



Supporting charities and projects that positively impact people, society, and the natural world

Annual Review

2022

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Introduction

2022 was another record-breaking year for the Foundation; we granted more than £239k supporting over 150 good causes, taking our giving to over £820k since the Foundation began.

2022 was a pivotal year for us. Not only did we have our biggest year of giving so far, we also undertook a review of our strategy, which saw us set out a strong vision for the future and secure an incredibly generous commitment from the John Good Group for a record level of funding over the next three years.

As well as continuing to support the John Good Group with its charitable giving programmes, the increase in funding from the John Good Group means the Foundation can also focus on amplifying the voices of small charities and projects by providing unrestricted grants and helping to share their stories through the power of film.

Our vision to amplify small charities and good causes also resonated with members of the public who generously chose to donate funds to the Foundation, safe in the knowledge that 100% of their donation would go directly to supporting a diverse range of small charities and good causes.

Despite the challenging environment of the last two years, we are delighted that 2022 was another successful year. And,

with a clear vision for the future, we're excited for what's to come. To support us with our plans, we were delighted to welcome Jen Murden to the Foundation as Communications and Impact Manager - Jen is already helping us achieve our goals.

With the majority of our grant-making and all operating costs being funded by the John Good Group, in November last year we were delighted that through the work of the Foundation, the John Good Group was recognised for its social impact, winning the Best Social Impact Award at the Yorkshire and Humberside Family Business Awards.

We hope you enjoy reading about the various charities and good causes we supported in 2022. As always, we are incredibly grateful to our funders and all our members for their ongoing support.



Tim Good
Chairman



Michelle Taft
Executive Director

Impact Report

£239k+

given to charitable organisations

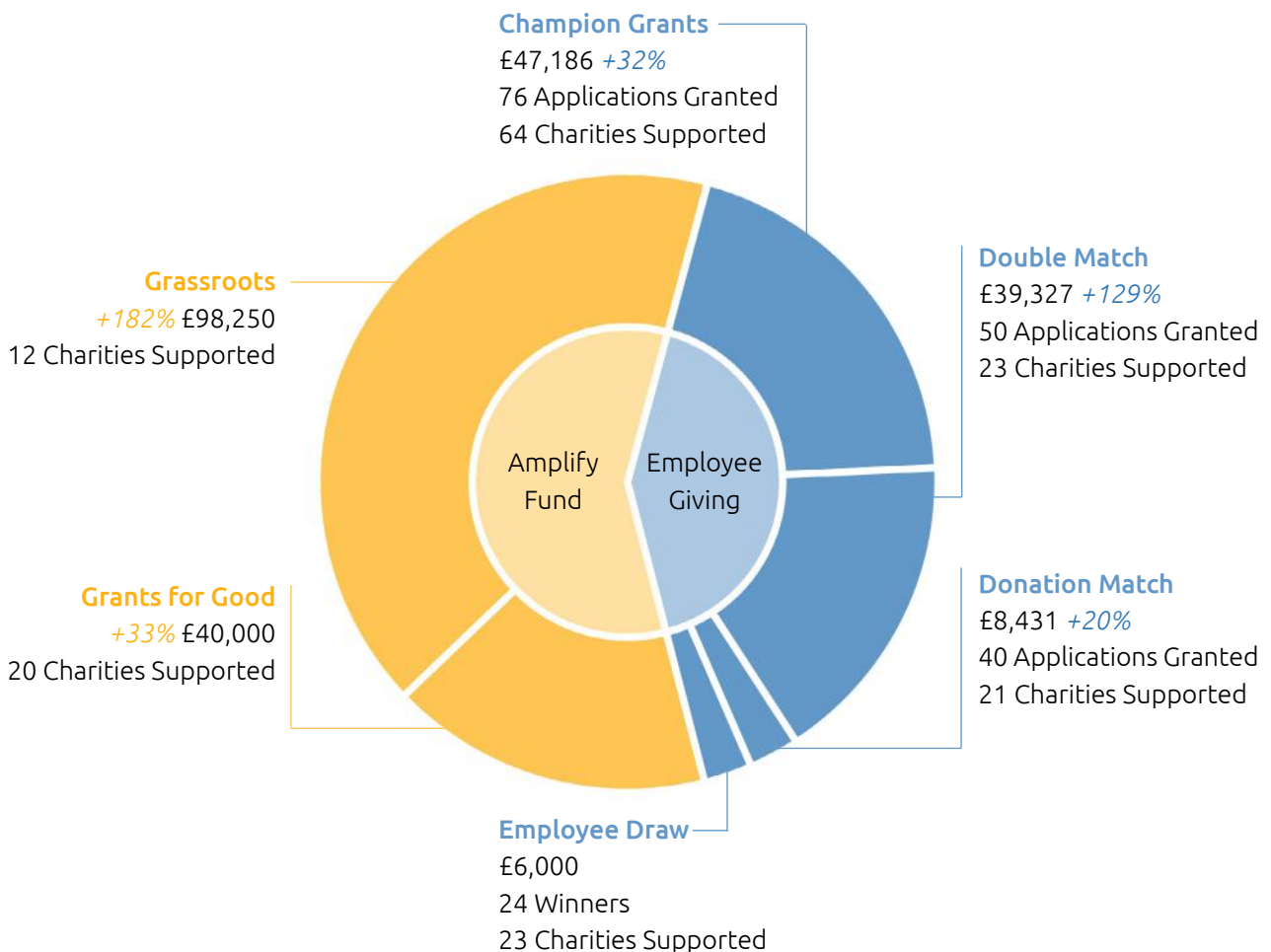
152

charitable organisations supported

+83%

increase in giving since 2021

2022 has been a record year for The Matthew Good Foundation, with significantly more funding awarded to charitable organisations, many of which are small, local charities or new social enterprises. This has been possible thanks to increased funding from the John Good Group, and additional donations received. As well as providing funding to the Foundation, the John Good Group covers all running costs, so that 100% of any donations received from members of the public go directly to charitable organisations.

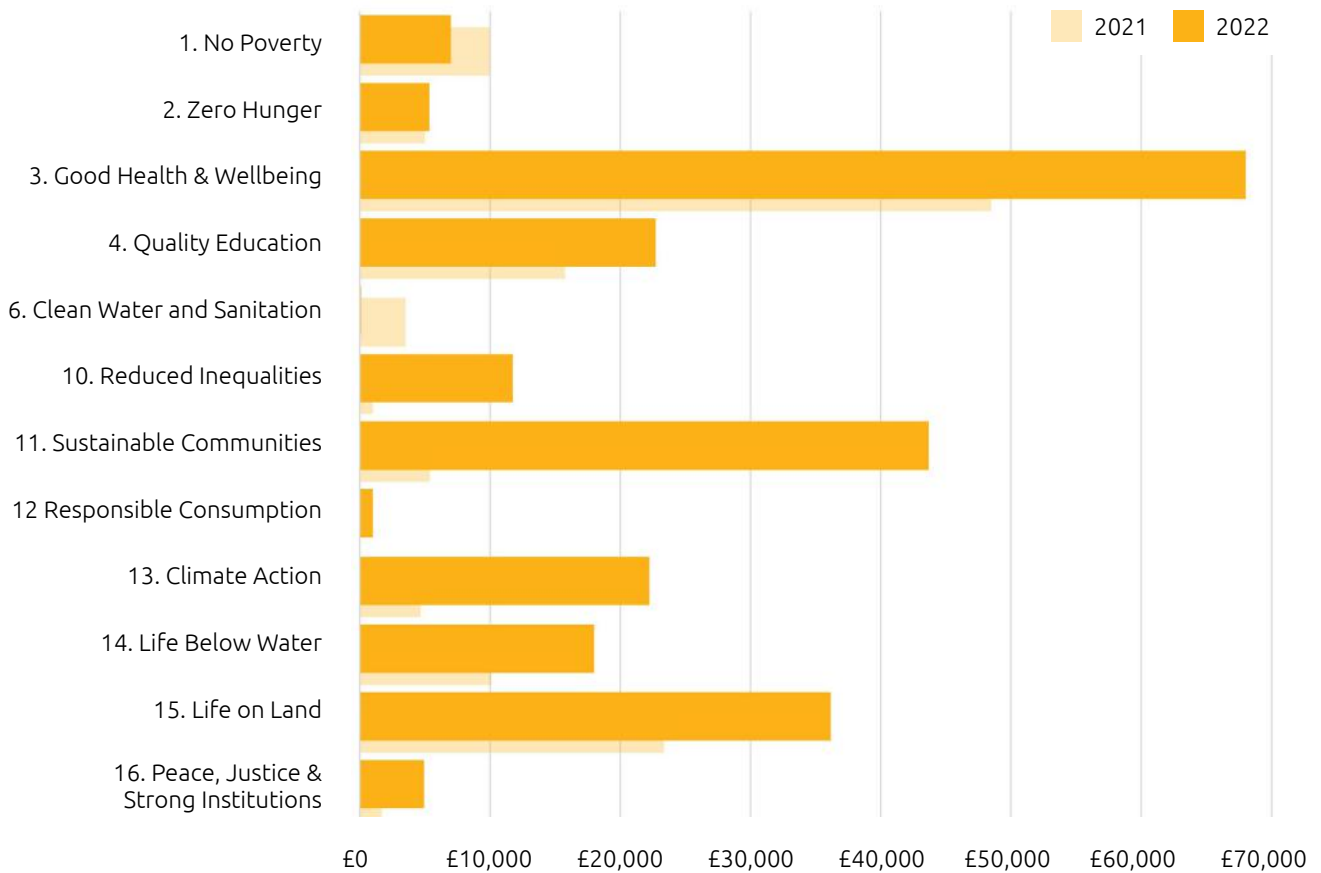


Supporting Sustainable Development Goals



The 16 Sustainable Development Goals (SDGs) are the blueprint for achieving a more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice.

All of the SDGs are important and interrelated, and many of our grants support multiple SDGs. However, in 2022 the majority of our grants supported the following SDGs:



Employee Giving

The Foundation runs an employee giving programme for The John Good Group, empowering members to make a real difference in their local communities and helping them to support charities and organisations close to their hearts. The programme includes:



Double Match

We triple the impact our members are making when they fundraise for charity by double-matching donations pound-for-pound up to £2,000 per application.



Donation Match

We double the impact our members make when they donate to charity by matching donations pound-for-pound, up to £2,000 per application.



Champion Grants

We help members make a difference in their community with grants of up to £1,000 for small local charities and projects.



Employee Draw

Every month, employee members are automatically entered into a draw. The two winners receive a £250 donation for their chosen charity.

Double Match £39,327

In 2022, the Foundation double matched **50 applications**, providing funds to **23 charities** close to the hearts of members and their families. In total, double match applications of **£39,327** were added to members' own totals, resulting in **£64,903** raised.



THE KIRKWOOD SUPPORT LIFE.

John Hirst (left in photo) from Good Logistics Bradford and his brother embarked on a golf marathon of 100 holes in 24 hours, playing late into the evening and briefly sleeping on site before resuming at dawn. Including John's double match of £2,000, the pair raised a total of £5,320 for this West Yorkshire hospice.



Jane Nash from Good Logistics Felixstowe, and her husband were part the team at 4FS Motorcycle Club hosting a Summer Party Music Weekend. The event raised £6,135 for their charity fund, which was increased to £7,499 with a double match for both Jane and her husband.

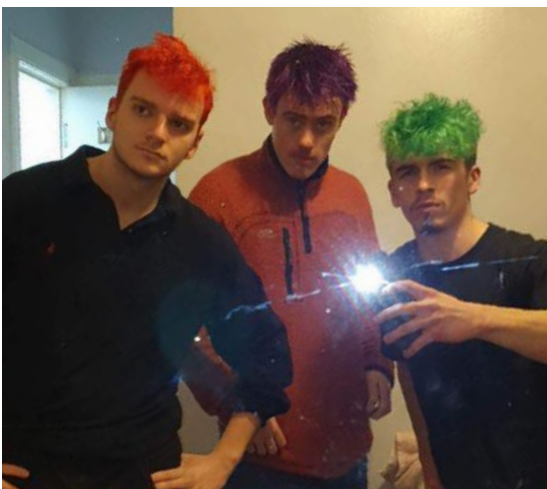




Andy Sison (left in photo) from Good Travel Management in Hull took part in the Jane Tomlinson Hull Half-Marathon with his brother. Together they raised £1,327, to which Andy's double match of £1,327 was added - making a total of £2,654 raised for Cancer Research.



David Cole from Good Logistics is part of this Felixstowe team running multiple fundraising events to support various charities. In 2022, David organised 7 events that raised £9,111, to which double matches of £4,495 were added by the Foundation, making a total of £13,606 raised.



MOVEMBER®

Archie and the 28-strong University of Glasgow Badminton Team took part in a range of events to raise money for Movember. The whole team raised £4,766, with £300 of that raised by Archie, who ran 60k and died his hair. A £600 double match from the Foundation took the team's total to £5,366.



Julie Greensides from Good Travel, and her friend Sally wanted to raise money for Macmillan and Dove House Hospice after receiving personal support from them. They organised a music show that raised £2,225. With a double match of £2,968 for Julie and her husband who helped organise, the final amount of £5,193 was split between the two charities.

The stories featured above are just a snapshot of some of the amazing fundraising efforts from our members this year. Other charities supported by members' fundraising include:

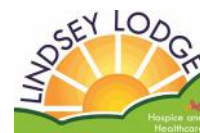


Donation Match

£8,431

In 2022, the Foundation matched **40 member donations**, providing donations to **20 charities** supported by members and their families. In total, donation match applications of **£8,431** were granted by the Matthew Good Foundation. When added to employees' own donations, this makes the **total impact £24,863**.

Charities supported by our donation match grants this year include:



Champion Grants

£47,186

In 2022, the Foundation received **76 member applications**, for Champion Grants specifically aimed at small, local organisations. Through these grants, members were able to direct **£47,186** of funding to **64 charities** close to their hearts.



Becki Winter from Good Logistics and Tracy Keenan-Smith from DAN Shipping are both really passionate about this charity which supports people living with breast cancer. They regularly volunteer at their Pink Pamper days, and between them they have directed £4,000 of champion grant funding to the charity.



After visiting this hospital in Pakistan run by Hope Charities UK with a friend who works in the country, Company Accountant Julie Greensides championed them for £500. The maternity hospital helps underprivileged communities access free healthcare in a country where 1 in 89 women die in childbirth.



After doing some volunteering for this Cornwall based group, Tim Good championed them for £1,000 towards cleaning the Helford River of plastics. This family run team of volunteers remove and recycle plastics using their sustainable sail-powered 115-year-old restored boat.

Felixstowe Seafarers Centre

A charity close to the hearts of many in the area, this year The Felixstowe Seafarers Centre has benefitted from champion grants totalling £1,500 from Good Logistics' Jackie Clark and Rachel Davies. The charity exists to offer seafarers arriving the port respite from hardship whilst supporting them and their families.



The son of Paul Haste from DAN Shipping recently became a young leader at this non-profit academy in Cleethorpes, offering free music production workshops to local 9-16 year olds. They received a £1,000 grant at a time when access is becoming increasingly difficult for families to pay for.



Photo: Hornsea Inshore Rescue



For the last few years, the volunteer lifeboat crew at Hornsea were unable to run their fundraising “New Year’s Day Dip” event due to Covid, meaning they missed out on vital funds. Sarah Coates from Good Logistics, whose daughter often takes part, helped out with a £500 champion grant.

Yorkshire Wolds Riding for the Disabled Association

This small charity near Driffield was championed by Julie Good for £500 towards the cost of keeping their pony. Volunteers look after the pony and work with a local special needs school to run weekly riding sessions for disabled children aged 5-11, helping around 70 children each year.



Photo: Hessele and Anlaby Food Bank



Amid the cost-of-living crisis, local food banks were supported by champion grants from two of our members. Tracy Keenan Smith from DAN Shipping applied for a £500 grant for Hull Food Bank, whilst Kelly Wilson from Good Travel directed £500 to Hessele and Anlaby Food Bank.



Hull Neonatal Intensive Care Unit

When a friend who had tragically lost her baby was raising funds for the Hull Neonatal Intensive Care Unit, Danielle Martinez from Marketing wanted to help. She used a champion grant to buy £500 worth of items needed to support patient experience on the unit, including sensory items, food, muslins and wash products.

With 64 organisations supported, the stories we've featured are just a snapshot of some of the projects championed by our members this year. A few of the other charities supported by members' fundraising include:



Employee Draw

£6,000

Every month, two employee members from the John Good Group win £250 to donate to the charity of their choice. In 2022, we donated **£6,000** to **23 charities** close to the hearts of members.

Charities supported by our employee draw this year include:



Amplifying Small Charities

As well as its employee giving programme, the Matthew Good Foundation makes strategic awards to support charities and projects that positively impact people, society, and the natural world. The Amplify Fund is a programme that brings the Matthew Good Foundation and the John Good Group together in a shared goal of supporting smaller charitable causes, whose work is often unseen and underfunded, by providing unrestricted funding and/or additional pro-bono support.



Grants for Good

We invite small charities or groups to apply to us for funding, and our members vote to decide who will get the largest share of £10,000 each quarter.



Films for Good

We provide funding and resource for professional high quality films that help small charities or projects share their stories and amplify their voice.



Grassroots Projects

Larger grants to directly support an issue, cause or project that needs unrestricted funding on an ongoing basis (typically up to 3 years).

Grants for Good

£40,000

In 2022, the Foundation received **1504 applications**, from which **20 small charities** were shortlisted by our panel - five each quarter. Members then voted for their favourites, and the projects with the most votes got the larger donations.

Creative Packs Cancer Charity £3,500

Created by Charlotte Murphy during the lockdown of 2020, this charity provides Creative Packs to young cancer patients in hospital, who due to their treatment face long periods of isolation.

Crafts are a great way to keep your mind entertained and focused on something fun, so Charlotte started making creative packs for patients and they have been a great success!

In one year they supplied over 200 creative packs to The Royal Marsden Teenage Cancer Trust Unit (Sutton), St George's TYA unit (Tooting) and QMC Teenage Cancer Trust Unit (Nottingham), and received incredible feedback from all patients.

The charity will use funds from the Matthew Good Foundation so it can continue its mission over the next 12 months. The funding will help them reach more Teenage Cancer Units across England.



“It means so much to me to know this mission has been recognised and that we can support more teenage cancer patients. We have heard from hospitals that they really struggle to finance arts and crafts and the donations they usually receive are for younger children, but not teenagers.

We're here to change this.”

Charlotte, Creative Packs Cancer Charity

Market Field Farm £3,500

Market Field Farm is a fantastic new charity, created to help young people with learning disabilities get into work. Their working environment is supportive, yet challenging and each young person gains skills to further their independence whilst at work.

They operate an enterprise, under the charity, called Market Field Grows that works alongside organisations to undertake conservation, gardening and maintenance work. For one of their recent projects, the team planted 46,724 trees in five months! Each day they have a team alongside a team leader who undertake tree planting to create hedgerows and wildlife corridors; connecting existing woodland.

Further projects include rewilding a balancing pond on a small housing development and the creation of a food forest to support learning and visits from local schools. The team of seven young

people have been working since November 2021. Already, the families and their tutors have seen positive changes across many areas of their young person's life. For most, if not all, this is the first opportunity they have had to be independent from their family, school or college – and all love the work they're undertaking.

With demand for their services high, coupled with the positive outcomes, the charity wants to expand and create a second team. Our funds will help purchase the equipment needed to get the second team up and running.



“Only 5% of people with a learning disability, ADHD or autism will secure meaningful, paid employment. However, with the right support, which we’ve found to be minimal, young people can work and flourish. Receiving funding means we can continue our enterprise and ensure many young people have bright futures - it really does change lives.”

Naomi, Market Field Farm



“We know how important this is for the local community due to the enthusiastic response and feedback received from many locals and organisations. Thank you so much.”

Andrea Lillie, The Bank

The Bank £3,500

The densely populated Derringham area of Hull is in need of more locally accessible community facilities. Also, as the cost-of-living crisis bites, the need for local spaces outside of the city centre that meet community needs has never been more vital.

The Bank’s aim is to convert this disused bank into a multi-functional space for community interest groups, mental health awareness, local facility links, police surgeries, youth clubs, OAP groups, a community café, private office spaces, and computers for the community to use.

Clean Planet £3,500

This team of trained divers use their skills to remove and recycle lost and abandoned fishing equipment, termed “ghost gear” from coastline around Redcar, near Middlesbrough.

Ghost gear can be deadly to marine wildlife and the team regularly save trapped and injured animals. In winter the team also run beach cleaning sessions.

Having removed 126 miles of fishing line in two years, they have recently become a registered charity, with ambitions to train more divers and expand their operation further out to sea.



“This grant will help us and the environment hugely, I’m already in talks with our instructor, making preparations for search and recovery training for our volunteers.”

Stephen Smith, Clean Planet



Our Only World £2,500

Our Only World is a charity passionate about the fight against plastic, the protection of our seas and marine conservation education.

Inspired by Living Sea Walls Australia who were finalists in last year's Earthshot Prize, their latest project is to retrofit living ocean walls in Plymouth Harbour to stimulate marine biodiversity.

The living sea wall will use eco-friendly materials from the China Clay industry that are 98% recycled, non-toxic, plastic-free and designed to support the circular economy.

"When passionate people come together anything is possible. Small actions, like this project, when multiplied can make a positive difference to our oceans."

Tina, Our Only World

Gleaning Cornwall Network £2,500

The Gleaning Cornwall Network organises volunteer groups to harvest crops that would otherwise go to waste and distributes this fresh produce to food banks and food poverty charities. In 2021 they harvested and distributed over 55 tonnes in three months.

The project and its ever-growing network is helping to build healthy and resilient communities, bringing together volunteer harvesters, drivers, local farmers and people who work with and use food banks and food poverty charities.



"It's so exciting and motivating to receive recognition and support for our project! It is just over a year old, but in that time the project has grown and grown."

Holly, Gleaning Cornwall Network



Tees River Rescue £2,500

Whilst most traditional lifeboats respond to emergencies, Tees River Rescue believe that prevention is better.

Their volunteer teams patrol the river at peak times to increase the chance of being in the right place should something go wrong, as well as providing local education and search and rescue assistance.

This growing charity will use the funds towards a support vehicle to increase their impact on this busy river.

“By supporting us, you are recognising the dedication and commitment of all our volunteers, but also the impact they can make.”

Sarah Marrison, Tees River Rescue

Diversified £2,500

Diversified was founded by Kaydi when she was 14 years old. Having been recently diagnosed with Autism and not had the support she needed, she did not want other young people to struggle in the same way she had with social isolation.

Now 16, Kaydi is running a successful charity helping hundreds of people. As well as running social groups, they sell sensory toys online at reasonable prices to increase accessibility and raise funds, they have a young person’s board, train youth mentors, and advocate for change so that the education system can better help neurodivergent people.



“There are so few opportunities in our community for these young people to engage and thrive. Receiving funding to support running our social groups where they can just be themselves is absolutely amazing!”

Nicole Scottville, Diversified Trustee



Make a Medic £2,000

Make a Medic is a charity created by Dr Lasith Ranasinghe, that is run by a group of UK-based medical students and junior doctors.

They recognise that the theory of medicine is universal, however, the resources available to medical students in less privileged parts of the world are scarce.

Make a Medic's main goal is to run projects that facilitate the education of these medical students so that they are better able to attend to the health needs of their wider community.

"This funding will have a profound knock on effect that will enable us to implement our latest project and make a difference."

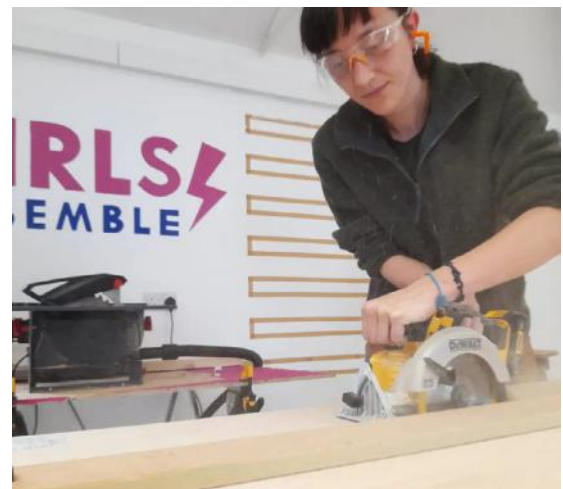
Lasith, Make a Medic

Girls Assemble £2,000

Girls Assemble is creating a dedicated workshop based in Cornwall offering girls and young women aged 9-25 the opportunity to build the world they want to live in.

This female-only workshop will provide classes in carpentry, welding, architecture, engineering, and activist art with an emphasis on STEM subjects.

Integrating technical skills, education and career guidance, community participation and leadership, all their classes equip girls with tools to engage with and build the world they want to see.



"24% of the UK STEM workforce are female. We want to readdress this imbalance and help girls to be trailblazers within these industries."

Sophia, Girls Assemble



Nurdle £2,000

The team at Nurdle are committed to cleaning up the microplastics that devastate beaches across the UK. They are extremely hard to remove from the environment en masse, so Nurdle has designed and developed three different tools that can help people clean more efficiently.

With global demand for their Microplastic Trommel building, they are now looking to increase their impact significantly by helping communities to build their own machines from scratch as well as further developing their larger machines for large-scale clean-ups.

“We get so many emails from all over the world asking for these trommel blueprints. To be given the opportunity to start tackling this problem is a dream come true!”

Josh Beech - Nurdle

Outkast Panda Crew £2,000

This team of volunteers are improving the lives of young adults in the Hull area who are at risk of becoming involved in anti-social behaviour and crime by offering them a route to positive engagement and success in their community, through a subject that is interesting and accessible to them – cars.

As well as finding a positive focus for their time, members gain a range of employability skills with tangible routes into further training and employment, whilst building the soft skills and community links that can help them to improve their self-esteem.



“Receiving this grant will enable us to deliver our ambitious project that we are continually hearing is desperately needed.”

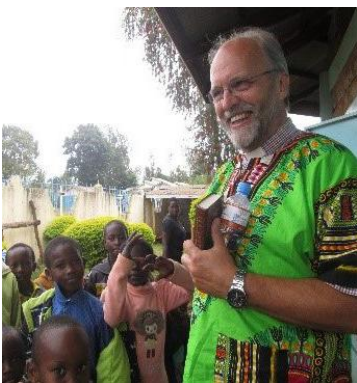
Jimmy Norman, Outkast Panda Crew



The Clothing Bank

£1,000

The Clothing Bank was set up when Sally and Susan realised there were people struggling to clothe themselves and didn't know where to go for help. Two years on they have 80 drop off points around Yorkshire where they collect pre-loved clothing that is sorted and given to people in need.



Kenya Recycling Centre

£1,000

Huge quantities of waste plastics are generated in Africa and most of it ends up in landfill sites or dumped on roadsides. UK charity, Throw a Starfish is setting up a plastic recycling plant in Mount Kenya to ensure plastic is recycled, and also provide much-needed employment in the local area.



Support Cambodia

£1,000

Support Cambodia is funding a new Sewing Centre located in Pailin, a remote town near the Thai border. Garment making is one of the main industries of Cambodia, and this project was requested by local women who want to learn a skill, earn an income and become independent to support their families.



NaariSamatā

£1,000

This UK-based charity is working to improve safety of women, children and underprivileged communities in India. Having provided shoes, meals and equality lessons for children, they are now improving women and girls' life chances through holistic support with their "adopt a village" project.



The BioSmart Initiative

£1,000

BioSmart is a student-run social enterprise that aims to alleviate fuel poverty through both environmentally sustainable means. They create and commercialise Biochar, a sustainable alternative to charcoal using agricultural waste from local areas in Kadzinuni, Kenya, Zanzibar and Tanzania.



Leeds Bike Mill

£1,000

Leeds Bike Mill is a not-for-profit community Bike Recycling and Training cooperative that runs a project called “Fix it to Ride” and is the only such service in Leeds. They host weekly sessions where local volunteers learn to service bikes, which are then donated to asylum seekers and refugees.



Project Baseline UK

£1,000

This community of volunteer scuba divers are passionate about citizen science. Using teamwork and scientific diving techniques, they document marine sites around the UK to raise awareness of environmental challenges, and also run local outreach, education and clean-up events.



Menai Straits Heritage Sailing

£1,000

This North Wales non-profit is preserving the oldest complete fleet of seventeen 1937 “One-Design” yachts in the world, whilst providing training and employment in an area with high youth unemployment, and contributing to the wellbeing of vulnerable people with NHS Social Prescription services.

Grassroots Projects

£98,250

In 2022 we supported **12 charitable organisations** with unrestricted funds. Thanks to increased funding, our year-on-year grassroots funding has **increased 182%** and we have been able to commit longer term support to a wider range of charities.



“As a local charity, we are delighted that a key local organisation has recognised our vital work in engaging people of all ages – including whole families, working together to offer new futures.”

Pete Tighe, CatZero Programme Manager

CatZero £10,000

Granted £50,000 over five years, CatZero is a Humber-wide charity committed to making a lasting positive and personal change for a wide range of people by offering a chance to build self confidence, teamwork and co-operation.

Initially started by offering sailing experiences to young people not in training, education or employment on their 72ft challenge yacht, their reach has now extended and provides a range of unique programmes for young people, adults, and whole families across the Humber.

The funding will help support programmes that combine vocational and team-building skills with mentoring and qualifications valuable in the workplace, supporting people to find work by giving them the skills to be successful.



“Reef-World is enormously grateful for the support, and we look forward to more years of working together in protecting and conserving coral reefs worldwide!”

Reef-World

Reef World £10,000

Having supported Reef World previously, in 2022 we agreed a new package of £20,000 over two years to support the implementation of the newly launched Green Fins Hub - the first ever global marine tourism platform.

The tool - developed in partnership with the UN Environment Programme - helps diving and snorkelling professionals to make simple, cost-efficient changes to their daily practices by utilising tried and tested solutions, keeping track of their annual improvements and communicating with their communities and customers.

Downright Special £10,000

Granted £50,000 over five years, Downright Special is a local charity based in Hull that is making big waves across Yorkshire and beyond in improving educational and emotional development for children with Down Syndrome, and supporting their families.

The funding will help support Downright Special's wide range of services for children from birth onwards including weekly play and education groups, training for teaching assistants and other professionals, lending of specialist resources, and promoting inclusion.





“Africa urgently needs more conservation leaders and TBA remains a beacon of hope to realise this objective.”

Stephen Awoyemi, Nigeria

Tropical Biology Association £10,000

The tropical regions of Africa, rich in food, energy and water, are suffering under the pressures of economic development, deforestation and poaching.

Tropical Biology Association (TBA) are working on building the local conservation leadership needed to combat this from the ground up.

Their project brings local and international tutors and students together to work on conservation programmes - ensuring that the skills and support needed can be locally sustained in the long term.

National Park Rescue £10,000

Granted £30,000 over three years, National Park Rescue works to protect African National Parks at risk due to the poaching of wildlife. They work on the ground with locally recruited people to restore law enforcement and tackle corruption where it is affecting a park’s long-term survival.

With 60% of the planet’s wildlife lost in the last 50 years and many species threatened with extinction in the next ten years, their future relies on organisations that can effectively protect the biodiversity that is left, whilst also serving local communities.



“The Elephant, Lion & Rhino massacre is one of the great tragedies of our time. National Park Rescue’s success, with direct action operations, brings hope to a dire situation.”

*Sir Michael Caine, National Park Rescue
Promotional video*



Mires Beck Nursery £12,500

Granted £25,000 over two years, Mires Beck is a registered charity attached to a working nursery and conservation site, providing work experience and social therapeutic horticulture for adults who live with the challenges of learning difficulties, Autism and physical disabilities.

Supporting around 100 adults a week to reach their full potential, from their 14-acre site near North Cave in Yorkshire, Mires Beck Nursery will use the funds to keep being able to support their broad community as it recovers from the effects of Covid 19 and the cost of living crisis.

Distinguished Gentleman's Ride £2,000

The Distinguished Gentleman's Ride is a themed ride that involves motorcyclists dressing in vintage and riding in organised events to raise funds and awareness for prostate cancer research and men's mental health. John Good (pictured standing on the left) also took part in the ride this year!



And there's more!
→

As well as the new projects listed above, we also continued our previously reported funding packages for **The Junction**, **Northwoods Rewilding** and the **Inga Foundation**. Keep up to date with these on our website!

Films for Good

Films for Good is a new initiative launched this year. It is just one way that we plan to use our skills and connections to provide the more practical support that small charities often need. In 2022, we funded and supported the production of professional films for **4 organisations** with more on the way in 2023.



Harry's Hat

We met Harry's Hat when they made the shortlist for Grants for Good in 2021. The charity supports research for a cure for children with Hydrocephalus (water on the brain). With huge potential for growth, they needed help getting off the ground with promoting awareness. Their video highlights their inspiring story, and how they support children with Hydrocephalus.

Somerset Wildlands

Somerset Wildlands is an organisation that aims to restore some of the locally lost life and wildness through a process of rewilding. As they rewild they are also seeking ways to reconnect all local people with nature and encourage more rewilding projects. Their video easily displays the beauty of rewilded areas whilst creating awareness of the project to help raise funds.

Click or scan the QR codes to watch the videos!





Downright Special

This Hull-based charity serving the community across Yorkshire has been close to the hearts of many of our members for some time, and this year received funding via our Grassroots programme.

With lots of potential for this charity to grow its impact, not only locally, but also nationally through their advocacy activities, we also helped them with their fundraising mission by funding a video highlighting the value of their work.

Inga Foundation

Slash-and-burn farming is destroying rainforests and sending vast amounts of CO₂ into the atmosphere. Yet, for more than 250 million farmers globally, it is the only way to survive.

Inga Alley Cropping is a sustainable alternative to slash and burn. By supporting farmers to take up this technique, the Inga Foundation gives them the ability to feed their families and improve their livelihoods whilst keeping the rainforest intact.

In 2022, the Foundation worked with the Inga Foundation to produce several films to help them raise awareness of this issue and their solution. Scan the QR code to view the main film.



A Day to Make a Difference

The Foundation provides support to the John Good Group by managing volunteering days, enabling employees to make a difference in their community with practical help. Having restarted volunteering in 2022 after a break due to the pandemic, we helped employees contribute with **7 volunteering days.**

Spurn Point Seagrass Bag Making

Rich Quelch - Group CMO, Paul Haste - Agency Manager at DAN, Jade Creighton - Sales Support Consultant at Good Travel Management, and Jen Murden from the Foundation joined the Seagrass Blue Carbon Capture team at Spurn. They spent the day making hessian bags holding seagrass seeds ready to be planted out on the mud flats where new seagrass meadows will be generated to provide a food source for wildlife, sand dune stability, water filtration and a natural carbon capture method to help fight climate change.



“Thank you for volunteering, it was so much fun, and we’ve estimated we all made around 2000 seed bags, so a massive effort.”

*Georgia Bennet, Seagrass Restoration Assistant
Yorkshire Wildlife Trust*

Spurn Point Maintenance Days

Adam Walsh - Group CEO, Steve Pullen - Managing Director at DAN and Ben Norman - Group CFO joined the Spurn Maintenance team where they spent the day out in the fresh air, maintaining the paths and grounds right at the end of Spurn Point. It was a full day out requiring outdoors gear, pack-ups and flasks, and they were also lucky enough to be able to take in the views from the top of the lighthouse!

"We learned a lot about the site, it's history, ecology and got a first hand experience of just how much work it takes to maintain this amazing spot. If you've not been (I hadn't until that day) it's defo worth the journey! A really rewarding day! Thanks to Matthew Good Foundation for organising!"

Adam Walsh - CEO, John Good Group



Looking ahead

Over the years, we're proud to see that charitable donations have risen from a modest £2,000 in 2012 to more than £239,000 in 2022. So as we start 2023, we have granted more than £820,000 to good causes since we were founded.

Funding from the John Good Group has made this possible, and we're incredibly grateful to everyone who helped make Tim and Matthew's vision a reality.

Now with a generous commitment from the John Good Group to increase funding, we're incredibly excited to be able to take our giving to the next level. Our grants will increase as we focus on elevating small charities alongside our existing activities, engaging directly with charitable organisations to help them reach their full potential.

Through the many good causes we've supported since 2011, we've discovered how difficult it can be for newly created and small charities and projects to secure funding. And through our grassroots projects, we have collaborated with several charities to produce high-quality films that help them tell their stories.

A small grant can considerably impact a small charity or project. And the power of storytelling through film allows charities to connect with their audiences, educate them about their mission and gain much-needed support to help them achieve their goals. Focussing our efforts on small charities and projects by providing unrestricted funding and/or producing professional charity films is a natural step for the Foundation as we look to maximise the impact of our funds.

Looking ahead, in 2023, you can expect to see the following:

Increase in Grants for Good Funding

Due to the first year's success, in 2023, we'll be increasing the Grants for Good fund to £60,000, which will see £15,000 shared between five good causes every three months.

Dedicated Films for Good Funding

We'll be helping create more films for charities through a dedicated Films for Good Fund.

New website

We'll be creating a new website that clearly communicates what we do and how we support the non-profit sector.

Reporting our impact

We'll report on how our grants and activities impact the charities they support and their beneficiaries.

Helping others connect with small charities

We'll develop our ability to support other businesses and philanthropists to connect with and support small charities/projects.

Keep up to date!

To be the first to hear about our projects all year around, you can follow us online.



Matthew Good Foundation



matthewgoodfoundation



@MatthewGoodFoun



Matthew Good Foundation



Thank you!

Thank you to the John Good Group and our other generous donors for their continued funding, without which our work wouldn't be possible.

Thank you to all the Matthew Good Foundation representatives who help us spread the word, our Trustees, and all the John Good Group employees who give up their time to support our work.

Special thanks also go to Adam Walsh, Ben Norman, Steph Mickman, Darren Howden and Ben Williams of the John Good Group who provide pro bono support to the Foundation covering strategy, finance and IT management.

Thank you for your continued support in our efforts to make a difference in our communities



Ground Floor, Westgate House, Hesslewood Office Park, Hessle, HU13 0LH

www.matthewgoodfoundation.org