

# Greenham Trust and The Good Exchange Community Forum

23<sup>rd</sup> September 2020

Fundraising and Match Funding

# Introduction and Welcome

Chris Boulton, CEO Greenham Trust

# AGENDA

Agenda Item	Presenter
Intro & Welcome	Chris Boulton
Match Funding – What is Match Funding and Greenham Trust’s Match Funding Grants	Marina Stedman, Head of Marketing & Jaz Ghalley, Grant Administrator, Greenham Trust
Double Matched Day Review	Chris Boulton, CEO and Louise Brookes, Grant Administrator, Greenham Trust
Double Matched Day Case Studies	East Ilsley Parish Council (playground) The Watermill Theatre
Top tips for writing appealing grant applications	Julian May, Head of Collaborative Funding
How to allow The Good Exchange to claim Gift Aid on your behalf	Helen Carlile, Systems Lead and Technical Support Manager, The Good Exchange
Using The Good Exchange for Fundraising Activities	Misha Wallace, Client Support Manager
Supporting Charities in West Berkshire	Garry Poulson, Director, Volunteer Centre West Berkshire
Fundraising for the Berkshire Youth Waterside Centre Appeal	Dave Seward, CEO Berkshire Youth
The Good Exchange – Resources and Support	Marina Stedman
Q&A	

# Match Funding

- What is Match Funding?
- Greenham Trust's Match Funding Grants

Marina Stedman, Head of Marketing, The Good Exchange

Jaz Ghalley, Grant Administrator, Greenham Trust

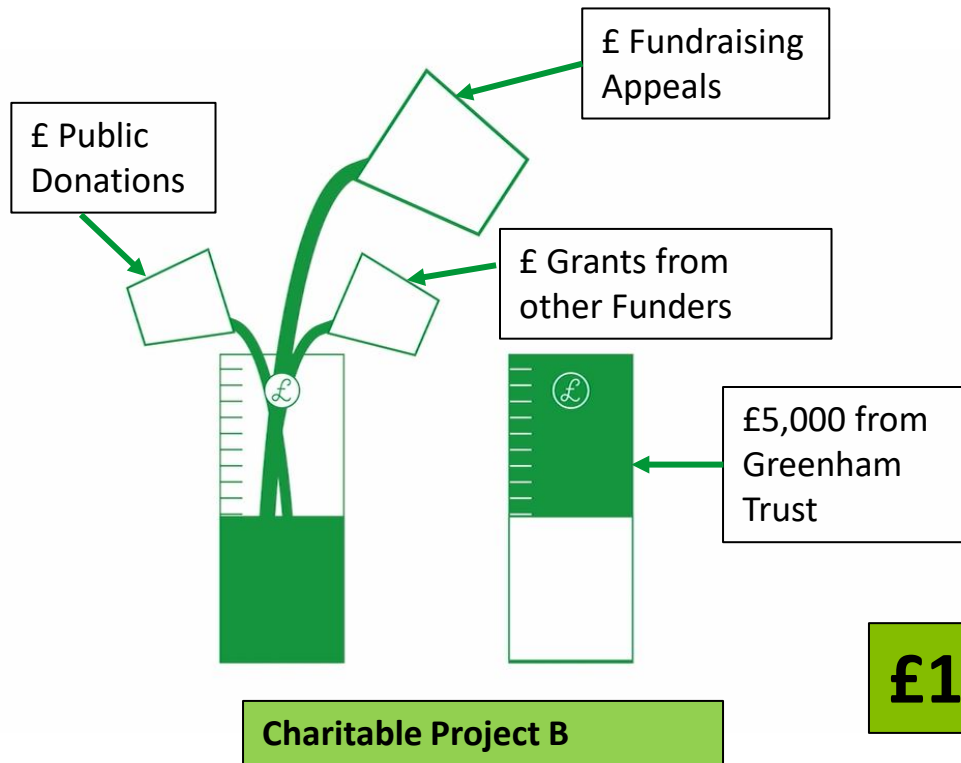
# What is Match Funding?



- A funder offers a defined grant to a fundraising project over a defined time period
- The money is paid to the fundraising organisation (in part or whole) when matched with:
  - Donations
  - Monies raised by fundraising activities
  - Other grants (at Funder discretion)

Use it or lose it – Proactive comms needed to drive donations & fundraising to use the Match Funding money!

# What is Match Funding – An Example?



- Greenham Trust offers a £5,000 match funding grant to Charitable Project B to be matched £1 for £1
- Match Funding incentivises Donors & Fundraisers to give money and/or raise money for their favourite causes
- Every £1 that is donated or raised for Project B becomes £2
- If the fundraising organisation raises £5,000 for Project B, they will receive £10,000 in total
- Made up of: £5,000 from Greenham Trust and £5,000 from donations, fundraising, (& other grants)

**£10,000 Raised !!!**

# Greenham Trust's Match Funding Grants

Jaz Ghalley, Grant Administrator, Greenham Trust

# Trust Top Up

- Greenham Trust offers Trust Top Up (matched funding) to all eligible applications that apply for funding on The Good Exchange
- Trust Top Up is limited to £5,000 per application and £10,000 per applicant per financial year (1<sup>st</sup> April to 31<sup>st</sup> March).
- The matched funding offer is valid from the date the project is first approved for 6 months.
- If your project is for an event on a specific date or dates, Trust Top Up will stop on the date of the event.
- Greenham Trust does not fund projects in retrospect.
- Donations must be genuine donations rather than a payment for goods or services and the donation should not secure a benefit for the donor or a member of their family.
- Trust Top Up will NOT apply to donations from registered charities.

The Trust will match:

- Public donations from individuals
- Company donations
- Aggregated collections from fundraising events and activities
- Donations from Public bodies including local authorities
- Legacy donations



## Greenham Trust's Match Funding Town Council Grants

- Hungerford Town Council
- Thatcham Town Council
- Newbury Town Council
- Town & Manor of Hungerford
- Tadley Town Council
- Greenham Parish Council

GT has agreed to match fund Town Council grants made to applications (registered on the fundraising website <https://thegoodexchange.com> ) on a 1:1 basis within both organisations geographic area of operation and eligibility criteria.

# Greenham Trust Major Grants

- Applications should be made via The Good Exchange & are reviewed quarterly
- Aimed at projects seeking over £30k
- The Grant will be on a 1:1 ratio based on other funds raised through The Good Exchange
- The Trust will match donations from individuals, charitable trusts, commercial organisations, public bodies including local authorities and from fundraising activities
- Applicants will need to submit a detailed fundraising plan of how they expect to raise the balance. This may include applications for funding to other funders, trusts and councils and fundraising activities.
- Payment of the Grant will be made in accordance with an agreed payment schedule when work commences. Applicants will be asked to supply GT with a summary of the tender process, a copy of the successful quote and a copy of the signed construction contract for the project before any payments are made.
- Applicants will be required to complete on-line Monitoring & Evaluation reports on completion of the project.

# Double Matched Day Review

24<sup>th</sup> July 2020

Chris Boulton, CEO Greenham Trust

Louise Brookes, Grant Administrator, Greenham Trust



# WHAT WAS DOUBLE MATCHED DAY?

- Greenham Trust offered up to £100,000 in double matched funding
- Across 10 charitable projects on The Good Exchange
- Donations made via The Good Exchange between 0:01 and 24:00 on Friday 24th July were double matched
- Every £1 donated on each project up to £5,000 was awarded £2 by Greenham Trust





**HOME START**  
West Berkshire



**SEA CADETS**



**Dingley's Promise**  
The Best Start for Every Child



East Ilsley  
**Parish Council**



**Daisy's Dream**



**citizens advice** Tadley & District



**THE WATERMILL THEATRE**



**Greenham Trust**

**the good exchange**



**MS THERAPY CENTRE**  
BERKSHIRE



**Newbury Cancer Care**



**The Castle School**



**Greenham Trust**

**the good exchange**

# Fundraising Stair Climb for The Castle School

1. Jayne Tomlinson climbed the stairs 247 times for the Castle School's Hydrotherapy Pool Appeal
2. She roped her son in to help with social media and videos
3. They raised £5,309.04 for the appeal via the stair climb challenge

<https://app.thegoodexchange.com/project/17911/friends-of-castle-school/revitalisation-of-the-hydrotherapy-pool>



# FUNDRAISING ACTIVITIES #2

## Home-Start

**Home-Start West Berk** @HomeStartWB · Jul 16  
Home-Start West Berkshire ate delighted to be selected for @Greenham\_Trust #doublematchedday Thank you Greenham Trust #local #funding #community #giving

**Home-Start West Berk** @HomeStartWB · Jul 22  
We are getting very excited about Double Match Day for 24 hours only will be given £2 for every £1! So get give!! Thanks to... @Greenham\_Trust @thegoodexcha #doublematchedday #local #giving #community

**Home-Start West Berk** @HomeStartWB · Jul 23  
Tick Tick Tick! Just 6 hours to go until our Maternal Mental Health Project receives double matched funding thanks to @GreenhamTrustLtd and @thegoodexchange. Here is the fantastic project to support: [app.thegoodexchange.com/donatenow/4ed0...](https://app.thegoodexchange.com/donatenow/4ed0...) #doublematchedday #giving #community #local



**Home-Start West Berk** @HomeStartWB · Jul 24  
What an incredible day! Thanks to a whopping donation of several donations we have smashed our target, raising £15,000! Thank you so much to all @Greenham\_Trust and @thegood amazing generosity #doublematchedday #localgiving #corr



## Castle School

**The Castle School** @TheCastleSchool · 24 July · 🌐  
The last few hours and the last push. A big thank you to everyone who has donated to an amazing cause today. We are one step closer to our improvements thanks to you all.

**The Castle School Newbury** @TheCastleSchoolNewbury · 24 July · 🌐  
Today's the day... double matched funding for the hydrotherapy pool for one day only. Please help us to make the experience in our hydrotherapy pool amazing for our pupils. Any money donated today will be double match funded. Please help and share where you can. <https://app.thegoodexchange.com/project/17911/friends-of-castle-school/revitalisation-of-the-hydrotherapy-pool>



**The Good Exchange** @thegoodexchange · 24 Jul  
Amazing Jayne has climbed her stairs 247 times to support The Castle School Newbury hydrotherapy pool for children with special needs & disabilities! 🌟 [thegoodexchange.com/wp-content/upl...](https://thegoodexchange.com/wp-content/upl...) Donate now & your donation will be TREBLED by @Greenham\_Trust! [app.thegoodexchange.com/project/17911/...](https://app.thegoodexchange.com/project/17911/...) #doublematchedday



**The Castle School Newbury** @TheCastleSchoolNewbury · 24 July · 🌐  
Just a few hours left to get those donations in for the hydropool. Please share this far and wide to get the news out there for the double match funding. <https://app.thegoodexchange.com/project/17911/friends-of-castle-school/revitalisation-of-the-hydrotherapy-pool>

**Dingley's Promise** @DingleysPromise · 24 July · 🌐  
It's Double Matched Day!

## Dingley's Promise

atcheday is full steam ahead! Until 11pm donations you make to our Recovery and Learning Support Programme via [The Good Exchange](https://app.thegoodexchange.com/project/18286) will be TREBLED! 🎉  
👉 Drop by our West Berkshire Centre (Poplar Place, Shaw) for a tasty lunchtime treat? Visit our drive through #bakesale at our West Berks Centre (Poplar Place, Shaw)! We're open until 2pm. Can't make it? #Donate the price of a #cake (or three) here: <https://app.thegoodexchange.com/project/18286> #doublematchedday with Greenham Trust and The Good Exchange

Drop by our West Berkshire Centre (Poplar Place, Shaw) for a tasty lunchtime treat? Visit our drive through #bakesale at our West Berks Centre (Poplar Place, Shaw)! We're open until 2pm. Can't make it? #Donate the price of a #cake (or three) here: <https://app.thegoodexchange.com/project/18286> #doublematchedday with Greenham Trust and The Good Exchange

Thank YOU so much to all our supporters who have helped us raise over £15,000 for the Learning Support Programme via @thegoodexchange.com/project/18286. Your donation will be TREBLED by Greenham Trust! #doublematchedday with The Good Exchange



# Double Matched Day Case Studies

Fenella Woods, Clerk to East Ilsley Parish Council

Jo Bycroft, Development Director and Charlotte Stroud, Development Officer, The Watermill Theatre



# East Ilsley Parish Council Playground Revamp

Fenella Woods, Clerk to East Ilsley Parish Council

<https://app.thegoodexchange.com/project/18156/east-ilsley-parish-council/east-ilsley-playground-revamp>

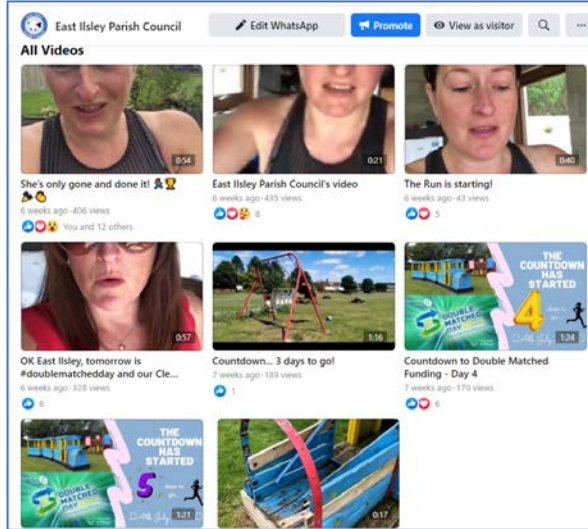
# East Ilsley Playground Revamp Project



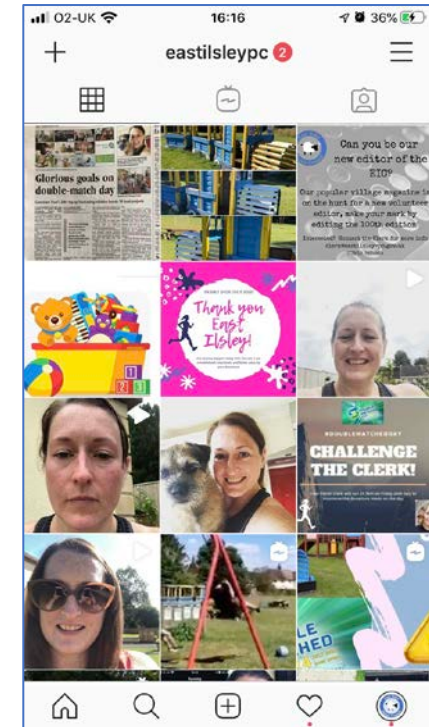
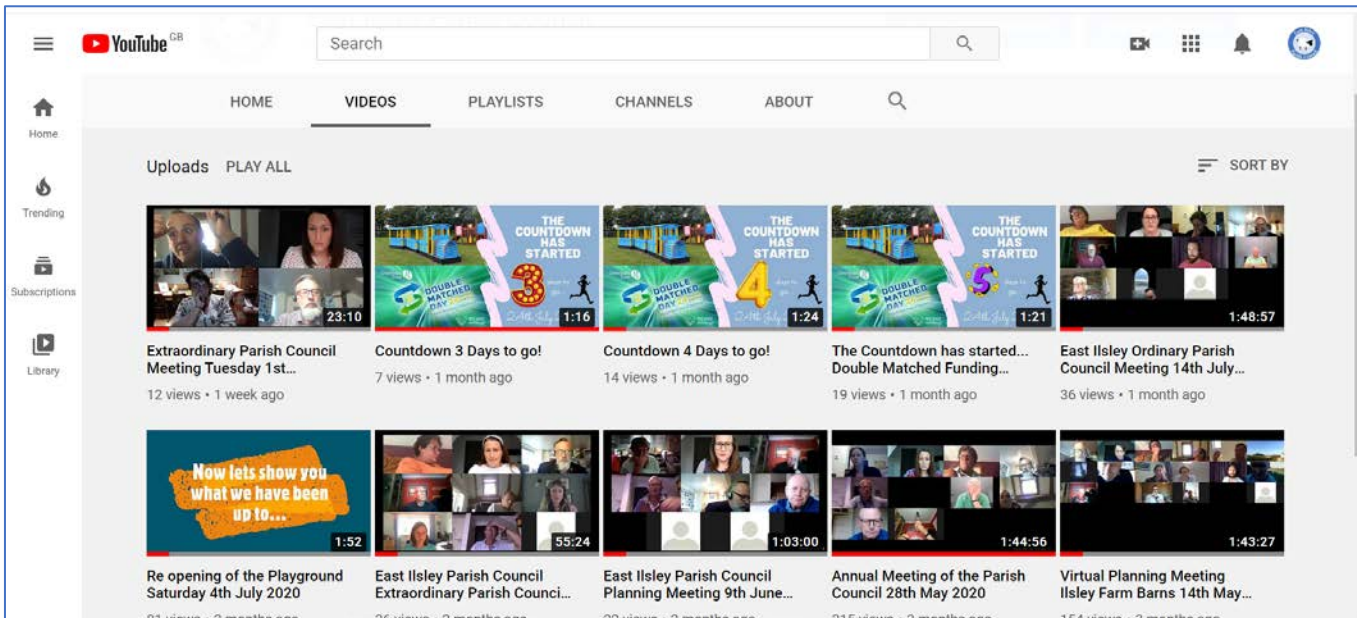
- Applied via The Good Exchange for help with revamping our playground
- We were made one of the 10 finalists for Double Matched Funding Day - a chance to make a whopping £15,000 in one day
- We needed to do something 'special' on the day, to encourage people to donate to something that was 'live' on the day
- The Clerk decided to run 24.7km on a treadmill to generate maximum donations (24.7 because it was the 24<sup>th</sup> July!)
- Social Media was our biggest pull and we heavily utilised this to raise awareness, share videos, live stream the run and drive up donations
- It worked! - Social Media engagement was incredible, and we achieved our target, securing £15,488.55 for new playground equipment



# So how did we do it?



**Facebook, Twitter, Instagram and YouTube were our biggest draw, so much engagement from our Community via these methods!**





# So what did we learn?

- We knew we had to 'do' something, physically, on the day to drive up donations = Challenge the Clerk was born!
- Creation of vibrant, clear, eye-catching social media messages were important to gain attention (Canva was brilliant for this!)
- The support from The Good Exchange and The Greenham Trust before, during and after was phenomenal - they helped up build our campaign, increase awareness through social media, newspapers and the radio
- Use all available tools, resources, and people you can find, the challenge wasn't the run itself, it was the campaign and the intensity!
- You need a 'hook' - a story, something people can relate to / understand / feel empathy for as this helps with donations



Countdown  
video used  
across all  
media



Countdown  
video used  
across all  
media



# And finally...

- We could not have achieved this without The Good Exchange or Greenham Trust
- Use everything they give you / listen to their advice / run ideas past them / share everything you can on Social Media with them / take every opportunity they give you and embrace it!



# The Watermill Theatre

## ACT NOW COVID Recovery project

Jo Bycroft, Development Director and Charlotte Stroud, Development Officer, The Watermill Theatre

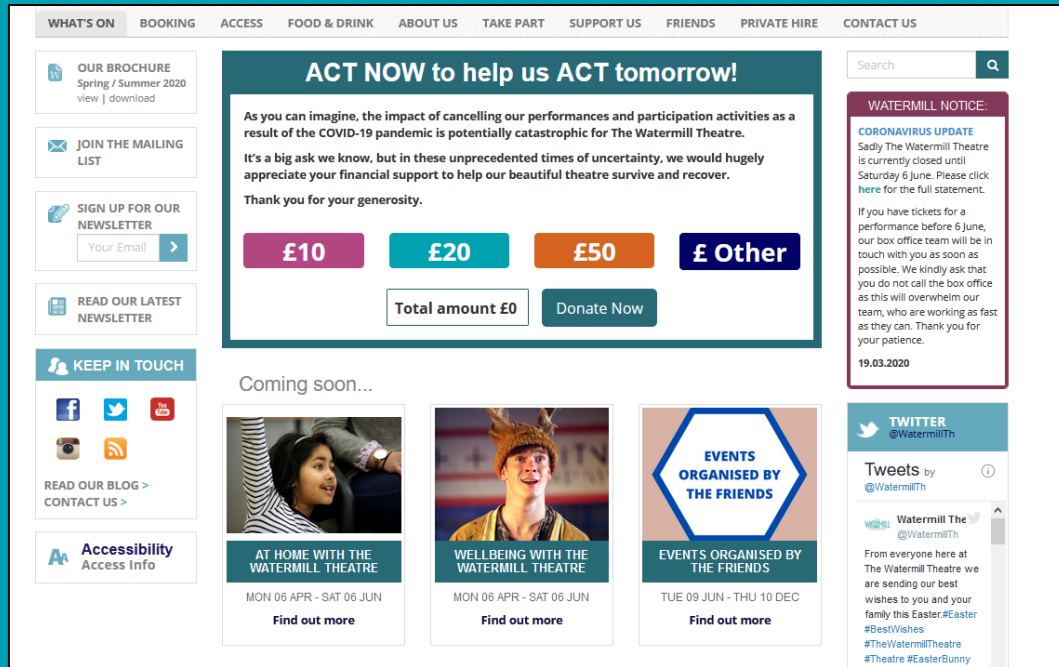
<https://app.thegoodexchange.com/project/18280/the-watermill-theatre/act-now-to-help-us-act-tomorrow-2020-21>



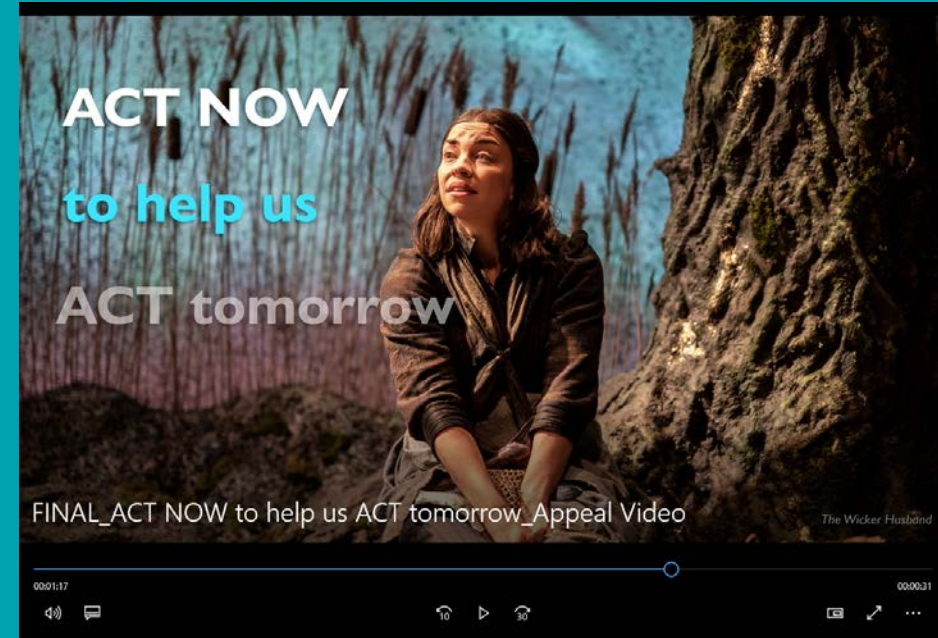
THE  
WATERMILL  
THEATRE

The logo for The Watermill Theatre is centered on a teal background. It consists of the words "THE", "WATERMILL", and "THEATRE" stacked vertically. The word "WATERMILL" is the largest and most prominent. The letter "A" in "WATERMILL" is replaced by a stylized white duck swimming to the right, with three wavy lines below it representing water. The word "THEATRE" is written in a smaller, spaced-out font below "WATERMILL".

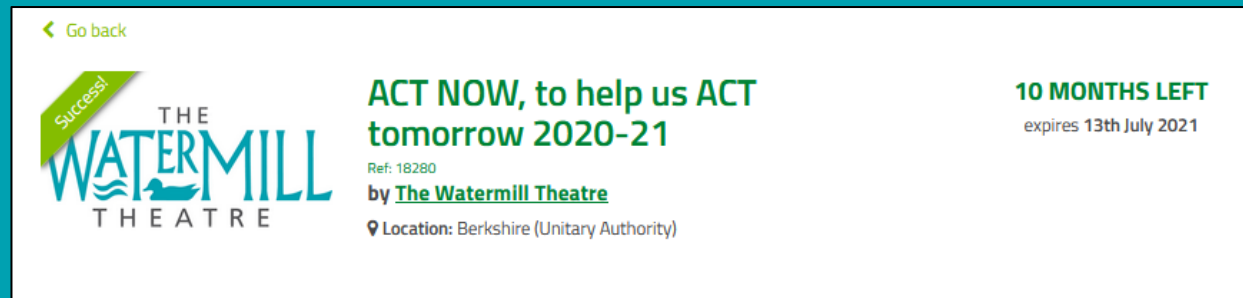
# The ACT NOW to help us ACT tomorrow Appeal



Watermill website, shortly after closure in March



Appeal video posted: 24 April Facebook, Twitter, Instagram



Project page on The Good Exchange, 13 July 2020

# Double Matched Day - Emails (7 days to go)



Development team email signature

Within 24 hours we had received £700+ in donations – AMAZING! But sadly not eligible for double matched funding.

THE  
WATERMILL  
THEATRE

The Watermill Theatre  
Box Office 01635 46044 | [watermill.org.uk](http://watermill.org.uk)  
View in browser | Forward to a friend

f t i y

FRIDAY 24 JULY IS  
**DOUBLE MATCHED DAY!**

Thanks to Greenham Trust's special double matched day on  
24 July, a £1 donation from you = £3 for The Watermill Theatre!\*

TRIPLE YOUR IMPACT WITH A SINGLE DONATION

On Friday 24 July for one day only, for every £1 you kindly donate to The Watermill's **ACT NOW to help us ACT tomorrow** appeal on [The Good Exchange fundraising platform](#), Greenham Trust will donate £2. This means your investment will triple in value immediately.

1 Week's Notice E-flyer (two versions sent)

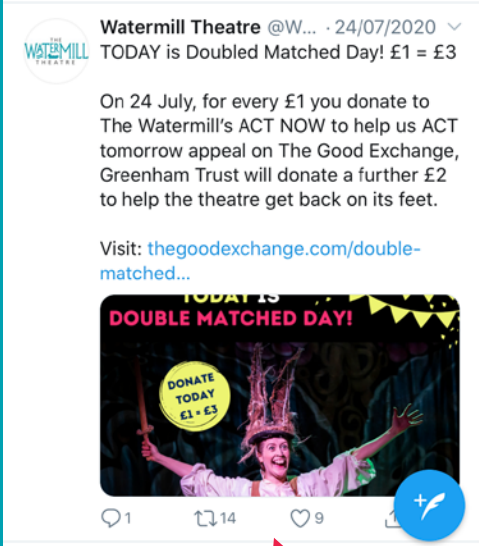
# Double Matched Day – Social Media

## Mon – Fri Social Media Countdown (From 4 days to go)

- Daily countdown on Facebook & Instagram stories – best to schedule story posts in advance, 24 hrs
- Tagging Greenham Trust & The Good Exchange, #doublematchedday
- Retweeting to raise awareness



48 shares



# Double Matched Day – Print & Digital Marketing

(From 7 days to go)



**FRIDAY 24 JULY IS  
DOUBLE MATCHED DAY!**

**WHAT IS DOUBLE MATCHED DAY?**

A special **one day only** fundraising event on the **Good Exchange**.  
On Friday 24 July 2020, Greenham Trust will double match any donations made via the Good Exchange fundraising platform towards our **ACT NOW to help us ACT tomorrow** appeal.

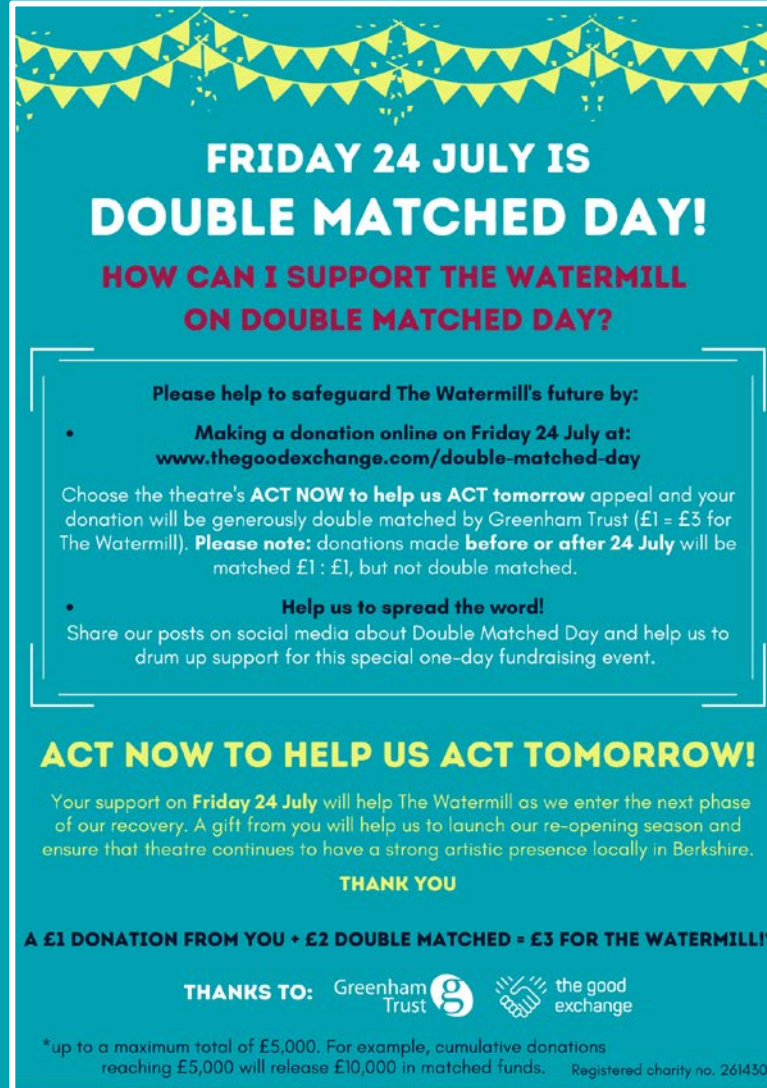
**WHY DOES THE WATERMILL NEED SUPPORT?**

Since the beginning of April due to the Covid-19 pandemic, all of The Watermill Theatre's work is under threat. The theatre has closed its doors, cancelled all performances and on-site activities. We have lost the ability to generate the majority of our income which means the theatre's future is uncertain.

**A £1 DONATION FROM YOU + £2 DOUBLE MATCHED = £3 FOR THE WATERMILL!\***

THANKS TO:  

Front



**FRIDAY 24 JULY IS  
DOUBLE MATCHED DAY!**

**HOW CAN I SUPPORT THE WATERMILL  
ON DOUBLE MATCHED DAY?**

Please help to safeguard The Watermill's future by:

- **Making a donation online on Friday 24 July at:**  
[www.thegoodexchange.com/double-matched-day](http://www.thegoodexchange.com/double-matched-day)

Choose the theatre's **ACT NOW to help us ACT tomorrow** appeal and your donation will be generously double matched by Greenham Trust (£1 = £3 for The Watermill). **Please note:** donations made **before or after 24 July** will be matched £1 : £1, but not double matched.



- **Help us to spread the word!**  
Share our posts on social media about Double Matched Day and help us to drum up support for this special one-day fundraising event.

**ACT NOW TO HELP US ACT TOMORROW!**

Your support on **Friday 24 July** will help The Watermill as we enter the next phase of our recovery. A gift from you will help us to launch our re-opening season and ensure that theatre continues to have a strong artistic presence locally in Berkshire.

**THANK YOU**

**A £1 DONATION FROM YOU + £2 DOUBLE MATCHED = £3 FOR THE WATERMILL!\***

THANKS TO:  

\*up to a maximum total of £5,000. For example, cumulative donations reaching £5,000 will release £10,000 in matched funds. Registered charity no. 261430

Back

- **A5 Flyers** - Riverside Café disposable menus, restaurant team attached printed flyers.
- **Digital version** - sent to specific contacts to share with colleagues, friends and family.
- **Direct Mail** sent to Friends about outdoor performances, banner with DMD info.

# Double Matched Day – Friday 24 July

## ON THE DAY:

- Doubled Matched Day is TODAY! E-flyer to mailing list
- Event page on website to direct supporters to The Good Exchange
- Social posts across all channels: Facebook, Instagram Grid (swipe through post), Instagram Story, Twitter.
- Prepared a short video animation (but decided not to share this as we reached £5,000 target by 11am, so didn't want to mislead with any further messaging.)



# Double Matched Day – Friday 24 July

## Saying Thank You

[Go back](#)

**Success**

**THE WATERMILL THEATRE**

**ACT NOW, to help us ACT tomorrow 2020-21**

Ref: 18280  
by **The Watermill Theatre**  
Location: Berkshire (Unitary Authority)

**10 MONTHS LEFT**  
expires 13th July 2021

Wow! We have been overwhelmed by the wonderful support we have already received today, on Double Matched Day. We are delighted that we have reached the maximum amount of £10,000 in matched funding available already! It is just amazing to have such a generous and passionate community supporting the theatre and helping us to get through this challenging period.

Please keep supporting us to help us reach our overall goal of £130,000 to help The Watermill Theatre get back on its feet again. Thank you.

Charlotte Stroud

2 months ago

*"Wow! You did it! Thank you so much for helping us to achieve our appeal target on The Good Exchange. We have been absolutely blown away by the support we have received today, on Double Matched Day. We are delighted to have received the maximum amount of £10,000 in matched funding available from Greenham Trust, and your incredible donations continued coming in, way beyond our expectations. It is just amazing to have such a generous and passionate community supporting the theatre and helping us to get The Watermill back on its feet. Although we have now reached our appeal target on The Good Exchange, our fundraising efforts will continue, to help us plan the next stage of our recovery and get the main theatre ready to safely reopen. We are resolute in our ambition to resume activities, provide an exceptional outreach programme and create brilliant shows that will entertain, involve and inspire you. If you would still like to make a donation to support The Watermill Theatre, please visit [www.watermill.org.uk](http://www.watermill.org.uk) Thank you once again, for reminding us just how special and kind our Watermill community is. With best wishes, Charlotte Stroud, Development Officer"*

Reached  
£5k goal

824 donors  
+ 56 donations via  
Watermill website

End of day  
24 July

## Saying Thank You



E-flyer

**The Watermill Theatre**  
27 July · 🌐

Wow! You did it!

Thank you so much for helping us to raise a staggering £44,653 on [The Good Exchange](#) on Double Matched Day. It is just amazing to have such a generous and passionate community supporting the theatre and helping to get The Watermill back on its feet. We are thrilled to have received the maximum amount of £10,000 in double matched funding available from [Greenham Trust](#), and your incredible donations continued to come in, way beyond our expectations.

We are resolute in our ambition to resume activities, provide an exceptional outreach programme and create brilliant shows that will entertain, involve and inspire you. We can't wait to welcome you back to The Watermill Theatre. Thank you once again, for reminding us just how special and kind our Watermill community is.

152 5 comments 6 shares

- Email thank you to mailing list.
- Thank you via all social channels.
- Donations continued to be added, tricky to confirm total on day.
- N.B. The Good Exchange website won't let you exceed your target.

THE WATERMILL THEATRE

The Watermill Theatre  
Box Office 01635 46044 | [watermill.org.uk](http://watermill.org.uk)  
[View in browser](#) | [Download to your phone](#)

f t i y

**A HUGE THANK YOU TO EVERYONE WHO SUPPORTED US ON FRIDAY 24 JULY - DOUBLE MATCHED DAY**

**Wow! You did it!** Thank you so much to everyone who supported us on Double Matched Day; you helped to raise a staggering **£44,653** for The Watermill Theatre on [The Good Exchange](#).

It is just amazing to have such a generous and passionate community supporting the theatre and helping to get The Watermill back on its feet.



THE  
WATERMILL  
THEATRE

The logo for The Watermill Theatre is centered on a teal background. It consists of the words "THE", "WATERMILL", and "THEATRE" stacked vertically. The word "WATERMILL" is the largest and most prominent. The letter "A" in "WATERMILL" is replaced by a stylized white duck swimming to the right, with three wavy lines below it representing water. The word "THEATRE" is written in a smaller, spaced-out font below "WATERMILL".



# EXCITING NEWS!

Going forwards  
Greenham Trust plans  
to run a Christmas  
Double Matched Day  
on Friday 11<sup>th</sup>  
December 2020!



## Christmas Double Matched Day Friday 11<sup>th</sup> December 2020

1. £100,000 in Double Match Funding from Greenham Trust
2. **£1 becomes £3** (Greenham Trust will give £2 for every £1 donated up to £10,000 per featured project)
3. Runs for **24 hours** from 1 minute past midnight on 11<sup>th</sup> December
4. To apply, applicants must:
  - i. Have a **live project** on The Good Exchange by 5pm on **Monday 9 November**
  - ii. The project must require a **minimum of £15,000** in funding
  - iii. Send an email to: [events@greenhamtrust.com](mailto:events@greenhamtrust.com) (including your fundraising plan for the day)
5. Please visit <https://greenhamtrust.com/double/> to view the full terms and conditions
6. Successful applicants (finalists) will be notified by close of business on **Thursday 12 November**

# Double Matched Day Finalists – Important Points #1

Finalists are expected to run a Double Matched Day campaign:

1. Create and run fundraising campaigns both before and on the day
2. Spread the word via social media, websites, emails, newsletters, magazines etc to generate public support to drive awareness and donations on the day
3. Engage with corporate donors about fundraising and donating on the day
4. Finalists will have a live interview on Kennet Radio on Double Matched Day
5. Finalists will be supported with training sessions, mentoring and local expert volunteers

# Top Tips for Writing Appealing Grant Applications

Julian May, Head of Collaborative Funding, The Good Exchange

[julian.may@thegoodexchange.com](mailto:julian.may@thegoodexchange.com)

# Top 10 Fundraising Appeal Tips



...Don't Forget Keywords and Share your Fundraising Appeal with your Service Users, Supporters and Partners.

1. Is the Project/Service Really Needed?
2. Am I eligible?
3. Elevator Pitch – Who are we? Why we are needed? How are we different?
4. Emotional Engagement – Let your beneficiaries tell their and your story
5. Use photos and videos to tell your story
6. Social Impact and Social Value – What difference are we making to their lives?
7. Accounts and Reserves – be transparent
8. Due Diligence & Accountability – be realistic about what you can achieve
9. Learn from your Peers
10. Gift Aid



This isn't just a grant application!

- Fundraising Page
- Donors
- Fundraisers
- Accessible, Engaging and Appealing

Gre

Trust



## Raising the Curtain after Coronavirus - Backstage and Front of House

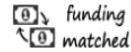
Ref: 18151

by **THE THEATRICAL GUILD**

Location: United Kingdom

**8 MONTHS LEFT**

expires 22nd May 2021



Donate now

Become a Fundraiser

Sir Ian McKellen is donating £40,000 from his triumphant 80th birthday tour of theatres across the UK as match funding to support The Theatrical Guild's emergency fund.

### THE THEATRICAL GUILD

Who are The Theatrical Guild (TTG) and why are we fundraising?

TTG is a charity that was established 125 years ago to support all the individuals who, with their different skills, are the unsung heroes of every staged performance. Most are low-paid, self-employed or on zero hours contracts so many, through no fault of their own, have fallen between the gaps for available Government support.

TTG supports the individuals who create costumes, wigs, props, scenery, operate lighting rigs and sound desks, set the stage, run the box office and bars, usher you to your seats, sell programmes, clean the auditorium, photograph the shows and much more besides. Many are specialist skills and all are vital to enable the curtain to be raised 8 shows a week on theatre productions across the UK.

With theatre productions 'on hold' until the autumn, possibly next year and all production work cancelled for the foreseeable future as a result of COVID-19/coronavirus, there is a growing need to support the individuals whose skills and commitment make up the backbone of the theatre industry.

Our promise is that every penny raised on The Good Exchange will be paid directly to the individuals we represent to support them during these difficult times. Please help by donating to the vast army of people who really do help to raise the curtain on theatre productions across the UK!



Raised 40%  
Target £100,000



# This isn't just a grant application!

- Fundraising Page
- Donors
- Fundraisers
- Accessible, Engaging and Appealing

Gre

Trust



## RECENT CASE STUDIES

### Sophie

Works in Wardrobe as a Dresser. Her husband has recently been diagnosed with terminal cancer so she is the sole earner in their house. The immediate closure of the theatre where she worked left her facing an immediate and total loss of income leaving her unable to cover her rent, household bills, food and additional home care for her husband. Sophie was not eligible to be furloughed and there was a long delay in her application being processed for Universal Credit. The emotional strain of dealing with her husband's recent diagnosis and the subsequent loss of all income was overwhelming.

The Theatrical Guild agreed a grant of £750pm for three months and ten counselling sessions.

### Annie

Stage Manager.

Annie was on tour when the lockdown happened. She had been staying in theatre digs paid for by the production management. When the show closed overnight, she received no financial support and had no family with whom she could stay so was, to all intents and purposes, made homeless.

The Theatrical Guild agreed a grant of £500pm to secure temporary accommodation.

### Helen and Jonathan

Stage Manager and Freelance Sound Technician.

Both had short term contracts and lost their employment overnight when their productions were cancelled. They have two young children and used their savings and credit cards to survive the first month after the lockdown. By the middle of May their savings had run out and they were unable to pay their rent and household and food bills. Their landlord refused to agree a rent break and threatened eviction. Being self-employed they fell through the gaps of Government support and have only received limited universal credit support.

The Theatrical Guild agreed a grant of £750pm for three months as contribution towards rent, household bills and food.

### Peter

Peter works Front of House and as a Stagehand.

He lives with his invalid parents and younger brother in rented accommodation. Both parents are housebound and their sons are their carers. Peter works day shifts and evening shifts and has been employed on zero hours contracts. The show he had been working on closed just before lockdown and the front of house work he was due to take up was cancelled as was the contract for a new musical. The family have recently been told that his mother is now terminally ill and his father is currently undergoing chemotherapy for leukaemia. This has all had a huge impact on Peter's mental health and the fear of finding the money to pay for the funeral costs an added and constant worry.

The Theatrical Guild agreed a grant of £500 to be reviewed monthly, ten counselling sessions and an assurance that they will help with the funeral costs.

# This isn't just a grant application!

- Fundraising Page
- Donors
- Fundraisers
- Accessible, Engaging and Appealing

Gre

trust

\*Sir Ian McKellen image - copyright Nobby Clark\*



Events 0 upcoming 1 taken place

Join Event

## BLACK HOUND PRODUCTIONS 24HR CHARITY LIVE

2 fundraisers joined this event

### Start

8th Aug 2020 - 12:00 pm

### End

9th Aug 2020 - 12:00 pm

### Details

From midday on Saturday 8th August to midday on Sunday 9th August we will be streaming live from the Merlin Theatre to raise money for the Theatrical Guild.

The Theatrical Guild aim to support those backstage and front of house, from ushers to technicians, offering support both mentally and financially. We believe now more so than ever, these creatives need our help. Industry professionals worldwide have lost their livelihoods as a result of the Coronavirus.

For 24 hours we will be celebrating all things theatre with guests from various theatre companies far and wide.



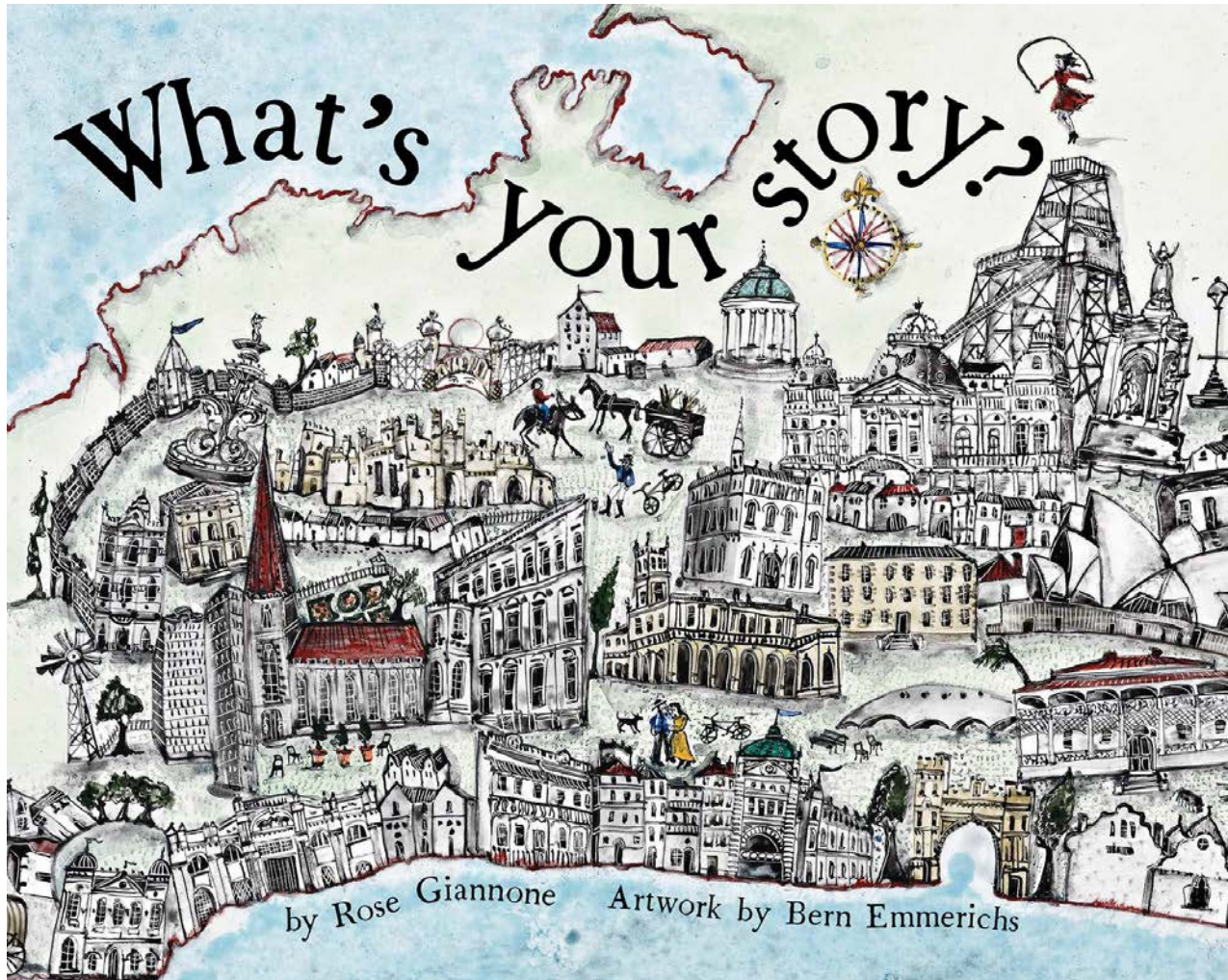
# This isn't just a grant application!

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Gre

For 24 hours we will be celebrating all things theatre with guests from various theatre companies far and wide.

# Getting Ready – What's Your Story?



- Am I eligible?
- Clear and transparent
- The Pitch – Why are we needed?
- How are we different? Where's the evidence?



## Telling a Story – It's not All About You!

- Beneficiaries – Who is it about so I care?
- Photos and Videos – Grab, Care and Share
- Impact – What difference do we make?

# The Essentials

- Accounts and Reserves – Free and Ring-fenced?
- Accountability – Be realistic with what you can achieve
- Due Diligence – Be proactive and prepared to answer further funder questions
- Good Practice – compare successful applications



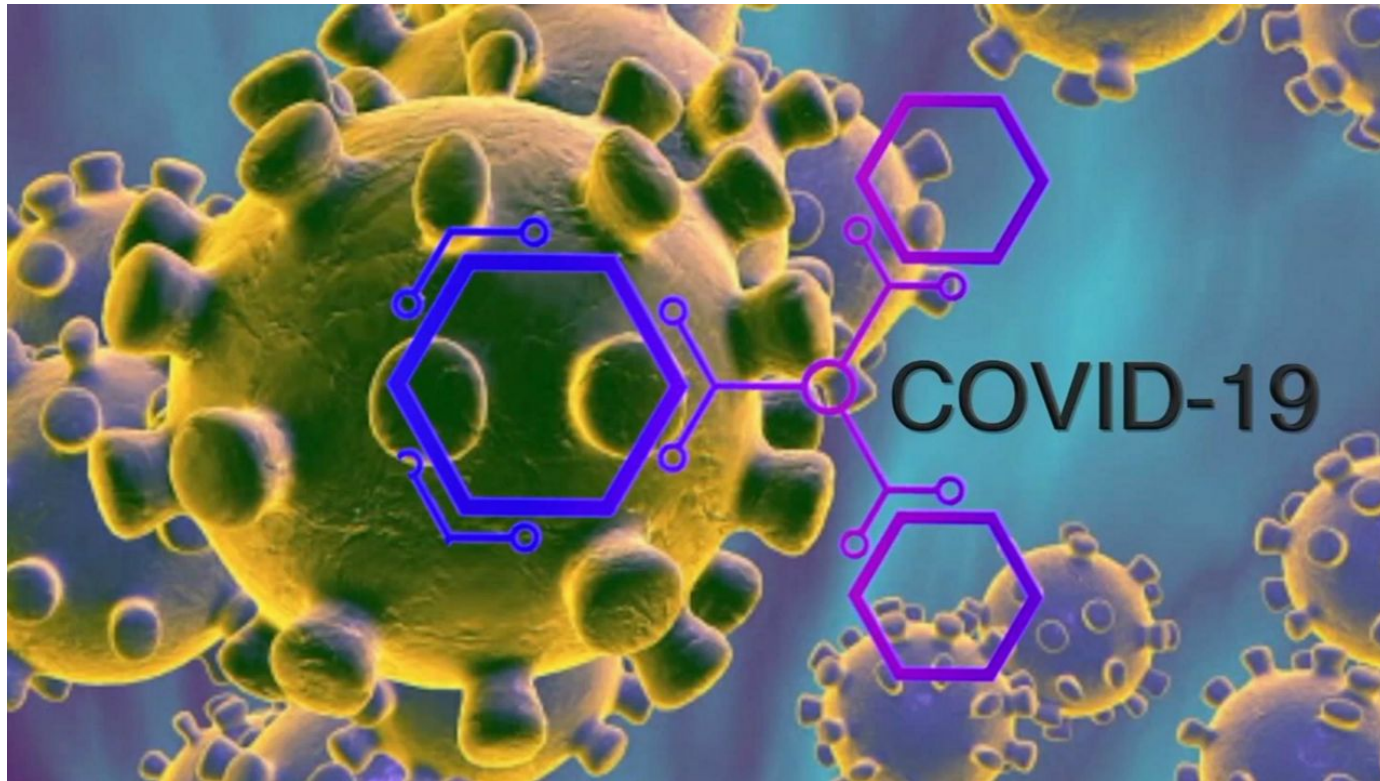
# What are Keywords?

1. Keywords are part of the way that search engines (e.g. Google and Bing) understand websites (including your website and fundraising projects on <https://thegoodexchange.com>)
2. Use relevant keywords on your website/your fundraising page – it will help your fundraising project to be found by the search engines and by people using the search engines to find content they are interested in
3. Match the language on your website/pages and in your social media to:
  - The language that your supporters might use when they search for you
  - Words that people who don't know you might use to search for content that's related to what you do
  - Words that are used by other organisations that are similar to you
4. Make sure that you have content on your website that is related to the keywords you are using (or the search engines won't like it and you may be penalised in search results)
5. Remember that your **Fundraising page on The Good Exchange** platform is also a website page and needs to have great content including keywords so that people can find it through search engines!

# Finding Keywords – Using Google's Keywords Tool

1. You will need to have a Google Account for yourself or your organisation to use this tool
2. You can learn how to set up a Google Account our webinar here:  
<https://thegoodexchange.com/resources/social-media-twitter-facebook-google-analytics/>

# The Impact of Covid-19



- Fundraising is really challenging
- Is the project/service needed? Must have? Or Nice to have?
- Create a relationship
- The Good News! - Shift to core funding



# How to Allow The Good Exchange to Claim Gift Aid on Your Behalf

*giftaid*

Helen Carlile, Systems Lead and Technical Support Manager, The Good Exchange

# What is Gift Aid?

**Gift Aid** is a scheme that allows charities and Community Amateur Sports Clubs (CASCs) to claim from HMRC, the basic rate of tax their donors have paid on top of their donation.

*giftaid*

## Gift Aid explained...

If you make a donation and you tell us that you pay tax in the UK we can claim back 25% from the Government. **That's 25p for every £1 you give.**

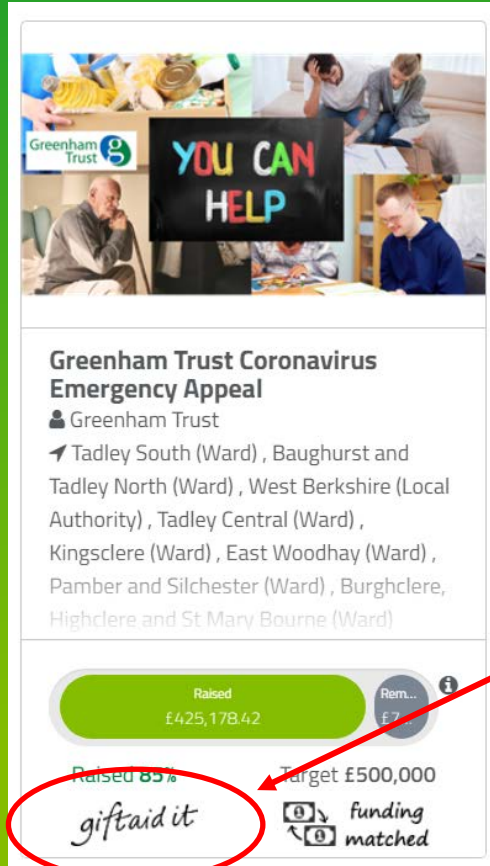


**To allow The Good Exchange to collect Gift Aid on behalf of your organisation you must tell us about your Gift Aid status and nominate us to act as an agent.**

## Restrictions

- Donors must be **tax paying individuals** (companies cannot claim Gift Aid)
- Collections are not eligible for Gift Aid.

# Organisations on The Good Exchange claiming Gift Aid



**Greenham Trust Coronavirus Emergency Appeal**  
Greenham Trust  
Tadley South (Ward), Baughurst and Tadley North (Ward), West Berkshire (Local Authority), Tadley Central (Ward), Kingsclere (Ward), East Woodhay (Ward), Pamber and Silchester (Ward), Burghclere, Highclere and St Mary Bourne (Ward)

Raised £425,178.42 Rem... £7

Raised 85% Target £500,000

*giftaid it* Funding matched

- 2000 Organisations
  - 700 Registered Charities and CASCs
  - Only **30%** are claiming Gift Aid
  - **70%** missing out!!!

*giftaid*

1. Check project search page
2. Email [support@thegoodexchange.com](mailto:support@thegoodexchange.com) for guidance on how to register

*Note: All Gift Aid transactions are available in the applicant activity report.*

<https://thegoodexchange.com/help-support/#claim-gift-aid>



# Using The Good Exchange for Fundraising Activities

Misha Wallace, Client Support Manager, The Good Exchange

1. Supporting charitable projects as a public Fundraiser
2. Adding fundraising events and the proceeds to your live project as an Applicant

## Supporting charitable projects as a public fundraiser

**Applicant**: the organisation who registers and adds a project to raise funds with the support of funders and donors.

**Fundraiser**: a member of the public or a corporate team who would like to support a live project with a fundraising activity.

As an Applicant, you may be approached by a supporter who wishes to **become a Fundraiser** in support of your project. Or, you may wish to become a Fundraiser and undertake your own personal activity to support your project.

For full step by step instructions on how to get started as a Fundraiser on The Good Exchange, download our **Fundraiser User Guide** and pass a copy to your supporters.



Encourage your fundraisers to **Share their Fundraising Profile** as much as possible with friends, family and followers on social media to encourage donations and to let their donors know that their donations will be DOUBLED if match funding is available!

## Why encourage fundraisers to support your projects?



**More funds!** Fundraisers can help to generate funds for your projects by bringing in donations, which can be DOUBLED by any match funding you have in place from a funder!



**Wider audience!** Fundraisers can help to generate interest and engagement for your cause when sharing the details of their activity and your project with their own friends, family and followers.



**Enhanced appeal of project page and cause!** Fundraisers will feature on your project page – this can be appealing to other members of the public visiting your page, encouraging them to support you too - either with a fundraising activity, or by donating.

Take a look at these examples of fantastic fundraisers, supporting their favourite projects on The Good Exchange!

[John Hibbert – Parachute Jump to support St Mary’s Church, East Ilsley](#)

[Imogen Dental – Raft Building and Race to support Ark Cancer Centre Charity](#)

## [Adding fundraising events on your project page as an Applicant](#)

As an Applicant organisation, you can also raise by running a fundraising event in support of your project, e.g., an online coffee morning; virtual quiz; fun-run, etc. You can add details of any events you are running on to your project page for public view.

For full step by step instructions on how to add an event on your live project page (or increase the appeal of your page in other ways), download our video on [Managing Your Live Project \(Part 2\)](#).



## Adding fundraising event proceeds to your live project as an Applicant

If your organisation runs a fundraising event in support of your project, you can add the proceeds on to your project by one of the following two methods:

### 1. As a donation

This option will take advantage of any match funding available on the project (*as long as the donation is eligible under the supporting funder's terms*) and will be subject to the platform service fee as with other donations.

Read about how to make an online donation (*preferred and quickest method*) [here](#)

Read about how to make a BACs or Cheque donation [here](#)

### 2. As 'funds raised externally'

This option will not take advantage of any match funding in place on the project, but the amount you add will be reflected in your fundraising target and no platform service fee will be applicable.

Read about how to add externally raised funds [here](#)



# Supporting Charities in West Berkshire

Garry Poulson, Director, West Berkshire Volunteer Centre



**Volunteer Centre**

West Berkshire

**CIO 1156302**

established 1974

[www.volunteerwestberks.org.uk](http://www.volunteerwestberks.org.uk)

[garry@vcwb.org.uk](mailto:garry@vcwb.org.uk)

077 88 606 173



**OUR ROLE IN WEST BERKS AS  
YOUR CVS**

**ADVICE ON GOVERNANCE AND  
CONSTITUTIONAL MATTERS**

**SETTING UP A CHARITY OR  
COMMUNITY GROUP**

**REPRESENTATIONAL WORK  
ADVOCACY**

**WORKING LINKS WITH  
THE CCG (NHS)  
WBC HEALTH AND  
WELLBEING BOARD AND  
COUNCIL DEPARTMENTS**

**CALL OR EMAIL ME**

[\*\*GARRY@VCWB.ORG.UK\*\*](mailto:GARRY@VCWB.ORG.UK)



CIO 1156302

established 1974

[www.volunteerwestberks.org.uk](http://www.volunteerwestberks.org.uk)

[garry@vcwb.org.uk](mailto:garry@vcwb.org.uk)

Supported by



OUR ROLE IN WEST BERKS AS  
YOUR CVS

ADVICE ON VOLUNTEER  
RECRUITMENT RIGHT ACROSS  
WEST BERKSHIRE OVER 400  
OPPORTUNITIES PROMOTED

FLEXITEERING SPECIALIST  
VOLUNTEER SKILLS FOR SHORT  
TERM PROJECTS

RECENT EXAMPLE  
TO SUPPORT THE GOOD  
EXCHANGE MATCHED FUNDING  
CAMPAIGN

EMAIL CHRIS READ  
VBASE@VCWB.ORG.UK



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OUR ROLE IN WEST BERKS AS  
YOUR CVS

ADVICE ON BID  
WRITING FUNDING  
SESSIONS WITH MAJOR  
FUNDERS FACILITATED

EMAIL SARA HANSON  
SARA@VCWB.ORG.UK



**Volunteer Centre**

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[garry@vcwb.org.uk](mailto:garry@vcwb.org.uk)



OUR ROLE IN WEST BERKS AS  
YOUR CVS

TRAINING ALLIANCE  
WEEKLY TRAINING  
BULLETIN  
EMAIL

[LAURA@VCWB.ORG.UK](mailto:LAURA@VCWB.ORG.UK)



**Volunteer Centre**  
West Berkshire

Thanks to The Good Exchange Team



**OUR ROLE IN WEST BERKS AS  
YOUR CVS**

**OUR WEEKLY VOLUNTARY  
SECTOR BULLETIN GOES TO  
ABOUT 600 WEST BERKS  
PEOPLE EVERY THURSDAY**

**IT CONTAINS  
NEWS,  
FUNDING STREAMS  
TRAINING OPPORTUNITIES  
EVENTS  
PLEASE EMAIL**

**EMAIL LAURA HUNTER  
LAURA@VCWB.ORG.UK**

# Fundraising for the Berkshire Youth Waterside Centre Appeal

Dave Seward, CEO, Berkshire Youth

# THE WATERSIDE CENTRE

## We propose to refurbish the building, providing:

- A facility for the young people of Newbury: a youth club, activities, a safe space
- A community building available for clubs and societies
- A valued asset for the Newbury community



## IMPROVED UTILISATION

The building is very well located - and once refurbished will provide:

### (1) A safe space for the young people of Newbury

- Youth clubs and activities
- Supporting young people with social problems

### (2) Facilities for the local community

- Climbing wall
- Hall
- Music groups
- Dance studio
- Canoeing

### Operation

- Operated by Berkshire Youth with local advisory board
- Activities to engage young people at risk of offending, self-harm, school exclusion, obesity – include Qualified and experienced youth mentors, Climbing, theatre, dance, water-based activity
- Youth and Community Zone and Activity Zones
- Positive role model and mentors for young people
- Generate local business links and support from the public
- Managed centre supported by sessional and specialist workers
- Substantial opportunity for volunteering and community support
- Supporting young people to become active and economic citizens



# FUNDING

TARGET: £1.3 MILLION

REMAINING: £700K



## TRANSFORMING YOUTH SERVICES

We have created Berkshire Youth Trust to raise the funding and provide the wide necessary professional skills to implement Berkshire Youth's Inspired Facilities strategy to provide three specially refurbished buildings in:

1. Newbury
2. Reading/Wokingham
3. Slough

- ❖ The first of these projects is Newbury's recently acquired Waterside building.
- ❖ A complete refurbishment of the Waterside Centre will create a state-of-the-art youth services facility.
- ❖ This £1.3m project will become a 24/7 hub of youth support services for the foreseeable future.
- ❖ Some funds have already been raised and we seek a further £700K to ensure the project is completed.
- ❖ Berkshire Youth Trust will roll out the Waterside blueprint to the other target sites.
- ❖ This will result in Berkshire Youth's inspired facilities programme becoming a pioneer and beacon for cutting edge youthwork in the U.K.
- ❖ DONATE: via The Good Exchange:  
<https://app.thegoodexchange.com/project/18390/>

# Resources and Support

1. Sign up to Fundraise via The Good Exchange where your fundraising projects will be visible to Greenham Trust and other local funders: <https://thegoodexchange.com/what-is-the-good-exchange/for-applicant-organisations/>
2. Visit The Good Exchange Help and Support page for FAQs, an in-depth glossary, 'How To' videos and step-by-step training guides: <https://thegoodexchange.com/help-support/>
3. Visit The Good Exchange's Resources page for in-depth social media training, case study videos, news and more: <https://thegoodexchange.com/resources/>
4. Visit and Subscribe to The Good Exchange YouTube channel to access multiple videos that can help you enhance your fundraising: <https://www.youtube.com/thegoodexchange>
5. Read more about Greenham Trust as a funder on The Good Exchange: <https://app.thegoodexchange.com/funders/10803/greenham-trust-ltd>
6. Find out more about the work of Greenham Trust in the local community: <https://greenhamtrust.com/>

# Questions and Answers

If you have any questions that weren't answered during the Community Forum or you have a new question to ask send an email to:

[events@greenhamtrust.com](mailto:events@greenhamtrust.com)

Find out more about Christmas Double Matched Day here:

<https://greenhamtrust.com/double>