Charities: apply now for The Big Give match



This Christmas The National Lottery Heritage Fund is pledging £250,000 to help heritage charities raise at least £1million.

We are one of the Champions of The Big Give's Christmas Challenge, the UK's biggest online match funding campaign, where every £1 we invest will help raise at least £4 for selected charities.

The Christmas Challenge takes place from 3 December – #GivingTuesday – until 10 December 2019.

Our investment is part of our commitment to build capacity and resilience in the heritage sector by helping organisations develop current, and grow new, income streams.

> 94% of charities who took part in last year's Christmas Challenge said it helped them attract new donors, and 63% said existing donors gave more.

Want to take part?

Update: Deadline extended! Applications are open now until **19 July** for charities to submit details of their projects and fundraising targets.

Applicants must:

- be a UK registered charity
- have at least one year of filed accounts
- have a minimum annual income of £25,000

Once charities have submitted their application, it’s time to start speaking to key supporters – major donors, trustees, and local businesses – to collect pledges, or promises of funding, that will contribute to a pot of matching funds.

Applicant must raise at least £1,000 in pledges, up to a maximum of £25,000.

These pledges, along with our contribution, will go towards doubling all online donations made to selected charities via TheBigGive.org.uk from 3-10 December, until the marching pot is used up.

Charities can still carry on accepting donations once the matching pot is empty, and the most successful fundraisers will be nominated for The Big Give Awards.

Alex Day, Director of The Big Give, said: "We are delighted to have the National Lottery Heritage Fund on board. The funding they are providing will not only help to support charities financially, but to give them the opportunity to build their digital fundraising skills and experience, and therefore help them to become more sustainable for the future."

To find out more, and apply, visit The Big Give website.