



THE BIG GIVE

REVEL IN YOUR WESTCOUNTRY RIVERS

Westcountry Rivers Trust's Festive Fundraising Campaign

The Big Give Christmas Challenge is the UK's biggest match funding campaign. It raised £20m+ for hundreds of charities last year.

Westcountry Rivers Trust is looking to raise £25,000 through this opportunity to help people across the region revel in their rivers.

Funds raised will help us to keep caring for Westcountry rivers by supporting our volunteers to monitor river health while inspiring a love for freshwater environments through the development of educational resources and events.

HOW YOU CAN HELP

The Big Give Christmas Challenge includes a live public fundraising campaign from Giving Tuesday on November 30 to December 7.

But, we can double any public donations made during this time by securing pledges in advance.

Our **Pledgers** can be our supporters, trustees, friends, and or businesses who want to help our charity achieve its goals.

You can make a pledge to support our campaign by visiting:

thebiggive.org.uk/s/pledge?campaignId=a056900001txfYfAAI

Pledges must be made by 27 August 2021

The Big Give also has Champions who can choose to add to the match pot too. We are eligible for up to the same amount of Champion funds as we secure in pledges.

Watch the explainer video here: youtu.be/WCKmYRPsAT4





WHY IT MATTERS

There are 850+ water bodies in the Westcountry. We want to monitor them all to develop a full understanding of the region's freshwater ecosystems that will keep them flourishing and fit to revel in for all.

"IT'S IMPORTANT TO MONITOR OUR RIVERS; THEY ARE SUCH A VITAL HABITAT BUT VULNERABLE TO POLLUTION. I LEARN FROM TAKING PART AND FEEL I'M MAKING A DIFFERENCE WHILE SEEING THINGS I MIGHT OTHERWISE MISS." LINDA, CSI VOLUNTEER



By pledging to this campaign, you will help us to:

- provide up to 400 river monitoring kits to our growing Westcountry Citizen Science Investigations volunteer group
- create inspiring educational events and resources to underpin our work with communities, schools and colleges
- ensure core teams such as communications and finance are able to support project/s.

If you choose to support us, your pledge promise must be fulfilled (i.e., paid to our charity) between Dec 07, 2021, and Jan 14, 2022. As a **Pledger**, you cannot donate to our charity through our Revel in Your Westcountry Rivers Big Give live public donations campaign.

Please note, the minimum Pledge amount is £100 and the maximum £25k. We hope to raise at least £6,500 in Pledges.

If we do not reach our public donation target, your Pledge will be adjusted accordingly i.e., if we use 50% of our pledges to match online donations, each of our **Pledgers** will only be required to pay 50% of their pledged amount. You can choose to pay the full amount but this is not compulsory. We will advise you of the amount once the online public donation window has closed.

We value every donation made to our charity.

We will be creating PR opportunities to support this campaign and will acknowledge our Pledgers (if desired) in this.

For assistance, do please contact Josie Purcell, Communications & Marketing Manager on 07977 141162 or josie@wrt.org.uk.



Find out more about our work at

wrt.org.uk

Charity number: 1135007

