

What is the Big Give?

The **Big Give Christmas Campaign** is a major UK-based charitable fundraising initiative that takes place annually in the lead-up to Christmas. It is organized by **The Big Give**, a nonprofit platform that helps charities raise money through match funding.

The **key feature** is the **match funding model**. During the campaign week (2nd December – 9th December 2025) any donations made to Age UK Richmond on the Big Give platform will be match funded.

When is the Big Give Christmas Challenge 2025?

The 2025 Big Give Christmas Challenge runs from midday on Tuesday 2 December to midday on Tuesday 9 December. Only donations made during this timeframe are eligible to be doubled from the match funding pot.

Where do I need to make my donation?

To be matched, donations must be made on the Big Give Christmas Challenge website.

[Click Here to Donate](#)

You will only be able to donate there between midday Tuesday 2 December 2025 to midday on Tuesday 9 December 2025.

What payment methods can I use to make my donation?

Donations can be made by debit or credit card, Apple or Google Pay, BACS. Any donations made offline eg cash or cheques cannot be doubled through the Big Give Christmas Challenge.

Can I Gift Aid my donation?

Yes if you are a UK tax payer and your donation qualifies for Gift Aid you will be able to select Gift Aid during the process.

Does the Big Give charge a fee for my donation?

The Big Give charges a small processing fee for each donation which varies depending on the payment method. Find out more [here](#)

When making your donation, you will also be asked if you would like to make a voluntary contribution to support the running of the platform. If you would prefer not to, select 'other' from the drop down menu and type '0'.

Where does the match funding come from?

The match funding comes from some of our generous supporters called “**pledgers**” (individual supporters) and **Shanly Foundation** (Big Give champion funder). Every donation up to £5000 will be doubled by this pot until we reach our target of £10,000.

Can I donate after you have reached your target of £10,000, but before the end of the campaign week (midday 9th December)?

Yes, absolutely. Any donations after the £10,000 target is reached are actively encouraged, even though they won't be doubled as we will have used up all the match funding pot. All donations will be used to support our services.

Can I donate by cash or cheque?

Yes, we still welcome cash and cheques, but the donation won't be doubled.

Cheques – please send to The White House Community Centre, 45 The Avenue, Hampton, TW12 3RN

Cash – please give it to a member of staff at one of our wellbeing centres.

I am a pledger; can I also donate during the campaign week?

Unfortunately, a pledger cannot also donate during campaign week.

How will my donation be used?

Age UK Richmond, whilst part of the Age UK network, is an independent charity responsible for raising all its own funds. Any funds we raise are used directly to run our services to support older people, their families, and unpaid carers in the borough of Richmond upon Thames.

These services include our free Money & Benefits service, helping older people access the benefits they are entitled to; our free Nightingale service, helping older people move back into their home after a stay in hospital; our free Connect to Tech service helping older people navigate the digital world and stay connected. This is just a sample of what we do to support older people in our borough.

This campaign is a general appeal to contribute to the core costs of running our services and support as many older people, their families and unpaid carers in the borough of Richmond upon Thames as possible.

The funds will be used regardless of whether we reach our target or not. If we raise more than £10,000, we will still be able to spend the funds on the services, we offer.

What can I do if I have trouble donating via the Big Give Christmas Challenge Platform?

Please visit one of our wellbeing centres and we will have staff on hand to help you. Or call 020 3816 002.