



Reach 200,000+ engaged over-55s while supporting a worthwhile cause

[Free UK Genealogy](#) (a Charitable Incorporated Organisation, no. 1167484) is committed to supporting the transcription of public records and making these available as free-access public databases.

We are offering businesses an opportunity to connect with a large, predominantly UK-based audience of **over-55s** through a trusted and well-established digital platform - while helping us support the 1,000 volunteers who make our free genealogy resources possible.

More than **200,000 people a year** use our family history platforms. Around **70% are UK-based**, and visitors spend an average of **7+ minutes on our websites**.

Our users come to us to research their family history and explore the lives of previous generations. In doing so, we provide businesses with an opportunity to introduce their brand, products or services to a substantial and engaged over-55 audience in a trusted environment.

Why our audience could be valuable to your business

Reach: Connect with **200,000+ people each year**, with 70% based in the UK.

Relevance: Our audience is predominantly **over-55s** who are digitally active and engaged, using our websites to research and discover their family history.

Visibility: Our established online presence gives Pledge Partners opportunities to showcase their brand through campaign pages, emails, newsletters, FreeBMD, social media and other promotional activity.

Reputation: Associate your business with a respected charity whose work is built on **trust, accuracy, community and preserving family history for future generations**.

Your pledge can have four times the impact

Free UK Genealogy is taking part in the **Big Give Christmas Challenge**, aiming to raise **£20,000** to improve the support we provide to our volunteers.

We need to secure **£5,000 in corporate pledges by 28th August 2026** to unlock **£5,000 in match funding**, with the public campaign then helping us raise the remaining funds.

This means your pledge can help us unlock additional funding and make a much greater difference.

Choose the level of visibility that works for your business

We are looking for corporate Pledge Partners to help us reach our fundraising target. In return, we offer a range of opportunities to raise your profile with our audience.

Pledge Amount	Your Visibility
£300	Name + link featured on our campaign pages, emails and newsletters
£500	Above, plus rotating logo placement on FreeBMD during the campaign
£1,000	Featured partner status — includes long-term visibility on the Free UK Genealogy website, spotlight on our socials, and press opportunities
Over £1,000	Contact us to discuss further options (ASAP to meet pledge deadline)

Key Dates & Exposure

- **End August 2026** – Pledgers confirmed and profiled
- **Late November - Early December 2026** – Big Give public campaign launches
- **Peak visibility during campaign** with optional long-term exposure beyond

Your pledge won't be collected until December

There is **no upfront cost**. By pledging now, you are helping us demonstrate the support already committed to the campaign and unlock the available match funding.

Ready to get involved?

Pledge before 28th August: [Visit the Big Give page to make your pledge](#)

Help us unlock support for our volunteers — and shape the future of access to public records.

Where your support goes

Free UK Genealogy relies on more than **1,000 volunteers around the world**, supported by just two full-time members of staff.

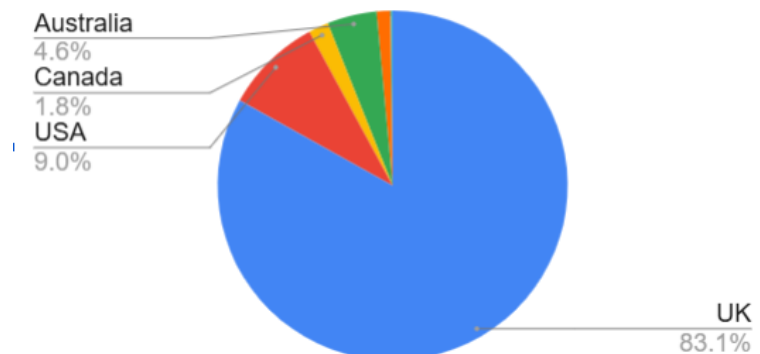
For almost 30 years, our volunteers have:

- Transcribed **500 million records**
- Coordinated access to images and transcription projects
- Managed communities of other volunteers
- Developed and maintained the search engines and software behind our databases
- Supported the day-to-day running of the organisation

This project will improve the support we provide to these volunteers, create a stronger sense of community and make it easier to attract and retain new volunteers. In turn, this helps ensure that **hundreds of millions of historical records remain freely accessible to everyone**.

Web Analytics

Users Of FreeBMD By Country (Year 2025)



Number of FreeBMD Users By Age in 2025

