



Welcome

Community Forum for the Charity Sector

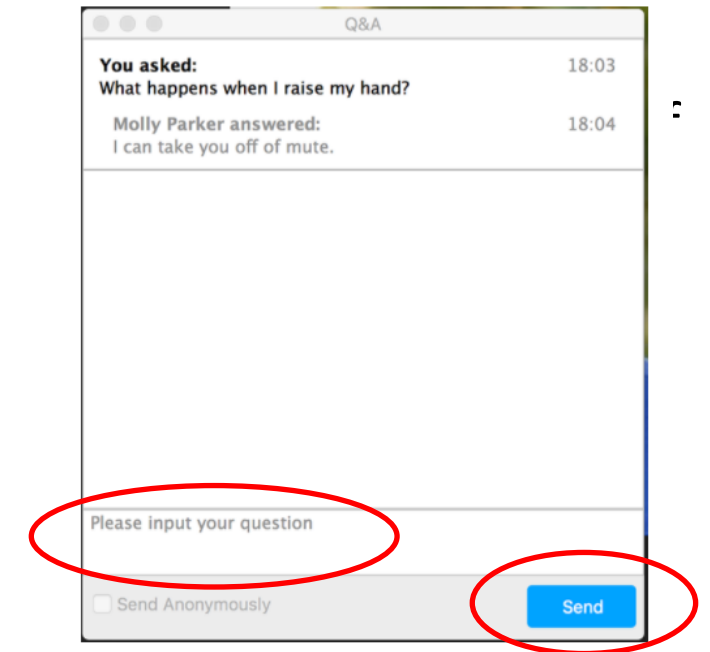
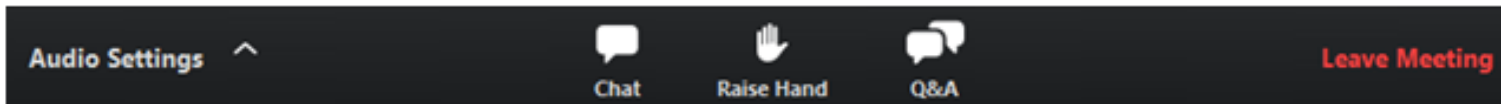
Communities Team
29th September 2020

AGENDA

Agenda Item	Presenter
Intro & Welcome	Diane Humphries, Community Development Officer, Sovereign
Sovereign Funding Overview Community Fund Overview Sovereign's approach to funding and social value	Rachel Bullock, Community Development Officer, Sovereign Housing Andrew Cooper, Head of Business Development and Fundraising, Sovereign Housing Deborah Williams, Social Impact Manager, Sovereign Housing
Match Funding – What is Match Funding?	Marina Stedman, Head of Marketing, The Good Exchange
Double Matched Day Review	Julian May, Head of collaborative Funding, Greenham Trust and The Good Exchange
Double Matched Day Case Studies	East Ilsley Parish Council (playground) The Watermill Theatre Newbury Cancer Care
Top tips for writing appealing grant applications	Julian May
Berkshire Youth – Collaborative Funding Case Study	Julian May
How to allow The Good Exchange to claim Gift Aid on your behalf	Marina Stedman
Using The Good Exchange for Fundraising Activities	Misha Wallace, Client Support Manager
A Blended Approach to Asset-Based Community Development	Toby Eaglen, Community Development Officer
The Good Exchange – Resources and Support	Marina Stedman
Q&A	Panellists

To Ask A Question During the Forum

1. Forum attendees are muted so questions are typed rather than spoken
2. Click on the “Q&A” button in your Zoom Tool Bar
3. Type your question(s) in the box at the bottom of the pop-up window
4. Click the [Send](#) button
5. We will be notified that someone has asked a question and will answer it in the Q&A session at the end.
If we don't answer your question at the time, we will answer it after the Forum.



Thriving Communities

Strategy: 2020-2024

Everything we do is designed to improve the wellbeing and quality of life of our residents individually, and to contribute to developing thriving and resilient communities collaboratively.

We work in an asset based community development approach building on strength and potential. Enabling customers and communities to thrive, providing proactive services where required including money matters, employment coaching, and crowdfunding/grants, working alongside communities for communities.

Diane Humphries, Community Development Officer

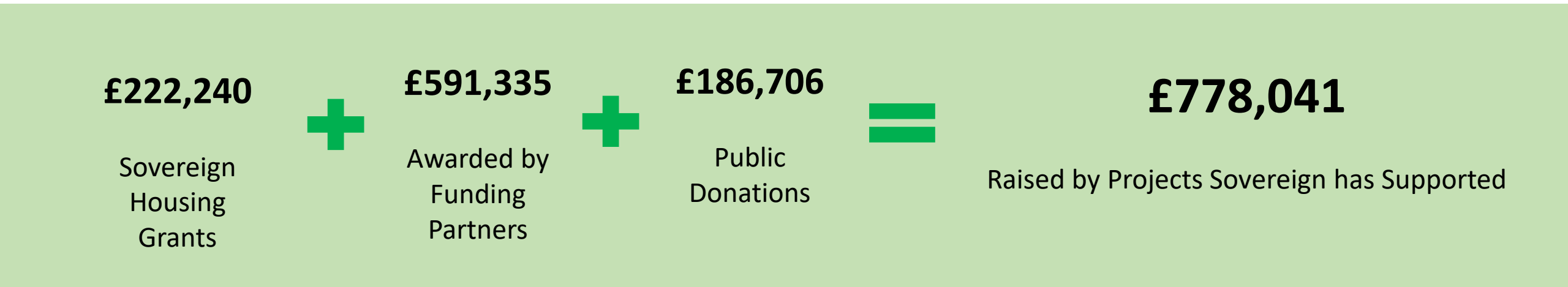
Rachel Bullock, Community Development Officer

Toby Eaglen, Community Development Officer

Andrew Cooper, Head of Business development and fundraising

Debs Williams, social Impact manager

Sovereign Funding via The Good Exchange



105

Projects Backed

136

Funding Partnerships

£4,348

Avg. Grant Awarded

£495.24

Avg. Donation



For Every £1 granted by Sovereign, Projects Received an Additional £2.50 via The Good Exchange

Projects Funded by Sovereign



SOVEREIGN COMMUNITY FUND 2020/2021

Sovereign has £120,000 of Community Funding for 2020/2021 (£40,000 over three grant rounds).

The first round is now open for applications and community groups and charities can apply through The Good Exchange (not directly to Sovereign) for funding.

APPLICATION DEADLINES:

- Round 1: August 31, 2020
- Round 2: November 30, 2020
- Round 3: February 28, 2021

GRANT AMOUNTS:

Sovereign will typically award grants between a few hundred pounds up to £10,000.

Round 1: August 31, 2020 – Young People and Financial and Digital Inclusion

Round 2: November 30, 2020 - Homelessness prevention and Re-entering the job market

Round 3: February 28, 2021 – Ageing Well and Place and community

Find out more about Sovereign on The Good Exchange:

<https://app.thegoodexchange.com/funders/10874/sovereign-housing-association>

Learn more about how The Good Exchange works for new applicants recommended to apply by a Funder: <https://thegoodexchange.com/resources/how-to-apply-for-funding-on-the-good-exchange/>

Sovereign's approach to Fundraising

Andrew Cooper- Head of Business
Development & Fundraising

Fundraising- Why?

- We need external funding to deliver our communities strategy - we aim to achieve £5m in external funding per year by 2024
- To increase the scale & impact of our work and increase our influence and to support our partners and frontline work they do
- We'll only apply for funding if it meets our strategy aims, there is a clear benefit to residents and it links to the corporate plan
- Use our own funding to bring in other funding and achieve more and work collaboratively with partners through The Good Exchange
- Do talk to us. We want to talk about partnerships and fundraising with you and how we can work together.

Social Impact Sovereign's Approach

Deborah Williams (Social Impact Manager)

September 2020

Version 1.1





How we 'value' our impact

- We use HACT's Wellbeing Valuation to value the impact of our work in communities
 - A monetary value is placed on a 'bank' of different wellbeing boosting activities like finding full time employment or a self reported increase in confidence. We deduct our costs to see what the net value of the wellbeing increase to give us a sense of our impact.
 - We use HACT because they're the industry standard for housing and have monetary values for housing related activities.
 - Once we have the data of wellbeing outcomes from our projects, we upload it to an online tool which generates a report showing our impact in different areas.
 - You can find out more on this link: <https://www.hact.org.uk/hact-value>

Frequent Moderate
Exercise has an average
value of £4,179 per
person per year

Other values include:

Volunteering – £3,249

Feel belonging to
neighbourhood - £3,753





Social Impact in Funding Bids

- It's the 'so what' – e.g. the project will support 10 people back into work. Potential for £140,443 for 10 full time jobs – say the project cost £1,400 – that's a 1:100 return on investment. You might also use other wellbeing measures increasing the understanding of the impact.
- Funders often want to maximise their investment and by showing your impact (many investors understand the common language of money as a measure), you'll illustrate your strength to increase their reach.

Match Funding

Marina Stedman, Head of Marketing, The Good Exchange

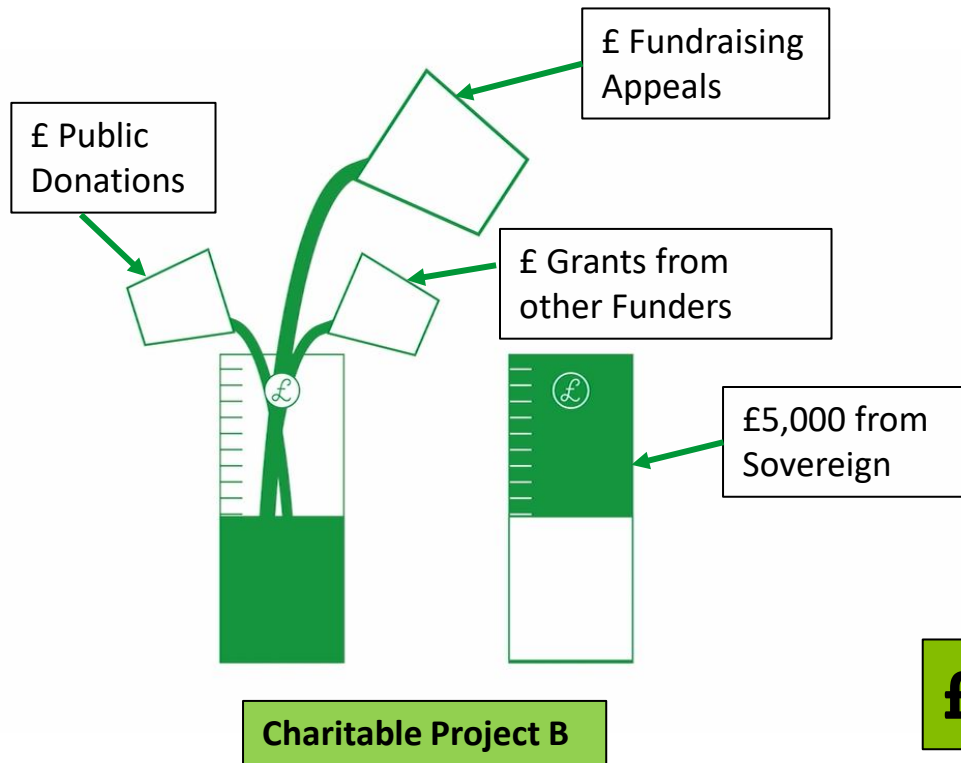
What is Match Funding?

- 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)
- Available for all Funders using The Good Exchange to offer



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

What is Match Funding?



- Sovereign 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 Sovereign and £5,000 from donations, fundraising, (& other grants)

£10,000 Raised !!!

Double Matched Day Review

24th July 2020

Julian May



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 @thegoodexchange #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... #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 Newbury 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 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... Donate now & your donation will be TREBLED by @Greenham_Trust! app.thegoodexchange.com/project/17911/... #doublematchedday



The Castle School Newbury 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 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

Dingley's Promise 24 July · 🌐
The Dingley's Promise Drive Through Bake Sale is OPEN!
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

Dingley's Promise 24 July · 🌐
... 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



Dingley's Promise 24 July · 🌐
... today, the club's funds were £6,929.82! #Donate today: app.thegoodexchange.com/project/18286 #doublematchedday

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

Helen Milroy, Director of Operations, Newbury Cancer Care

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>

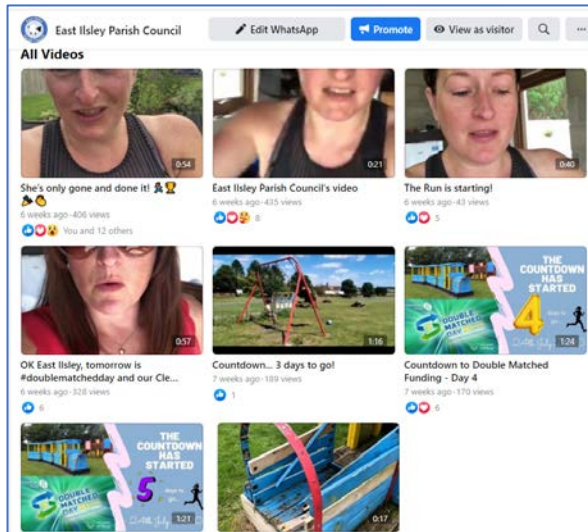
East Ilsley Playground Revamp Project



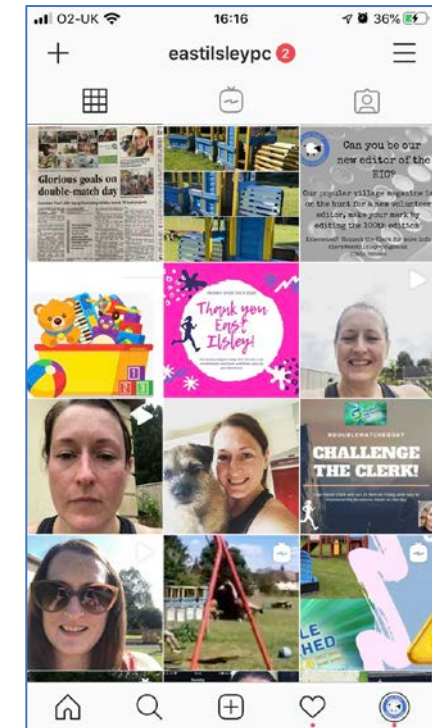
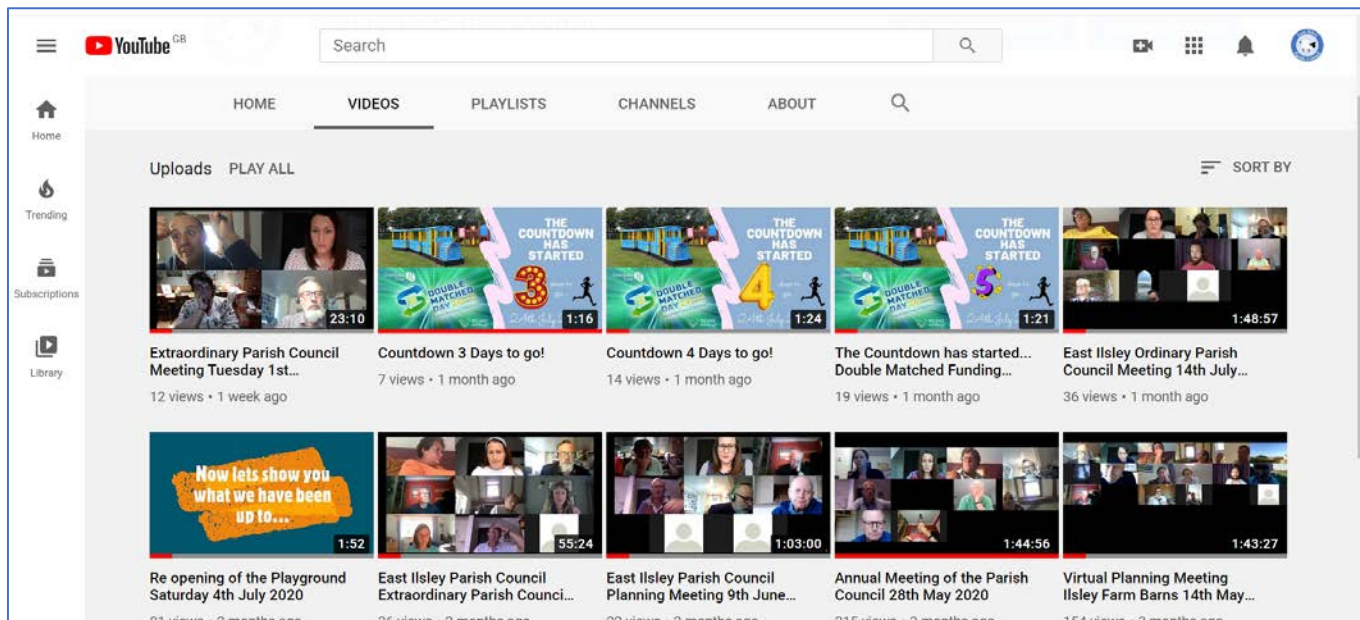
- Applied via The Good Exchange for help with revamping our playground
- We were made one of the 10 finalists for Double Matched Funding Day - a chance to make a whopping £15,000 in one day
- We needed to do something 'special' on the day, to encourage people to donate to something that was 'live' on the day
- The Clerk decided to run 24.7km on a treadmill to generate maximum donations (24.7 because it was the 24th 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!





THE COUNTDOWN HAS STARTED

4 days to go...

24th July 2020

Meet Milo, aged 6 who wants to tell us what he would like to see in the playground!



4 days left until #doublematchedfunding day is here!

Can you help get Milo and his friends a great playground? Here are two ways you can help

#DOUBLEMATCHEDDAY

CHALLENGE THE CLERK!

Your Parish Clerk will run 24.7km on Friday 24th July to maximise the donations made on the day

FITTER MOTHER

PILATES IN THE PARK

On Friday 24th July 2020, make a donation to the Playground Revamp Project online via The Good Exchange

Countdown video used across all media

<https://youtu.be/DixrXn4fs9U>

Visit <https://app.thegoodexchange.com/project/18156/east-ilsley-parish-council/east-ilsley-playground-revamp> or go to www.eastilsley-pc.gov.uk and click the link



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



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

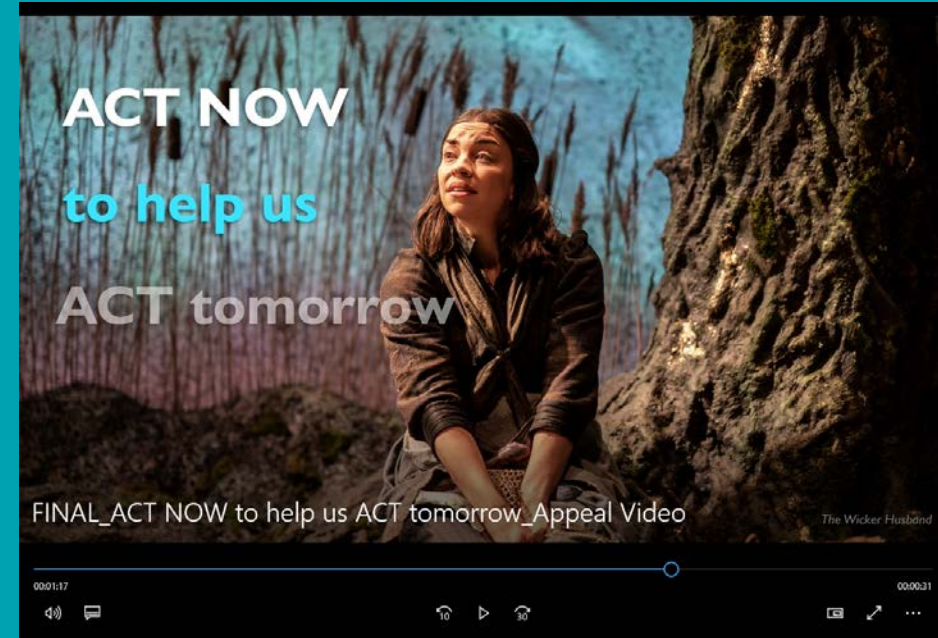
<https://app.thegoodexchange.com/project/18280/the-watermill-theatre/act-now-to-help-us-act-tomorrow-2020-21>

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 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.

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

THE
WATERMILL
THEATRE

The Watermill Theatre
Box Office 01635 46044 | 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](https://thegoodexchange.com), Greenham Trust will donate £2. This means your investment will triple in value immediately.

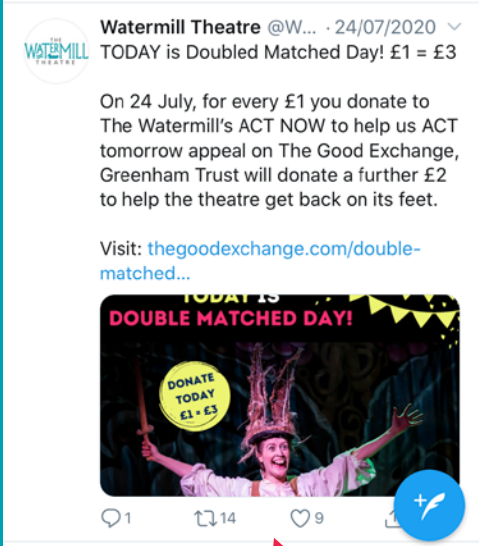
Double Matched Day – Social Media

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.

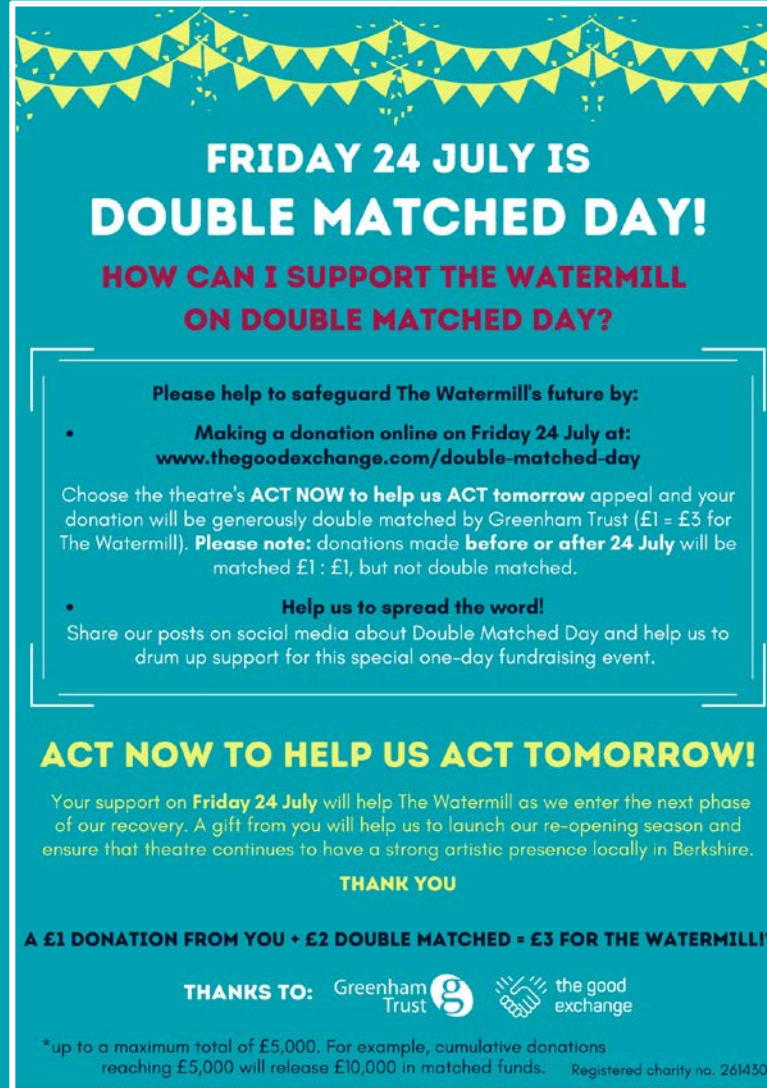
WHY DOES THE WATERMILL NEED SUPPORT?

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

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 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
[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
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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 in a smaller, spaced-out font below "WATERMILL".

Newbury Cancer Care Cuddle Bed

Helen Milroy, Director of Operations, Newbury Cancer Care

<https://app.thegoodexchange.com/project/18221/newbury-cancer-care/rainbow-room-double-bed-cuddle-bed>

Top Tips for Writing Appealing Grant Applications

Julian May, Head of Collaborative Funding, The Good Exchange

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

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

giftaid

Marina Stedman

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.**

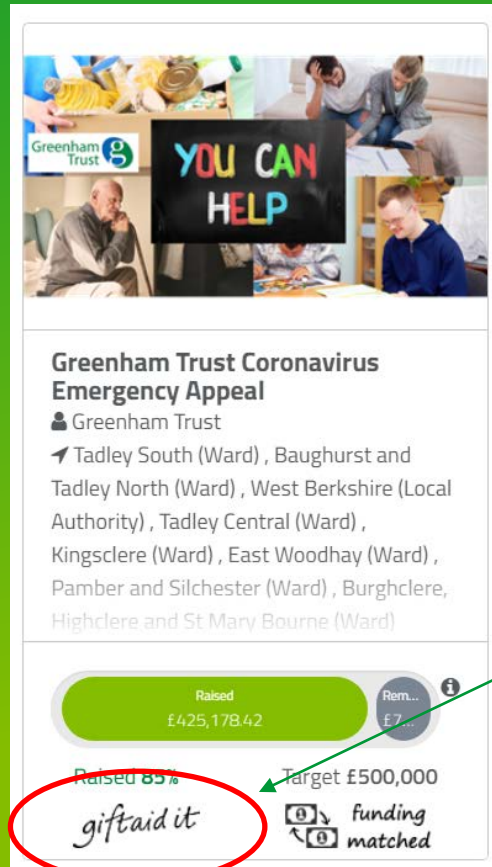


To allow The Good Exchange to collect Gift Aid on behalf of your organisation you must tell us about your Gift Aid status and nominate us to act as an agent.

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 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>

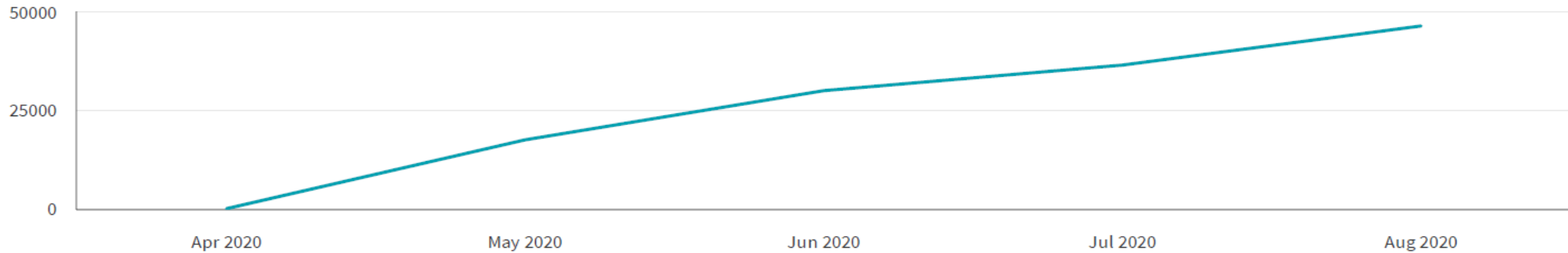
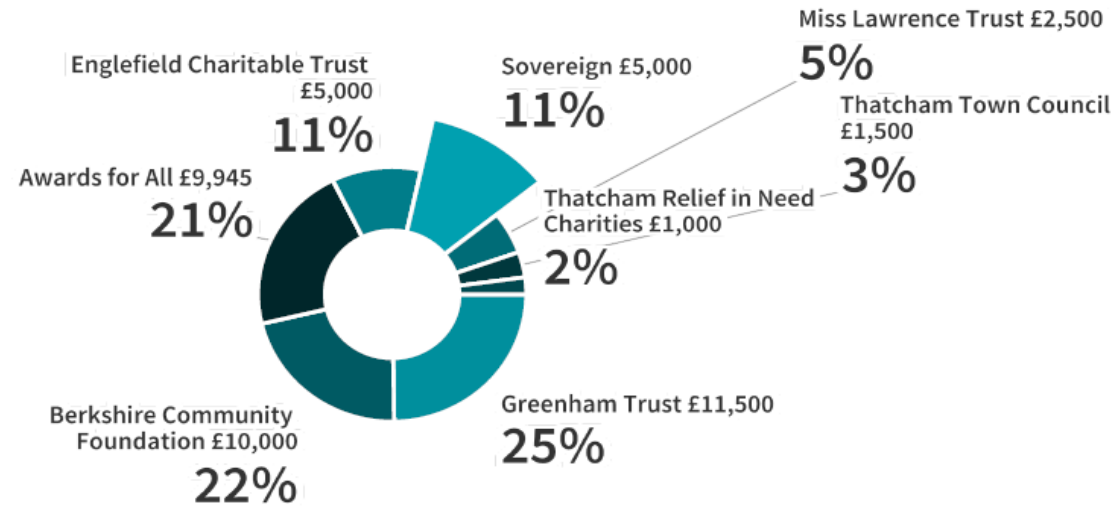
Sovereign Collaborative funding case study



#Sovereign Grants	1
Sovereign Grants Total (£s)	£5,000
Total Public Donations (£s)	£0
Total Public Donors	0
Total Grants and Matched Funding (£s)	£46,445
Total Funding Partnerships	7
Total Leveraged Funding	£41,445
Percentage leverage on Sovereign funding	For ever £1 other funders awarded £7.29



Berkshire Youth – Funding - £46,445 Raised



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](#)



Chuck it and Chips



Cooking Academy



Student Conferencing

Toby Eaglen (Community Development Officer)

Blended Approach

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 Sovereign Trust as a funder on The Good Exchange: <https://app.thegoodexchange.com/funders/10874/sovereign-housing-association>
6. Find out more about the work of Sovereign in the local community: <https://www.sovereign.org.uk/>
7. If you or any other any organisations want to get in touch with the Sovereign Community send an email to: communities.officers@sovereign.org.uk
8. Learn more about how The Good Exchange works for new applicants recommended to apply by a Funder: <https://thegoodexchange.com/resources/how-to-apply-for-funding-on-the-good-exchange/>

Questions and Answers

Thank You

If you or any other any organisations want to get in touch with the Sovereign Community send an email to: **communities.officers@sovereign.org.uk**