

Christmas
Challenge

BigGive

Double your
impact...



Transform A Child's Life

Big Give: Tuesday 2nd to
Tuesday 9th December 2025



Double Your Impact, Transform a Child's Future

Big Give Christmas Challenge

Tuesday 2nd to Tuesday 9th of December 2025



As Money for Madagascar approaches its **40th anniversary** in 2026, we invite you to be part of a powerful movement to change lives. This year's Big Give campaign is targeting £100,000—our largest ever target—to support two vital programmes: **Education for Life** and **Children for the Future** — helping Malagasy children access the education, care, and protection they deserve.



Scan to donate

The Reality in Madagascar

Madagascar is a land of breathtaking beauty and extraordinary biodiversity. Yet behind the stunning landscapes lies a harsh reality:

- Madagascar is the world's fourth-poorest country and 90 per cent of its people live below the global poverty baseline of £2.22 a day
- Half of Malagasy children suffer from stunted growth due to malnutrition; one in ten dies before their tenth birthday, and four in ten never finish primary school
- Many are forced into homelessness, vulnerable to abuse, and must adopt dangerous survival strategies



How Your Support Helps

Money for Madagascar works hand-in-hand with local communities to provide:

- Safe shelter, nutritious food, clean water, clothing, healthcare, and emotional support for children who cannot live with their families
- Access to quality education through:
 - ◊ school renovations, teacher training, equipment, clean energy, school meals, clean water and health and hygiene training

Make Twice the Difference

Your donation can make twice the difference.

During the Big Give week, every £10 you give becomes £20 — doubling your impact and extending your reach. If you add Gift Aid, that £10 donation gives £25 to help Malagasy children and the communities to which they belong.

Help us launch our 40th year with hope.

Donate between Tuesday 2nd and Tuesday 9th December 2025 at the Big Give website, <https://donate.biggive.org/campaign/a05WS0000063HnFYAU> or find out more at <https://moneyformadagascar.org/get-involved/big-give-2025/>

Save the date. Share the message. Change a life.