

Women & Girls Match Fund

Empowering women and girls to dream freely, achieve proudly and live boldly.

6-13th October

Charities working in UK & Overseas

Applications open - til 24th June

£2.4m raised in Oct 2025

£7.6m raised (since 2022)



BigGive



The WOW Foundation

2 Measuring the impact-2025

Key data from our 2025 post-campaign charity survey

Resilience

Generating more and bigger donations



75%

charities received more donations vs comparable fundraising

71%

charities received bigger donations vs comparable fundraising

"The Big Give Women and Girls Campaign allowed us to connect with existing regular donors, our networks but also created an opportunity to build relationships with a selection of new donors."

- **Sophie Hayes Foundation**

Skills

Building skills within charities



88%

reported they achieved what they wanted from the campaign

93%

reported increased confidence in digital fundraising

"Through our participation in the campaign we have also been able to improve digital skills and confidence of women to make secure payments online to support a cause that is important to them."

- **WHIST**

Profile

Attracting new support and raising the charities' profile



93%

donations from new supporters

96%

strengthened bonds with existing supporters

79%

of charities reported an increase in profile

"Beyond the immediate fundraising impact, involvement in the campaign has strengthened our connection with the community, increased visibility for our mission, and highlighted the importance of supporting women and families"

- **Home Start**