

Welcome to the Matthew Good Foundation

Supporting **small charitable organisations** to amplify their impact

We work with a range of businesses, stakeholders, and individuals, partnering them with small, innovative non-profits to deliver positive social impact.



How it began

The Matthew Good Foundation was the idea of Tim Good and Matthew Good, both sixth-generation custodians of the Good family business – John Good Group. Passionate about the business being a force for good, Tim and Matthew agreed that every year, the family business would donate a proportion of profits to the Foundation so that employees could apply for funds to support the charities they care about.

Tragically, while creating the Foundation, Matthew passed away suddenly while taking part in the Humber Half Marathon while raising money for a school in Uganda. In a tribute to Matthew, the Foundation was launched in his memory. Our first project funded research and promoted safety and best practice in race medicine and the treatment of illnesses commonly found during marathons and other similar events.

JOHN GOOD GROUP

The John Good Group continues to support us in our growth by funding all our core running costs and providing a wealth of pro-bono support through the skills and resources within the company. Supporting and growing the impact of the Matthew Good Foundation is a key part of the John Good Group's award-winning ESG programme. It also means that 100% of all additional donations received go directly to fully vetted good causes through Amplify Charity Grants and Amplify Charity Films programmes.

As well as setting up the Foundation and covering our operating costs, the John Good Group is also our biggest partner, enabling us to fund and develop our growing Amplify programmes. We also manage a bespoke Employee Giving package for the John Good Group that suits how the company would like to allocate funds and resources to support their employees to make a difference to the causes that matter to them through both charitable giving and volunteering.

Supporting businesses to deliver social impact

With over a decade of harnessing the power of business to be a force for good, we're now starting to help other companies find and fund small charities and not-for-profits in a meaningful way by delivering flexible charitable giving programmes that create personal connections, engage employees in decision making and empower small non-profit leaders. Thousands of innovative local charities and small non-profit organisations make a huge difference to society, yet many need help securing the funding and support they need to deliver the impact they are capable of.



What?

Empowering Small Non-profits

Our experience of working closely with small charitable organisations has highlighted that despite making a significant impact on the world around them, there is a funding gap that can be difficult for them to bridge as they take their next steps to growth.

Our range of support packages target unrestricted funding at small organisations, but we also make sure that we are helpful to work with, keeping things as simple, easy and supportive as possible for funding applicants who are often working alongside their day job in a voluntary role, or new to funding applications.

Enabling meaningful giving

We partner with businesses that have a genuine desire to make a difference to people, the planet, and their communities. Our tailored charitable giving programmes accommodate different needs and budgets, and we tailor our packages to deliver our partners' unique charitable objectives.



Why?

Closing the funding gap in the small non-profit sector

Small, well-run charities transform lives every day; they do work that has a measurable impact, yet they struggle to compete for funding. Larger charities with an income of over £1m per year are responsible for over 80% of the charity sector's income, yet small charities have a tremendous impact are agile, innovative, and well-placed in communities to help those most in need.



Breaking barriers for businesses

Many businesses run into problems when trying to connect with and donate to small charities; the lengthy administration process, the lack of knowledge and the shortage of time are all typical barriers.

We've honed our skills over the last 12 years and know how to create meaningful charitable giving programmes that drive high impact for the business and the charities they support.

By harnessing the desire of businesses to give back, we make it easy for companies of all sizes to find and fund small charities and not-for-profits in a meaningful way by delivering flexible charitable giving programmes that create personal connections, engage employees in decision-making and empower small charity leaders, all while enhancing their ESG credentials.

Where?

Our head office is based in Hesslewood Office Park, near Hull, but we fund charitable organisations all over the UK and sometimes overseas.

Our Executive Director lives in the East Midlands, and our Chair lives in Cornwall, so we're used to working remotely. This means our trustees can be based anywhere – while we love to meet in person when we can, it's not essential, and we're more than happy to engage with people over Zoom and host our meetings online.

