



Greenham Trust at 25

Community Forum

Wednesday 2 February 2022 10:00am

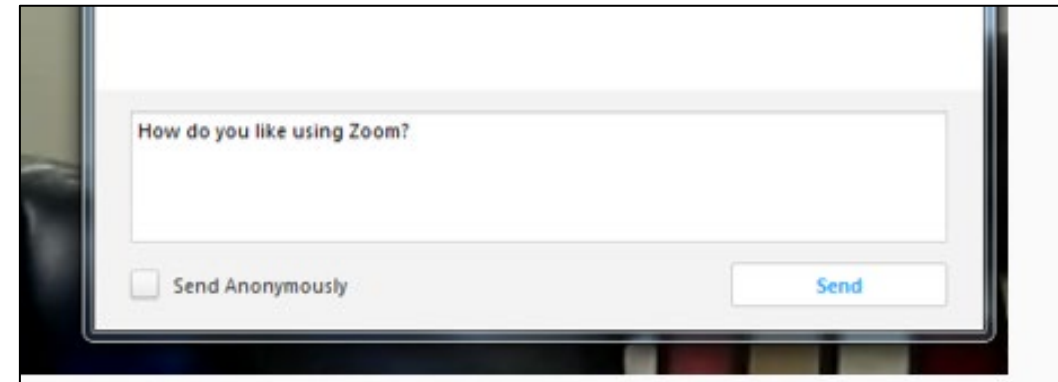
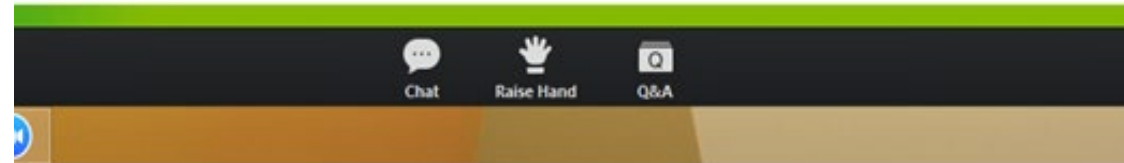
greenhamtrust.com/25years

Agenda and speakers

Topic	Speaker
Welcome	Chris Boulton, CEO
25 Years of Greenham Trust	Julian May, Head of Collaborative Funding Louise James, Head of Grants
25 th Anniversary Youth Appeal Fund	Louise James
£25K in a Day Events	Jill Owen, Grants Manager
Q&A	Chaired by Chris Boulton Facilitated by Marina Stedman, Head of Marketing

How to ask a Question During the Forum

- Click on the “Q&A” button
- Type your question(s) in the box at the bottom of the pop-up window
- Click the [Send](#) button
- We will be notified that you have asked a question and we will answer it during the Community Forum / Q&A



25 Years of Greenham Trust

Julian May and Louise James









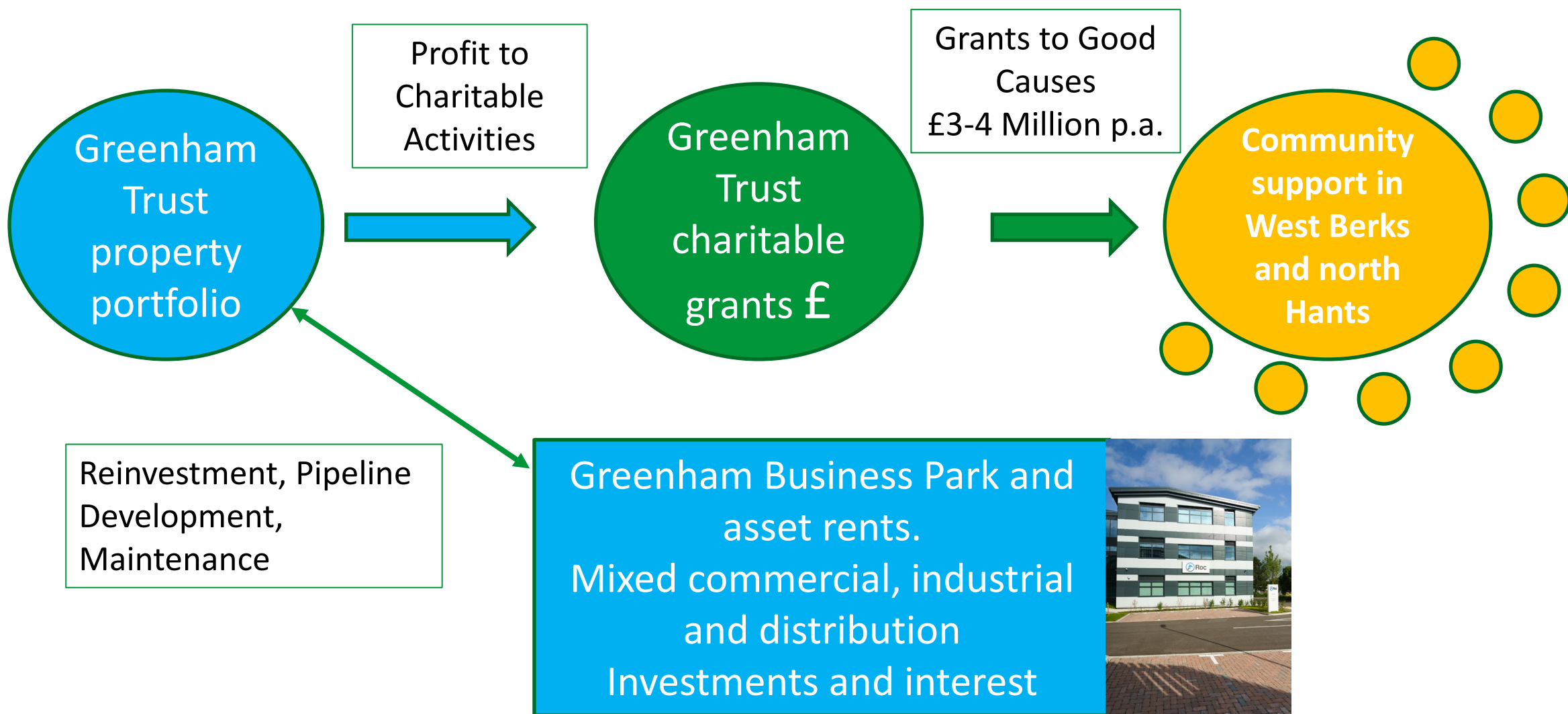


Our Giving

- Community projects
- Sport
- Health & Wellbeing
- Poverty issues
- Education
- Arts, Heritage and science
- Disability causes
- Environment
- Disadvantaged groups



Where does Greenham Trust's money come from?



**Match funding
to encourage
local giving**

**Major grants
from £30,000-
£100,000+**

How we give

**Small grants from
£500-£30,000**

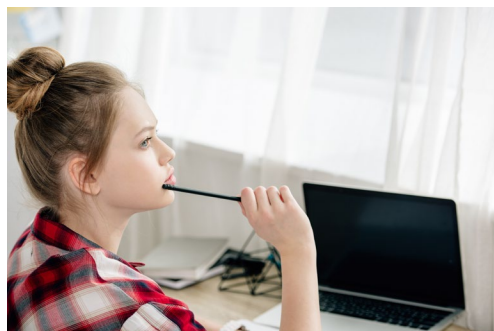
Special appeals

**Collaborative
funding**

2020-21 - Our response to Coronavirus



- **Coronavirus Relief fund** – has supported 100+ local organisations during the pandemic to aid recovery and lost income



- **Laptops for Lockdown Learning fund** – 1,202 laptops distributed to 36 schools to lend to children lacking devices at home



- **Surviving to Thriving fund** – mental health support post-Covid in partnership with West Berkshire Council



Introducing our 25th Anniversary Youth Appeal

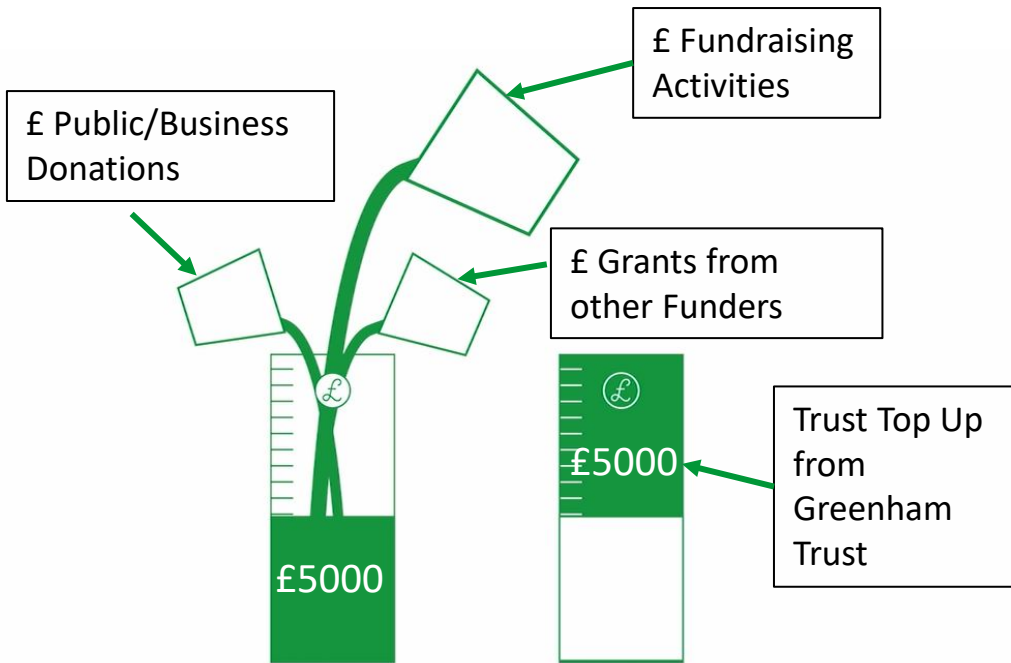
25th Anniversary Youth Appeal

- £250,000 Match Fund from Greenham Trust to raise £500K (£1 for £1)
- To be distributed to support a wide range of causes for children and young people aged 11-25
- Focus on those most in need e.g.
 - Looked after children
 - Refugees and asylum seekers
 - Job-seekers and NEET
 - Those with disabilities, disadvantaged due to poverty or lack of access to opportunity
- Find out more and donate: <https://greenhamtrust.com/25years>
- Apply for a grant via The Good Exchange at any time: <https://thegoodexchange.com/what-is-the-good-exchange/for-applicant-organisations/>



What is Match Funding?

Charity A's Fundraising Project



£10,000 Raised !!!

- Match Funding (via The Good Exchange) is offered by Funders (e.g. Greenham Trust)
- Aim is to incentivise Donors & Fundraisers to give and/or raise money for their favourite causes
- Example:
 - Greenham Trust 'Trust Top Up' offers a £5,000 match funding grant to Charity A for their Charitable Fundraising Project via The Good Exchange
 - Every £1 donated to that project (up to £5,000) via the Good Exchange will be matched £1 for £1
 - So if £5000 is donated or raised, Charity A receives £10,000
 - Plus 25% (£1,250) in Gift Aid on the donations (if applicable)

Real Time Match Funding (& Fundraising Info)



Young People and Children First

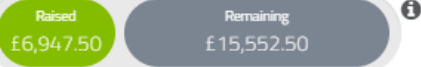
Maintaining consistent and high value support to the vulnerable young people in our care.

👤 Young People and Children First

📍 West Berkshire (Local Authority)

Ref: 19136

Young People and Children First (YPACF) are seeking funding to raise £22,500 to enable us to continue providing our young care



Raised 30% Target £22,500

giftaid it



Summary info on 'Browse Projects' page shows if match funding is available

Look out for the Match Funding symbol

Match Funding Offer

Individual project pages show full details of what is available & left to match

Raised £6,948 of £22,500

Closes 14th September 2022



There is £15,553 left to raise

Donate Now



Match Funding

Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£5,000	£1,540	✓	
Total	£5,000	£1,540		

Amount Received

Grants	£0
Donations	£3,460
Gift Aid	£28
Match Funding	£3,460
External	£0

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

Include info about match funding in communications

Remember: Use it or lose it!



25th Anniversary £25K in a Day

£5K becomes £30K!

£25K in a Day

Our biggest and most exciting local fundraising initiative ever!

- Greenham Trust is offering 5:1 matched funding (for up to £5,000 raised)
- Held on 5 days in May, July, September, October and November 2022
- On each day, a single charitable organisation can generate over £31,250
 - £5,000 through fundraising and donations
 - £25,000 Match Funding
 - Up to £1,250 in Gift Aid

£25K in a Day

Terms and Conditions:

- One charitable project selected for each day
- New application with minimum project value £31,250
- Wholly within Greenham Trust's area of operation – West Berkshire and north Hampshire
- Any charitable purpose – core costs, revenue projects, capital projects

£25K in a Day

How to apply:

- Create a new project on The Good Exchange
- Complete a "fundraising plans" form
- Email to events@greenhamtrust.com

Application deadlines:

- Friday 25 March for May and July dates
- Friday 15 July for September, October and November dates

Full details: <https://greenhamtrust.com/25kinaday>

£25K in a Day

In 2020 & 2021, we held 3 x Double Matched Days. The table below gives the key stats from these events.

Item	Total
No of projects	25
No of donations	2,254
Value of donations	£170,130
Value of Gift Aid	£18,094
Value of matched funding	£231,071
Total sum raised	£419,295

£25K in a Day

Examples of successful fundraising activities:

- Sponsored activity e.g. stair climb, virtual Everest, 25 km run, sky dive
- Fundraising events e.g. quiz, car wash, cake sales
- Appeals to regular supporters/mailing lists
- Emotive video appeal

What Greenham Trust is looking for:

- Creative ideas likely to attract interest
- Active social media campaign
- Applicants confident in reaching their £5k target
- Wider community involvement

25th anniversary year

- 25 June event 'Greenham Trust Fundraising Day'
- Queens Green Canopy
<https://greenhamtrust.com/trees/>
- Fundraise for and Share our appeal
<https://app.thegoodexchange.com/project/19081/greenham-trust/25th-anniversary-youth-appeal>
- Schools Fundraising Challenge
- www.greenhamtrust.com/25years

Useful Resources and Links

Item	Link
<p>Greenham Trust 25th Anniversary Website Page: Latest news and pointers to all our 25th Anniversary Activities including:</p> <ul style="list-style-type: none"> • Anniversary Youth Appeal Fund • Queen's Green Canopy Trees Project • Greenham Trust Fundraising Day • £25K in a Day Events 	<p>https://greenhamtrust.com/25years/</p> <p>https://greenhamtrust.com/greenham-trust-grant-funding/our-current-funding-opportunities/</p>
£25K in a Day	https://greenhamtrust.com/25kinaday/
Slides and Recordings of Previous Community Forums (including Fundraising Tips and Advice)	https://thegoodexchange.com/resource-type/webinar-recordings/
Start an Application on The Good Exchange	https://thegoodexchange.com/what-is-the-good-exchange/for-applicant-organisations/
The Good Exchange User Guide for Applicant Organisations	https://thegoodexchange.com/resources/applicant-organisation-user-guide/
Online Help & Support for The Good Exchange	https://thegoodexchange.com/help-support/

Questions & Answers

Thank you
Events@greenhamtrust.com