

# Community Fundraising: How to create fantastic online appeals

Greenham Trust Community Forum  
10<sup>th</sup> March 2021



# Speakers

Chris Boulton	Chief Executive
Louise James	Head of Grants
Jill Owen	Grants Manager
Lou Brookes	Grants Administrator
Julian May	Head of Collaborative Funding
Marina Stedman	Head of Marketing
Helen Carlile	Systems Lead and Technical Support Manager
Misha Wallace	Client Support Manager
Ginnia Cheng	Vice President, Finn Partners
Ella Pryor	Senior Account Executive, Finn Partners
Michelle Smith	Director, Education Business Partnership West Berkshire

# AGENDA

<b>Building a Fantastic Online Fundraising Appeal</b>	
Welcome	Chris Boulton, CEO
What makes a great fundraising pitch on The Good Exchange?	Julian May
Applying via The Good Exchange and encouraging public donations	Misha Wallace
Building your online profile	Helen Carlile
<b>Publicising your Fundraising Appeal</b>	
What makes good PR?	Finn Partners PR Agency
Fundraising Case Study	Michelle Smith, Director, Education Business Partnership West Berkshire
Fundraising Appeals on The Good Exchange - Examples	Marina Stedman
<b>Update on Current Funding Opportunities</b>	
Greenham Trust's Funding Schemes	Louise James and Lou Brookes
Double Matched Day Announcement	Jill Owen
Resources and Support	Marina Stedman
Q&A	All

# Building a Fantastic Online Fundraising Appeal

# What makes a great fundraising pitch on The Good Exchange?

Julian May



# The Fundraising Pitch

## Why do funders/donors need them to make a funding decision?

- Understand you –Who, What, How, Where, When?
- Empathize with your work and beneficiaries
- Impact – know their funding is going to make a difference

## Fundraising Pitch Script:

- Elevator Pitch

## What should a fundraising pitch include?

- Why should they invest in you?
- Mission/Vision?
- Why are you needed/different?
- Who benefits?
- Impact in the community?
- Are you sustainable?

## Fundraising Pitch Video:

- Too expensive? Don't have expertise? It's too difficult...

## Tried and tested approaches:

- Pixar Pitch

## End with an ask:

- Tell donors and funders what their money could buy and what difference it will make





## Being transparent in a pandemic

- Why do you need to back up your fundraising pitch with evidence and research?
- Pandemics are unpredictable and estimating demand is difficult
- ‘Demand for my service is going to triple this year...’ Don’t fall into the trap of making big speculative assumptions without evidence to back it up
- Share quantitative results of your recent experience
- Include relevant local research such as Indices of Multiple Deprivation
- Reinforce your local experience with reputable national research and experience – Sport England
- Impact – What difference do we make?



# Applying via The Good Exchange and encouraging public donations

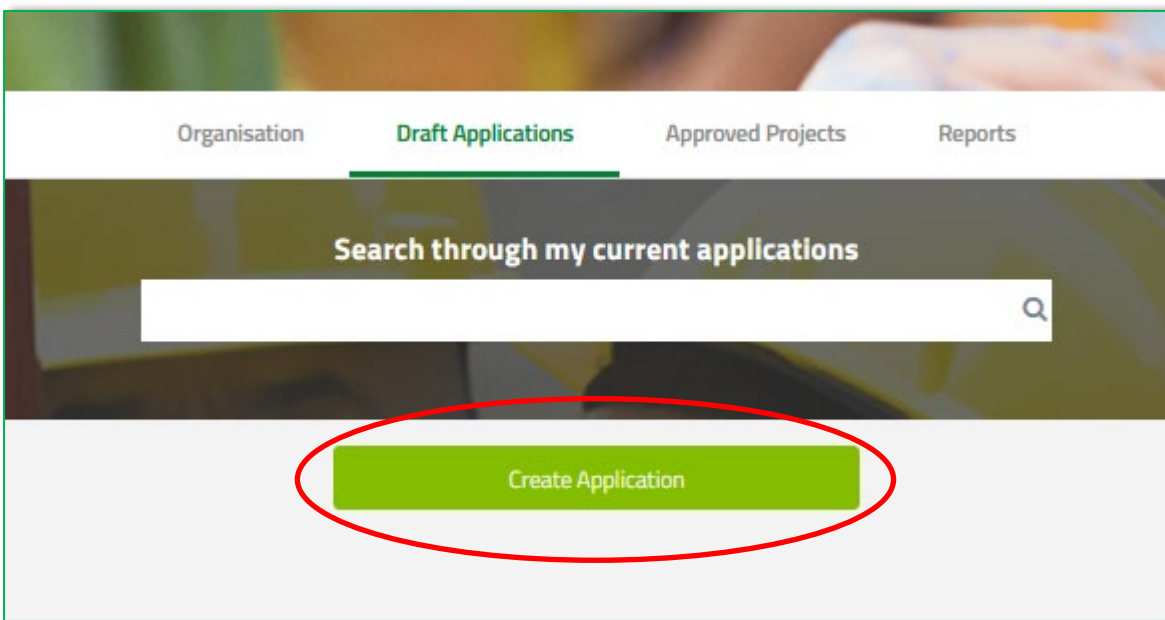
Misha Wallace



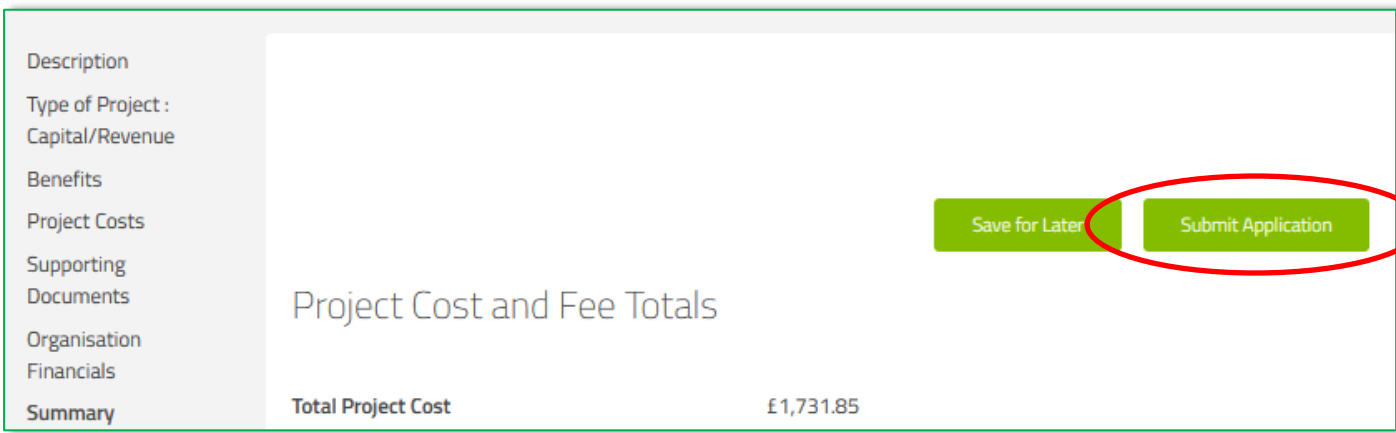


# Creating and submitting a fundraising project via your Dashboard





You can begin creating your new fundraising project on The Good Exchange by logging in and selecting [My Dashboard](#) > [Draft Applications](#) > [Create Application](#).



Once finished, click [Submit Application](#) at the end of the process.

Once reviewed, unless further information is required, your project will become live on The Good Exchange. It can automatically match with multiple funders who can choose to support with grants and/or match funding and it will also be able to receive public donations.

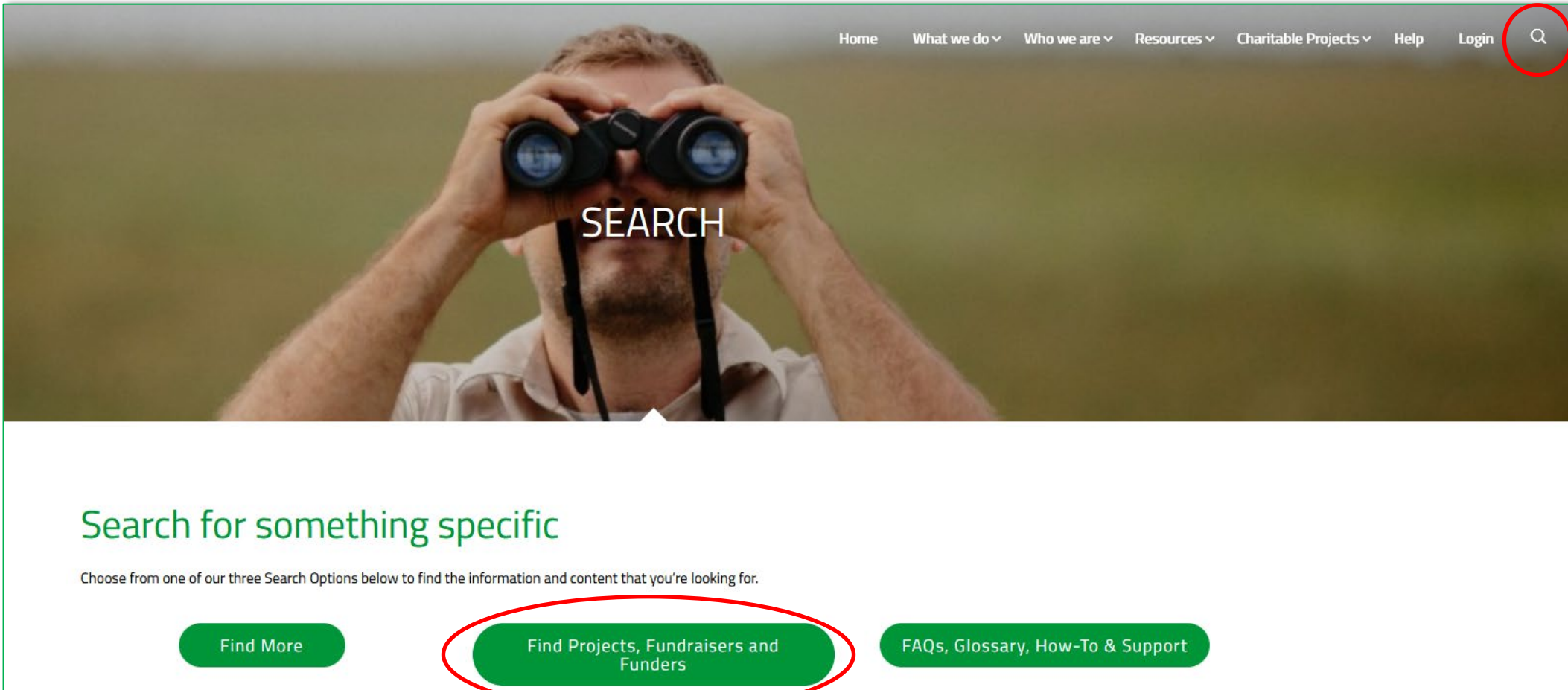
For step by step instructions on creating and submitting your new fundraising project, follow our video [here](#).

Sharing your live project page to encourage public donations



Once your fundraising project is live on The Good Exchange, you can [copy/paste the individual link](#) to your project page to your website, emails, newsletters and social media to encourage public donations.

First, *ensure you are logged out of The Good Exchange* and search for your project using the Magnifying Glass search on the top right. Select [Find Projects, Fundraisers and Funders](#).




Add your **project name or a keyword** in the search box, sort by **Relevance**; select **Project**. You can then choose from the displayed search results.


Search for:  Sort by:

Funder  Scheme  Project  Applicant  Fundraiser  All

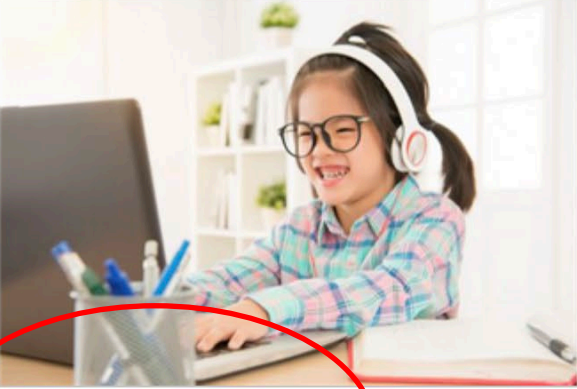
491 result(s) found



**Laptops for Lockdown Learning** Project  
Woolhampton CE Primary School  
West Berkshire (Local Authority)  
Ref: 18658  
I would like to purchase laptops/chromebooks to support PPG pupils at school when they return and to



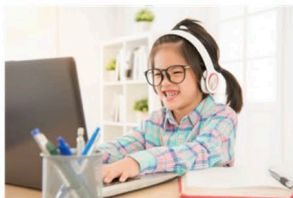
**Laptops for Lockdown & Beyond** Project  
Stockcross Parent Teacher and Friends Association  
Stockcross (Village), West Berkshire (Local Authority)  
Ref: 18652  
At Stockcross CE Primary School "where



**Laptops for Lockdown Learning** Project  
Greenham Trust  
Tadley Central (Ward), Burghclere, Highclere and St Mary Bourne (Ward), Baughurst and Tadley North (Ward), East Woodhay (Ward), Tadley South (Ward), Pamber and Silchester (Ward), West



Go back



Ref: 18560

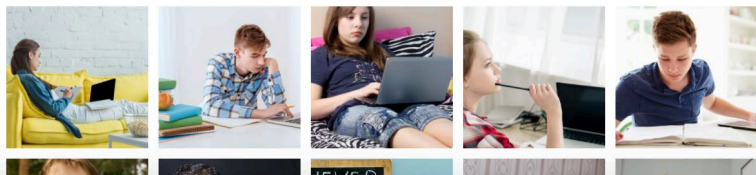
## Laptops for Lockdown Learning

by **Greenham Trust**

Location: Tadley Central (Ward) , Burghclere, Highclere and St Mary Bourne (Ward) , Baughurst and Tadley North (Ward) , East Woodhay (Ward) , Tadley South (Ward) , Pamber and Silchester (Ward) , West Berkshire (Local Authority) , Kingsclere (Ward)

Please help! Your donation will help ensure a child at home during school closures has access to the equipment they desperately need. Our Laptops for Lockdown Learning appeal fund will match all public donations: £10 becomes £20, £50 becomes £100 and £100 becomes £200. We are already reaching hundreds of local school children thanks to your generous support – and there are many more in need, right now.

[Read more...](#)



Raised **£283,240** of **£500,000**

Closes 7th January 2022



There is £216,760 left to raise

[Donate Now](#)



### Match Funding

Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£250,000	£109,440	✓	✓
<b>Total</b>	<b>£250,000</b>	<b>£109,440</b>		

### Amount Received

Grants	£72,700
Donations	£67,860
Gift Aid	£2,120
Match Funding	£140,560
External	£0

[Share](#)

You will now be on your project page on The Good Exchange. Copy the unique URL at the top so you can paste it on to your website, emails and social media posts.

If your project currently has a match-funding offer in place, don't forget to tell everyone too as this can work as a great incentive for people to donate!



You can also share your project page directly on your social media pages. Just click the **Share** icon on your project page and select the platform you would like to share to.

[Go back](#)



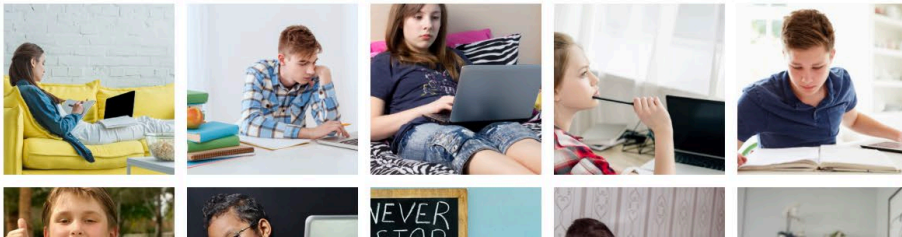
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External	£0



On mobile phones, you can also share your project page via WhatsApp with your friends, family and other WhatsApp contacts!



As before, if your project currently has a match-funding offer in place, don't forget to tell everyone too on your posts and messages as this can work as a great incentive for people to donate! Look out for the match funding symbol:





# Building your online profile

Helen Carlile – Systems Lead and Technical Support Manager



About 1,320,000,000 results (0.47 seconds)

**thegoodexchange.com**  
**The Good Exchange** Connecting Funders, Fundraisers ...  
If you are looking for a grant for a charitable project, The Good Exchange will help connect you with funders, fundraisers and donors to make your dream ...

**Login**  
The Good Exchange is a not-for-profit, on-line matching platform ...

**What we do**  
Digital technology that brings multiple grants, donations and ...

**Charitable Projects**  
The Good Exchange is a not-for-profit, on-line matching platform ...

**(Fundraising) Organisations**  
The Good Exchange is the only platform to bring together grant ...

**Contact us**  
Need help? · The Good Exchange is a not-for-profit, on-line ...

**Fees and Charges**  
The Good Exchange is a Not-for-Profit organisation wholly ...

[More results from thegoodexchange.com »](#)

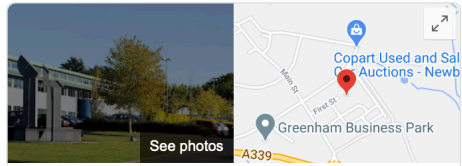
**greenhamtrust.com** · the-good-exchange  
**The Good Exchange - Greenham Trust**  
The Good Exchange The Good Exchange is an online fundraising platform which makes it easy for charitable organisations to: · Charity-Owned and Not-for-profit

**greenhamtrust.com** · Our Funding  
**Matching funds with Trust Top-up & Greenham Trust**  
Trust Top Up is our pledge to match funds of any public or company donation made via The Good Exchange to any projects that match our charitable criteria.

**https://twitter.com/thegoodexchange**  
**The Good Exchange (@thegoodexchange) · Twitter**  
Your donations to @TheatricalGuild in partnership with @IanMcKellen have supported over 1,000 people impacted by #COVID-19 #theatre closures · #Donate to help reach the £100,000 target: goodex.uk/zfW450DQVHR. Many productions unlikely to return until 2022 so every £1 counts! pic.twitter.com/1EAydd0...  
Twitter · 1 hour ago

**www.youtube.com** · thegoodexchange  
**The Good Exchange - YouTube**  
The Good Exchange, (wholly owned by charity Greenham Trust) is a not-for-profit, on-line charity matching and fundraising platform facilitating the provision...

**www.facebook.com** · Places · Newbury, Berkshire  
**The Good Exchange - Home | Facebook**  
The Good Exchange · Newbury, Berkshire. 1206 likes · 10 talking about this · 10 were here. A charity-owned, not-for-profit on-line crowdfunding platform,...



**The Good Exchange**  
Website Directions Save  
5.0 ★★★★★ 2 Google reviews  
Non-profit organization in England

**Located in:** Greenham Business Park  
**Address:** Liberty House, Greenham Business Park, Thatcham RG19 6HS  
**Hours:** Open · Closes 5PM

**Add missing information**  
Add phone number

**Questions & answers**  
See all questions (1) Ask a question

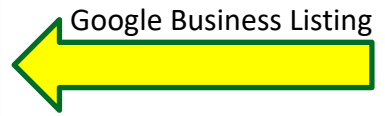
**Reviews**  
2 Google reviews Write a review Add a photo

**From The Good Exchange**  
"The Good Exchange, (wholly-owned by charity Greenham Trust) is a not-for-profit, on-line charity matching and fundraising platform facilitating the provision of grants, match funding and charitable donations to good causes across West Berkshire &...  
More

**Updates from The Good Exchange**  
View previous updates on Google

**Profiles**  
Twitter YouTube Facebook LinkedIn Instagram

**People also search for** View 15+ more



Google Business Listing

**Videos**

**The Good Exchange a Twitter: "Celebrating dispersal of £6.65m from grants, donations & fundraising activities in only 20 months. If you ha...**  
Twitter

**Exciting news! Greenham Trust announces... - The Good ...**  
Facebook  
20 Nov 2020

**The Good Exchange, the only charity-owned, online not-for ...**  
YouTube · The Good Exchange  
26 Jun 2018

[View all](#)

Review your existing profile – Google your organisation and the services you provide.

1. Organisation website
- FREE** 2. Social media – Facebook, Twitter, YouTube, Instagram
3. Partners
- FREE** 4. Google business account – map, images, service description, contact details, reviews etc.
- FREE** 5. Google Ads - \$10k free for charities
- FREE** 6. Google Analytics - how are users interacting with your website?

- Cross linkage between all content
- Up to date – news, latest projects
- ‘Donate’ button – where does it go?
- Keywords – have you explained **who you are** and **what you do** in language someone searching for your services would use?
- Pictures (alternate text)
- **Search Engine Optimisation** – review and improve content of all online presence.
- Consistency / Language
- Link sharing
- Good Exchange profile – organisation and project pages
- Review the competition

# 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/>



# Publicising your Fundraising Appeal

# What makes good PR?

Ginnia Cheng and Ella Pryor, Finn Partners



# WHAT MAKES GREAT PR FOR CHARITIES?



PRESENTATION TO  
GREENHAM TRUST  
COMMUNITY FORUM



## 1. INTRODUCTION

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## 2. WHAT IS PR?

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## 3. THE IMPORTANCE OF PR FOR CHARITIES

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## 4. OUR STORYTELLING APPROACH

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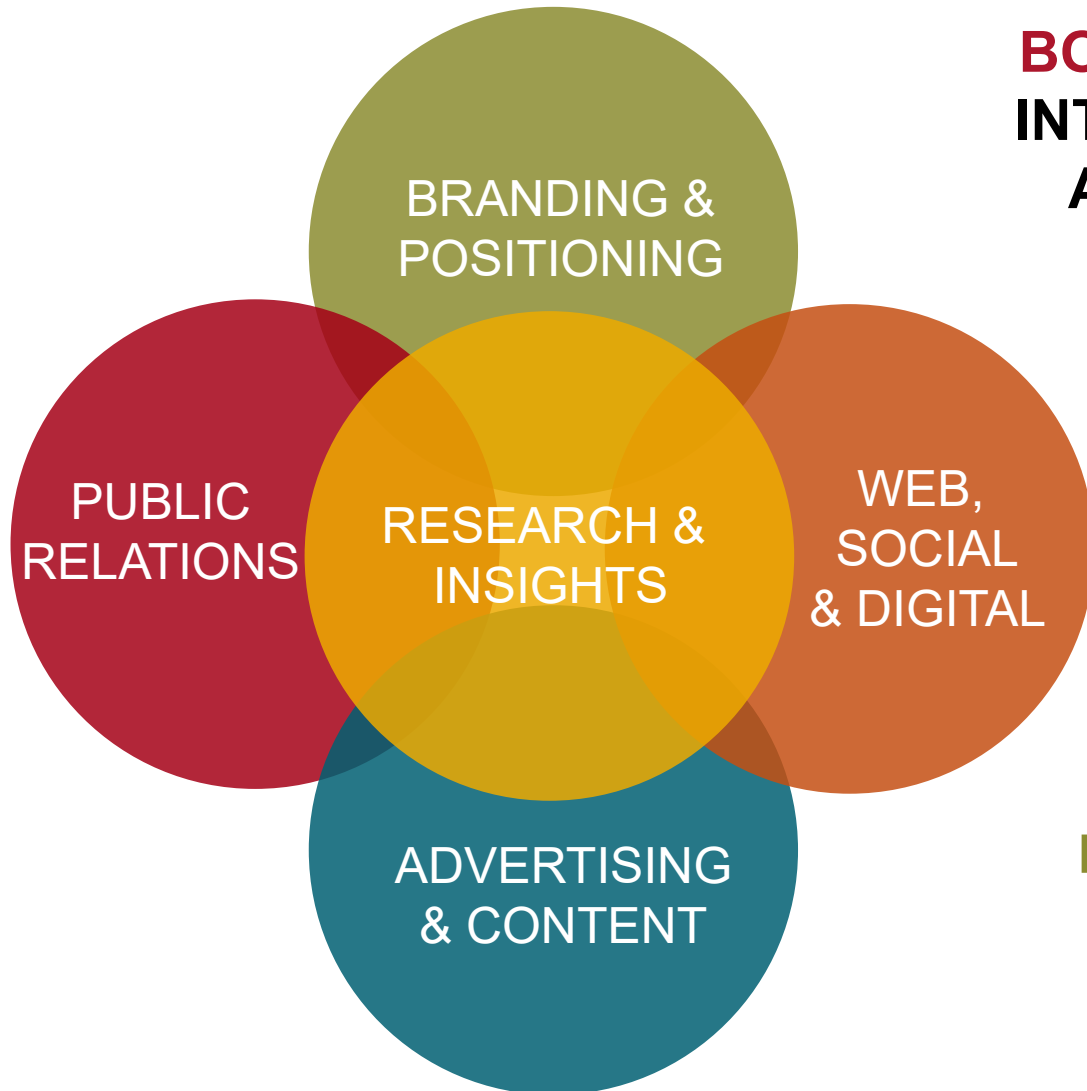
## 5. EXAMPLES

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## 6. ANY QUESTIONS?

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# INTRODUCTION



## **BOUTIQUES WITHIN BOUTIQUES: INTEGRATED TEAMS THAT DRIVE ATTENTION-EARNING RESULTS**

A talented mix of researchers, strategists, designers, technologists, content specialists and campaigners with clients on six continents.

**MIDSIZE AGENCY  
OF THE YEAR**  
2019

**AGENCY OF  
THE YEAR**  
2016

**800**

PEOPLE

**19**

OFFICES

**3**

CONTINENTS

**15**

INDUSTRIES

# WHAT IS PR?



*“Public relations is about reputation – the result of what you do, what you say, and what others say about you.”*

**-CIPR**

*“Public relations is the practice of getting attention and shaping public opinion. Mostly it is about*

# THE IMPORTANCE OF PR FOR CHARITIES

## Stories

- Who will you be helping?

## Beneficiaries

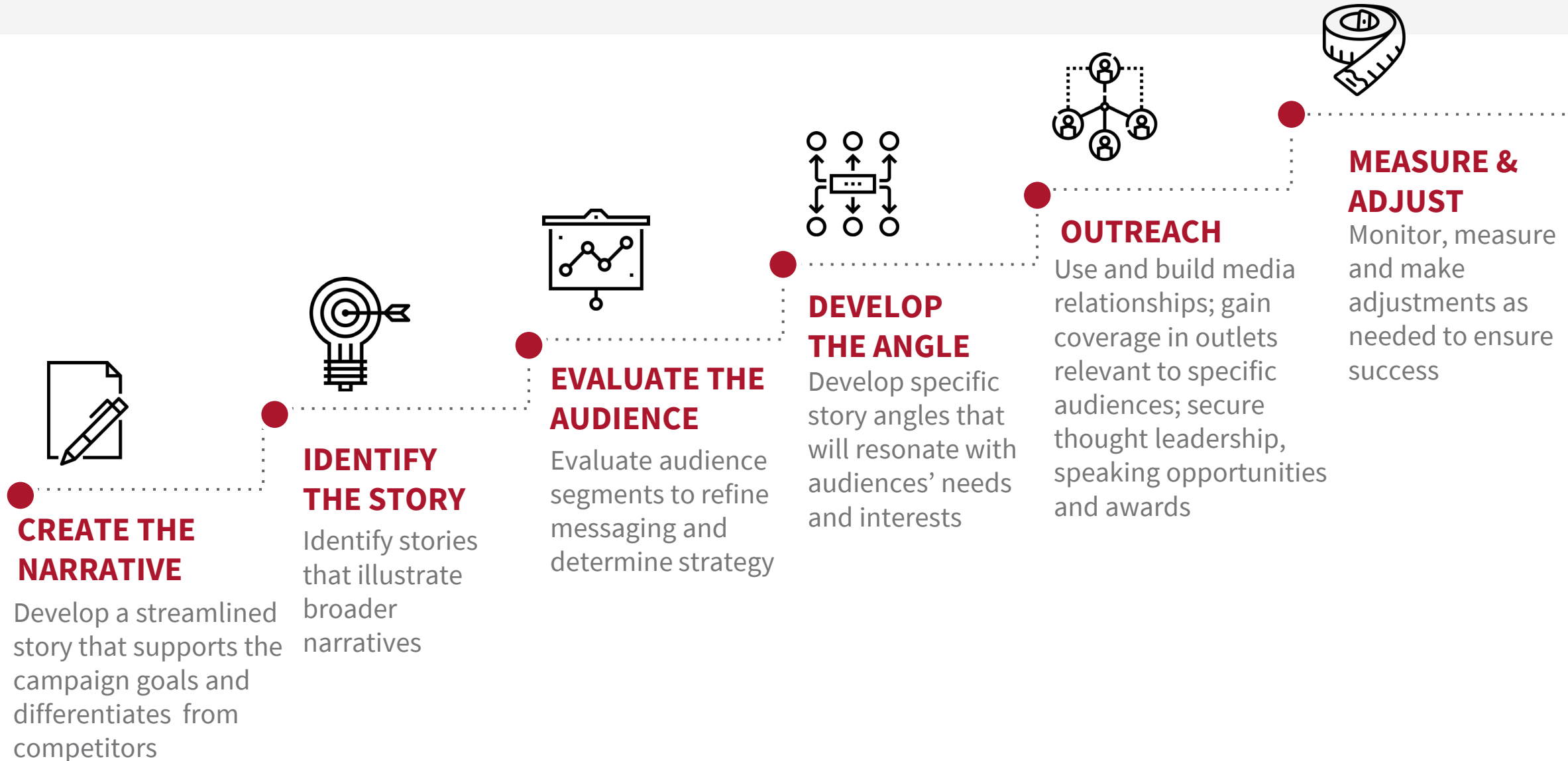
- Who have you helped before?

## Measurable benefits

- What will the impact be?

Micro  
(individuals)  
and Macro  
(community)  
benefits

# OUR STORYTELLING APPROACH



- **Get Berkshire Active: Healthy Active Me**

*Campaign to improve underprivileged families' physical and mental well-being*

- Beneficiary case study (in this case, child enrolled on the programme)
- Beneficiary spokesperson (in this case, Reading Rockets)
- Micro story (helping underprivileged children) & macro story (helping get the nation active)



**BBC** RADIO  
**Berkshire**

**UK FOOTIE**

Football News From Around the Globe

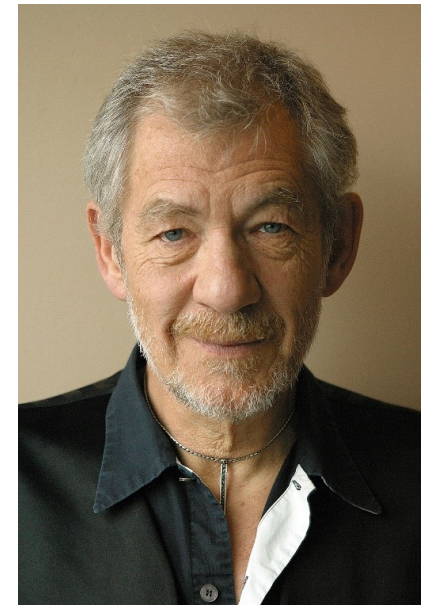
# EXAMPLES

- **The Theatrical guild: Raising the Curtain after Coronavirus**  
*Campaign to support the individuals whose skills and commitment make up the backbone of the theatre industry*
- Beneficiary case study (in this case, theatre workers)
- Spokesperson (in this case, Sir Ian McKellen)
- Micro story (helping theatre workers) & macro story (protecting the theatre industry)



**TheObserver**

**EveningStandard.**





# Case Study

Michelle Smith, Director, Education Business  
Partnership West Berkshire



# Fundraising Appeals on The Good Exchange - Examples

Marina Stedman



# Apply and Fundraise in one place

1. Projects on The Good Exchange are both **Grant Applications** and **Fundraising Appeals**
2. Grant matching is managed by the **information you provide** when you set up your project
3. The wording, images and videos on the project page are there to help drive external donations and publicise fundraising activities
4. Your message about why potential donors and fundraisers should help your organisation should be right at the top of your project page
5. Why should they give their money or time to help your organisation?
  - £5 donation will buy X
  - £20 will help X children/people to .....
6. Tell stories about your beneficiaries
7. Remember to include your keywords



## Greenham Trust Coronavirus Emergency Appeal

Ref: 17994

by [Greenham Trust](#)

Location: Kingsclere (Ward) , East Woodhay (Ward) , West Berkshire (Local Authority) , Pamber and Silchester (Ward) , Burghclere, Highclere and St Mary Bourne (Ward) , Tadley South (Ward) , Baughurst and Tadley North (Ward) , Tadley Central (Ward)

This emergency appeal was set up in March 2020 to help those in need in our area during the Coronavirus pandemic.


Thanks to your amazing generosity, more than £425,000 has already been raised from public support, companies, trusts and foundations. By donating to the appeal, you are

[Read more...](#)



# What is this charity fundraising for? Would you donate?

[← Go back](#)



no image


Ref:


**by**


Location:

Within the Early Learning Unit we run a nurture group to support children within both Mainstream and Additional support need playrooms. The aims for the nurture group are to encourage communication and language skills and interactions between peer groups and to support children's emotional well-beings by encouraging opportunities to express their feelings and talk about theirs peers feelings. The group is ran with a small number

[Read more...](#)








Ref


Within the Early Learning Unit we run a nurture group to support children within both Mainstream and Additional support need playrooms. The aims for the nurture group are to encourage communication and

Remaining   
£490.24


Raised **0%** Target








# Potential Donors can see exactly how much you need to raise and any match funding available

1. Use this information to keep your supporters up-to-date
2. Include info about match funding in communications
3. You can thank donors in the timeline on your project
4. You can also download a list of all opted-in donors to thank them.

Raised **£434,492** of **£650,000**  
 Closes 20th June 2021  
 66%  
 There is **£215,508** left to raise

[Donate Now](#)

**Match Funding** 

Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£46,472	£41,177 		
Greenham Trust Ltd	£37,467	£33,142		
Greenham Trust Ltd	£100,000	£0		
<b>Total</b>	<b>£183,939</b>	<b>£33,142</b>		

**Amount Received**

Grants	£148,529
Donations	£163,148
Gift Aid	£13,196
Match Funding	£109,620
External	£0

[Share](#)

**Latest Updates**

Anonymous Donor	<b>£20.00</b>
Supported 6 hours ago	+ £5.00 Gift Aid + £20.00 Matched

# Help us to help you

Great quotes from you help us to publicise your fundraising appeals:


“John Works as a Front of House Assistant. Both parents were diagnosed with cancer during lockdown and are receiving chemotherapy.

John, who acts as their sole carer, was made redundant in July. He suffers from long term anxiety and depression, and has found everything overwhelming to the point where he was contemplating suicide.


The Theatrical Guild provided financial support for the family (£1,000) and fifteen sessions of counselling for John.”

## How have Coronavirus grants helped local people?


“Thanks to the funds received from the Coronavirus Appeal Fund, FLAG DV was able to adapt to the changes of remote working supporting 350 domestic abuse victims with free legal advice.” **FLAGDV**




“Funding from Greenham Trust meant we could provide a vital continuation of mental health support for local young people.” **No5 Young People**




“The Coronavirus emergency grant made it possible for all our deaf pupils to continue learning during lockdown”. **Mary Hare Primary School for deaf children**




“The grant from Greenham Trust’s Coronavirus appeal meant that Loose Ends has been able to provide hot and cold ‘takeaway’ meals and food parcels to the homeless and vulnerable during the pandemic lockdown”. **Loose Ends Newbury**



“Through the funding for our ‘My Speakerfriend’ project we are enabling those who cannot access online resources feel connected to the outside world.” **AGE UK Berkshire**



“Thank you Greenham Trust for your funding helping PSC to support families manage challenging behaviours during lockdown.” **Parenting Special Children**



“Greenham Trust has provided invaluable financial support during the Coronavirus pandemic which has helped us to look after the ponies, which is an expensive business.” **Newbury Riding for the Disabled**



photograph (Karen Bennett)

**Please give what you can to help others less fortunate**  
Any amount no matter how small is welcomed and every pound donated to our fundraising appeal via **The Good Exchange** (Greenham Trust’s online funding and fundraising platform) will go to help local people impacted by Coronavirus. **With Greenham Trust’s Match Funding every £1 donated is doubled to £2!**

**DONATE or START FUNDRAISING HERE: <https://thegoodexchange.com/coronavirus>**

- Charities accepting cash donations (no devices)**
- **Good Things Foundation** ([www.goodthingsfoundation.org](http://www.goodthingsfoundation.org))
  - **Greenham Trust** ([greenhamtrust.com](http://greenhamtrust.com))
  - **Livery Schools Link** ([liveryschoolslink.org.uk](http://liveryschoolslink.org.uk))

[BBC - Give a laptop](#)

# Update on Current Funding Opportunities with Greenham Trust





# Greenham Trust Funding Schemes

Louise James and Lou Brookes





# Greenham Trust funding schemes

Name	Amount available	Notes	Next deadline
Community Grants	Up to £30,000 Avg grant £5K	West Berks and north Hants	26 March 2021
Double Matched Day	£10K matched funding where £1 = £2	Special event summer and winter	14 May 2021 Event: 18-19 June
Peter Baker Foundation	Avg grant £2.5K	20-mile radius of Newbury Market Place	23 July 2021
Trust Top Up	Up to £5,000 per project £10,000 per org per year	West Berks & north Hants Raise £1 get £1 matched	Ongoing
Partnerships and major match funding	Up to £100K with some exceptions	Board reviews major capital projects	Quarterly
Town council matched funding	£1 for £1 match to variety of projects	Newbury, Thatcham, Hungerford, Greenham Parish, Tadley	n/a
Youth Distribution Committee	Max fund of £15K to distribute	West Berks and north Hampshire	Feb 2022

# Greenham Trust funding schemes

Name	Amount available	Notes	Next deadline
Coronavirus Appeal Fund	Up to £50,000	08/03: £371,211 disbursed to 150 charities and orgs for variety of projects	Ongoing until funds disbursed; daily reviews
Laptops for Lockdown Learning	Schools submit quotes of devices needed	Schools and PTAs apply on behalf of their students  08/03: £244,600 to 35 schools to purchase 1,190 laptops	Ongoing until funds disbursed; daily reviews
Surviving to Thriving Mental Health Fund	£500 - £30,000	£200,000 fund from West Berks Council and Greenham Trust	Ongoing until funds disbursed; daily reviews

# Summer 2021 Double Matched Days!

Jill Owen



# Double Matched Days 2020

## July and December 2020

- £337k raised over the two days
- 20 charities helped to raise over £15K each in 24 hours
- Publicity and awareness of variety of projects
- Quote from Berkshire MS Therapy Centre:

**‘It has been the best workday since lockdown began’ - July 2020**





# Double Matched Days – June 2021

Three main differences:

- Double Matched Day will become Double Matched Days and run for a 48 hour period – Friday 18 and Saturday 19 June
- Limited to 5 projects
- Projects need to be new applications on The Good Exchange which have not received any funding offers from Greenham Trust

## APPLY NOW!

West Berkshire and  
north Hampshire  
Charitable  
Organisations -  
Applications for Double  
Matched Day close on  
Friday 14 May!



@greenham\_trust



GreenhamTrustLtd



@greenhamtrust

## Summer Double Matched Days: Friday 18<sup>th</sup> - Saturday 19<sup>th</sup> June 2021

1. £50,000 in Double Match Funding from Greenham Trust across 5 charitable projects on The Good Exchange
2. **£1 becomes £3** (Greenham Trust will give £2 for every £1 donated up to £10,000 per featured project)
3. Runs for **48 hours** from 1 minute past midnight on Friday 18<sup>th</sup> June to 23:59 on Saturday 19<sup>th</sup> June
4. To apply, applicants must:
  - i. Be in Greenham Trust's area of funding
  - ii. Have a **new live project** on The Good Exchange by 5pm on **Friday 14 May**
  - iii. The project must require a **minimum of £15,000** in funding
  - iv. Send an email to: [events@greenhamtrust.com](mailto:events@greenhamtrust.com) (including your fundraising plan for the day)
5. Full terms and conditions will be available here <https://greenhamtrust.com/double/> shortly
6. Successful applicants (finalists) will be notified by close of business on **Friday 21 May**



# Double Matched Day Finalists – Important Points

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 – Friday 18<sup>th</sup> June
5. Finalists will be supported with training sessions, mentoring and local expert volunteers

**APPLICATIONS CLOSE: 5pm Friday 14 May 2021!**





# 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. Support with using The Good Exchange: [support@thegoodexchange.com](mailto:support@thegoodexchange.com)
4. Visit The Good Exchange's Resources page for in-depth 'how-to' guides, social media training, case study videos, recordings of previous Community Forums and more: <https://thegoodexchange.com/resources/>
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/>
7. See other funders using The Good Exchange: <http://goodex.uk/Cpwy50C0XzZ>
8. Find out more about Double Matched Day here: <https://greenhamtrust.com/double/>



# Greenham Trust Grant Acknowledgement Guidelines

1. New guidelines to help all organisations that have received a grant from Greenham Trust (or the Peter Baker Fund) to publicise their fundraising project
2. Includes info about:
  - Positioning
  - Social media tagging
  - Logos
  - PR
3. The full document is available [here](#).



## Guidelines for acknowledging your grant

Congratulations on securing a grant from Greenham Trust. We want you to publicise your fundraising appeal and celebrate our support of your project. This can engage your existing supporters and bring new supporters on board with you, help tell the story of what you are aiming to achieve and bring awareness. Below are some guidelines for how you should acknowledge our funding in your internal and external communications such as newsletters, online, in publications, in press and social media.

First, to see how Greenham Trust, Greenham Business Park and The Good Exchange work together and how to position them in your messaging, please see the appendix below. In summary:

- **Greenham Trust** = the funder of your grant
- **Greenham Business Park** = the source of funds for Greenham Trust
- **The Good Exchange** = the online fundraising and crowdfunding platform owned by Greenham Trust

# Thank You

