



GRASSROOTS
preventing suicide together

One donation
Twice the impact
30th Nov - 7th Dec



Join The Big Give Christmas Challenge to prevent suicide

The Big Give Christmas Challenge is the UK's biggest matched fund campaign.

Any donation you make to Brighton-based charity **Grassroots Suicide Prevention** between 30 Nov and 07 Dec will be doubled by our amazing supporters: best-selling author Matt Haig, and The Julia And Hans Rausing Trust.

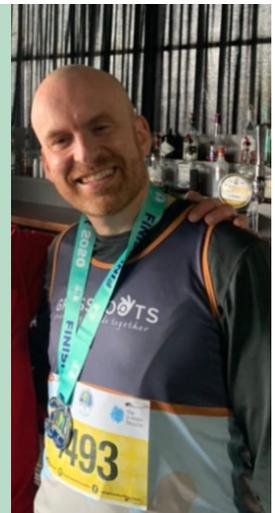
For example, donate **£250** and your donation will be doubled to **£500**. Make one gift for twice the impact.

Join a team of amazing people and businesses to raise £15,000 in the fight against suicide, mental illness, and self harm.

'Grassroots do invaluable work that makes a difference in the real world. They are dedicated to helping prevent suicide.'

I'm proud to support them in The Big Give Christmas Challenge.'

Matt Haig, best-selling author and Grassroots advocate



[Pledge your gift](#) >

[Contact our team](#) >

[Understand your impact](#) >



'We chose to support Grassroots because their work and values resonated with us'

Step Ahead Recruitment

Benefits for your business

- **You will help save lives.** Across Sussex between 2017-2019, someone ended their life through suicide almost every other day. [Understand your impact.](#)
- **Increase your public reputation.** Research shows that 82% of people would be influenced by whether the company was philanthropic.
- **Reach new audiences with our access to over 70,000 people.** For example, research has shown younger generations are 70% more likely to spend more on brands that support causes.
- **Boost employee morale.** Feeling proud to work for a charity-supporting company increases employee loyalty and retention.
- **Reinforce your brand values.** By supporting us, you are actively helping local people, organisations and communities.

Levels of support & benefits

[Pledge your gift](#) >

Find the level of support and benefits that works for you and your organisation.

[Contact our team](#) >

Sponsor level	Grassroots Hero £1000+ Only two Hero spaces available	Gold £500 - £999	Silver £150 - £499
Free suicide prevention Training for your staff worth £320 (1hr, up to 50 people)	✓	✗	✗

Website	We get over 220,000 visits to our website each year		
Article about your support: option of quote & image	✓	✗	✗
Thank you banner on homepage (until 2022)	✓	✗	✗
Your logo on Big Give page	✓	✓	✗
Your logo on our supporters page	✓	✓	✓

Socials	We have over 70,000 followers and strong engagement across our platforms		
Campaign update (30 Nov - 07 Dec)	Own post: your logo, tag + pinned Insta story	Group post: your logo, tag + pinned Insta story	Group post: your tag + pinned Insta story
End of campaign thank you (08 Dec)			

Newsletter	We have almost 6,000 highly engaged subscribers		
Email thanking business supporters	Own item linking to article	Name & Logo	Name
Post-campaign press release*	Named and thanked	✗	✗
License to use 'We supported Grassroots' logo as you wish	Hero version	Gold version	Silver version
Donation certificate for your team	Hero version	Gold version	Silver version

*We will include your business' name in our press release to media outlets in the South East, thanking you for your support. We cannot guarantee our press release will be published.