

## The on-line charity matching platform built with funders in mind

With 20% of grant applications not meeting funder's grant-giving criteria and only 30% of all applications receiving money, charity fundraisers waste hundreds of hours making unsuccessful applications.\* The Good Exchange is a transformational cloud platform that has been designed to specifically address one of today's biggest charitable fundraising challenges – how to best match those organisations and individuals who have money to give to good causes (funders) to those who need it most (fundraisers).

- Auto-match grant applications to your grant giving criteria
- See only relevant, eligible projects and cut the number of unsolicited applications
- Streamline the application and review process
- Proactively shortlist, make funding offers and communicate with potential applicants
- Merge prospective applicants' data directly into your CRM system
- Retain full control over the grant-making process
- Become part of a collaborative funder community

The Good Exchange platform brings together a funder and relevant charitable projects through an automated matching system via a simple, single on-line application form.

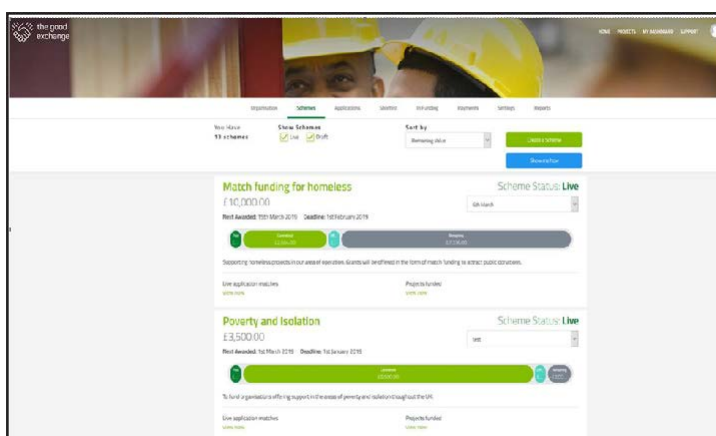
"87% of grant-makers say it's likely having the ability to invite other grant-makers to support applicants they are funding or want to fund, but can't, would incentivise change"

Vanson Bourne/The Good Exchange 2019\*

"64% of grant-makers say it's likely having fewer ineligible applications would incentivise change"

Vanson Bourne/The Good Exchange 2019\*

## Why The Good Exchange?



Funder's page



- Registered with the Fundraising Regulator - demonstrating that the platform meets requirements for openness and transparency with users, for treating donors fairly, and ensuring donors know their rights

- Auto-matching to your bespoke giving criteria ensures only eligible projects are presented for shortlisting
- Full grant management system with full funder control: from shortlist to grant offer, payment, audit and reporting - streamlines and optimises the entire funding cycle
- Single application process cuts admin time for both funders and fundraisers
- One application process matched to funding eligibility criteria cuts the number of unsolicited applications and reduces the number rejected
- See which charitable projects other funders are supporting to create a network of funders who can collaborate and share ideas
- Choose to remain anonymous until you are ready to approach applicants
- Offer match funding instead of, or as well as, grants to increase financial impact and drive public support to a cause
- Extract data about all shortlisted and matched charitable projects directly from The Good Exchange platform into your CRM solution
- Detailed grant funding reports available for download

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

## One funding process- tailored exactly to your needs

Charitable trusts and corporate funders can use The Good Exchange to set up, publish and manage funding schemes and grant rounds based on precise funding criteria (project size or type, organisational income, type of organisation, charitable category and location for example). Every registered funder sees every application that meets their funding criteria, helping to ensure that funding goes to the best and most closely-suited requests and areas of greatest need.

- Charities only need to complete a single on-line application for their project which is then automatically matched with multiple funders, making it easy for each party to find out what support is available for their project(s) both locally and nationally.
- The ability for funders to offer their grants as match funding significantly increases the number of donors and fundraisers supporting charitable projects.
- Applicants can also add fundraising events and ask for donations in one place to accelerate reaching funding targets.

The Good Exchange - Example Grant Funding Report

Round	Scheme	Grant Round	Grant Amount	Type	Other Date	Other Status	Original Funder	Grant Amount	Match Funding	Match Funding	Match Funding	Match Funding	Match Funding
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder B	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder C	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder D	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder E	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder F	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder G	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder H	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder I	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder J	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder K	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder L	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder M	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder N	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder O	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder P	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder Q	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder R	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder S	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder T	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder U	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder V	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder W	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder X	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder Y	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
Funder A	Major Projects	A	£12,000.00	Match	27/04/2018	Confirmed	Funder Z	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00

### Grant Funding

Extract data about all shortlisted and matched charitable projects directly from The Good Exchange platform into Funders' CRM solutions to increase the efficiency of grant administration processes and decision-making and facilitate greater engagement with supported causes.

Projects that do not meet the requirements of a specific funders' grant round or funding programme will remain on The Good Exchange platform and can continue to fundraise and gather donations. They also have the opportunity to be matched with suitable funds if and when such monies become available.

## A Catalyst for Change

Take control of the bigger picture by working strategically and collaboratively with other funding organisations to use place-based funding to address the root causes of major social issues.

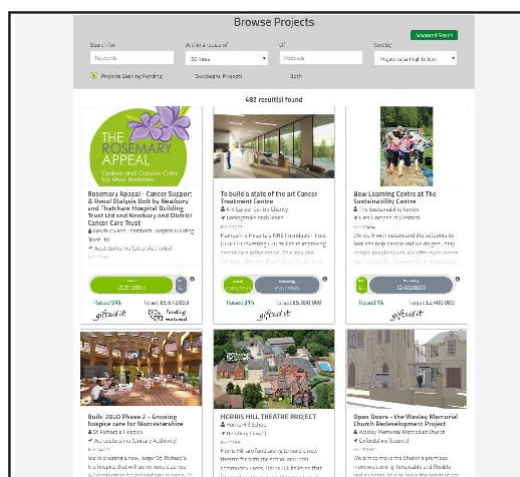
## A Trusted, Charity-Owned, Not-for-Profit Platform

The Good Exchange is a not-for-profit platform wholly-owned by Greenham Trust (Charity number: 1062762).

It is also registered with the Financial Conduct Authority under the Payment Services Regulations 2017 (FRN: 797421) for the provision of payment services, complying with regulatory obligations such as the requirement to detect and deter money laundering, protect its clients' data and treat its customers fairly.

**"The Good Exchange has transformed the way we fund charitable projects. We awarded £125,000 of match funding through the platform which was matched by community donors and fundraisers in just 12 weeks. It has been so successful we have agreed to give another £50,000 in this way."**

**Peter Goulden, Trustee,  
The Peter Baker Foundation**



### Project Page

**For more information about becoming a funder on The Good Exchange visit:**  
<https://thegoodexchange.com/what-is-the-good-exchange/for-funders/>