

Community Forum 10th March

Question	Asker Name	Answer(s)	Answer(s)	Answer(s)
do you have some examples of pitches that you have done or seen that are good?	Andrew Lee	Waterside - lots of content - pics and video updates, funder and partner endorsement, case study and video update.	Home-Start West Berkshire - https://app.thegoodexchange.com/project/18513/home-start-west-berkshire/preventing-family-poverty	Citizens Advice West Berkshire - used their own research in terms of feedback and evidenced their growth demand as well as clearly setting out why they are needed https://app.thegoodexchange.com/project/18147/citizens-advice-west-berkshire/citizens-advice-west-berkshire-2020-2021-delivering-advice-in-a-crisis
How does the approach vary if you need to raise e.g. £5000 or £50,000 or £200,000?	Mark Thomas	The question about pitches for different project costs: the same underlying principles for approaching fundraising pitches for different sizes of projects apply. You should always clearly explain who you are, what you do and how you are different to other similar organisations in your sector. Use straight forward language, avoid jargon and acronyms and include details of beneficiaries preferably told from their perspective. Use tried and tested approaches such as the Pixar Pitch and back up any claims you make with evidence of your		
Are there any easy ways of getting permission to take photos/video of people so we can use the images. At present we ask everyone individually if they are OK to use image and this is very clunky. As a result we have far fewer images than we would like or are representative of what we actually do. Thank you	Ian Bowes	Hi - you could make or display an announcement that photos/video will be taken e.g. at a meeting, event or gathering and if necessary issue stickers to those who should be blocked out of resulting images. Individual consent is still preferable especially for children and young people. Happy to chat grantenquiries@greenhamtrust.com	Hi Ian, there are also some websites you can use which contain stock images you can use such as Pixabay or Unsplash (and Canva which is also great for creating images and videos).	We've accessed stock images from istock too, many are very low cost - some are even free!

<p>I applied to take advantage more of the public donations side. It was really hard for me through the process to explain/show what the total project cost was and how much I wanted to raise from public donations. Will there be a review on the application process to</p>	<p>Stacey Court-Martin</p>	<p>Hi Stacey, when you are setting up your project you will be asked for a breakdown of all costs you are fundraising for and then whether you have raised any funds towards this. The system will take your total project costs, minus any funds raised already and this will become the fundraising target on your project which will display on your live</p>		
<p>Do members of the public making donations have to set up an account on the Good Exchange ?</p>	<p>Janette Hewitt</p>	<p>If a donor wishes to donate online using a credit/debit card or BACS they do need to create an account. They can do this or sign in within the donation process. Often they wish to support again at a later date so they can then use the same log-in. Creating a log-in will also provide them with a personal account where they can track their donations and opt in to receiving information/thanks for the charity they have supported. If a donor prefers not to donate online, they can instead donate by cheque, also completing and returning a manual donation form.</p>		
<p>assume you can share the link on instagram?</p>	<p>Andrew Lee</p>	<p>This is not currently in the share button however I would recommend copying the URL as suggested and pasting into Instagram</p>	<p>Hi Andrew, also when pasting your link in to Instagram, ask people to retype the link as often Instagram does not allow links to be clickable/hyperlinked.</p>	
<p>How do you actually get funding matched? Funding donations we've already gotten have not been matched so far. What are we missing?</p>	<p>maebh booth</p>	<p>Once your project is live on The Good Exchange it will automatically match with multiple funders depending on their own individual criteria. From there funders can look through all projects they are matching with and choose whether they would like to support. Each funder on the platform shortlists projects and issues funding at different times of the year though. This is why your fundraising project has a default deadline on the platform of one year to cover all possible funder dates. In the meantime though, do encourage as many public donations as much as possible (this can include proceeds from your own fundraising events) as if funders can see that you are actively fundraising, this can encourage them to also support.</p>	<p>Hi again - do you want to email me grantenquiries@greenhamtrust.com so I can double check the offer(s) on your project? thanks</p>	

Thanks for the tips Misha. While you were speaking i went to our project page and shared using this function!	Di Di Hughes	Fantastic Di! If you share on your organisational social media pages, do tag us in too using @thegoodexchange and we will share it out too. :)		
Can you please give any guidance on ?free? Google ads for charities? Does that apply to constituted community groups too, or only charities. thank you	Lucie Maitland	http://www.google.com/grants . has lots of information on this. They call it a 'non-profit' scheme but I believe it is easier to access if you are a 'charity'.	You can see criteria for the UK here.	
Maybe not for this session but I would like to know if we can claim Gift Aid retrospectively for personal donations made through the Good Exchange. We have finally been able to register and can reclaim back to July 2016. Have submitted to HMRC Good Exchange as a Gift Aid collection organisation. Thanks Ian Kingsclere Community Association	Ian Bowes	Hi Ian, I'm afraid that we are only able to claim Gift Aid from the point we add the Gift Aid option on to your account and project(s) (this is when we receive your completed form or online form PDF copy). We are unable to claim Gift Aid retrospectively.		
To create a project / application on the Good Exchange do you have to be a charity, CIO or other type of organisation? I run a non- profit making voluntary community radio station and we aren't currently registered as an organisation. If the answer to my above question is 'yes' what type of organisation should I register the radio station as?	Chris Capel	Hi Chris, you do not need to be a registered charity or CIO - we have multiple options to select from when you register including community not-for profit groups. I would recommend registering and selecting the option that best fits your organisation. If you need any further help please email support@thegoodexchange.com		
Hi I would like to ask a question which isnt about todays subject but about what can be included in a project is there someone I can ask about that?	Yvonne Redgrave	Hi Yvonne, no problem at all - just drop me an email on support@thegoodexchange.com, happy to help. :)		

<p>Is there any way to see who has short-listed us and if we're not successful any feedback as to why we haven't been successful and details of the organisation?</p>	<p>Carrie Gadsby</p>	<p>Hi Carrie, when you have a live project, select My Dashboard / Approved Projects. Next to the project name you will see a box which shows the number of funders you are matching with, the number who have shortlisted and the number of offers it has received. You will not be able to see who these funders are as this anonymity was requested by funders when we set up the platform. There is not an option on the platform to inform why a project has not been successful in receiving funder support as this is something the funders would need to inform of and we do have multiple funders using the platform.</p>		
<p>Can you explain more about the £5000 match funding. How we apply for it and so on please</p>	<p>Anne Bajorek</p>	<p>Hi - it's 'up to £5,000' per project and up to £10K per charitable organisation per year. If you email me grantenquiries@greenhamtrust.com I'll send more information. thanks</p>		
<p>Do we need to have match funding agreed before we raise the funds via fundraising and submit to the platform? Or can we get match funding after the fundraising activity has taken place?</p>	<p>Carrie Gadsby</p>	<p>The Trust Top Up Matched Funding offer is live for a 6 month window and can be backdated to when your project goes live so that donations can be captured. There are full T&Cs available if you would like to find out more grantenquiries@greenhamtrust.com</p>		
<p>We support refugees and asylum seekers in West Berkshire, as well as across the rest of Berkshire. Would that affect our ability to receive any match-funding, as I know you're focused on/in West Berks in particular.</p> <p>PS Thanks for all these brilliant tips everyone!</p>	<p>Jonjo Warrick</p>	<p>Hi Jonjo, Greenham Trust match funding focusses on West Berks and north Hants projects. However there are other funders on the platform who may choose to offer match funding or grants in the wider area - examples would be Peter Baker Foundation, Sovereign Housing, The Miss Lawrence Trust and more. Whether or not they choose to offer their grants as match funding is entirely at their discretion.</p>	<p>In addition, any charitable organisation is able to find their own donor (e.g. a business or individual) that wants to make a significant donation and ask them to add it to their project as Match Funding. This is what The Theatrical Guild did with the money they were offered by Sir Ian McKellen.</p>	
<p>If you have been part of a double match day previously when would you be able to apply again?</p>	<p>Lynne Hookway</p>	<p>Yes you can as long as your project meets the criteria for the day</p>		

<p>I didn't quite catch it - how can I download the contact details for our donors so that I can email them please? Thanks!</p>	<p>Julie MacLean</p>	<p>Hi Julie, if you visit My Dashboard / Reports, then download your Activity Report. This report shows details of all funding and payments received, but there is also an extra tab on it which will show the details of all opted in donors only.</p>		
<p>To be considered for all these funds do we need to do anything specific or do we just create our project and if we meet the criteria for each fund we will be considered?</p>	<p>Anne Bajorek</p>	<p>The Community Grants and Peter Baker Foundation funding rounds are general/non-specific, whereas the three funds I talked about relate specifically to coronavirus. Again, happy to help discuss further grantenquiries@greenhamtrust.com</p>		
<p>Thanks Misha. So if, say 25% of our work is supporting families in W Berks (with the rest elsewhere), would that preclude us from W Berks-specific match-funding?</p>	<p>Jonjo Warrick</p>	<p>You can add one project for the whole of Berks and state the WB percentage in the project details (which will be useful for Greenham Trust). Multiple funders can support one project with grants and/or match funding. If you prefer you could add two projects, one per area, but I would be inclined to go with the first option.</p>		
<p>Once we've been shortlisted, how long till we find out if we are successful?</p>	<p>Lauren Denham</p>	<p>It depends on the deadlines for a funder's grant round and the timetable of the grant disbursement meetings. You can see Funder Grant Round Deadlines on their funder pages on The Good Exchange here.</p>		