

Boost morale and make double the difference with match funding

Recognising your team's fundraising efforts through match funding is a powerful tool for incentivising staff and boosting the amount raised for St Catherine's.

It works whereby the firm pledges to donate the same amount to the charity as is raised through colleagues. So if a team raises £500 through taking on a sponsored obstacle course, the company matches the total - resulting in a £1,000 being given. It illustrates senior management's commitment to charitable support, whilst also showing staff their fundraising efforts are valued and appreciated.

If you're a staff member looking to rally colleagues together to organise some charitable activity for St Catherine's, it's worth checking with your employer to see if they offer match funding. If you're an employer looking to boost the morale of your team and illustrate you're working together to help a good cause, match funding is a really effective way of highlighting this.



Match giving: A powerful tool for boosting donations

Research by The Big Give - the UK's leading match giving platform - has found that more people give when their donations are match-funded, and that some donors give more when their donations are matched.

Results of their survey showed:

- **84% of respondents felt that they were more likely to give if matching was offered.**
- **One in three donors said that they gave a larger gift because matching was applied to their donation.**
- **Match-funding was rated the most likely factor to encourage donors to give more, scoring more highly than emergency appeals, and Christmas or other religious or cultural festivals.**

Match funding is also a great way of strengthening relations between the different hierarchies of an organisation - from the chief executive to the frontline staff. It shows senior management want to be part of the fundraising effort and are keen to make a meaningful contribution towards its success.

"I'm lucky enough to work for a company which has a fantastic citizenship programme; it means I can nominate a charity that is dear to my heart to support and volunteer for, and as part of that initiative Barclay's will match pound-for-pound my fundraising efforts at those events".

Shirley Murrell, Barclays.

To find out more about match funding to support St Catherine's, please contact our Community Engagement Team:

Email: fundraising@stcatherines.co.uk **Call:** 01772 629171

"The care was so personal and the staff were fabulous – we couldn't have asked for more. Julie was very comfortable and relaxed, and they were wonderful with the whole family."

Cathy, whose sister Julie was cared for by St Catherine's