

## Greenham Trust supports COVID recovery through physical activity funds

**22<sup>nd</sup> July 2021** – During the COVID pandemic, Greenham Trust has supported several charitable causes championing the benefits of sport. The most recent of these is Newbury Cricket Club's (NCC) redevelopment [project to which](#) Greenham Trust donated £50,000 in matched funding.

The Newbury Cricket Club clubhouse redevelopment project aims to raise over £205,000 to redevelop the clubhouse so that it provides a sustainable future for the club and for future generations to be able to access a cricket facility in the centre of Newbury. Greenham Trust's innovative match funding, offered through The Good Exchange platform, means that every £1 donated up to £50,000 became £2, helping every donation go even further.

A junior member of the Cricket Club commented, "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 completed." Another said, "Raising money for Newbury Cricket Club means more people will have the opportunity to get involved with the sport and the club, which is good news for everybody!"

The Cricket Club has already held several fundraising activities including "Around the Grounds", where junior and senior members, parents and family and friends were sponsored to walk or run around all the county cricket grounds in the UK. This proved so successful, from both a distance and a fundraising perspective, that the target distance and funding target were increased. This initiative alone had raised over £82K (including gift-aid and match funding) within just a few weeks. The benefit of activities like this is that it encourages people to get active and connects different members of the community together.

Whilst the £50,000 of match funding has already been matched, the club still needs almost £39,000 to meet its final target. Donations can be made [here](#).

Other sport and activity-related projects that Greenham Trust is supporting include:

- Get Berkshire Active's [Healthy Active Me](#) campaign – Greenham Trust donated £5,000 to raise crucial funds to support three key elements of the programme – physical activity kit bags to be sent to disadvantaged families, "Fit, Fed and Read Camps" which children can attend, and subsidised sport and physical activity sessions. Donate [here](#).
- The Friends of Castle School – aiming to raise £25,000 to revitalise the Castle School hydrotherapy pool used by children with special needs & disabilities. Donate [here](#).
- Swings & Smiles sensory play spaces – a £39,000 project to provide children with special needs and their families opportunities for support, friendship and play in an accessible environment. Donate [here](#).
- East Ilsley Parish Council – this successful fundraising [project](#) enabled a complete revamp of the playground in East Ilsley, providing more modern and exciting equipment to challenge and entertain the children.

Greenham Trust encourages any local community or charitable organisations planning similar types of activities to make a grant application via [The Good Exchange](#).

In addition, West Berkshire Council has partnered with Greenham Trust with a fund to improve access to physical activities in West Berkshire. The West Berkshire Let's Get Active Fund 2021/22 is available to

community groups, organisations, social enterprises, charities, profit-with-purpose businesses and schools in West Berkshire. Find out more on Greenham Trust's website [here](#).

“The benefits of physical activity are well known, indeed [multiple studies](#) show that exercising can improve mental wellbeing and also that [physical inactivity](#) is associated with a higher risk for severe COVID-19 outcomes. The pandemic has had an adverse effect on physical and mental health and with gyms and sports centres closed for much of the past year, it has become more important than ever to support the organisations working to provide spaces and opportunities to get active,” added Chris Boulton, CEO Greenham Trust.

### **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>

### **About The Good Exchange**

The Good Exchange is a not-for-profit 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 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 has revolutionised charitable giving in its local area, making it more accessible, transparent and collaborative.

<https://thegoodexchange.com>

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