

## PRESS RELEASE

### **Greenham Trust opens applications for £100,000 of match funds in Christmas “Double Matched Day”** *Every pound donated will be trebled on “Double Matched Day” (Friday 11<sup>th</sup> December) on The Good Exchange platform*

**23<sup>rd</sup> September 2020** – Today, applications open for Greenham Trust’s Christmas Double Matched Day hosted on The Good Exchange fundraising platform. From 00:01 to midnight on Friday 11<sup>th</sup> December 2020, 10 local charitable organisations will have a valuable opportunity to turn each £1 they raise into £3 by collecting donations and promoting their fundraising activities over the 24-hour period.

After the resounding success of Greenham Trust’s first ever Double Matched Day event in July where over £180,000 was raised through donations, Gift Aid and match funding in just 24 hours, the decision was made to host a second event in the run up to Christmas. With up to £100,000 to be awarded to the 10 charitable organisations on the day (with a limit of £10,000 of match funds per fundraising project), Greenham Trust’s Christmas Double Matched Day is a fantastic chance to maximise fundraising success.

To be eligible for consideration the charitable organisations must:

- operate within the West Berkshire and North Hampshire area
- be registered on The Good Exchange platform
- have a new or existing project with a minimum fundraising target of £15,000 live on the platform by close of business on 9<sup>th</sup> November
- email [events@greenhamtrust.com](mailto:events@greenhamtrust.com) with their project number and details of their proposed funding activities.

There are no requirements for the types of charitable organisations that can apply, indeed on the last Double Matched Day the finalists ranged from Newbury & District Sea Cadet Corps raising money to replace the roof on their building, Home-Start West Berkshire helping new mothers with post-natal depression, the Watermill Theatre working on its COVID come back to Newbury Cancer Care Trust raising money to buy ‘cuddle beds’ for cancer patients. To see all of the participants of our last Double Matched Day, which included, see [here](#).

In the meantime, any charitable organisations that wish to be considered are encouraged to start planning how they will drive public and local business donations and run fundraising activities on the day in order to reach their £5,000 target. As it is the run up to Christmas, we’d encourage you to think about how to incorporate the festive season into these activities, for example Christmas bake sales, virtual Santa hat runs, festive quizzes or even simpler, sending donation requests to [WhatsApp contact lists](#).

Chris Boulton, Chief Executive of Greenham Trust, said, “We were overwhelmed by what was achieved on our very first Double Matched Day and hope that the second event will be even more successful and help relieve some of the strain placed on charitable organisations during the ongoing pandemic, especially as we approach the festive period. We’re expecting a large number of applications and successful organisations will be those that have focused on building their evidence, demonstrating the demand for what their fundraising project will deliver, being clear about the impact on beneficiaries and building a great plan for driving fundraising and donations.

In addition, Greenham Trust is looking to partner with any local schools that might be interested in getting involved with fundraising for any one of the ten finalists.

This is not an opportunity to be missed. Start your application on The Good Exchange [here](#). The shortlist will be announced on 19<sup>th</sup> November.

Find out more about Double Matched Day (including Full Terms and Conditions) [here](#).

### **About Greenham Trust**

Greenham Trust Ltd was founded in 1997 to purchase the former Greenham Common Airbase, and to create and manage the new 150-acre Greenham Business Park. The Trust's principal objective is to use income from commercial property to provide charitable funding for the benefit of the local communities in West Berkshire and North Hampshire. Since its inception, the Trust has supported over 1,000 local organisations, donating over £58 million over the last 20 years. Groups seeking funding can apply online at The Good Exchange: <https://thegoodexchange.com>.  
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### **About The Good Exchange**

The Good Exchange is a not-for-profit fundraising platform which makes it easy for charitable organisations to raise money through Greenham Trust, grants from other funders, and donations from the general public. 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 has revolutionised charitable giving in its local area, making it more accessible, transparent and collaborative.

<https://thegoodexchange.com/>

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