

THE 100 GROUP CHALLENGE

100 groups | £100 each | £20,000 together



Campaign Toolkit

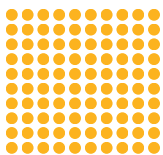
Campaign week: 6-13 October 2026

Eligible donations made through our official Big Give campaign page during the campaign can be matched while funds remain available.

The PGL challenge prize

The group with the highest verified fundraising total will receive a free weekend trip at a PGL UK centre for 12 young people and two leaders, subject to availability.

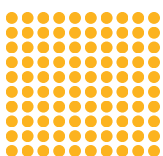




WELCOME & INTRODUCTION

Firstly, we want to say a massive thank you!

Thank you for signing up to our 100 Group Challenge, and we cannot wait to see how you decide to fundraise for us during the Big Give campaign week. Use this pack to plan your activity, promote your challenge, record donations and make sure every donation is correctly attributed to your group.



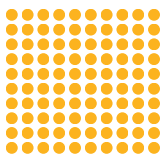
INSIDE THIS PACK

- The challenge at a glance
- How match funding works
- The PGL weekend prize
- Plan your group fundraiser
- Two ways to make donations
- Donation attribution and verification
- Your campaign-week checklist
- Ready-to-use messages
- Safeguarding, permissions and good practice
- Donation record template and further guidance

YOUR ESSENTIAL TASK

Raise at least £100, make sure the money reaches the official Big Give page during the campaign week, and keep an accurate record of the donor name and amount so Girls' Brigade can verify your total.



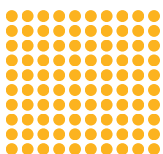


THE CHALLENGE AT A GLANCE

Girls' Brigade England and Wales has been awarded £10,000 in Champion funding through the Big Give Women & Girls Match Fund 2026. To unlock the full amount, we need to secure £10,000 in eligible online donations.

If 100 groups each raise at least £100, those donations could be matched to create a £20,000 total for our work with girls and young women.

- Sign your group up for 100 for £100.
- Choose an activity that suits your members and community.
- Raise at least £100 - and keep going if you can.
- Make or encourage donations through the official Big Give page between 6 and 13 October.
- Record the exact donor or payer name and donation amount.
- Submit your donation record so Girls' Brigade can verify your total.



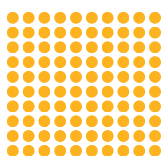
HOW MATCH FUNDING WORKS

The campaign uses 1:1 match funding. While match funds remain, every eligible £1 donated through our official Big Give campaign page during the campaign can unlock another £1.

EXAMPLE

If your group raises and donates £250 while match funding is available, that £250 could become £500 for Girls' Brigade.

Match funding is allocated in real time and is only available while the £10,000 pot remains. For this reason, groups must make their donation, or encourage supporters to donate, as early as practical during the campaign week. The match-funding amount, Gift Aid and any optional tip given to Big Give do not count towards a group's fundraising total for the PGL prize.



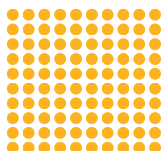
THE PGL WEEKEND PRIZE

The participating group with the highest verified fundraising total will receive a free weekend trip provided by PGL.

- A weekend stay for 12 young people and two Girls' Brigade leaders
- A choice of PGL UK centre, subject to availability
- The stay cannot take place during June or the first two weekends in July



In return for the donated residential, the winning group will be asked to support agreed testimonials or a case study and provide PGL with an opportunity to capture marketing photography and video. All activity involving young people will follow Girls' Brigade safeguarding procedures and require the appropriate permissions and consent.



PLAN YOUR GROUP FUNDRAISER

Your fundraiser should be simple, enjoyable and appropriate for your members. You can hold it before or during the campaign week, but the money must be donated through the official Big Give campaign page during the eligible campaign period.

Fundraising ideas

- A sponsored walk, silence, readathon or skills challenge
- A challenge based on the number 100 - 100 laps or 100 minutes of activity
- A cake sale, coffee morning or church lunch
- Ten supporters each giving £10
- A church collection or presentation about the campaign

View our Fundraising Toolkit on our website's Resources page for more ideas.

Build your plan



Choose one lead volunteer

They will coordinate the activity, keep the donation record and remain the main contact with Girls' Brigade.



Set your target

Start with £100, then choose a stretch target that feels exciting and achievable.



Choose your donation route

Decide whether supporters will donate individually or whether the group will collect money and make one combined donation.



Involve your church and community

Ask for practical help, a short church notice and permission to share the campaign through local channels.



Promote early

Tell supporters what you are doing, but make clear when donations must be completed.

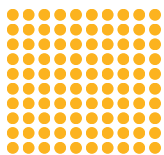


Keep records

Record the exact name and amount for every donation you want attributed to your group.

Before you begin

- Complete any necessary risk assessment for your activity.
- Follow your usual safeguarding and supervision arrangements.
- Obtain appropriate permission for photographs, videos and stories.
- Agree how cash will be counted, stored, banked and authorised.
- Do not publish personal donor information.



TWO WAYS TO MAKE DONATIONS

Choose the approach that works best for your group. Avoid using a combination of both routes to make this as simple as possible for you, the donor and us.

OPTION 1: SUPPORTERS DONATE INDIVIDUALLY

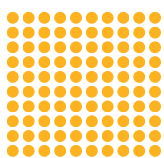
Share the official campaign link or QR code and ask supporters to make their own donation between 6th and 13th October.

1. Share the correct link - use only the official Girls' Brigade Big Give campaign link supplied in your campaign email.
2. Ask the donor to use their real name - they should use the name by which they want their donation recorded.
3. Record the donation - ask the donor to tell you they have made a donation, note the donor name exactly as entered, the amount and the date of the donation.
4. Keep the receipt if needed - the donor should retain their confirmation email until group totals have been verified.

OPTION 2: YOUR GROUP MAKES ONE COMBINED DONATION

Your group can run its fundraising activity, collect the money and then donate the total as one payment through the official Big Give campaign page during the campaign week.

1. Count and reconcile the money - follow your normal group financial procedures and keep an accurate record of the total collected.
2. Bank or make the funds ready - use an authorised payment method and maintain a clear audit trail.
3. Make one online donation - the authorised person should donate the full group total through the official campaign page between 6 and 13 October.
4. Identify the group - enter the full group name and number in any available donor message or reference field.
5. Record the payer name - note the exact name entered by the person who completes the online payment, as this is the name Girls' Brigade will use to find the donation report entry.
6. Save the confirmation - keep the donation confirmation email or reference until the final totals have been verified.



DONATION ATTRIBUTION

Girls' Brigade England and Wales will receive a report listing donations made through our Big Give campaign page. We will use that report to verify each participating group's fundraising total.

What your group must record

- Your full Girls' Brigade group name and number
- The donor or payer name exactly as entered on the Big Give page
- The amount donated to Girls' Brigade, excluding any optional Big Give tip
- The date the donation was completed
- Whether it was an individual donation or one combined group donation
- The receipt or transaction reference if a donation cannot be matched by name and amount

How verification will work

1. Keep your group donation record - update it as donations are made. Do not rely on memory or public comments.
2. Submit your record - use the verification form (link to be sent after the campaign week) within 1 week of the campaign closing.
3. We compare the information - Girls' Brigade will match the exact donor or payer name and amount against the official donation report.
4. We resolve queries - if a donation cannot be identified, we may ask for the Big Give receipt or transaction reference. Do not send card or bank details.
5. We confirm your total - only donations that can be verified and attributed to your registered group will count towards the PGL prize.

IMPORTANT: ANONYMOUS DONATIONS

If a supporter chooses to appear anonymously and their donation cannot be matched using the information available to Girls' Brigade, ask them to retain their receipt. We may need the transaction reference to verify that donation for your group.

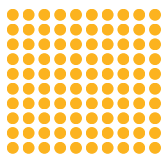
What counts towards the group total?

- Verified donations made through the official campaign page during the eligible campaign period.
- Individual donations correctly linked to your group.
- A combined group donation correctly linked to your group.

Match funding, Gift Aid, optional tips paid to Big Give, refunded payments, failed payments and donations that cannot be verified will not count towards the group total.

Data protection

Collect only the information needed for verification: donor or payer name, amount, date and receipt reference if required. Do not collect or store card numbers, bank details or screenshots containing financial information. Keep your donation record secure and do not publish individual donor names or amounts without permission.



YOUR CAMPAIGN-WEEK CHECKLIST

Before 6th October 2026

- ☐ Sign up your group and identify your campaign lead
- ☐ Choose your fundraiser and complete any required risk assessment
- ☐ Tell parents, carers, church members and supporters what you are doing
- ☐ Decide whether donations will be individual, combined or a mixture of both
- ☐ Download and prepare your campaign graphics, poster, link and QR code
- ☐ Prepare your donation record
- ☐ If you are running your fundraiser before the campaign week, be sure to collect donations securely, and then be ready to donate during the week itself

From 6th October - 13th October

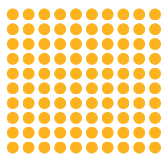
- ☐ Check that you are sharing the official campaign link
- ☐ Remind supporters that donations must be completed during the campaign week
- ☐ Record the exact name and amount for every donation attributed to your group
- ☐ If making a combined donation, complete it through the campaign page and do not claim Gift Aid
- ☐ Share progress and thank supporters
- ☐ Keep going beyond £100 if your group can

QUICK REMINDER

The sooner eligible donations are made during the campaign, the better the chance that match funding will still be available.

After the campaign closes

- ☐ Submit your completed donation record within 48 hours
- ☐ Retain receipts until totals have been verified
- ☐ Respond promptly if Girls' Brigade asks for clarification
- ☐ Thank everyone who supported your group
- ☐ Share photographs or stories only where the appropriate permissions are in place



READY TO USE MESSAGES

Adapt these messages with your group name, fundraising activity and campaign link.

Message to parents and carers

Our group is taking part in Girls' Brigade's 100 for £100 challenge. We are aiming to raise at least £100 between 6 and 13 October, and eligible donations made through the official Big Give page could be doubled. We are [insert activity]. The group that raises the most will also receive a free PGL weekend trip for 12 young people and two leaders. We would love your support - please donate through our official link during the campaign week and make sure you follow our instructions so your donation can be attributed to [group name].

Church notice

[Group name] is joining 99 other Girls' Brigade groups for the 100 for £100 challenge. If every group raises at least £100, together we could unlock £10,000 in match funding and raise £20,000 for Girls' Brigade's work with girls and young women. Donations must be made through the official Big Give page between 6 and 13 October. Please support our group and help us make twice the impact.

Social media launch

We are taking on 100 for £100! From 6 to 13 October, we are aiming to raise at least £100 for Girls' Brigade England and Wales. Eligible donations made through the Big Give could be doubled - and the group that raises the most will receive a free PGL weekend for 12 young people and two leaders!

We will be [insert activity]. Please support [group name] through the official campaign link: www.bit.ly/GBEW-BigGive2026 and then tell us that you've donated so we can attribute it to our fundraising total.

Campaign-week reminder

The 100 for £100 challenge is live! Every eligible donation made through the official Big Give page could be doubled while match funding remains. Help [group name] reach £100 - and perhaps go even further for the chance to win a free PGL weekend. Donate here: www.bit.ly/GBEW-BigGive2026

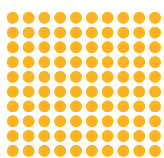
Be sure to tell us that you've donated so we can attribute it to our fundraising total.

Final day message

Last chance to support our 100 for £100 challenge! Donations close today, and we would love one final push towards our target. Please donate through the official Big Give page and help us create twice the impact for girls and young women: www.bit.ly/GBEW-BigGive2026. Be sure to tell us that you've donated so we can attribute it to our group's fundraising total.

Local business request

[Group name] is taking part in Girls' Brigade's 100 for £100 Big Give challenge from 6 to 13 October. We are looking for local supporters to help us raise at least £100, with eligible donations doubled while match funding remains. Would your business be willing to support or share our challenge? We would be delighted to recognise your support through our local communications.



SAFEGUARDING AND PERMISSIONS

Fundraising activities remain Girls' Brigade activities and therefore, should follow our normal policies and procedures as well as your own local arrangements.

Safeguarding and supervision

- Maintain appropriate adult-to-child supervision arrangements.
- Complete a proportionate risk assessment for the activity and venue.
- Use approved communication channels when contacting members and families.
- Do not publish a young person's full name, location or other identifying information.
- Follow food hygiene and allergen procedures where food is prepared or sold.

Photography, video and stories

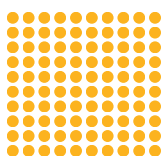
- Check existing permissions before sharing any photograph or video.
- Explain how and where images or stories may be used.
- Never pressure a young person to appear in publicity.
- Send campaign stories and media only through the route provided by Girls' Brigade.

Handling money

- Use two people to count cash where possible.
- Record income promptly and keep a clear audit trail.
- Store and bank money securely and without unnecessary delay.
- Use an authorised payment method for any combined online donation.
- Never claim Gift Aid on a combined payment of collected funds.

NEED HELP?

Contact the Girls' Brigade Support Centre if you are unsure about fundraising, money handling, attribution or safeguarding.



GROUP DONATION RECORD

Use this page to record donations that should be attributed to your group. You may use as many of these pages as you need.

Group name	
Campaign leader	

Date	Exact donor/payer name	Amount (£)	Donation route	Receipt/reference if needed

Combined group donation payer name		Date paid	
Combined donation total	£	Big Give receipt/reference	

I confirm that this record is accurate to the best of my knowledge and that Gift Aid was not claimed on any combined payment made from collected or fundraising proceeds.

Name		Signature and date	
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