

Trust Top Up
Greenham Trust's Matched Funding Policy
April 2023

This policy describes the types of donations that Greenham Trust will match fund under the **Trust Top Up** scheme. It also gives examples of items that the Trust will **not** match.

Aims

- To bring new funds into the local charitable sector
- To enable the public and businesses to play a part in the Trust's funding activities.
- To motivate and encourage people and businesses to support local charitable projects with donations and fundraising activities.

Important Scheme Information

Trust Top Up is our pledge to **double** any eligible public or company donations made to your project. We offer Trust Top Up to all applications that apply for funding on The Good Exchange which meet with our funding criteria.

- Trust Top Up is limited to £5,000 per application, and £10,000 per applicant, per financial year (1st April to 31st March).
- The matched funding offer is valid for 6 months, or until the amount available is used up. The duration can be extended in agreement with the Trust for a specific reason. The Trust's decision is final.
- If you are fundraising to put on a specific event, your Trust Top Up offer will stop on the date of the event. Greenham Trust does not fund projects in retrospect.
- Donations must be genuine and not a payment for goods or services. The donation should not secure a benefit for the donor or a member of their family.

Please be aware that an award of TTU is solely at the Trust's discretion and our decision is final.

Gift Aid

We apply many of the principles of Gift Aid to Trust Top Up. To take advantage of Gift Aid, the donor must be a UK taxpayer. Trust Top Up can still apply even if the donor is not a taxpayer.

The Trust encourages applicants to use Gift Aid and Trust Top Up as a way to maximise the value of donations and fundraising.

What we **will** match fund:

1. Public donations from individuals

This may include the following examples:

- Voluntary donation from an individual who receives no benefit
- Sponsorship donation from an individual supporting a sponsored challenge

2. Company donations

This may include the following examples:

- Voluntary donations from commercial companies where no benefit is secured
- Sponsorship Donations (Literature to thank a donor does not count as a benefit.)
- Employee collections e.g., proceeds from a cake sale.

Example:

Charity organises a carnival community event

Local Company gives a sponsorship donation for £1,000 towards the prizes,
Company receives a one-line accreditation in the event programme with their logo

Greenham Trust will match £1000

3. Collections from fundraising events and activities

The preferred paying in method for collections and fundraising events is either by credit card or BACS transfer. Follow the instructions from the Donate button on The Good Exchange, with details in the comments box as to how the funds were raised.

- **Collections** – donations collected (e.g., via charity buckets etc) should be paid in by the charity or fundraiser via the method above.
- **Sponsored events** - money collected by a fundraiser completing a sponsored challenge (e.g., marathon, skydive etc) should be paid directly into The Good Exchange.
- **Fundraising events** – Greenham Trust will match fund the net proceeds from fundraising events. The charity is responsible for paying in net proceeds and include information of how the funds were raised.
- **Auctions/Sales** - Money raised by selling donated goods (e.g., auction items) The charity or fundraiser is responsible for paying in the raised money to The Good Exchange.

Note: to qualify for full matched funding at charity auctions:

- Only the charity must submit the net proceeds directly onto their Good Exchange project from the auction.
- Successful auction bidders **must not** pay their money directly into The Good Exchange as they are securing a benefit (i.e., an auction item) - their payments do not qualify as 'Gift Donations'.
- If the charity incurs any costs to organise the Auction event, they must deduct these costs from the total amount raised and only pay in net proceeds from auctions.

Example:

Charity organises a coffee morning

Baked goods are donated

Charity advises the event is free for anyone to attend

Charity requests voluntary donations for the refreshments (No minimum donation is set)

Charity pays all proceeds onto their project

*Greenham Trust will match **all** proceeds*

Example:

Charity organises an auction

Goods are donated by members of public

Charity raises £1000 from the auction and pays it onto their project

Greenham Trust will match £1000

Example:

Charity organises a fundraising dinner event

Tickets sold at £100 per person

Actual cost to the charity per person £60

Net proceeds per ticket is £40

After the event, the charity can pay net proceeds i.e. number of tickets sold @ £40 into The Good Exchange.

*Greenham Trust will match **net** proceeds*

4. We will match donations from public bodies including local authorities

This does not include payments made under any sort of contract or where there is a service level agreement or similar arrangement in place.

5. Legacy Donations

These donations can be paid directly on The Good Exchange by the executors.

What we will **not** match fund:

1. Donations from the Applicant Organisation.

E.g., existing money from a savings account

Exceptions:

- A personal donation from the Applicant Registered User.
- Collections paid in by the Applicant Organisation.
- Fundraising event net proceeds paid in by the Applicant Organisation.

2. Donations from other charitable trusts and organisations.

E.g., from one local charity to another

Exception: voluntary donations from charitable organisations such as Rotary Club and Round Table where funds are raised through a specific fundraising event/activity but not their own money. The donating organisation should submit their donation with details on how the funds were raised.

3. 'Donations' made in return for goods, services and personal benefits including payment for tickets for events e.g., Concerts, admission to festivals, gala dinners etc.

Example:

Charity organises a theatre show

Individuals pay for the tickets by making a 'donation' on The Good Exchange
Greenham Trust will not match these 'donations' as payments for tickets are personal benefits.

4. Company Donations

We will **not** match sponsorship donations where the sponsor receives a benefit in return for the sponsorship e.g., advertisement for their organisation.

5. Gift Aid

The Trust will not match fund any Gift Aid payments.

6. Volunteer Time

The Trust will not match fund the value of time donated by volunteers supporting a project.

7. Support in Kind

'Support in kind' means a non-cash contribution to your project, such as materials or services that are provided free of charge or at a reduced rate. The Trust do not allow a cash value to be attributed to 'support in kind' to enable match funding to be claimed against that value.

Questions?

If you have a project you would like to discuss or have any questions regarding Trust Top Up Matched Funding, please email grantenquiries@greenhamtrust.com.

Greenham Trust Grants Team