

## Hugely Successful Christmas ‘Double Matched Day’ funded by Greenham Trust via The Good Exchange platform sees 10 local charities raise over £155K in just 24 hours

Held on Friday 11<sup>th</sup> December, Greenham Trust’s Double Matched Day, hosted on The Good Exchange platform, saw every pound up to £5,000 donated to 10 local charities double match funded by Greenham Trust. On the day, each £1 given by the public became £3 meaning that each charity raising £5,000 from donations would receive an amazing £15,000!

With 669 total donations received on the day, 8 of the 10 finalists ([Berkshire Maestros](#), [Bradfield Village Hall](#), [FairClose centre Age Concern](#), [Pamber Heath Memorial Hall](#), [Sebastian’s Action Trust](#), [Swings & Smiles](#), [Time to Talk West Berkshire](#), [Young people & Children First](#)) surpassed their £5,000 public donations target, receiving the £10,000 boost from Greenham Trust. [Greenham Control Tower](#) came tantalisingly close needing only a further £160 and [Recovery in Mind](#) significantly exceeded the amount they had expected to raise on the day.

The donations reached an incredible **£155,374.03**, broken down as follows:

- Total amount donated - £56,537.29
- Match funding from Greenham Trust £93,527.32
- Gift Aid on donations £5,309.42
- Total awarded **£155,374.03**

This year has been incredibly tough for everyone, with limited opportunities to run fundraising activities and the impact that Double Matched Day will have on the community is huge, as these comments from three of the finalists illustrate:

Josie Reed, Trustee Fairclose Centre, said, “I am so grateful to [Greenham Trust] for helping us as you did in so many ways and we are absolutely thrilled with the outcome. I wondered whether we would make it to the £15,000 mark but to get to nearly £18,000 is really fantastic. We can now concentrate on providing our services without the constant worry of whether or not we are exceeding our budget and in danger of running out of cash.”

David Thomas, Trustee of Greenham Control Tower, said, “The Greenham Control Tower Trustees would like to thank everyone for their support for #DoubleMatchedDay yesterday. Thanks to your amazing generosity we raised almost £15,000 and will be able to fund all our exhibitions and infrastructure plans for 2021! Particular thanks to all of the public and volunteers who helped make it such a great success, and #manormarketing and English Provender for their corporate sponsorship. We are overwhelmed by the support and feedback we got from the community.”

Tammy Willsher, Charity Service Manager, Time to Talk West Berkshire added, “Being part of this day has not only raised funds for us but will have helped to raise further awareness of our service. It has also pushed the charity to produce our first ever newsletter and the young ambassador video which I am extremely proud of.”

Summarising the importance and success of this event, Chris Boulton, CEO of Greenham Trust and The Good Exchange, said, “We know how difficult it has been for charitable organisations across the world to run fundraising activities during the current COVID restrictions and we were absolutely overwhelmed by

the imagination, ingenuity and enthusiasm from our 10 charitable finalists both before and during Christmas Double Matched Day.”

He added, “Offering match funding through our online platform, The Good Exchange, to help local charities and community groups raise funds through supporter and community engagement is a fundamental part of what we do at Greenham Trust and we look forward to continuing to work in partnership with the local community going forwards into 2021.”

Many of these worthwhile causes are still fundraising, visit the Double Matched Day page to find out more: <https://thegoodexchange.com/christmas-double>. If you are interested in working alongside Greenham Trust to support the local community, please contact Head of Collaborative Funding [julian.may@thegoodexchange.com](mailto:julian.may@thegoodexchange.com).

### **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>. <https://greenhamtrust.com/>

### **About The Good Exchange**

The Good Exchange is a transformational not-for-profit, charity-owned cloud platform specifically designed to match those organisations and individuals who have money to give to good causes with those who need it most, on a local and regional basis. 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/>

### **Media contacts for Greenham Trust/The Good Exchange**

Ella Pryor/Ginnia Cheng

Finn Partners

[GreenhamTrust@finnpartners.com](mailto:GreenhamTrust@finnpartners.com)