

Maximising Matched Funding

Greenham Trust Community Forum

16th June 2021

Welcome

Chris Boulton
CEO, Greenham Trust

Agenda and speakers

Topic	Speaker
Welcome and introduction	Chris Boulton, CEO Greenham Trust
Greenham Trust's Match Funding: Major Grants	Jill Owen, Grants Manager
Major Grants Case Study	Paul Monger, Newbury Cricket Club
Greenham Trust's Match Funding: Trust Top Up	Louise James, Head of Grants
Trust Top Up Case Study	Caroline Herman, All Yours Period Boxes CIC
How Match Funding works on The Good Exchange	Marina Stedman, Head of Marketing
Driving your own Match Funding	Julian May, Head of Collaborative Funding
Using The Good Exchange to Promote your Fundraising Project – Tips and Tools	Helen Carlile, Systems Lead and Technical Support Manager Misha Wallace, Client Support Manager
Q&A	All

Greenham Trust match funding: Major Grants

Jill Owen
Grants Manager

Greenham Trust Major Grants

- Major Grants available for Capital Projects requiring more than £30k in funding
- Funding is awarded on a matched funding basis of £1 for £1
- What we will match:
 - Donations/grants from individuals, corporates, local authorities, other Charitable Trusts and fundraising activities
- What we will not match:
 - Applicant's own funds
 - Funds raised prior to the application
 - Sponsorship payments where a donor is receiving a significant benefit in return for their donation
- How to apply:
 - Create an application on The Good Exchange <https://thegoodexchange.com>
 - We constantly review applications within our area of operation
 - Eligible applications are considered by our Trustees at their quarterly board meetings

Major Grants Continued

- What we are looking for (but not limited to) :
 - Good Community Use
 - Beneficiaries in our area of operation – West Berkshire and north Hampshire
 - Fundraising plan – how do you propose to raise the balance?
 - Evidence of defined need
 - Sustainability of the project
 - Collaboration with other charitable organisations
- How will I know if my application is successful:
 - You will receive a matched funding offer via The Good Exchange with terms and conditions
 - Once confirmed donations will automatically be matched via the platform
 - Grants from other charities/organisations need to be manually matched by ourselves

Major Grants continued

- Payment Terms
 - Payment of any donations or grants made through the platform will be made by the 14th of the month following the month of the donation/grant
 - Payment of the Greenham Trust matched funding will be in line with a payment schedule to be agreed once all the funding is in place and work has commenced.
- For further information/enquiries:
 - email: grantenquiries@greenhamtrust.com

Major Grants case study: Newbury Cricket Club

Paul Monger
Hon. Secretary

Newbury Cricket Club

In 12 weeks via The Good Exchange:

- £129,070 raised towards a new pavilion
- £50,000 in match funding
- 292 donors
- £45,110 in donations
- £24,500 in grants
- £9,460 in Gift Aid



One of the Junior Team players said: "The Good Exchange is absolutely brilliant as it brings everyone involved together to achieve a common goal. I'll be delighted when NCC's Pavilion is complete"

Another added: "I can't wait to see the new improved Pavilion at Northcroft. It will be great to have decent facilities to use when hosting games & training. Thanks to The Good Exchange and the donors for helping us achieve this."

"Without being dramatic, grants such as the one we received from Sovereign Housing are a lifesaver to our club and without these, we would struggle to exist in a few years' time, so thanks to our donors, thanks to the Good Exchange and thanks to the Greenham Trust, between you all, you have secured our future."
Paul Monger,
Secretary of
Newbury Cricket Club



Greenham Trust match funding: Trust Top Up

Louise James
Head of Grants

Trust Top Up - overview

What is it?

An offer to match £1 for £1 public and corporate donations made to your project.

How much are the Trust Top Up offers for?

Up to £10,000 per charitable organisation per year, up to a max of £5,000 per project.

What do I have to do to get Trust Top Up match funding?

Have a live project on The Good Exchange and have beneficiaries in Greenham Trust's funding areas which are West Berkshire and north Hampshire.

How long does it last?

6 months at the beginning of your project – designed to boost your early fundraising efforts.

What income is eligible for matching?

Individual donations (not Gift Aid), corporate donations, fundraising collections.

Trust Top Up in action

[Go back](#)



Dig and plant to improve your Mental Health and watch your efforts Survive and Thrive to feed those in need

Ref: 18816

by [St George's Church](#)

Location: West Berkshire (Local Authority)

It is widely recognised that there has been a very significant deterioration in the mental health and wellbeing of many people of all ages due to the Covid pandemic. It has long been recognised that gardening and working outdoors with other people is an excellent way to improve mental health and wellbeing. With this in mind the small Outreach group of St George's Church, Wash Common, have obtained the lease of a derelict allotment at the Wash Common site. The objective is to renovate the allotment and to provide a safe. Read more...



Raised £1,098 of £1,646

Closes 27th April 2022




There is £549 left to raise

Donate Now



Match Funding

Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£823	£333		
Total	£823	£333		

Amount Received

Grants	£0
Donations	£490
Gift Aid	£118
Match Funding	£490

Trust Top Up – an insight

£1.6 million has been distributed through Trust Top Up over the last 5 years, meaning that charities have gained £3.2 million overall via donations and matched amounts.

100% take up vision – we want all applicants to maximise their use of Trust Top Up match funding. We know projects are diverse in nature – scale, type of organisation, proactivity of project owner, fundraising plans, project details, your audiences (supporters) and potentially competing appeals.

	Amount offered	Projects offered	Amount used	Projects used	Use of Trust Top Up
2020-21	£573,149	171	£337,706	136	59% funds 80% projects

Trust Top Up case study: All Yours Period Boxes CIC

Caroline Herman
Founder

All Yours

Period Box C.I.C

Caroline Herman, Founder

The All Yours project

- The All Yours project was created in December 2020
- We make up 2 types of boxes, teen and adult.
- We offer a set of reusable pads and menstrual cups
- So far we have distributed over 2000 boxes and helped almost 3000 women
- We cover West Berkshire, Reading, South Oxfordshire, Basingstoke, and Swindon
- We are providing knickers and tights for every secondary school in West Berkshire




Our Good Exchange project

All Yours is raising funds to be able to supply:

- 1000 generic boxes
- 750 Bespoke / Family boxes
- 100 pairs of Knickers, 100 pairs of tights & two hot water bottles for every secondary school in West Berkshire
- Total amount to raise is £16, 275.00
- We have currently raised £8036.00
- The Greenham Trust are providing match funding up to £5000 (or until October 2021) via The Good Exchange

[Go back](#)



Period Boxes for Adults and Teens




Ref: 18763

by [All Yours Period Box C.I.C](#)

Location: Reading (Local Authority) , West Berkshire (Local Authority) , Basingstoke and Deane (Local Authority) , South Oxfordshire (Local Authority)

We will use the money raised to make and distribute period boxes to people who cannot afford or access sanitary products in the local area. We will also use some of the money raised to provide knickers and tights to West Berkshire Secondary schools so that students can have a clean set of underwear should they experience a leak or flooding during the school day. Menstrual health is intricately linked to mental and physical health.

[Read more...](#)



Project Information

- [Additional Information](#) +
- [Organisational Details](#) +

Raised **£8,036** of **£16,275**
Closes 19th March 2022
There is **£8,239** left to raise

49%

[Donate Now](#)

Match Funding


Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£4,780	£3,895	✓	
Greenham Trust Ltd	£220	£0	✓	
Total	£5,000	£3,895		

Amount Received

Grants	£0
Donations	£1,105
Gift Aid	£0
Match Funding	£1,105
External	£5,826

[Share](#)


Latest Updates

 **Caroline Herman**
a day ago

Greenham Trust's Match Funding – Trust Top Up

In addition to doubling our donations, match funding has provided:

- Visibility
- Credibility
- PR
- Social media
- Support



Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£4,780	£3,895	✓	
Greenham Trust Ltd	£220	£0	✓	
Total	£5,000	£3,895		

All
yours

allyoursmonthly@gmail.com

www.periodbox.uk

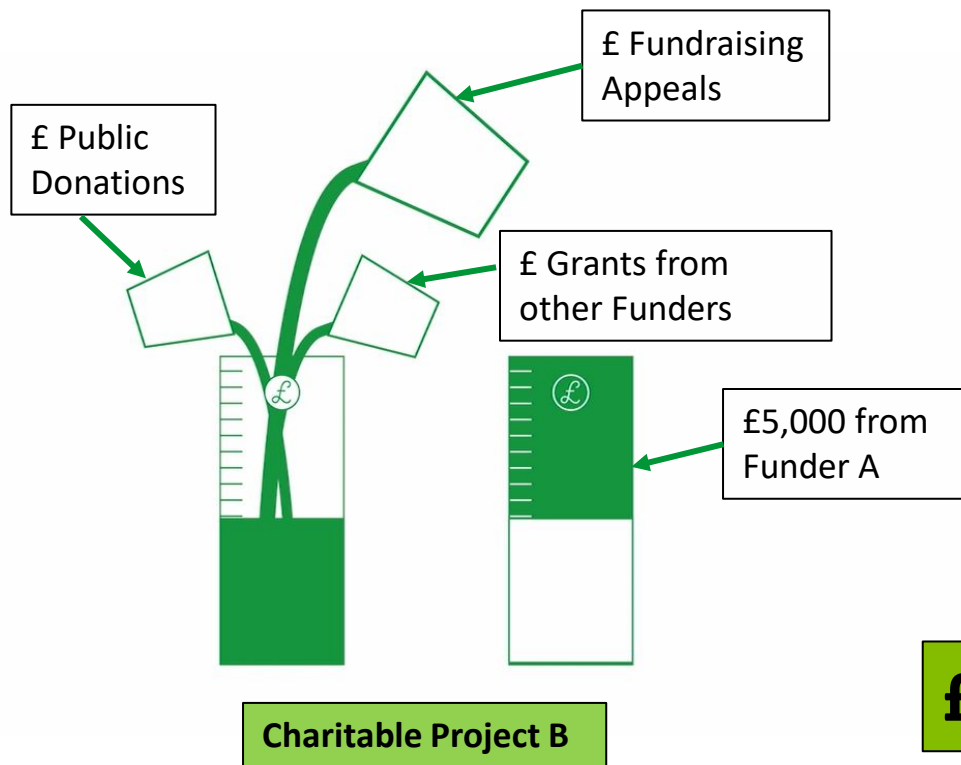
www.facebook.com/allyoursmonthly

www.instagram.com/allyoursmonthly

How Match funding works on The Good Exchange

Marina Stedman
Head of Marketing

What is Match Funding?



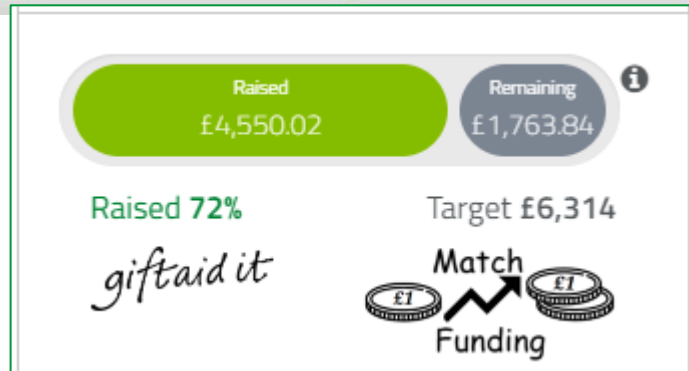
- Funder A offers a £5,000 match funding grant to Charitable Project B to be matched £1 for £1
- Match Funding incentivises Donors & Fundraisers to give money and/or raise money for their favourite causes
- Every £1 that is donated or raised for Project B becomes £2
- If the fundraising organisation raises £5,000 for Project B, they will receive £10,000 in total
- Made up of: £5,000 from Funder A and £5,000 from donations, fundraising, (& other grants)

Greenham Trust's Match Funding



- Greenham Trust's match funding is paid out on a £1 for £1 basis as the funds are matched (no all or nothing)
- Match Funding money from Greenham Trust is paid to the fundraising organisation (in part or whole) when matched with:
 - Donations
 - Monies raised by fundraising activities
 - Other grants (at Funder discretion)

(according to standard payment schedules for The Good Exchange and funder Ts&Cs)



The Big Give Christmas Challenge Match Funding



- Key participants in The Gig Give :**
1. Fundraising charities
 2. Champions – partners of The Big Give
 3. Pledgers – key supporters of the participating charities e.g. major donors, trustees and local businesses (Pledge Funds – the money they promise to pay the charities)
 4. Donors and fundraisers who aim to match the pledges during The Big Give week (Nov 30 to Dec 7). Pledgers cannot donate or fundraise

- Who provides the match funding money?**
1. Match Funds (pledges) for The Big Give are provided by the fundraising charities
 2. Big Give Champions select some charities to receive their Pledge Funds



What happens during The Big Give week

1. The 1st donations received will be matched from the charities' pledge funds
2. Only when pledge funds used up will any money from Champions be used for matching.



In this example the fundraising charity could receive match funding of £6,000 during the week

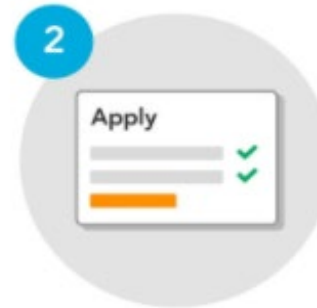
Crowdfunder – Extra Funding (Match Funding)



Start a project

Start a new project on Crowdfunder, tell us the basics and a rough outline of your story. Then we can show you funds that you may be eligible for.

How it works



Apply for funding

You can then choose to make an application for a relevant fund. If a partner likes your project, they may agree to support it.



Start crowdfunding

Start raising money from the crowd and once you reach an agreed percentage of your target, one of our partners could boost your total with a large donation.

Unless applicants have been told otherwise, they will still need to hit their overall funding target to receive the 'Extra' funds (i.e. it's not paid incrementally as money is raised)

Crowdfunder Funding can be 'All or Nothing'

Tranmere Rovers: new fan park and community venue

1. Funds only paid if target hit
2. If target not met, supporters will be refunded, rewards will not be delivered and projects close as unsuccessful

Help us raise the final £300k of £1.6M to build a new fan park and a stunning hospitality venue which will house its own brewery

£173,018

£350,000 target 30 days left


49% 151 supporters

[Support Us](#)

This project will only be funded if at least £350,000 is pledged by 15th July 2021 at 3:16pm

Rewards

This project offers rewards in return for your donation.

Featured 

£100 or more 71 of 100 claimed

Reserve seats for 2 people plus trust membership

2 seats reserved on match days, trust membership for 1 year, invite to launch event plus name on wall plaque inside the venue

[Select reward](#)

Driving your own Match Funding

Julian May
Head of Collaborative
Funding

Greenham Trust Coronavirus Relief Fund

£118,094 in match funding:

£176,639 in funder grants

£171,512 in donations

£13,253 in Gift Aid

Total raised - £479,498



Laptops for Lockdown Learning

In six weeks via The Good Exchange:

- £143,260 of match funding
- £72,700 raised in funder grants
- £70,560 in public donations
- £2,120 in Gift Aid
- £288,640 raised
- £244,600 awarded in grants
- 1,190 laptops and tablets purchased for disadvantaged children
- 35 schools in West Berkshire and north Hampshire supported



“ #LaptopsforLockdownLearning
EVERYONE HAS A RIGHT TO EDUCATION & IT HAS NEVER BEEN MORE IMPORTANT FOR ALL CHILDREN TO HAVE ACCESS TO THE SAME OPPORTUNITIES, ESPECIALLY AS WE MANY ARE CATCHING UP FROM THE LAST LOCKDOWN. YOUR GENEROUS DONATION WILL HELP MANY PUPILS & FAMILIES WITHIN OUR SCHOOL, NOT ONLY WILL THE LAPTOPS HAVE A BIG IMPACT ACADEMICALLY IT WILL CONTINUE TO ENSURE OUR COMMUNITY STAYS IN CONTACT. **”**
Lindsay Wood - Associate Headteacher
Fir Tree School

“ #LaptopsforLockdownLearning
A HUGE THANK YOU TO GREENHAM TRUST FOR THEIR GENEROUS GRANT. JOHN RANKIN SCHOOLS ARE EXCITED TO BE ABLE TO USE THE GRANT TO PURCHASE LAPTOPS FOR CHILDREN WHO ARE STRUGGLING TO ACCESS LEARNING AT HOME DURING THIS DIFFICULT TIME. THEY WILL REALLY MAKE THE DIFFERENCE TO THESE CHILDREN. THANK YOU SO MUCH. **”**
Felix Rayner - Executive Headteacher
John Rankin Schools

“ #LaptopsforLockdownLearning
““WE ARE EXTREMELY GRATEFUL TO GREENHAM TRUST, THE JOHN O' GAUNT PSA AND OUR SCHOOL COMMUNITY, FOR PROVIDING VITAL LAPTOPS FOR LEARNING. FOR SOME FAMILIES, THE LAPTOP ISSUED THROUGH SCHOOL MAY BE THEIR ONLY DEVICE OR MAY MEAN MULTIPLE CHILDREN ARE NOT SHARING DEVICES. THE SCHOOL HAS WORKED HARD TO ENSURE WE CAN OFFER OUR STUDENTS THE BEST REMOTE PROVISION, FOLLOWING AS NORMAL A TIMETABLE AS POSSIBLE. BLENDED LEARNING APPROACHES ARE HERE TO STAY & WILL BE AN IMPORTANT ELEMENT OF CATCH-UP WORK, WHICH WE ARE BATTLING TO DELIVER FROM THE IMPACT OF 2020. RECEIVING SUPPORT TO ENABLE US TO ISSUE AS MANY FAMILIES WITH TECHNOLOGY IS SIMPLY VITAL. ENSURING EQUALITY OF EDUCATION FOR STUDENTS OF JOHN O' GAUNT SCHOOL” **”**
Head of School, Richard Hawthorne

Funder Collaboration – Homelessness

- Credible Project of Common Interest
- Match Funding on grants
- Attracted 4 Funders
- Project Fully funded in 3 months



Greenham Trust 
£7,500 match funding



£15,900 Homelessness Project



£ £3,500 £ £3,500



£ £1,975 £ £1,975



£ £1,000 £ £1,000



£ £1,025 £ £1,025

Waterside Centre

£100,000 in match funding has so far attracted:

- £45,000 funder grants
- £22,480 in donations
- £2,690 Gift Aid
- Total raised - £137,650



Corporate Match Funding – Jones Robinson Estate Agents

- The Rosemary Appeal Cancer and Renal Dialysis Centre, West Berkshire Hospital - Charity of the year
- Staff Fundraising Events
- Company matched fundraising
- Greenham Trust Match Funding staff fundraising and company donations
- £20K raised via The Good Exchange
- Catalyst was Greenham Trust's match funding which inspired other support



THE ROSEMARY APPEAL

Dialysis and Cancer Care for West Berkshire



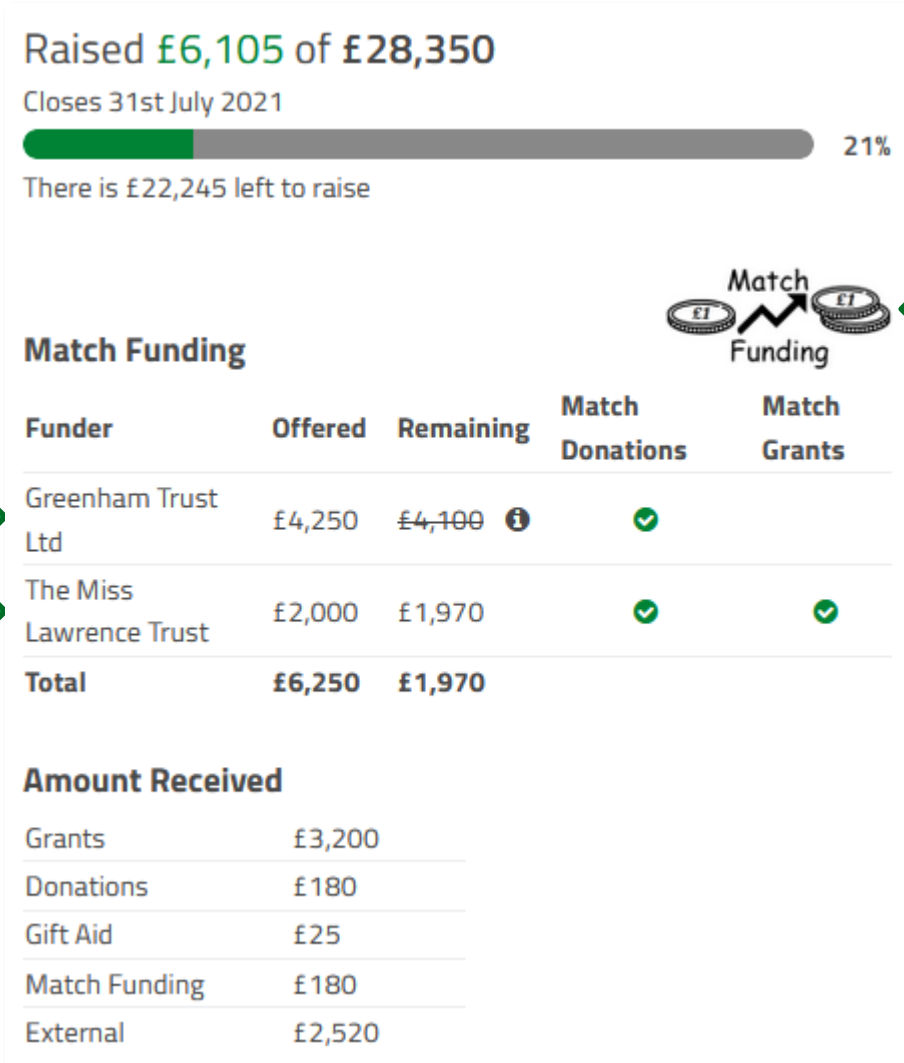
Using The Good Exchange to Promote your Fundraising – Tips & Tools

Helen Carlile and
Misha Wallace
The Good Exchange

Your live project page – Match Funding

Helen Carlile

Donors can see exactly how much you need to raise and any match funding available from your project page.



Funder 1 offer

Funder 2 offer

Look out for the Match Funding symbol

Use this information to keep your supporters up-to-date

Include info about match funding in communications

Matched Funding on donations

1. Donors can see that their donation has been matched.
2. If available don't forget to tick the Gift Aid box for an extra 25% (on the donation only)
3. Ask your donors to **share their donation and the fact that it has been matched** on social media

Donate

How much would you like to donate?

£10 £20 **£30** £50 £100

£ Other amount

While all of your donation is passed to Life Education Wessex & Thames Valley, charitable organisations pay a small platform service fee to use The Good Exchange.

Would you like to contribute towards this fee, reducing the amount that Life Education Wessex & Thames Valley pays?

Yes. £1.80 (Based on fee rate)

Your donation	£30.00
Your contribution	£1.80
Matched Funding by The Miss Lawrence Trust	£30.00
Total to pay	£31.80
Total to organisation	£60.00

Thank you for your donation
 Your donation of £30.00 means Life Education Wessex & Thames Valley will receive **£60.00!**

Matched Funding by The Miss Lawrence Trust	£30.00
Total	£60.00

Fundraising Collections

You can add the proceeds from your own fundraising events and activities as donations on your project. Select **Donate Now** on your project page to add your funds *via credit/debit card or BACS*. Be sure to state how the funds were raised in the *Message* field. Once added and if match funding is available, your donated proceeds will also be doubled!

Please check any funder T&Cs carefully for any restrictions on what will be matched.

Would you like to leave a message? 249 Characters left

Well done to everyone who took part in the fun run!

School fun run

I would like to remain anonymous, please do not display my name next to my donation

Donation Details

- I am making a personal donation
- I am making a donation on behalf of a company
- I am making a donation on behalf of a charitable organisation
- This donation is a collection from other donors e.g. Collections or Fundraising Events

Please use the message box above to tell us how these funds were raised.

*BACs – option available during donation process.



Payment

Select payment type

Debit/Credit Card

BACS Payment ?

To donate by BACS, please register your intended donation giving details of your address below. We will then email you bank transfer details including a reference number to use. Your donation and any applicable match funding will be added to your chosen project once we confirm receipt of funds.

Read more on **How to Donate** here: <https://thegoodexchange.com/help-support/#make-a-donation>

Donors can opt in to be thanked by you for their donation. You can access their email address and all financial activity (Donations, Matched Funding, Gift Aid, Grants, Payments etc) via your **'Activity Report'** in your dashboard.

<https://thegoodexchange.com/help-support/#activity-report>





Ask your supporters to share their donation on social media. Share on WhatsApp - available on mobiles only.



Donate Step 4 of 4

Thank you for your donation
Life Education Wessex & Thames Valley appreciates your donation of **£30.**

I am happy for The Good Exchange to share my name and email address with Life Education Wessex & Thames Valley so that they can personally thank me.

-  [Share on Twitter](#)
-  [Share on Facebook](#)
-  [Share on LinkedIn](#)
-  [Share on WhatsApp](#)

Organisation Draft Applications Approved Projects **Reports**

Activity Report

[Create Activity Report](#)

Here you can create a report to show all activity per project including grants, match funding, public donations and gift aid.

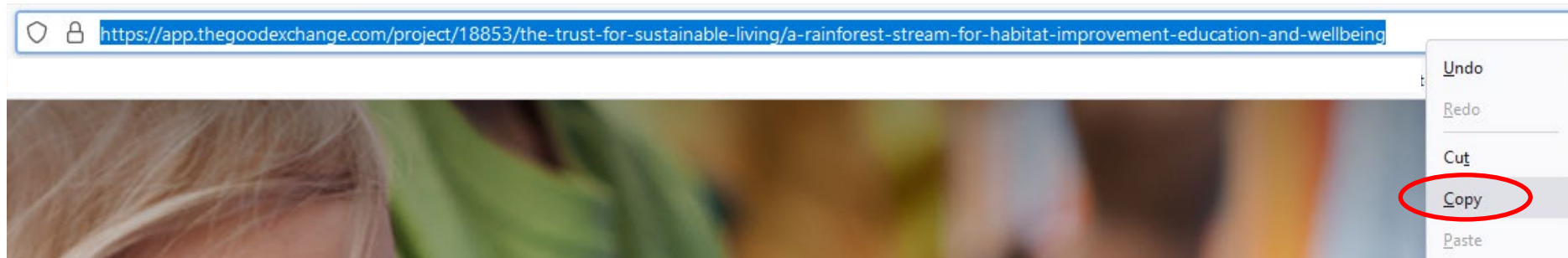
Sharing your live project page to encourage donations

Misha Wallace

Sharing the link to your project page

Direct donors and fundraisers straight to your project by sharing the project link in one of the following ways:

- Copy the unique link to your project page and paste it into social media posts; emails; e-newsletters; your website and more. *NB: Before doing this, ensure that you are logged out first, then find your project using the Search function on The Good Exchange. If you share a link whilst logged in, it will not work.*



- Share your project page directly on your organisation's social media pages (immediately or in scheduled posts) and with your WhatsApp contacts on your mobile using the [Share](#) icon on your project page. *NB: Links in Instagram posts cannot be copied or clicked on, you will need to update the link in your organisation's Instagram bio on the day.*



When you share your project page link, don't forget to let everyone know if you have match funding in place as this can act as a great incentive for people to donate!

How public fundraisers can support your project

Misha Wallace

A **Fundraiser** on The Good Exchange is a member of the public or corporate team who undertakes a fundraising activity in support of your project.

Public supporters can help raise funds for your project by clicking **Become a Fundraiser** on your project page, setting up a **Fundraiser Profile** and undertaking a fundraising activity of their own. They can share their Fundraiser profile with friends/family to encourage donations.

Fundraisers can really help to attract donations on your project and utilise any match funding in place as any funds coming through to their profile page will also come through to your project and be matched!

How to Support a Project as a Public Fundraiser: <https://thegoodexchange.com/help-support/#fundraising-activity-guide>

Fundraiser Case Study: <https://thegoodexchange.com/resources/imogen-dental-ark/>



Spread the word with live videos

Misha Wallace

Live videos on social media are a great way to engage supporters in real time, letting them know about your fundraising project and match funding to help drive donations.

Facebook Live

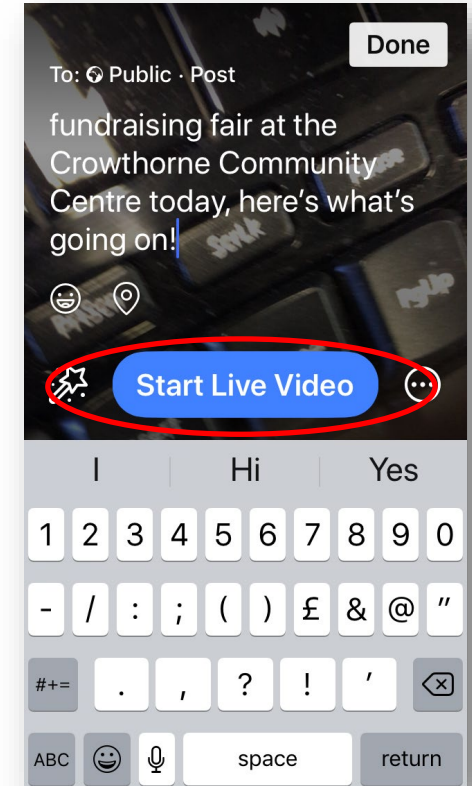


Use this to broadcast videos 'live' from your organisation's Facebook page, group or event. It is most useful during fundraising activities where you can engage your audience in real time.

Tips:

- Prepare a compelling description about your broadcast
- Tell people in advance that you will be broadcasting (e.g., through social media posts) so they are looking out for it
- Ask your viewers to follow you and receive notifications when you go live (there is a 'Follow' button that people can tap on to follow you)
- Make sure you have good access to Wi-Fi or a strong mobile phone signal
- Mention people who are making comments and be sure to answer any questions in the live session
- You must broadcast for a minimum of 4 seconds, but you can broadcast for up to 8 hours

How to use Facebook Live: <http://goodex.uk/Zlwa50C52ID>



Instagram Live

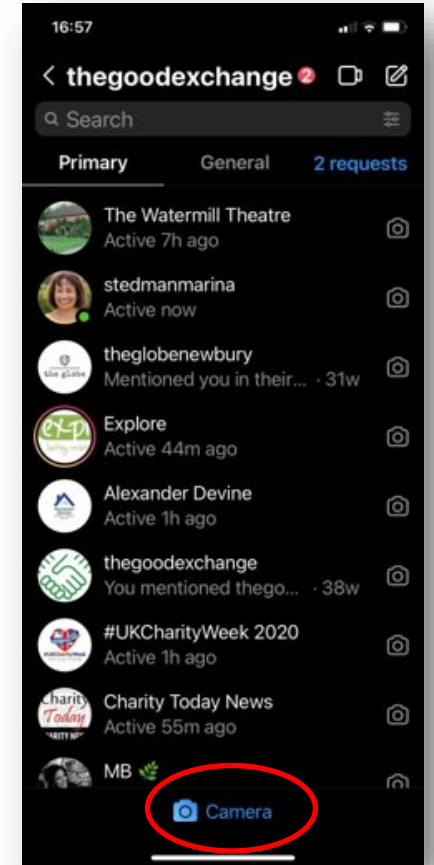


Instagram Live is a feature on *Instagram Stories* that you can use to stream video and engage with followers in real time.

Tips:

- Ideas for a video stream could be a News announcement; Q&A session; Overview of your fundraising project and your beneficiaries; Fundraising event
- If you plan to run an Instagram Live session, make sure you promote it to your followers in advance so that they are ready to watch and join in
- When you broadcast a live video stream on your organisation's Instagram account, a circle/ring will appear around your profile picture in *Instagram stories* to alert followers so they can watch

How to use Instagram Live: <http://goodex.uk/McYX50F1WIT>



Resources

Information about Major Grants	https://greenhamtrust.com/our-funding/major-funding/
Information about Trust Top Up	https://greenhamtrust.com/our-funding/trust-top-up/
How to Accept a match funding offer	https://www.youtube.com/watch?v=B_T-JSPNw8U
How to Support a Project as a Public Fundraiser	https://thegoodexchange.com/help-support/#fundraising-activity-guide
How to Donate to a Project	https://thegoodexchange.com/help-support/#make-a-donation
How to use Facebook Live	http://goodex.uk/Zlwa50C52ID
How to use Instagram Live	http://goodex.uk/McYX50F1WIT
Fundraising Tools & Resources	https://www.youtube.com/thegoodexchange
Fundraiser Case Study	https://thegoodexchange.com/resources/imogen-dental-ark/
Using Facebook & Twitter for Fundraising	https://thegoodexchange.com/resources/webinar-twitter-facebook-whatsapp/

Thank you