

How to Apply for Funding on The Good Exchange's Charity- Owned, On-Line Matching Platform

Information for Applicant Organisations

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Introduction

As a representative of a fundraising organisation, you may have been asked to register your organisation and fundraising project on The Good Exchange platform to enable potential matching with one or more grant makers registered on the platform, or you may be submitting a speculative application to take advantage of the opportunity to be offered one or more grants, gain match-funding and/or raise money through donations and fundraising activities.

This short document outlines how The Good Exchange works and what you will need to do to complete your on-line application.

What is The Good Exchange?

The Good Exchange is a charity-owned, not-for-profit online funding and fundraising platform that automatically matches charitable and community fundraising projects across the UK and Jersey with multiple registered funding organisations offering grants and/or match funding. It also allows supporters of those charitable organisations to make donations and raise money through fundraising activities.

Watch this [3 minute video](#) to see how it works.

Benefits of using The Good Exchange

A single application in one place

Applicant Organisation users of The Good Exchange just complete a single, on-line application form. Once registered and approved, users can manage all their fundraising in one place, minimising the administration overhead and freeing up time to focus on delivering core services.

Access to multiple funding organisations

All eligible funding schemes and funders are automatically notified of matching fundraising projects. The automatic matching means that funders can see projects which fit their criteria, shortlist their chosen projects and then support them with grants and/or match funding through the platform. Projects will be live on the platform for up to 12 months and can be matched at any time.

Match funding to incentivise your fundraisers and donors

Match funding is where a funder offers a defined amount of money to a project that is only available in part or in whole when it has been matched through donations or fundraising activities. For example, if a funder is match funding £1 for every £1 donated on a specific project, a £10 donation becomes £20 (£22.50 if the applicant organisation and project are eligible for Gift Aid).

The opportunity to double the amount raised incentivises donors and fundraisers to raise money and also to raise money and donate to a project more quickly so that they can benefit from match funding whilst it is available.

Crowdfunding and donations

Once a fundraising project is live, it can also receive donations from individuals, companies and other charitable organisations. In addition, you will be able to pay in any funds raised through events and activities as donations to your project. Any Gift Aid due is automatically collected and added.

Linking with Social Media for added impact

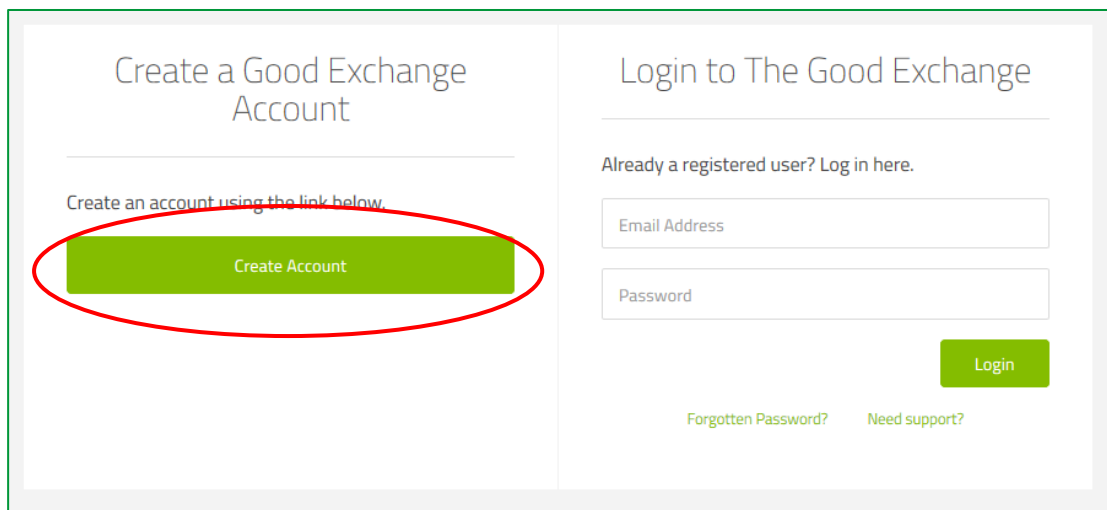
Live organisation and project pages on The Good Exchange can be quickly and easily linked with your organisation's Social Media platforms to drive donations and increase your audience, for example sending 'donate here' links directly and instantly to your own WhatsApp contacts.

How to apply

1. Go to: <https://thegoodexchange.com/what-is-the-good-exchange/for-applicant-organisations/>
2. Click on the **Apply Now** Button



3. Click on the **'Create Account'** button to create your personal log-in

A screenshot of the user registration and login interface. On the left, under "Create a Good Exchange Account", there is a green button labeled "Create Account" which is circled in red. On the right, under "Login to The Good Exchange", there are input fields for "Email Address" and "Password", a green "Login" button, and links for "Forgotten Password?" and "Need support?".

4. Take our [Eligibility Quiz](#) to ensure your organisation is eligible to receive funding-through The Good Exchange. (The quiz will appear automatically once you have created your personal log-in but you can see the questions that will be asked here: <https://thegoodexchange.com/who-we-are/help-support/#funding-eligibility>)
5. Do the quick check to see if your organisation has already been registered. If you can see that it is already registered, you can ask the administrator of your organisation's account on The Good Exchange to add you as a user.

If it has not been registered, you can now register your organisation by going through the step-by-step process and completing the [requested details](#). You can see a list of the required information here: <https://thegoodexchange.com/who-we-are/help-support/#info-documentation>

6. At any time during the application process, you can **create and submit your fundraising project** under [My Dashboard > Draft Applications](#) or via the link here: <https://app.thegoodexchange.com/applicant/dashboard/applications>

Note: You can fundraise for capital and/or revenue items including equipment, building work, core running costs, salaries, training, events etc.

What happens next?

Funding

Once your project has been submitted, reviewed and is live on The Good Exchange, it will automatically match with any live and relevant funding organisations on an on-going basis. If you receive an offer from a funding organisation, you will be notified by email. The e-mail will include instructions on what to do to accept the offer and also information about any associated terms and conditions set by the grant giving organisation that need to be read and signed.

Donations

Once approved, your project also acts as a live crowdfunding page on the platform which you can link to from your organisation's website and other on-line sources. You can include the link in e-mails, newsletters, WhatsApp shares and through other Social Media apps to encourage donations. Supporters can visit the page to find out more about your fundraising project(s), see how much has been raised, make donations and see who else has made donations, promote their fundraising activities and share details to their contacts via social media.

Keeping supporters informed and enhancing the appeal of your project page

Whilst the project is live, you can increase the appeal of the project by adding images, videos, project updates and comments to thank donors. You can also add details of any fundraising events you are running.

Help & Support

If you have any questions about how to use The Good Exchange you can:

1. **Read our [FAQs and Glossary](#)** and access our '[How-To' Guides and videos](#) here:

<https://thegoodexchange.com/help-support/>

2. **Download the full [Applicant Organisation User Guide](#)** here:

<https://thegoodexchange.com/resources/the-good-exchange-applicant-organisation-user-guide/>

3. **Download or watch** our webinars on [Using Social Media](#) for fundraising here:

<https://thegoodexchange.com/resource-type/webinar-recordings/>

4. **Watch [success stories](#)** to hear what other platform users have been doing!

<https://thegoodexchange.com/resource-type/success-stories/>

5. **Subscribe** to our [YouTube channel](#) to view our How To videos on using The Good Exchange and fundraising via Social Media and keep up-to-date on our latest videos here:

<https://www.youtube.com/c/thegoodexchange>

6. Contact our Support team:

By e-mail: support@thegoodexchange.com

