



The Big Give Christmas Challenge 2024

**You donate,
we double.**



3 - 10 December only



About Include

Include helps ensure nobody is excluded because of understanding or speaking difficulties by providing Speech and Language Therapy-based community activities and training which:

- Promote inclusion and wellbeing
- Empower people with communication needs
- Develop communication skills with individuals, services and communities



Include mainly works with people with learning disabilities and / or autism age 16 upwards. We have about 150 members. An FTE team of 4 staff and 50+ volunteers.



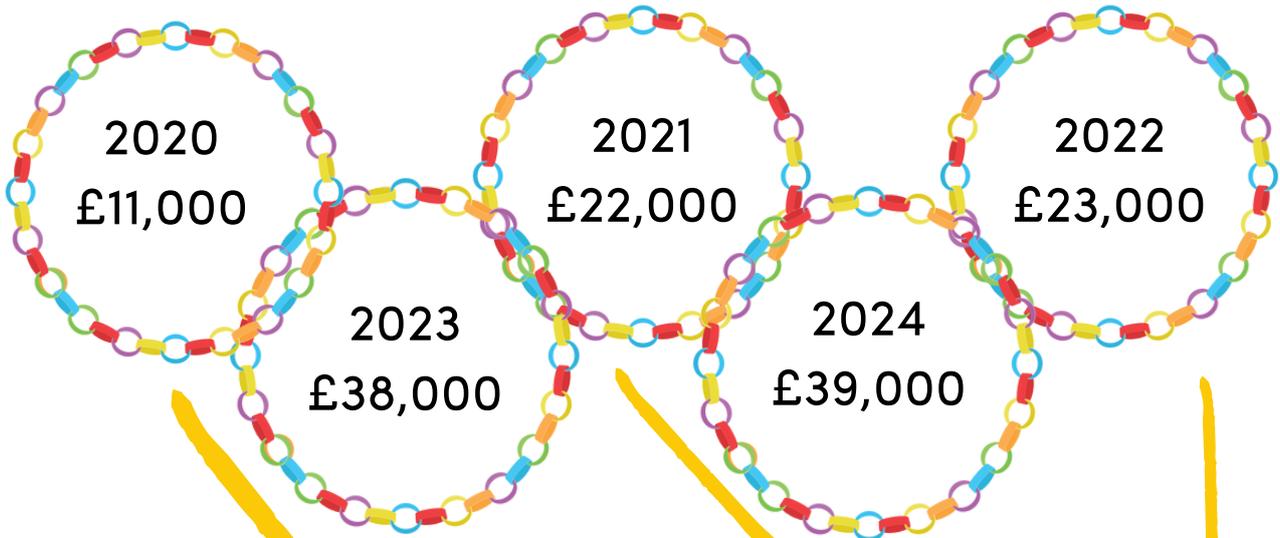
Our Projects



- What we offer:
- Makaton signing choirs
 - Inclusive wellbeing walks
 - A lived experience consultancy team
 - Supported Volunteering Programme
 - Training in Inclusive Communication
 - Speech and Language Therapy advice



The Big Give Christmas Challenge has become a significant element our fundraising strategy, contributing around a fifth of our annual income



Income / Expenditure	31/03/2019	31/03/2020	31/03/2021	31/03/2022	31/03/2023
<input checked="" type="checkbox"/> Total gross income	£25.43k	£43.14k	£63.00k	£130.25k	£109.08k



Pledged £9,000



Matched £9,000

We secured a pledge pot of £9k, with funds from two pledgers (a local company - PowerTutors, and a private supporter). ShareGift became our Champion, kindly matchfunding this. Meaning we could aim for £36,000

**Target
£36,000**



Christmas Challenge
BigGive

in(lude).org

December 3rd to 10th

Fundraising Target:
£36,000

£6,000 £12,000 £18,000 £24,000 £30,000 £36,000

Help us reach our target
Stronger When We Join Together!

Higher and higher!



In 2023 we had 75 new online donors (159 donations all together). So, 47% new, 53% repeat
Compare to 2024; 89 new donors (of 212 donations).
So, 41% new, 59% repeat

Each year our average Big Give donation value from individuals has risen from £51 in 2020, to £66 in 2021, £67 in 2022, £77 in 2023 and in 2024 £85



2020 we aimed for £5K and raised £11K (132 donations + match funding + gift aid + £1K prize)

2021 we aimed for £20K and raised £22K (158 donations + match funding + gift aid).

2022 we aimed for £20K and raised £23K (170 donations + match funding + gift aid).

2023 we aimed for £25K and raised £38K (159 donations + match funding + gift aid)

2024 we aimed for £36K and raised £39K (212 donations + match funding + gift aid)



We identified specific funding priorities, shared this on our Big Give page and made a film featuring our staff explaining what donations can do to help the charity:

£10,000 – Scale to meet demand

£4,500 – Invest in the skills of our Speech and Language Therapists

£5,000 – Towards producing inclusive documents and providing support for our experts by experience

£4,500 – Towards setting up new choirs and training staff and volunteers

£12,000 – Improve data collection and communication of impact

Our staff appeared in a short film to explain what the funds are needed for.



Our campaign was only possible because of the generosity of volunteers and supportive companies. In May 2024 we applied to the Media Trust...and were chosen as one of 10 charities to receive free support from global media agency PHD - we asked them to help plan our Big Give Campaign.

Videography



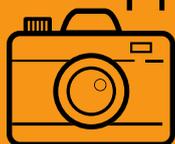
Local company Agility Films helped to tell the story of our projects and people, to really bring to life the impact of donations.



Design

Thanks to individuals who volunteered as graphic designers - Jay and Fran - we didn't have to pay for design services.

Photography



Thanks to individuals who volunteered as photographers - Nick, Graeme and Angela we didn't have to pay for photography services.



Recording

Local company The Hive Rooms recorded The Include Choir singing and their sound engineer produced two songs for us.

Coproduction is at the heart of our charity. Shared ownership of the campaign is key.



Champions Group

Our lived experience experts were involved from the start - meeting with PHD, explaining the match-funding aspect to others in a short film, and producing Easy Read information about the campaign.



The initial paperchain artwork was set up by one of our Supported Volunteers with communication needs. He was proud when he saw his work in use and on display in the local shopping centre.

We knew The Big Give would share assets focussed on the match-funding / doubling aspect that we could use - but we also wanted to develop our own campaign message and theme. This was it:

Creating Connections. Changing Lives



We know from past campaigns that having our own fundometer engages our supporters. We based the 2024 design on a paperchain gradually filling with colour. We also prepared other graphics to use in emails and on socials etc.

Christmas Challenge
BigGive
in(lude).org
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Help us reach our target
Stronger When We Join Together!

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Great start
- over £3,000 raised so far!
Stronger When We Join Together!

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Donations this week ensure inclusion happens all year
Stronger When We Join Together!

You donate, we double.
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That's £15,000. Creating connections. Changing lives.
Stronger When We Join Together!



We wanted the campaign to reach and involve the wider community – not just our existing networks. Not just people who are linked with us digitally through socials media etc. We wanted a tangible element.

Community-created paperchains!



The paperchain making was a community engagement activity with members of The Include Choir, shoppers at local shopping centre The Belfry, members of the Redhill Business Guild, and pupils at local school Hatchlands, all invited to design / create a link in the chain.



Member engagement

Ahead of Big Give week we encouraged members to join up and support each other to perform on stage at The Include Choir sessions.

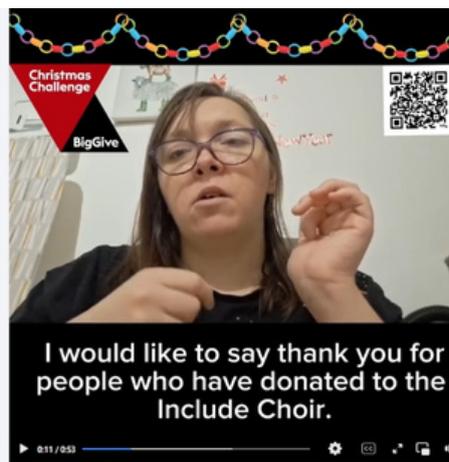


A tangible way of connecting with each other as part of the 'Creating Connections, Changing Lives' campaign - and one that built excitement in the Big Give period.



Member engagement

Over the 5 years of Include taking part in The Big Give Christmas Challenge our members have built trust in it, and a good understanding of what helps. Increasingly we are sent unsolicited messages and unscripted clips by our members. So thankful for these.



One member who joined 2 years ago very shy and quiet, decided to record herself singing a song called Hope. We added a montage of photos to create a reel and shared it across socials and via whatsapp. It was a powerful part of the campaign - completely unplanned!



With vocals by Beth ❤️

include_org
Original audio

include_org We have so many amazing moments of connection at Include that it's impossible to fit them all into one video- but we couldn't pass up the opportunity to share some photos and footage from this year; featuring a beautiful open mic recording sent to us by Beth.

Thank you to everyone who is sharing and donating to make sure we can have more moments like these ❤️ 👤 it really does mean so much.

Less than 24 hours left to reach our target!

View Insights

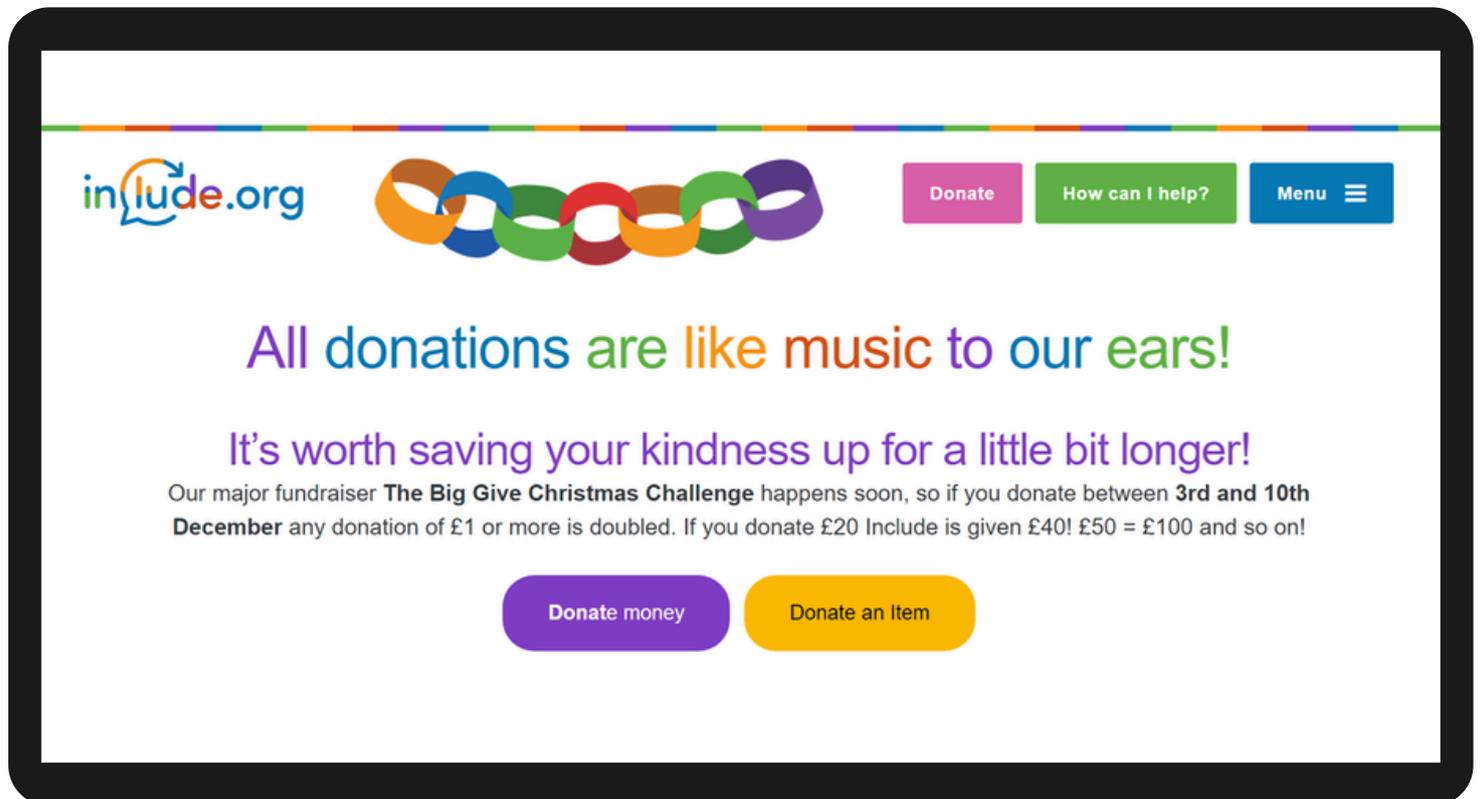
Views	728	Reach	392
Interactions	40	Link clicks	2

Boost reel

Liked by 15 people
9 December 2024

Views: Followers vs. non-followers

42%	58%
Non-followers	Followers



Website updates

We had 'save the date' information on our website home page and donate page from November. Then on the morning of the 3rd December we linked the donate button on our website to the Big Give donate page. A button on the home page also took people straight to our Big Give page for the week.

Fundraising events

Some of our supporters wanted to arrange and host fundraising events - with a view to them donating money they raised to Include via The Big Give. This was really appreciated!

Thank you to Bernice for the quiz night and Izzy for the gig night.





We planned Carol Singing performances by our Makaton signing choir in busy places during Big Give week. Train stations and the local cinema, for example. We handed out flyers with Big Give info (see below). The donation QR code on our flyers, posters and end screens was scanned 147 times.



Creating connections. Changing lives.



Join our Christmas Challenge to raise £36,000 in one week! Every £1 donated between noon on 3rd and noon on 10th December is doubled! If you donate £5 Include.org is given £10 via The Big Give!



Scan to donate
Or visit



include.org/donate



Creating Connections. Changing Lives

New Volunteers

The Include Choirs sang and signed carols at Redhill and Epsom train stations in Big Give week. This was an opportunity to hand our flyers with donation QR codes, but it also raised awareness and we received this message the same night:



“My name is Elina. I am a 31 year old primary school teacher from Greece. This afternoon, I had the pleasure to see your choir perform at Redhill station and it warmed my heart.

Although I do not personally know the choir members, I immediately felt so proud of them that it made me tear up (it's just how the brain of a teacher works I suppose!).

I wanted to congratulate the volunteers and the members of the choir too! I was wondering whether there is any way I could help as a volunteer.”

Creating Connections. Changing Lives

Award Opportunities

Twice we have entered the most popular films we made as part of our Big Give campaign into The Charity Film Awards. We were finalists in 2023 and we are in the running for the 2025 Charity Film Awards.



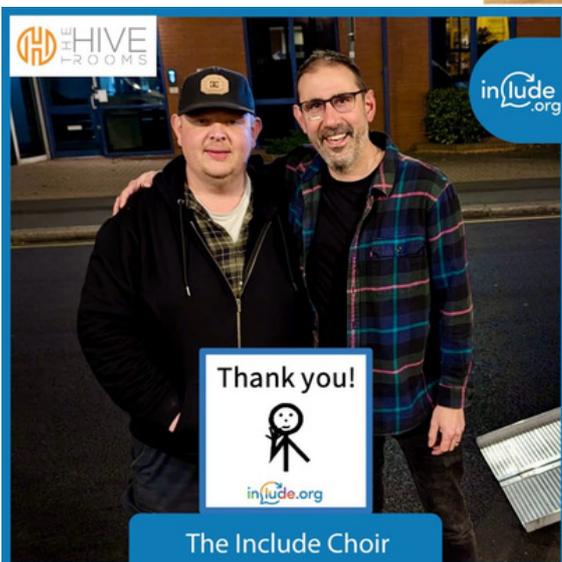
☀️ Make An Impact ☀️ Please donate here: <https://bit.ly/3Vrr91o> What impact does Include have? In this short documentary, we hear from three of our members- Amelia, Katie and Jan. 1 in 5 people will have a communication difficulty in their lifetime. This...
Dec 7, 2024

Views	Reach	Interactions
9,078	8,206	49

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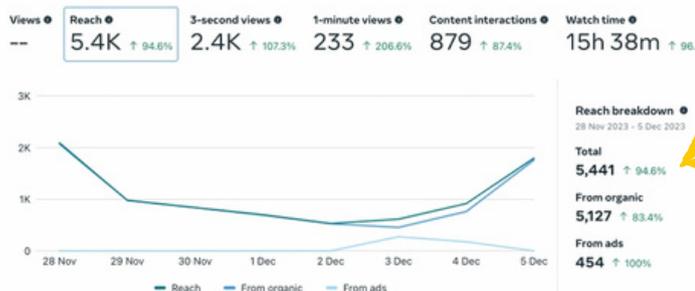
Audio Assets

Thanks to the Big Give campaign and The Hive Rooms, we now have two choir tracks we can share on radio stations. Our CEO had an interview on BBC radio Surrey during the campaign too.



Because we have done the Big Give more than once we can make year on year comparisons. Here is an example, comparing Facebook reach in Big Give week between 2023 and 2024

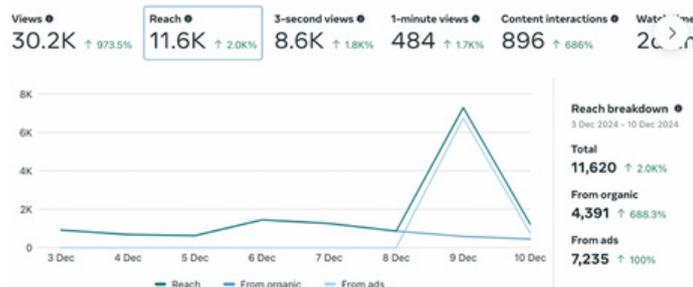
2023- Big Give Week 28.11.23- 05.12.23



Facebook reach went up 94.6% (to 5.4K) in Big Give week 2023

Facebook reach went up 2000% (to 11.6K) in Big Give week 2024

2024- Big Give Week 03.12.24- 10.12.24



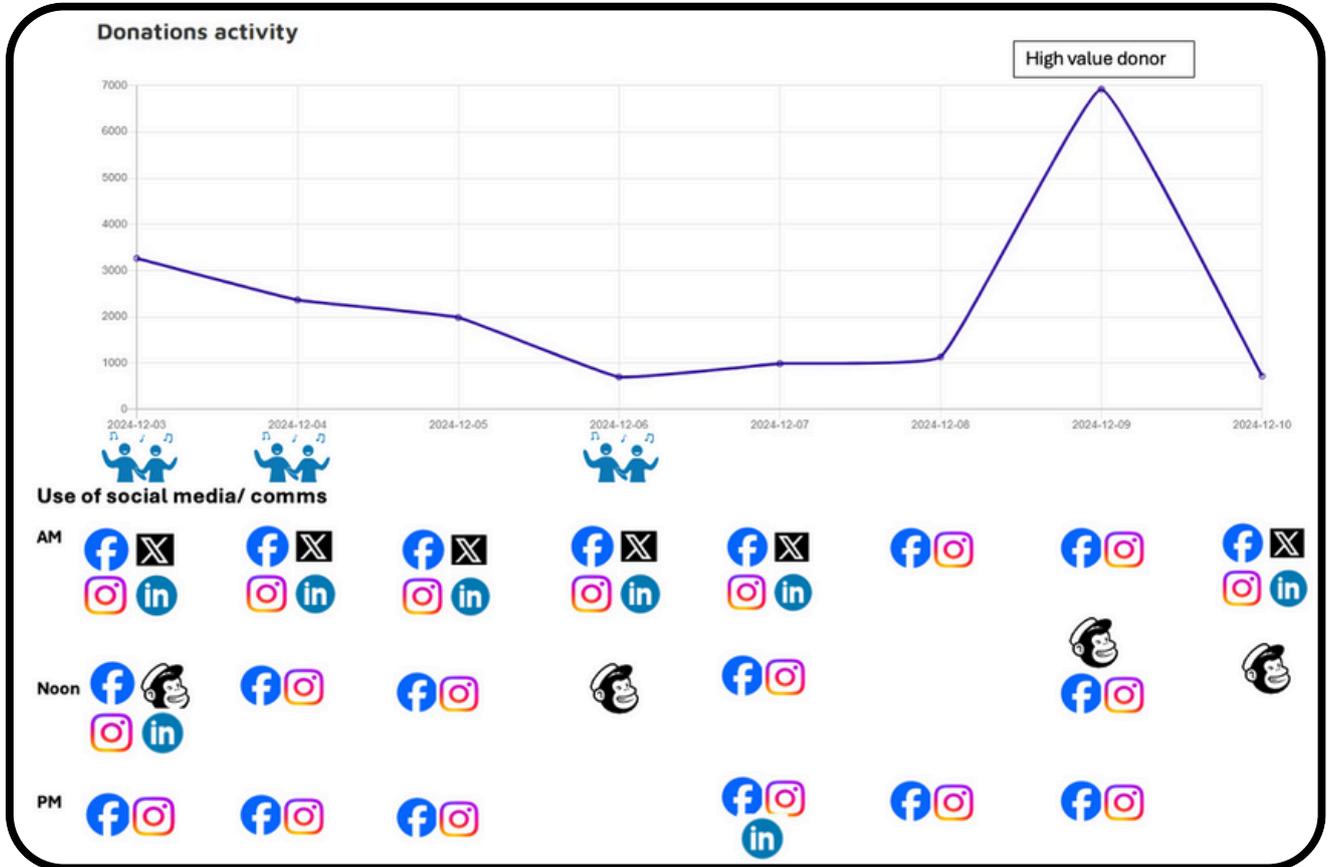
We use these kind of insights to plan for the next year.



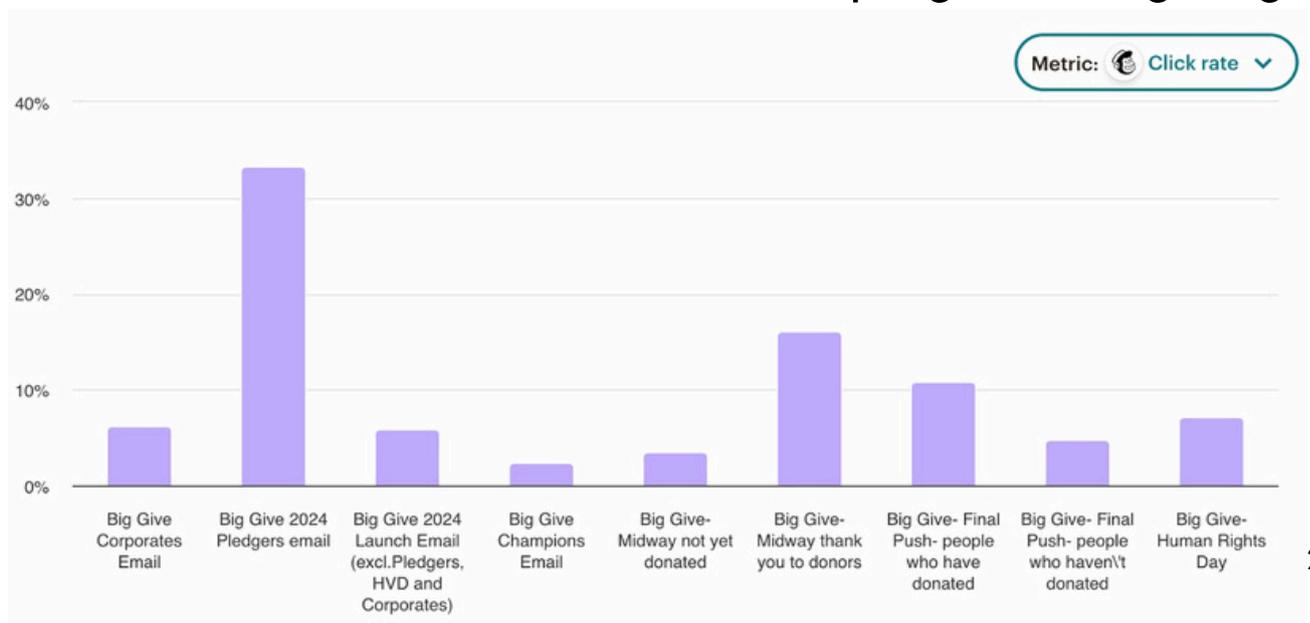
- @include.org
- @includetweets
- @includetube
- @include_org
- @include-org
- www.include.org

WhatsApp

We sent messages and links to campaign content via Whatsapp to targeted groups – like our local volunteers group, remote volunteers and our staff.



We have been able to track our campaign activity to the donations graphs provided by The Big Give and work out which elements of our campaign boost giving.



A lot of time and passion goes into The Big Give and we want to make sure there is lasting impact - not just through donations.

We asked people to write on each Big Give paperchain link how they will help make sure inclusion happens all year - not just at Christmas.

The paperchains were collected in January and the words about inclusion were made into a coproduced song for The Include Choir to perform throughout the year! We're going to teach the song to local school children, perform it at concerts and release it to local radio stations.



Creating Connections. Changing Lives



Christmas Challenge

BigGive

inlude.org



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BigGive

inlude.org

December 3rd to 10th

TARGET REACHED!!!

£36,000

£6,000

£18,000

£30,000

£12,000

£24,000

£36,000

THANK YOU!!!

Stronger When We Join Together!