



Greenham Trust launches Youth Appeal fund ahead of its 25th Anniversary celebrations

The Trust is contributing £250,000 in match funding, meaning every £1 donated will be doubled to help local young people

Newbury, 20th January 2022 – As part of its 25th anniversary celebrations this year, Greenham Trust is launching its Anniversary Youth Appeal, aimed at supporting young people aged 11-25 in West Berkshire and north Hampshire. The Trust is contributing £250,000 in match funding to the Appeal, which has an overall fundraising target of £500,000, meaning that the value of incoming donations, proceeds from fundraising activities and charitable grants will be doubled £1 for £1.

The Anniversary Youth Appeal will support a range of good causes for children and young people most in need. Eligible charities and voluntary organisations will include those supporting young people with disabilities and their families, and those offering educational support, or guidance when it comes to training and employment opportunities. Non-profits providing mental health support through counselling and therapy, as well as anti-bullying projects, including those featuring cyber safety training; community youth groups, such as Scouts and Guides; sport and social activities; and any other projects helping young people to fulfil their potential, will also be able to apply for funding via the Youth Appeal.

Greenham Trust hopes that by matching donations £1 for £1, local businesses, schools and the wider community will get behind this very worthwhile cause.

Youth-focused charitable organisations already benefitting from Greenham Trust funding include west Berkshire-based Time to Talk, which offers counselling and bereavement support; the Education Business Partnership, which works with thousands of young people, helping to raise their confidence and prepare them for the world of work; and Berkshire Youth, a charity that works with vulnerable and disadvantaged young people.

Michelle Smith, Chief Executive of Education Business Partnership has said: "We are fortunate to have partnered with Greenham Trust for a number of years now and the financial support that they provide has made a huge difference to our activities and our mission to inspire and equip young people for the future workplace. In the uncertain COVID environment, our programmes help to meet urgent needs as we work to rebuild students' confidence, belief in their future pathways and enhance their employability skills. Match funding from Greenham Trust enables us to double the number of students we would otherwise be able to reach."

David Seward, Berkshire Youth CEO, added: "We are extremely grateful to Greenham Trust for all of their support over the years. Recently, they have supported us with two very important projects - the renovation of Waterside Centre (youth and community centre in the heart of Newbury) and the Berkshire Youth Hubs (linking and signposting young people, their adults and youth workers to activities and useful information during the pandemic and beyond). It has been very difficult to raise funds during the pandemic, whilst we have so many young people urgently needing our youth workers' support."

Chris Boulton, CEO of Greenham Trust commented: "Young people face numerous personal and social challenges as they grow and seek to fulfil their potential and their needs have not been prioritised in the Coronavirus pandemic. Our 25th Anniversary fund focuses primarily on supporting the most vulnerable young people through the work of excellent charitable organisations in the local area. As well as supporting specialist youth provision, wider community work such as play facilities



or projects benefiting high numbers of young people who would otherwise miss out, will also be considered.

“With your help, we are able to change young lives and support the community thanks to our unique business model, where profits from rental income and investments at Greenham Business Park and other property assets, are ploughed back into the Trust's grant-making and match funding programmes.”

As part of Greenham Trust’s anniversary celebrations – and in support of the [Queen’s Green Canopy](#), marking Her Majesty’s Platinum Jubilee in 2022 – the Trust also recently announced it is providing 25,000 trees to be planted throughout the region over the next planting seasons. The first stage of this is well under way and Greenham Trust has so far given out 2,000 trees to 64 local charities and schools, councils and voluntary and community groups. Any organisation interested in applying for trees in the meantime can register their interest here: <https://go.thegoodexchange.com/greenham-trust-trees>

For further information about Greenham Trust at 25 and the Anniversary Youth Appeal, please visit www.greenhamtrust.com/25years.

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.
<https://greenhamtrust.com>

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