

PRESS RELEASE

THE GOOD EXCHANGE PARTNERS WITH THE BREEZE IN NEWBURY, EAST HAMPSHIRE AND BASINGSTOKE

London, Date – Not-for-profit, [The Good Exchange](#), has today announced [The Breeze](#), the local radio station for Newbury, East Hampshire and Basingstoke as its exclusive radio media partner for the next year.

The Good Exchange recently celebrated its one year anniversary. To date it has facilitated the dispersion of over £5 million to good causes using its funder-fundraiser matching cloud platform¹. The company is committed to driving transparency by enabling organisations with money for good causes to identify those charitable projects which meet their giving criteria. From a charity perspective, they can receive multiple grants from one application form and manage fundraising events and public donations in one place. Users of the platform transact an average of 208 donations per month, with the average donation amounting to £721.

Ed Gairdner, COO of [The Good Exchange](#) said: “As a not-for-profit organization, wholly-owned by a charitable trust, we’re always keen to work with industry partners who want to help us increase awareness of the huge opportunity to transform the fundraiser/funder relationship through the use of technology. The Breeze, is an ideal radio media partner for us and we are excited about how the partnership will develop over the coming year.”

Carol Edwards, CEO of The Breeze said: “As Newbury, East Hampshire and Basingstoke’s local radio station, The Breeze are deeply committed to the local community in which we broadcast, and so are delighted to be partnering with The Good Exchange, which is such a force for good within the area. Over the course of our partnership, we look forward to showcasing their great work.”

About The Good Exchange

The Good Exchange is a transformational not-for-profit cloud platform specifically designed to match those organisations and individuals who have money to give to good causes with those who need it most; on a local, regional and national basis. As the only platform to bring together grant-making, donations, charitable projects and fundraising in one place, the automated matching system with its simple single on-line application form will revolutionise charitable giving, making it more accessible, transparent and collaborative. For the first time, those seeking to raise money for local good causes will be able to access **all sources of funding** including charitable trusts, corporate givers, fundraisers and public through a single process.

About The Breeze

The Breeze is the local radio station for (broadcasting on 105.6 and 107.4fm), East Hampshire and Basingstoke with unrivalled local news, traffic and travel information as well as playing simply the best relaxing, feel good favourites from the world’s biggest artists including Whitney Houston, Elton John, Adele, George Michael, Ed Sheeran and ABBA.

¹ At its inception The Good Exchange had funders such as The Greenham Trust on board with funds to give; the growth statistics take this money into account

Media contacts

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