

UK Aid Match Phase One: what has been achieved?



What is UK Aid Match?

UK Aid Match is designed to allow the British public to have a say in how UK aid is spent and provide opportunities to engage with international development issues, whilst boosting the impact of the very best civil society projects to reach the poorest people in developing countries.

For every £1 donated to a UK Aid Match charity appeal by an individual living in the UK, the UK government will also contribute £1 of UK aid, up to £2 million.

About UK Aid Match Phase One

UK Aid Match Phase One ran between September 2013 and December 2020. During this period, the programme funded 58 projects in 21 countries and delivered the following developmental outcomes:

- 11.8 million marginalised and vulnerable people have been reached and supported through the programme
- 857,969 people have been supported with sustainable access to clean water and/or sanitation
- 591,109 children under five, women and adolescent girls have been reached through nutrition-related interventions

Evidence suggests that Phase One has enabled charities to engage new audiences in the UK.

- 4.5 million donors from across the UK gave money to a UK Aid Match Phase One appeal. 38% of these donors were new to the organisation they were donating to and were recruited through UK Aid Match messaging.
- Appeals generated two billion opportunities for the UK public to view UK Aid Match messaging, promoting the work that UK aid funds supports and engaging the public in international development issues.

Achievements of UK Aid Match Phase One

11,800,000

marginalised and vulnerable
people reached and
supported in 21 countries

4,500,000

donors from across the UK
have given money to a UK
Aid Match Phase One appeal

857,969

people have gained
sustainable access to clean
water and/or sanitation

591,109

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Matching your
donations with



ukaid