

## **Jones Robinson Estate Agents gives another £10,000 for match funding to The Rosemary Appeal via The Good Exchange on-line matching platform**

**London, Date** – West Berkshire estate agents Jones Robinson has announced it will give another £10,000 via The Good Exchange's on-line matching platform to help the Rosemary Appeal get closer to its fundraising target to build a new cancer centre and renal dialysis unit at West Berkshire Hospital.

The £10,000 gift, which is in addition to the £10,000 already generously donated, is being awarded as match funding through The Good Exchange on-line funder/fundraiser matching platform, which means all donations made to the Rosemary Appeal through The Good Exchange will be doubled, effectively turning £10,000 into £20,000.

Newbury and Thatcham Hospital Buildings Trust and Newbury Cancer Care Trust have already raised a phenomenal £3.0m in just 12 months. But the appeal still needs to raise another £1.4m and is looking for charitable trusts, corporate sponsors and individual donors and fundraisers to help.

Colin Weatherup, fundraiser and spokesman for The Rosemary Appeal said: "We are extremely grateful to Jones Robinson for offering another tranche of funding to the Rosemary Appeal. Companies pledging to match individual donations through The Good Exchange demonstrate how the local community and business can work together in partnership to achieve goals that benefit the wider community and the match funding approach offers a great incentive for more donors to get involved.

"We are so grateful for the amazing generosity of the local community which has enabled us to start building work but we still need your help."

Since becoming The Rosemary Appeal's official corporate sponsor in February, Jones Robinson has been busy organising and running a number of events to raise awareness and funds.

Jones Robinson Partner, Charles Robinson said: "With community at the heart of our business, becoming involved with an appeal like this is a natural step for us. It has been a real pleasure talking to people and raising awareness of this fantastic and important cause which affects so many and is so close to our hearts."

The Newbury-based estate agents held a 24-hour static cycle ride event which smashed its initial target managing to raise over £4,000 through sponsorship, cake sales and bucket donations on the day of the ride. More recently, staff organised a rounders tournament for local businesses and managed to add a further £1,250 to the fundraising pot.

"It has been really rewarding for all concerned to experience the sportsmanship and camaraderie (not to mention some healthy rivalry) of the participants, as well as the positive response and kindness from our donors and well-wishers. We look forward to seeing what our appeal Task Force will come up with next..." added Charles.

Ed Gairdner, COO The Good Exchange said “Businesses, charitable trusts and other organisations wanting to make the most of their donations to good causes have found The Good Exchange’s match funding capability an invaluable feature of the platform. Incentivising employees and fundraisers with an opportunity to double the money they raise energises their fundraising efforts and helps charitable organisations and projects to meet their fundraising targets significantly faster”.

To make a donation to The Rosemary Appeal or to become a fundraiser please visit <http://bit.ly/thegoodexchangerosemaryappeal>

### Notes to editors

The Good Exchange is a cloud-based online fundraising platform which matches charities and community organisations which are fundraising for community projects with funders and corporate as well as helping them attract donors and fundraisers.

The Good Exchange has helped local communities raise over £5m in the year since it launched and is now scaling its operations into Hampshire, Oxfordshire, Wiltshire and the rest of Berkshire. We are looking to attract new charities and community organisations seeking funds as well as charitable trusts, local authorities, corporate sponsors and individuals looking to give money to good causes.



**Members of The Jones Robinson Staff supporting fundraising for The Rosemary Appeal.**



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@RosemaryAppeal

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