



## One Donation, Twice the Impact!

This year, PHASE (Practical Help Achieving Self-Empowerment) Worldwide is taking part in the Big Give's Christmas Challenge 2022 to raise £20,000 in just 1 week! To help achieve this target, donations made through the [Campaign Page](#) between 29<sup>th</sup> November – 6<sup>th</sup> December 2022 will be matched, doubling your impact!

## Maternal Health in Nepal

Remote areas of Nepal offer many challenges for maternal healthcare. Villages are often extremely difficult to access and are frequently affected by natural disasters such as earthquakes, landslides and flooding. This makes delivering healthcare and medical supplies extremely challenging. As a result, women are often forced to give birth without medical support, whilst insecure food supplies contribute towards high levels of malnutrition in young children.

Funds raised through the Christmas Challenge 2022 will go towards PHASE Worldwide's Improving Maternal Health in Nepal Project, which, through its local partner PHASE Nepal, will help improve the lives of women and children in Kolti, Bajura by ensuring vital access to primary healthcare in the community.

The Primary Care Centre in Kolti is one of the largest government-run health posts supported by PHASE Nepal.

The community is spread over a vast area, with numerous surrounding villages, and contains a small airstrip. This means that the health post is extremely busy, treating over 11,000 patients a year – 1,960 children and 1,435 emergency cases. This support not only provides isolated communities in Bajura with the opportunity to access healthcare, with the Kolti Health Post acting as a referral clinic for surrounding villages, but also brings healthcare right to the door through vital outreach programmes.



*Small airstrip in Kolti, Far West Nepal*

The project will support the Kolti Health Post through the provision of trained medical personnel, medicines and equipment, to ensure the health post is fully supplied for a 12-month period. Over the course of the project, the trained medical personnel will provide expertise in antenatal care, support child health and nutrition and conduct outreach programmes with street dramas, nutrition workshops and door to door visits to engage villagers and raise awareness.



*Women seeking treatment at a PHASE Nepal Health Post (left); MUAC measurement to determine whether a child is malnourished (centre); Women carrying their babies in Far West Nepal (right)*

The aim of the project is to reduce maternal mortality rate and improve structures of maternal healthcare in the community. By working with mothers in the community, the project will also help build understanding and awareness of good maternal health and nutritional practices, supporting a reduction in the number of children identified as malnourished.

## The Big Give Christmas Challenge

Donations to the Improving Maternal Health in Nepal Project will be generously matched by The Big Give's Champions during the campaign, meaning that if you donate to PHASE Worldwide's appeal this Christmas, then your money can help support twice as many mothers and children in Kolti!

Billy Curryer, Director at PHASE Worldwide:

*"PHASE Worldwide is looking to raise a total of £20,000 through the Christmas Challenge 2022. We have secured £10,000 of matched funds, but in order to access this, we will need to raise £10,000 in online donations between 12pm, 29<sup>th</sup> November – 12pm, 6<sup>th</sup> December 2022."*

*"We appreciate that not everyone will be able to give this Christmas given the numerous challenges currently circulating, but we hope that people will get behind our appeal and help us reach our target by supporting our campaign in whatever way they can. I just want to say a big thank you in advance of the campaign for any support anyone can offer us to reach our target and enable us to carry on our work!"*

### How can you get involved?

You can get involved by either making a donation towards the campaign, or by helping to promote the campaign through sharing it within your networks!

To donate, visit PHASE Worldwide's campaign page by [clicking here](#) and make a donation from 12pm (midday) on Tuesday, 29th November 2022 (#GivingTuesday)! Be aware, the campaign will close at 12pm on Tuesday, 6th December 2022, so make sure to donate within the specified window to avoid missing out on the opportunity to contribute to the campaign!

If you would like to help promote the campaign by sharing it within your networks, then why not get in touch with PHASE Worldwide directly at [info@phaseworldwide.org](mailto:info@phaseworldwide.org) to see if they have any resources they can share.

Make sure to set a reminder and add the campaign page <https://tinyurl.com/PWWBigGive> to it so you remember not to miss your chance to double your donation!

### About PHASE Worldwide

Following a competitive application process, PHASE Worldwide has been selected to take part in the Christmas Challenge.

PHASE Worldwide is a UK registered charity that works towards achieving a future where everyone, everywhere, even those in the most remote places in the world, have access to primary healthcare, basic education, and livelihoods opportunities. We do this by empowering isolated communities through integrated and sustainable programmes, changing the lives of tens of thousands of people every year. Currently, our work is focused in some of the most remote and rural communities in Nepal, where poor health, low levels of education and few livelihood opportunities trap people within a cycle of poverty, however, we also plan to further expand our support into other countries in the future.

You can help us to carry out this work by donating to us in the Big Give Christmas Challenge. All you need to do is visit [www.thebiggive.org.uk](http://www.thebiggive.org.uk) and donate to our project <https://tinyurl.com/PWWBigGive> from 12 pm on 29th November to 12 pm on 6th December.



## About the Christmas Challenge

Big Give runs the UK's biggest match funding campaign, the Christmas Challenge.

For seven days, it offers supporters of participating charities the opportunity to have their donations doubled. Founded by entrepreneur and philanthropist Sir Alec Reed CBE, the Christmas Challenge has raised millions of pounds for thousands of charity projects since it first launched on the Big Give in 2008.

The Christmas Challenge is a match funding campaign where donations to participating charities are doubled. The match funds come from two sources - charities secure some of these (Pledges) over the summer. The funds are then boosted by funds from a Big Give Champion who contributes to the match fund pot. The collective pot is used to double donations from online supporters when the campaign is live.

#ChristmasChallenge22 // One donation, twice the impact.

## About the Big Give

Big Give is a registered charity (1136547) whose mission is to promote causes and inspire people to give through theBigGive.org.uk, a crowdfunding platform for charities specialising in match funding.

Big Give features over 10,000 charities and has worked with some of the biggest names in UK philanthropy which provide match funding, including The Big Lottery Fund, Cabinet Office, People's Postcode Lottery, ICAP TP, Candis Club Magazine, EQ Foundation, The Reed Foundation, The Childhood Trust, DCMS and others including high-net-worth individuals.

Since being founded by the entrepreneur and philanthropist, Sir Alec Reed CBE in 2007, Big Give has helped to raise over £190 million for UK-registered charities through online match-funding campaigns.

Big Give's annual flagship campaign, The Christmas Challenge, is the UK's biggest online match funding campaign. The Big Give has also run several cause-focused match funding campaigns, including raising £2.6m following the Grenfell Tower fire in 2017 and £3.8m for the DEC Ukraine Appeal.

Big Give has been awarded the 2015 Third Sector Award for 'Best Charity Partnership', the 2014 Charity Times Award for 'Fundraising Technology', and the 2013 Digital Giving Technology4Good Award and was nominated for 'Best Use Of Digital' in the National Fundraising Awards 2018.

Big Give is generously supported by reed.co.uk, which helps to provide a cost-effective service for both charities aiming to raise funds, philanthropists wishing to leverage their giving and individuals wishing to donate money online.

## Supporting information

You can find out more info about the Christmas Challenge at: [www.thebiggive.org.uk](http://www.thebiggive.org.uk);  
<https://www.thebiggive.org.uk/s/christmas-challenge>

You can find out more info about PHASE Worldwide or its campaign at: <https://phaseworldwide.org/>;  
<https://tinyurl.com/PWWBigGive>



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