

UK Aid Match frequently asked questions

What is UK Aid Match and how does it work?

UK Aid Match was set up by the UK Government's Department for International Development (DFID) to give a boost to public support for charities working in the developing world. It does this by doubling public donations to appeals run by British international development charities, in recognition of both the public's generosity and the wide range of causes they support.

This means that for a three-month period, (from 3 December 2018 to 1 March 2019) public donations to Mary's Meals Double The Love campaign will be matched by the UK government, up to £2 million.

Public donations to Double The Love, with the support of the UK government, will transform the lives of hungry children in Zambia with life-changing meals in school. Money raised above the £2 million match funding threshold will not be matched but will enable children in impoverished communities around the world to receive Mary's Meals.

Will all donations to Mary's Meals qualify for UK Aid Match?

UK Aid Match will match fund donations from:

- Individuals who are resident in the UK.
- Community fundraising groups, schools, and churches who have raised funds by, for example holding cake sales, concerts, bucket collections, school fetes and other events during the three-month appeal period (from 3 December 2018 to 1 March 2019).
- Workplace fundraisers and donors if the donation is given by the employees rather than the employer.
- Trust funds, where everyone who owns the funds agrees to the donation being made during the appeal period. UK Aid Match requires proof of this in the form of a statement signed by the financial director or equivalent specifying each donation and confirming that the donations have been made by individuals who own the fund, that the individuals have agreed to the donation being made to a specified appeal, and that the individuals understand that their donation will be match funded. The statement should be included in the Certified Statement of Income (CSI), which the partner organisation is required to submit to UK Aid Match.
- Not for profit philanthropic organisations. The money must be raised for Double The Love and all individual donors must be aware of the appeal's purpose and the government match funding in place. Donations from foundations where funds are administered on behalf of the owners of the funds are not eligible for match funding.
- All donations over £5,000 from individuals will require to be accompanied by an Aid Match consent form, which we will provide, to confirm the donor's identity and UK address details.

What kind of donations can be match funded?

- **Direct debits/payroll giving:** new direct debits and new regular payroll giving donations will be match funded for the first three months if the donor signs up during the campaign period. While existing direct debits/payroll giving donations will not be matched, if a supporter chooses to increase their regular gift, the increase in amount

will be matched for three months. The first three months of direct will be doubled, even if the direct debits starts on the last month of the appeal period.

- **Events:** the UK government will match donations given to 'donation only' events where people decide how much they wish to give (including making no donation at all). Match funding cannot be applied to proceeds from compulsory ticket sales.
- **Voluntary donations made during events:** if guests are informed about the appeal and how match funding will be spent, their donations will be matched. This includes (but is not limited to) additional donations on top of the ticket price and proceeds from auctions and raffles.
- **Legacies:** the UK government will match legacies if the person making the legacy donation was informed about the match funding offer, expressed the desire to donate to the specific appeal in their will, and the donation is made within the appeal's grace period (two months after the appeal finishes).
- **Restricted donations (for example, Sponsor A School):** donations restricted to specific projects/countries/issues are eligible for match funding, provided those projects/countries/issues are consistent with the activities for which the appeal is raising money. For example, Double The Love is receiving match funding from the UK government to transform the lives of more than 80,000 chronically hungry children in Zambia with a daily meal in school. The UK government will match restricted donations aligned with this.

For Sponsor A School, match funding from the UK government cannot be counted towards your fundraising target, however it will be allocated to Double The Love, meaning your fundraising will reach even more hungry children in Zambia and around the world.

What donations will not qualify for match funding?

- Funds raised before 3 December 2018 or after 1 March 2019. These donations will, however, still make a big difference to our life-changing work.
- Funds raised during the qualifying period but donated later than 1 May 2019.
- Financial donations from for-profit organisations.
- The Gift Aid element of donations.
- The proceeds of selling in-kind donations made directly to the organisation (e.g. shares, goods to sell on eBay) unless this is part of a pre-agreed stock appeal.
- Donations from existing regular donors. An exception applies if the donor decides to increase their donation in response to seeing appeal materials, with the increased difference being matched by the UK government.

How will the money be spent?

- Donations to Double The Love, with match funding from the UK government of up to £2 million, will transform the lives of chronically hungry children in Zambia with a daily meal in school, attracting them to the classroom to gain an education that can provide an escape route from poverty and the hope of a brighter future.
- Any additional funds raised will enable Mary's Meals to reach even more hungry children around the world.

When will the total be announced?

We will share the total raised by Double The Love after the campaign has ended and has been validated by UK Aid Match. We are not able to provide updates during the campaign, as the total needs to be independently verified by UK Aid Match after the end of the campaign.

Do you have any other questions about Mary's Meals Double The Love appeal and UK Aid Match? Get in touch with the fundraising team on 0141 336 7094 or email UKFundraising@marysmeals.org

You can also find out more about DFID's priorities and vision by visiting www.gov.uk/dfid or www.facebook.com/ukdfid