to raise £40,000. It secures £10,000 in pledges and is allocated £10,000 from the Arts Fund to complete its matching pot of £20,000. This matching pot doubles online donations made to the charity when the campaign launches.
- The Arts Fund's contribution of £250,000 raises circa £1,000,000 through our match funding model.

Figure 1: The matching model for the Arts Fund contributing £250,000 to support 12 charities



4. Benefits

4.1 Support to UK-registered charities through the UK's biggest online match funding campaign.

4.2. The unique match funding model (see paragraph 1.2) will see your contribution leveraged between four and five times.

4.3 Thorough research undertaken by the Big Give to curate charities for the Managed Champion Fund. As specialists in match funding, the Big Give is committed to conducting extensive due diligence on Christmas Challenge applicants to ensure charity projects of the highest quality are selected.

4.4 Access to a diversified portfolio of charities operating in your field of interest.

4.5 An innovative and hassle-free way to support UK-registered charities. You will receive updates from your Big Give fund manager and be supported throughout your entire philanthropic journey.

4.6 Incentivises other UK donors to give online to participating charities through match funding offer. For example, the average donation on the Big Give site is £132 but rises to £333 when matching is offered / 82% of donors surveyed are more likely to give when matching is offered and 1 in 3 donors would give more. (Source: www.thebiggive.org.uk/match-funding).

4.7 Builds a charity's capacity to develop a range of fundraising streams, from individual givers to major donors as well as recruiting new donors. More than half of charities that participated in the 2015 Christmas Challenge indicated they received new major donor funding through securing

pledges and said they gained new individual givers from the 2015 Christmas Challenge.

4.8 Increased exposure and visibility of your philanthropy in the UK charity sector. The Christmas Challenge is featured across the charity and philanthropy press and gained traction on social media with tweets from Sting, Stephen Fry and Gabby Logan.

6. Contribute to a Managed Champion Fund

6.1 The approximate timeline for the Managed Champion Fund is as follows:

- Individuals commit at least £10,000 to Managed Champion Fund - August 2016
- Charity selection - Sep/Oct 2016
- Christmas Challenge goes 'live' on #GivingTuesday - 29 Nov 2016
- Individuals fulfill match funding commitment to charities - Jan 2017

6.2 To contribute at least £10,000 to the Managed Champion Fund for the Christmas Challenge 2016, please contact Alex Day, Director of the Big Give at champions@thebiggive.org.uk

7. More about the Big Give

7.1 The Big Give team will provide support and guidance throughout the Christmas Challenge and has a successful track record of running online match funding campaigns since 2008.

7.2 The Big Give has been featured in articles in The Telegraph, The Sunday Times, The Wall Street Journal and The Economist and has won awards from Third Sector, Charity Times and Technology4Good.

7.3 Since being founded by Sir Alec Reed in 2007, the Big Give has helped to raise over £74 million for UK-registered charities. The Big Give is generously supported by reed.co.uk.