

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

Use of logos

To receive copies of our logos please contact events@greenhamtrust.com These are available in hi-res and lo-res depending on your needs.

Where you list your donors, whether in your accounts or in other materials, please include **Greenham Trust**. Please note we are no longer using the name Greenham Common Trust.

If you have any questions or are uncertain which logo to use, please get in touch.

Social Media

If your organisation maintains social media, please use it to engage your supporters with news of your fundraising appeal and our grant - to announce an amount awarded, to highlight project information, to update your followers about progress and also to share photos and stories when your project ends or reaches a special milestone.

Greenham Trust has Facebook, Twitter and Instagram profiles so please tag us using the following handles:

Facebook	@GreenhamTrustLtd
Twitter	@Greenham_Trust
Instagram	@greenhamtrust



You can also tag in @thegoodexchange which will acknowledge the platform used by Greenham Trust and multiple donors and funders to make contributions to your project.

When you tag us, this keeps us up to date with your work and we will 'like' and share your tweet/post wherever possible. Please note it is not a condition of your grant for you to share any information on social media, but we encourage it to help your fundraising and awareness.

If you are still fundraising for your project, don't forget to include the project link from The Good Exchange platform so that your supporters can click through and make a donation. You can find numerous resources and how-to guides at thegoodexchange.com/resources

Professionally produced materials

If you are using a designer or printer to produce materials, please request the Greenham Trust and The Good Exchange brand guidelines.

Imagery

We love receiving copies of your logo, photos and videos so that we can use them to celebrate your work. Please ensure the images are copyright free, that consent has been given by people to use the images and let us know if you need us to acknowledge the photographer.



Press Releases

When you are including mention of our funding/support in a press release or any other type of communication, you must contact events@greenhamtrust.com prior to publication for approval. We warmly welcome press coverage of the wide range of projects that our funding enables. This in turn encourages other charitable organisations to apply. We can provide a quote from Greenham Trust to include in your press release. Please use these boilerplates in the Notes to Editors section of your press release:

About Greenham Trust

Greenham Trust is an innovative charitable trust based in Newbury, that works in close partnership with the local communities of West Berkshire and northern Hampshire to provide financial support for charitable organisations. Since it was formed in 1997 Greenham Trust has donated £58 million in funding, reaching 5,000 local good causes. The Trust began with the acquisition of part of the former Greenham Common Airbase which is now Greenham Business Park, the largest strategic employment site in West Berkshire. The Trust uses its investment in Greenham Business Park and other property assets to generate surplus income for distribution to local good causes. greenhamtrust.com

About The Good Exchange

The Good Exchange is a not-for-profit fundraising platform wholly owned by Greenham Trust. The platform makes it easy for charitable organisations to raise money through grants and donations from the public. The Good Exchange is the only crowdfunding resource that brings together grant-making, donations, charitable projects and fundraising in one place. Its automated funder-matching system with its simple single online application form has revolutionised charitable giving, making it more accessible, transparent and collaborative. thegoodexchange.com

If you have any questions, please contact us by phone 01635 736 740 or email events@greenhamtrust.com

Greenham Trust

Registered in England No. 3340350
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Registered Charity No. 1062762
Registered Office: Liberty House,
Greenham Business Park,
Thatcham, Berkshire RG19 6HS

Tel: 01635 736 740
events@greenhamtrust.com



About Greenham Trust

Greenham Trust is an innovative charitable trust that gives grant funding and support to charitable, community and voluntary organisations in West Berkshire and north Hampshire. The Trust uses its investment in Greenham Business Park and other property assets to generate surplus income. Charitable organisations apply for grants and fundraise via The Good Exchange, the Trust's online crowdfunding platform for fundraisers and funders.

Local understanding

Greenham Trust was established in 1997 to provide funding for community and volunteer projects in West Berkshire and north Hampshire. Our income from commercial properties is given back to the local community. Our team are locally-based and have a deep understanding of the community and its needs.

Self-sufficient model

Greenham Trust makes money from letting property to organisations in the local area, and gives its surplus income back to the local community via charity grants. Greenham Trust is one of only two trusts in the UK that generate the majority of their income from investments in commercial property. It has created a truly self-sufficient, circular, business model, putting the revenue from a commercially managed property portfolio back into the community that lives and works in and around its business estates via its online crowdfunding platform, The Good Exchange.

National impact

Greenham Trust is a prime example of how organisations can use circular business models to create sustainable local and regional economies, showcasing how responsible property investment and management can be a force for good.

<https://greenhamtrust.com>



About The Good Exchange

The Good Exchange is a not-for-profit funding and fundraising platform which makes it easy for charitable organisations to raise money through Greenham Trust, grants from other funders, and donations from the general public.

As the only charity-owned platform to bring together grant-making, charitable donations, charitable projects and fundraising/crowdfunding 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.

Purpose-built platform

The Good Exchange's cloud-based technology platform was built by a team of people employed by one of the UK's largest local funders (Greenham Trust), who understand the unique issues faced by funders and fundraisers.

Funder & fundraising experts

In times of crisis, more people rely on charitable organisations for support, whilst charities suffer from lower rates of giving and increased competition for the funds that are available. The Good Exchange enables funders to identify the most worthwhile projects, and fundraisers to find and/or raise the funds they need to help the vulnerable groups they serve.

Unlike other fundraising platforms, The Good Exchange is not-for-profit. This means that more of the money donated goes to the good causes fundraising through the platform.

The Good Exchange gives funders the ability to quickly and easily filter and select applications relevant to their grant-giving criteria and give much-needed money to the most worthwhile causes as quickly as possible.

<https://thegoodexchange.com>



About Greenham Business Park

Greenham Business Park, strategically located between the M3 and M4 corridors, provides and develops quality commercial accommodation with modern amenities at competitive rates, and utilises its surplus income to deliver funding for charitable purposes in the local area, via its owner, Greenham Trust.

Sustainable futures

Recent events, along with the quest for a more sustainable future, mean that more people want to work close to their homes. Good quality commercial accommodation, close to residential and leisure spaces, is key to enabling local, regional, and national organisations to create flexible, spacious, safe, and sustainable, working environments for their employees. Leasing property on Greenham Business Park gives organisations the confidence of knowing they are giving back to the local community simply by paying their rent.

Force for good

Purchased in 1997 by charity Greenham Trust, the Park has always had the dual purpose of providing quality, sustainable, accessible accommodation to organisations of all sizes, and creating income that funds local charitable, community and volunteer projects. Unlike many other business parks, which exist solely to create profit, Greenham Business Park is a force for good in the region it serves.

<https://greenham-business-park.co.uk>