

The On-Line Grant Matching, Donation & Fundraising Platform for Charitable Organisations

The Good Exchange is a not-for-profit, charity-owned, on-line grant matching and fundraising platform that operates across the UK to transform the way that money is given to good causes.

Hundreds of hours each year are spent filling in applications for charitable grants. As only 2 in 5 are typically successful, this results in around 22 working days of wasted effort for each charitable organisation. *1

The Good Exchange is the only platform to bring together grant-making, donations, charitable projects and fundraising. Its automated matching system with its simple single on-line application form is revolutionising charitable giving, making it more accessible, transparent and collaborative. For the first time, those seeking to raise money for local good causes can access **all sources of funding** including charitable trusts, corporate givers, fundraisers and public through a single process.

Are you a local or national charitable organisation with beneficiaries in the UK?

- Raising funds for a charitable project or good cause?
- Spending too much time fundraising rather than delivering your charitable service?
- Fed up with spending hours completing multiple grant application forms?
- Wanting to drive donations through match funding grants?
- Looking for a single solution that works collaboratively with funders, donors & fundraisers?

"You only do one grant submission & it's seen by lots of other people that might never have heard of your organisation but suddenly want to donate. It's a true collaboration thanks to The Good Exchange we've been able to get 2 new funders that we didn't have previously which means that we're creating new funding streams for ourselves."

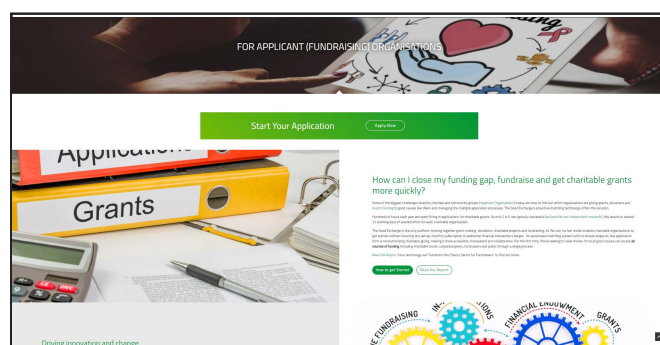
Alice Dore, Lead Youth Worker, Didcot TRAIN

"The match funding was a really big incentive for us. The company that named us their charity of the year paid all the money they had raised for us through their fundraising activities via The Good Exchange which almost doubled the amount we received".

Helen Saich, Trust & Company Giving fundraiser,
National Rheumatoid Arthritis Society

Why Use The Good Exchange?

- Single on-line application for access to multiple sources of funds
- Cut time spent filling in speculative application forms with limited chance of success
- Funders with eligible funding schemes automatically notified of new projects
- Double amounts donated with match funding grants
- 'No win, no fee' model with no set up, monthly subscription or additional financial transaction charges
- Grant-givers & donors can contribute all or part of platform service fee (so it could be free to use)!
- 100% of contributions allocated against fundraising project's fee & never kept as a tip for our services
- Add fundraising activities to raise even more money
- Integrated social media sharing - Twitter, Facebook, Instagram & WhatsApp
- Free Gift Aid collection service
- Registered with Financial Conduct Authority & Fundraising Regulator - your money is safe



Applicant Organisation Fundraising Page



Social Media Sharing

*1 <https://thegoodexchange.com/resources/research-charity-technology/>

*2 <https://www.gov.uk/government/publications/charitable-purposes>

Getting Started

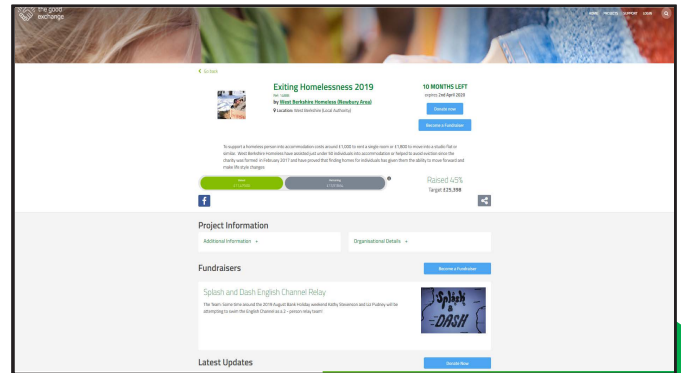
The first step is to register your users and the organisation on the platform and complete the single on-line application process. Applicant organisations (those applying for funding), will need to include details of the project for which funding is required (including a description of the project, the goals, expected impact and benefits, costs and the amount of funding needed) and provide financial information such as an organisational bank statement or set of accounts.

Once submitted and approved, the project is published on the platform and matching begins.

Live projects will automatically match with funders on the platform according to their individual matching criteria. Using their Good Exchange dashboard, applicants can see exactly how many funding scheme matches have been identified, the number of funding shortlists on which their project has been placed, the number of funding offers that the project has received and the total amount of money raised and still to be raised to meet the project's target.

At the same time, funders looking for projects can see all the projects that meet their funding criteria, build an on-line shortlist and contact applicants directly if they have further questions.

When a funding offer is made, applicant organisations will be notified by e-mail and can log-in to The Good Exchange to see the details of the offer, review the terms and conditions and accept the offer.



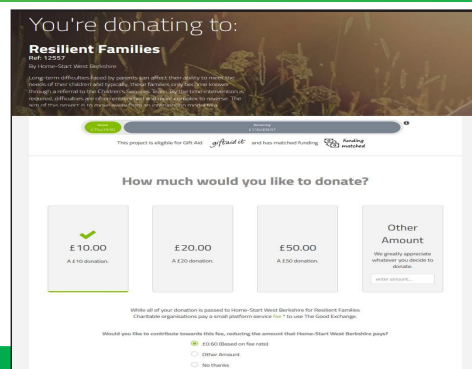
A Fundraising project

Match Funding

Match-Funding (which doubles grants and donations made to fundraising projects), gives applicant organisations the opportunity to reach their fundraising target more quickly by incentivising new grants, fundraising activities and donations. In a match funding scenario, grant giving organisations and donors give money to projects as a match fund, offering to match each £1 raised or donated with £1 from their own fund. For example, if a fundraiser collects £100 and funder is match-funding £1 for every £1 donated, then £200 will be added to the amount that the project has raised.

Donor and Funder Platform Service Fee Contributions

A big advantage to all fundraisers using The Good Exchange platform is that grant-givers and donors can contribute all or part of the platform service fee for any fundraising project to which they give a grant or donation. This could mean that a fundraising organisation pays no fees at all! And importantly, 100% of contributions are allocated against that fundraising project's fee and never kept by The Good Exchange as a tip for its services.



Platform Service Fee Contribution

Who can use The Good Exchange?

Any registered charity, local authority or other not-for-profit group that operates for public benefit in the UK can use The Good Exchange to apply for funding for a recognised charitable purpose*² and to attract donations and raise funds.

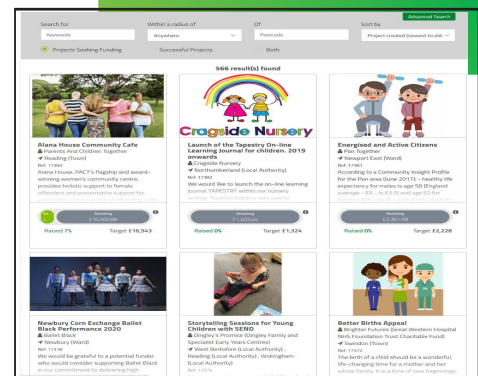
Free Gift Aid Collection Service

The Good Exchange can claim Gift Aid on behalf of donors and automatically add it to the total amount raised by the relevant fundraising organisation's project(s) on the platform. Gift Aid management is provided as a completely free service to all users of The Good Exchange.

How much does it cost to use The Good Exchange?

It's completely free to add a fundraising project/appeal to The Good Exchange platform. As a not-for-profit, owned by a charity, we only take a fee from donations and other funds raised to ensure that The Good Exchange platform is sustainable. Unlike many other on-line platforms, our fee includes dedicated customer service, reporting, Gift Aid & financial transaction charges.

thegoodexchange.com/project



Register and start fundraising: <https://thegoodexchange.com/what-is-the-good-exchange/for-applicant-organisations/>