

PRESS RELEASE

The Rosemary Appeal hits £5.5m funding target for new wing at West Berkshire Community Hospital, with match funding and grants from multiple funders and platform services from The Good Exchange

New cancer centre and renal dialysis unit now fully funded and operational, as Appeal announces its closure

Newbury, 6th August 2019 – The Rosemary Appeal has now closed after reaching its fundraising goal of £5.5m for the new Greenham Trust Wing at the West Berkshire Community Hospital. The Appeal had received support from many local grant-giving organisations, collaborating to support this vital fundraising project by offering grants and match funding via the charitable giving platform.

Local people are now already benefitting from enhanced care in their own community. The Enborne Unit (for renal dialysis) and the Rosemary Centre (for cancers and other therapies, advice and support) are fully up-and-running, as is a new CT scanner. As the new facilities are now fully funded and operational, the Newbury and Thatcham Hospital Building Trust charity and the Newbury Cancer Care Trust are closing the appeal, turning attention to developing new facilities at the hospital (including MRI scanners), for the benefit of patients in West Berkshire.

“There are tens of thousands of charities in this country all in competition for money and we are a relatively small charity and we didn’t have a hope of competing with the national charities” said Robert Tayton, Secretary, Newbury & Thatcham Hospital Building Trust. “By using The Good Exchange, we have received £1.84m from 1,039 donations by members of the public of which £1.9m was matched by grant funders through the platform”.

“The task of applying to all the potential funders would have been a full-time job” said David Ball, Chairman, [Newbury & District Cancer Care Trust](#). “Working through The Good Exchange has made the administration side of fundraising so much easier. We haven’t had to have an army of organisers managing the administration processes involved in collecting the donations and the £107,000 of Gift Aid or getting the money raised into the charity’s bank account - they’ve done all that for us.”

“We’d like to congratulate the work of the Newbury and Thatcham Hospital Building Trust and Newbury and District Cancer Care Trust on this fantastic achievement through The Rosemary Appeal, which is already making a big difference locally by enabling residents to benefit from superior cancer and renal care options on their doorstep,” said Ed Gairdner, CEO of The Good Exchange. “Match funding, which The Good Exchange platform has been designed to manage simply and easily for both grant givers and fundraising charities, acts as a powerful incentive to drive public engagement and donations, as evidenced by the Rosemary Appeal. Almost £2m of donations were doubled, which drove charitable giving to the appeal and contributed significantly to the charitable project achieving full funding.”

About The Rosemary Appeal

The Rosemary Appeal takes its name from Rosemary Rooke, who donated land to the Newbury and Thatcham Hospital building Trust (NTHBT) in her will. When the land was sold, the money was managed by NTHBT and used to build the new Community Hospital. To commemorate Rosemary’s dedication to the people of Newbury and West Berkshire and her support for the local Hospital, the Appeal was named in her memory. The NTHBT charity and the Newbury & District Cancer Care Trust have worked together to raise the funds to build the extension to the hospital, providing a renal dialysis unit and cancer care centre, which will improve the quality of life for many people over the coming years.

The Rosemary Appeal has been supported by a number of local Hospital trusts and sponsors. Their dedication in helping both run and fund the Rosemary Appeal was vital in the development of an advanced Cancer and Renal disease care facility for the people of Newbury and West Berkshire.

About The Good Exchange

The Good Exchange is a transformational not-for-profit, charity-owned 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.

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