

PRESS RELEASE

Tadley Town Council joins The Good Exchange to support local good causes

Grants totalling £32,000 on offer as Greenham Trust, the charity owner of The Good Exchange, pledges to match-fund

Newbury, 11th July 2019 – Not-for-profit online matching platform, [The Good Exchange](#), has today announced the latest funder to join its platform: Tadley Town Council. The parish of Tadley lies in the north west of Hampshire and is adjacent to the border with Berkshire, home to both The Good Exchange and its charity-owner, Greenham Trust. Greenham Trust has pledged to match £16,000 worth of grants Tadley Town Council has made available to local applicants, bringing the total funding available to charitable projects in Tadley South, Tadley North and Baughurst to £32,000.

Tadley is located just 50 miles from London with good access to the M4 and M3 motorways. The population of Tadley grew significantly during the 1950s and 1960s with the arrival of the Atomic Weapons Establishment in Aldermaston and now stands at about 11,500. Tadley Town Council solely supports charitable projects from organisations that deliver direct benefits to local residents and the surrounding communities and in 2018/19 gave grants to a number of charitable organisations including the Royal British Legion, the Citizen's Advice Bureau, local schools, sports and wildlife/environmental charities.

“We’re delighted to be up and running on The Good Exchange platform and use it to collaborate with like-minded funders who share our objectives. This approach will help us to increase awareness of our grants and broaden our reach to a wider number of local good causes,” said Jo Page, Chairman at the Council. “Joining together with Greenham Trust on a match-funding basis will double the amount available and provide a real boost to the local charitable organisations that we support.”

In addition to facilitating collaboration and increasing awareness of the grants on offer, The Good Exchange’s single, on-line application form will also enable fundraising organisations to cut the amount of time spent on the grant application process. [Recent research](#) conducted by global research company, Vanson Bourne on behalf of The Good Exchange, found that fundraising organisations typically complete 33 separate grant applications per year, with each taking 8 hours to fill in on average and just 30% receiving some funding, equating to 22 working days per year of wasted effort.

“The ability for grant makers to offer money to those that need it on a collaborative, match funding basis is one of the key tenets of The Good Exchange,” said Ed Gairdner, COO, The Good Exchange. “We’re looking forward to working with both Tadley Town Council and Greenham Trust to add more funders to this local charitable funding network”.

“We’ve seen time and again the significant benefits of match-funding, which acts as a compelling incentive to drive charitable donations,” said Chris Boulton, CEO, Greenham Trust. “We hope that doubling the grants on offer to applicants in Tadley and neighbouring towns will encourage more organisations to apply and more individuals and businesses to fundraise and make charitable donations in the area, ultimately delivering a greater impact to those that need it most.”

The first set of grants are available until September 2019. For further information and to start an application, please visit <https://app.thegoodexchange.com/funders/10873/tadley-town-council>.

About Tadley Town Council

Tadley Town Council is the parish authority for the town of Tadley. It is the third tier of local government, after Hampshire County Council and Basingstoke & Deane Borough Council. The Council is made up of 16 Councillors who live in the area and take account of the views of local residents. The Councillors are supported by a small team of staff led by the Town Clerk.

<https://www.tadleytowncouncil.gov.uk/>

About The Good Exchange

The Good Exchange is a transformational not-for-profit, charity-owned cloud platform specifically designed to match those organisations and individuals who have money to give to good causes with those who need it most; on a local, regional and national basis. As the only platform to bring together grant-making, donations, charitable projects and fundraising in one place, the automated matching system with its simple single on-line application form will revolutionise charitable giving, making it more accessible, transparent and collaborative. For the first time, those seeking to raise money for local good causes will be able to access all sources of funding including charitable trusts, corporate givers, fundraisers and public through a single process.

<https://thegoodexchange.com/>

About Greenham Trust

Greenham Trust Ltd was founded in 1997 to purchase the former Greenham Common Airbase, and to create and manage the new 150-acre Greenham Business Park. The Trust's principal objective is to use income from commercial property to provide charitable funding for the benefit of the local communities in West Berkshire and North Hampshire. Since its inception, the Trust has supported over 1,000 local organisations, donating £58 million since 1997. Groups seeking funding can apply online at The Good Exchange.

<https://greenhamtrust.com>

Media contacts

Ella Pryor/Charlotte Martin

The Good Exchange team at Finn Partners

TheGoodExchange@finnpartners.com

020 3217 7060