ANNUAL REVIEW
2019
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2019 was a game-changer for the Foundation. The John Good Group committed significantly more funds for 2020 and 2021, and as a result, we’ve been able to take the significant step of recruiting an Executive Director.

With these steps forward, we will remain true to our ethos that the staff in the family business will drive applications from within. However, for the first time, we’ll now be looking to extend our horizons and ambitions externally. We’ll start to communicate our wins to the outside world, begin to attract funding from other organisations or private donors, look to involve ourselves in projects directly on the ground and consider impact investing with our cash reserves.

Michelle has already had an enormous impact since she began in September and made significant improvements to our operations and communications. Not least this is our first formal Annual Review. Her position marks the way for a full-time team over the coming years.

Another significant achievement for 2019 was the preparation for the ‘Day To Make A Difference’ scheme in the John Good Group.

From January 2020 employees can apply to volunteer in a local charity or good cause during the working week. Michelle and the Employee Representatives have worked hard to line up a variety of charities and groups for which staff can volunteer.

Finally, with Michelle now at the helm, it has allowed me to focus my energy on helping specific projects in my areas of personal interest. One such in Honduras has tremendous potential to improve biodiversity, improve the lives of the indigenous communities and offset significant amounts of carbon through rainforest regeneration and protection. Projects like this, with such high leverage, are the cornerstones of Strategic Philanthropy and it’ll be exciting for the Foundation to be involved in many more.

Tim Good
Chairman
2019 has been a record-breaking year for the Foundation. Applications from John Good Group employees have surpassed all previous years, and the Foundation has provided £75,148 in vital funds to charities in the UK and abroad - a 66% increase on donations made in 2018.

It is wonderful that engagement is rising each year, and we hope this will continue throughout 2020, helped further by the introduction of volunteer days.

While Double Match Funding has been our most popular application type, it’s been fantastic to see an increase in Championing Applications, and we’ve been delighted to support a variety of organisations in our local communities. The feedback from these charities has been incredible, and it’s a privilege to support John Good Group employees in supporting causes that are close to their hearts.

We’ve also supported charities further afield in India and Africa with initiatives in which our Chairman, Tim, has been personally involved. Our work with charities, Water Harvest and Land is Life, is helping to empower indigenous communities and make their way of life more sustainable, and we have more projects planned for next year.

It would be remiss of me not to take this opportunity to thank our Employee Representatives and our Trustees who have all put in a great deal of work and commitment to support the work of the Foundation. They all do this voluntarily alongside their day to day roles, and their efforts are hugely appreciated.

I hope you enjoy reading 2019’s review. As always, if you have any ideas on anything related to what we do, we’d love to hear them!

Michelle Taft
Executive Director
The Foundation donated a record-breaking £75,148 to a wide range of worthy causes in 2019 supporting 63 different charities and community initiatives.

£75,148 Funds Donated to

63 Charities

£33,772 Double Match Funding

£12,624 Grass Roots Projects

£11,453 Race Medicine

£8,795 Donation Match Funding

£6,004 Championing Grants

£2,500 Monthly Employee Draw
GRASSROOTS PROJECTS

Grass Roots applications allow John Good Group employees to directly support an issue, cause or project that they are passionate about. This can be almost anything at all, providing it is contributing to the community or environment, for example. The principle is for the employee to develop an idea for the cause they want to support and the goal they want to achieve. Working with the Foundation team, employees create a strategic plan to realise this goal and make a change for the good with them at the helm.

During 2019, the Foundation provided funding for three grassroots projects in the UK and abroad, WaterHarvest, Land is Life and The Junction at Hedon Methodist Church.
Water Harvest provides grant funding and technical support for water-based rural development projects in India.

In the remote, barren and arid villages in rural India, communities are still struggling to survive without running water. WaterHarvest works to help communities gain access to clean water in a sustainable way that empowers communities, rather than making them dependent on others.

During 2019, the Foundation spent time on the ground with WaterHarvest to understand how their projects are funded and the impact the charity is having on communities in rural India.

Our funds have been used to create films to raise awareness of WaterHarvest’s mission by bringing what they do to life. A three-strong team from the Matthew Good Foundation spent several weeks visiting Water Harvest’s projects, spending time with the team and analysing its processes. The documentary shows the work the charity does and why it is so sustainable.

As a result, WaterHarvest has seen a significant increase in donations that are helping them continue their vital work. This work was included in Water Harvest’s annual report as one of the charity’s highlights.

Watch the video here: https://youtu.be/D7AruwlORwC

Top: Tim Good playing snakes and ladders with local children, where you win by doing good things with water. And below, our film maker sharing footage with local people.
In 2019, the Matthew Good Foundation awarded a grant of £6,000 over three years to ‘The Junction’, a community project at Hedon Methodist Church, to support and develop its community outreach. The funding will help to provide a programme of activities for all those attending The Junction every Thursday, training for volunteers in Dementia Awareness, support the costs of sessional workers and help towards a plan to appoint an administrator.

The Junction Community Hub is open every Thursday from 2 pm to 4 pm where you will find a friendly face, good coffee and cake, a warm atmosphere and a programme of activities and events each week from singing, crafts, quiz and more. As well as funding from the Foundation and Hedon Methodist Church, The Junction is supported by East Riding of Yorkshire Council and Alzheimers UK and is a Dementia Friendly group.

In 2019, The Junction received funds of £2,000 and will receive further funds over the next two years.

The Foundation visited The Junction and it was wonderful to see the difference it is making to the local community.

Michelle Taft, Foundation Executive Director, and Kevin Harrison, Trustee, presented the cheque to Geoff Langley who heads up The Junction’s team of volunteers.
The Pygmy tribes of the Congo are one of the few remaining traditional tribes in the rain forests of our world. They are critically under threat from logging companies and a rapidly modernising culture who do not see the value in protecting their indigenous peoples. We support Land is Life, an NGO that aims to set up trading cooperatives within the Congo which add value to products that the Pigmy people collect.

The project called “Economic Empowerment of Pygmy Women” aims to generate income for poor households of forest-dependent Pygmy peoples through the promotion of Pygmy women’s traditional occupations and knowledge, in relation to the sustainable utilisation and fair marketing of Non-Timber Forest Products. Their way of life is one of the key drivers of contempt and deep-rooted discrimination they face. In such a context, the struggle for the respect of their rights and dignity is even harder. The initiative will strengthen Pygmy communities by enhancing their forest-based economy. But this will be achieved mainly through women empowerment.

The Foundation has committed funding for three years to help get this initiative from a concept to reality, with £2,000 being provided in 2019.
STAFF FUNDRAISING

When John Good Group employees take part in fundraising activities, the Foundation will double the amount raised for a charity or cause. This type of application also applies to the employee’s spouse and children. The total we can contribute is limited to £2000 per application.

During 2019, John Good Group employees took part in a wide range of fundraising activities and together raised a total of £20,014. With the Foundation’s Double Match Funding of £33,772, this total became £53,786!
STAFF FUNDRAISING

John Good Group employees took part in incredible amount of fundraising activities, supporting 33 different charities.

33 Charities Supported

£33,772 Funds Donated
STAFF FUNDRAISING

Employees of the John Good Group have taken part in a wide range of fundraising activities including, Charity Runs, Bake Sales, The Three Peak Challenge, Music Events, Christmas Jumper Days and many more.
STAFF FUNDRAISING
STAFF FUNDRAISING
EMPLOYEE DRAW

Every employee of the John Good Group is entered into the Foundation Employee Draw each month. The winner receives £250 to donate to any registered charity of their choice.

During 2019, John Good Group employees donated £2,500 to a variety of charities.
St Andrew’s Hospice provides free care for anyone over the age of 18 with a wide range of progressive life-limiting conditions, including cancer, Motor neurone disease, cardio-vascular diseases, Multiple Sclerosis and Parkinson’s disease.

Alzheimer’s Society campaign for change, fund research to find a cure and support people living with dementia today.

Friends of Sheldon Country Park aim to improve the conditions of life of the public in Birmingham by the preservation, promotion, support, assistance and improvement of Sheldon Country Park and Old Rectory Farm.

WISHH is an independent charitable trust through which donations and fundraising efforts are coordinated, managed and then applied across the facilities, services and equipment at Hull Royal Infirmary and Castle Hill Hospital, for the benefit of patients and visitors alike.

Southend Hospital Charity aims to improve the hospital environment, fund ground breaking research, support the development and training of hospital staff and provide state-of-the-art equipment.

Oakwood Dog Rescue works tirelessly to take in, assess and re-home as many dogs as possible.

The National Trust, is an independent charity for environmental and heritage conservation in England, Wales and Northern Ireland.

The Basic Life Charity supports local residents in and around Felixstowe with help and support at times of hardship.

The Baby Unit Fund is predominantly built up from donations by parents and families of babies that cared for on Hull’s Neonatal Unit at the Hull and East Yorkshire Women and Children's Hospital. The money raised goes towards many different things such as the provision of equipment for the babies, improving parent facilities, and staff training to improve the level of care given.
CHAMPIONING GRANTS

Employees of the John Good Group are encouraged to support local initiatives, charities or projects by applying to Champion them. If employees are not personally involved, they can apply for up to £500. Employees who are involved as a volunteer can apply for up to £1000.

During 2019, John Good Group employees championed 12 charities, and the Foundation donated £6,004 to support them in their important work.
Aldwyn Crescent Community Club is a community project that encourages children to play out on the street. In 2019, the project received £1,000 of Foundation funds, following another successful in grant in 2018 to help get the project off the ground.

In 2019, with the support of residents of the Crescent and surrounding roads, the project built on the success of the previous year. Many friends and support networks have already been formed between both adults and children and they will continue to work towards the aims of the Aldwyn Crescent Community Club set out in the Constitution:

- To bring together residents of Aldwyn Crescent and promote community cohesion.
- To promote recreational activities, mutual support and joint aid among our members.
- To improve the local area for the benefit of all residents.
- To provide a safe environment for children to play and get to know each other.

The Foundation’s £1,000 donation went towards public liability insurance, leaflet printing, litter picking tools, equipment such as gazebos, tables, chairs, sports equipment and games.

The success of the Playing Out initiative at Aldwyn Crescent has been featured on the BBC and the organisers have been invited to speak at the Playing Out Conference to share their experience and encourage more schemes throughout the UK.

"The Community Club has provided a safe environment for children (and adults!) to play and make new and lasting Friendships. There is also a significant improvement in community spirit, with regular events such as litter picks in surrounding areas. Funds from the Foundation have been crucial in getting the Club off the ground and keeping it going.”

PETE FITZGERALD, ALDWYN CRESCENT COMMITTEE MEMBER
Hull and East Yorkshire Children's University is a charity with a mission to raise the aspirations of young people in Hull by providing unique experiences that they otherwise would never have. The children it works with may not have access to the opportunities that other children receive and many of these children have never left Hull, some having never even ventured into the city centre. It strongly believes that ALL children should get to see beyond the end of their street and experience the world around them. It strives to help children believe that they can achieve their dreams and it gives them the confidence to try.

The Foundation's £400 donation went towards one of the charity's initiatives to send a group of care leavers abroad to do community service projects in Ecuador. These young people have had the most challenging start in life but have overcome all the odds and wanted to give something back to communities that have so little in Ecuador.

In Caught in the Web, Barney helps Echo and his friends to face the potential dangers of going online. With the help of Tom Stoat the Woodland Wizard, Barney shows his friends how to stay safe on the internet and social networking sites and also the effect cyberbullying has on others.

The Police Community Clubs of Great Britain (Barney and Echo) is an educational resource charity that works with local police and schools to help educate children on the dangers of cyber bullying, internet safety and a range of other topics such as the Environment, Drugs, Tobacco and Alcohol, Personal Safety and Anti-Social Behaviour.

£504 of the Foundation's funds went towards a local primary school receiving educational books and resources to help educate them on Internet Safety. This included the purchase of 83 books called 'Caught in the Web' and an educational roadshow.
CHILTERN STREET PRIMARY SCHOOL

Chiltern Primary school is a community primary school with approximately 480 pupils serving the Hessle Road area of the city.

The Foundation donated £100 to the school to go towards the purchase of 12 bikes and helmets so pupils under seven can learn to ride a bike in safe surroundings.

OPRPHAN CHILD

Orphan Child – Sierra Leone is a charity that is making a tangible and widespread difference in and around the community of Waterloo, Sierra Leone.

In 2019 it launched its latest project which is the support for orphaned children in the fishing village of Tombo near Waterloo. Initially the project will involve feeding and eventually extending to school provision.

The Foundation donated £500 towards the cost of food for the children and their caregivers.

BUTTERFLIES

Butterflies Memory Loss Support Group is a charity in Hull that supports people who have dementia and those that care for people with dementia. Dementia is progressive and can include memory loss and difficulties with thinking, problem-solving or language, and is caused when the brain is damaged by diseases, such as Alzheimer’s disease or vascular disease.

The Foundation donated £500 towards memory books and day trips.

OAKWOOD DOG RESCUE

The Foundation donated £500 towards the refurbishment of the inside play areas that were in much need of improvement. The charity wanted to make it a much more welcoming space where the dogs can have the freedom to play in a nice safe warm fun environment. This is especially important to dogs that are too frightened to go out with walkers and feel safer indoors until they get their confidence back.
Applications

The Hull Independent Visitor Service recruits and trains volunteers to support children and young people, who are in foster care on a long term basis.

Independent Visitors are there as a consistent reliable adult role model in an otherwise chaotic life in the care system. They are volunteers from the local community who are separate from social services and spend time with a young person because they choose to.

Independent Visitors offer a young person in care the opportunity to build a consistent long-term relationship. They are someone to have fun with but most importantly are someone to listen and ensure wherever possible that the young person views are heard and taken into account.

The Foundation donated £500 towards providing looked after children with Christmas Gifts and a Christmas Party.

Downright Special is a charity in Hull and the East Riding of Yorkshire supporting children with Down syndrome. Managed by a small team of professionally trained volunteers and staff, the charity supports families and professionals in all aspects of the care and education of children with the condition.

The Foundation donated £500 to help support the charity in continuing its vital work.

Joanne Dayes (left) one the Foundation’s Employee representatives, had the pleasure of personally presenting Downright Special with a cheque for £500.
GeeWizz is a very special, small charity based in Bury St Edmunds that is focused on supporting children and young adults in Suffolk, who sadly suffer from life-threatening conditions, a disability or cancer. They fund specialist equipment for these families and also for SEN schools in the community.

GeeWizz recently launched a campaign in hope of raising funds to support the Thomas WolseyOrmiston Academy in Ipswich, who care for and educate just under 100 pupils aged 3-16 with complex physical disabilities and medical needs. The school’s playground requires support with resurfacing, canopy/sheltered areas and sensory equipment for all learning and development skills, to enable the children to play and embed their learning in an outdoor environment.

Unfortunately, the changing cohort of pupils over the last 10 years or so, means that the current playground is not fully accessible for all.

The Foundation provided a donation of £500 that would go towards creating an outdoor environment that will boost their sensory and educational development.

Shelley Botwright and Lisa Sharman from our Felixstowe office along with Andrew and Michael Fulcher were delighted to personally present the cheque to Crystal Barber (left), Community Fundraising Co-ordinator for Geewizz.
Somersham Ward Cancer Unit Support Group supports patients and their families within the oncology unit at Ipswich Hospital.

There are many ways in which the Group has improved the quality of life for those on the ward, both in the provision of medical equipment and added comforts. There is also a visitors room with tea and coffee making facilities and overnight accommodation is available. All patients on the ward receive Christmas and Easter presents from the group.

The Group works very closely with all the staff at the Hospital to ensure that the best possible use is made of available resources.

The Foundation donated £500 that will be used for medical and non-medical equipment on the ward.

Animals in Distress is an animal sanctuary based in Manchester that works to alleviate the suffering of sick and injured animals.

The charity’s work involves strays, abandoned animals, cruelty cases and road traffic accidents. The charity has been running for 50 years and relies on donations to continue their important work.

The Foundation donated £500 which will go towards treating injured animals and pay for X-Rays and treatments of broken bones.
The Matthew Good Foundation was created in memory of Matthew Good who sadly passed away while running for charity. One of the aims of the Foundation is to promote safety in marathons and endurance events, and in 2013, in partnership with the American Road Racing Medical Society (ARRMS), the Foundation helped create the International Institute of Race Medicine (IIRM).

In 2019, the Foundation contributed £11,453 to support the IIRM’s continuing operations.
The IIRM’s mission is to promote the health and safety of athletes participating in endurance events through education, research, and the development of medical best practices. To accomplish its mission, the IIRM strives to:

- Improve clinical care for participants in road races and similar large-scale sporting events.
- Promote the use of standardised reliable medical race protocols at endurance events.
- Provide education for medical and health care providers through live medical conferences, distance learning programs, videos and resource materials, and e-journal publications.
- Provide education for endurance athletes through online videos, resource materials, and social media.

IIRM achievements in 2019 include:

- The start of a new IIRM Medical Symposium Conference Series being trialled at the Boston Marathon, 2019.
- Establishment of a quarterly Journal on Endurance Medicine produced by the IIRM. IIRM Members have spoken on Endurance Medicine at three of the past World Congresses and set to continue.
- Partnership and endorsement by the IAAF and Memorandum of Agreement signed. This is the largest and most influential sporting body in the world. From April 2019 all Medical Conferences will be joint IIRM and IAAF sponsored programmes.
- Training with the French Red Cross in 2019 to build their race medicine protocols. We hope this will transfer to the UK Red Cross soon.
DONATION MATCH

During 2019, the Foundation donated £8,795 to 12 worthy causes including large donations to:

- **Kids for Kids, £4,000** - A charity that helps children in Darfur, Sudan, who live in unimaginable hardship.

- **MacMillan Cancer Support, £2,000** - A charity that provides physical, emotional and financial support to help people with cancer live life as fully as possible.

- **Beat, £1,000** - A charity that supports individuals experiencing an eating disorder and their loved ones.

- **Tribune Trust, £1,000** - A charity that makes grants to help groups and communities reduce crime and make their areas safer.

18 Applications

£8,795 Donations Funded
MEET THE TRUSTEES

Julie Good

Jane Nash

Kevin Harrison

Seamus Jennings
MEET OUR TEAM

Our team is made up of employees of the John Good Group who are based all over the UK. They work incredibly hard to support the work of the Foundation and they do this on a voluntary basis alongside their day to day roles. Thank you all for your continued support.

Joanne Dayes  Henry Authers
Joanne Miller  Paul Haste
John Withe  Chris Counsell
Emma Partington  Cara Cairns
Ken Jackson  Heidi Taylor
Lisa Sharman  Jen Murden
Katy Hilton  Ben Norman

The Foundation team volunteering at the Guide Dogs Breeding Centre. From right: Lisa Sharman, Henry Authers, Emma Partington, Kevin Harrison, Tim Good, Michelle Taft, Jane Nash, Jen Murden, Cara Cairns, Katy Hilton, Jo Miller, Heidi Taylor and Joanne Dayes.