

Card Factory Foundation
Match Fund Policy
As approved by the Board – March 2026

1. ABOUT THIS POLICY

- 1.1. This policy applies to Card Factory Foundation incorporated in England and Wales; registered office at Century House, Brunel Road, Wakefield 41 Industrial Estate, Wakefield, WF2 0XG; Registered Company number 11217058 and Registered Charity number 1180021.
- 1.2. The Charity's objects are restricted specifically, to further such charitable purposes (charitable under English law) as the trustees see fit from time to time.
- 1.3. The Charity is governed by the Trustees of the Charity who have a duty, always acting in the best interests of the Charity, to apply the Charity's assets to advance the Objects and have ultimate responsibility for all grant-making decisions.
- 1.4. The purpose of this policy is to provide information about the Charity's match funding process to anyone who wishes to apply to the Charity for match funding.

2. MATCH FUNDING GUIDELINES

2.1. Matching Contribution Based on Individual Applications

- 2.1.1. The Card Factory Foundation will match fundraising efforts pound-for-pound, directly corresponding to the amount of funds raised by the applicant, with a cap set at £2,500 per individual, subject to evidence and verification.
- 2.1.2. Matched funding applies only to activities involving active participation in fundraising and donation collection, such as individual (but not limited to) sponsored runs/events or bake sales, auctions, raffles, tombola's and other donation-based activities at an event.
- 2.1.3. Activities not related to the collection of donations, such as marshalling/stewarding, providing administrative support or funds raised solely through ticket sales or similar entry income are not eligible for matched funding.
- 2.1.4. Match funding is only available to cardfactory colleagues. Where an individual participates as part of a group or wider event, including alongside non-colleagues, only funds raised directly through their own efforts will be eligible. Applicants must provide clear evidence of donations made on their behalf. It is advised that you create your own individual online fundraising page if you are partaking in a group activity with non-colleagues. If fundraising is carried out through a shared team fundraising page, the Foundation will only match the proportion of funds attributable to the colleague. For example, if four individuals fundraise through a single page, the Foundation would match 25% of the total amount raised. To avoid any ambiguity, we recommend creating an individual online fundraising page if you are taking part in a group activity or event alongside non-colleagues including children.
- 2.1.5. Forms of evidence include screenshots or reports from a group fundraising page highlighting donations attributed specifically to the individual; a sponsor form listing donor names and

amounts raised by the individual; written confirmation (e.g. email) from donors or organisers verifying that specific contributions were made in support of the individual.

2.1.6. The Card Factory Foundation reserves the right to request additional evidence where required to verify individual fundraising totals.

2.2. Minimum Fundraising Requirement

2.2.1. To be eligible for match funding, applicants are required to raise a minimum of £50 or £150 for group applications. This benchmark has been established to ensure that significant and meaningful efforts are supported, while also offering an attainable target for all colleagues.

2.3. Maximum Match Funding Amount

2.3.1. Each successful match funding application by the Card Factory Foundation can receive a maximum contribution of £2,500.

2.3.2. If a single employee submits two match funding applications within a year, each application can receive a maximum contribution of £2,500 from the Card Factory Foundation.

2.3.3. For individual applications seeking match funding beyond £2,500 requests will be subject to the discretion of the charity trustees. This approach aims to strike a balance between supporting a broad range of initiatives and accommodating exceptional projects that require additional funding.

2.4. Group Fundraising Initiative

2.4.1. The Card Factory Foundation encourages collaborative fundraising. Where three or more cardfactory colleagues participate in the same fundraising activity or event, an additional donation will apply.

2.4.2. In these cases, the Foundation will match the total amount raised in line with standard match funding criteria and will also contribute an extra 10% based on the total amount collectively raised by the group.

2.4.3. For example:

2.4.3.1. If three colleagues collectively raise £1,000, the Foundation will match the £1,000 and donate an additional £100, making a total contribution of £1,100.

2.4.3.2. If three colleagues collectively raise £2,500, the Foundation will match the £2,500 and donate an additional £250, making a total contribution of £2,750.

2.4.3.3. If three colleagues collectively raise £5,000, the Foundation will match the £5,000 and donate an additional £500, making a total contribution of £5,500.

2.4.4. To qualify for the additional 10% group contribution, a minimum of three cardfactory colleagues must be actively participating in the same activity or event.

2.4.5. The Foundation will match fundraising up to a maximum of £10,000 per group activity, with an additional 10% applied to the total amount raised, making a maximum total contribution of £11,000.

2.4.6. All other match funding criteria, including minimum fundraising thresholds and evidence requirements, remain applicable.

2.5. Verification of Raised Funds

2.5.1. The Foundation maintains the right to request evidence of the funds raised by the applicant at any point in time. These may include online fundraising pages, direct confirmation from the benefiting charity and confirmation from the applicant regarding their involvement.

2.5.2. This verification process is compulsory and upholds transparency and ensures the integrity of the match funding programme.

2.6. Disbursement of Matched Funds

2.6.1. Upon submission and verification of evidence of the final amount raised, donations will be transferred directly to the charity.

2.6.2. Awarded funds will be promptly transferred to the nominated charity, within a maximum period of 60 days from the date of the successful decision.

2.7. Eligibility Criteria

2.7.1. Match funding is only available to current Card Factory PLC colleagues who are fundraising for a charity. This includes Card Factory Foundation Trustees who are employees of Card Factory PLC but who have no influence in the decision-making process for successful match funding applications.

2.7.2. Applications should be submitted by a colleague who is employed by Card Factory Colleagues both at the time of the request and the time the fundraising took place.

2.7.3. Match funding will only be awarded to charities that are officially registered within Scotland, England, Wales, Northern Ireland, or the Republic of Ireland.

2.8. Application Limitations

2.8.1. Each colleague may receive up to a maximum of £5,000 in match funding per financial year (January to December), across all applications.

2.8.2. If a colleague qualifies for the group funding incentive, the additional 10% group contribution is excluded from the individual annual match funding limit and will not count towards the £5,000 cap. Applications from a team composed of Card Factory PLC colleagues should nominate one colleague to submit the application on behalf of the fundraising group for the total amount raised.

2.8.3. Applications for matched funding must be submitted no earlier than six months before the event and no later than three months after the event has taken place. Applications received outside of this timeframe will not be considered.

2.9. Charity Partners and Centrally Organised Events

2.9.1. Colleagues raising funds for Card Factory charity partners can continue to apply for matched funding independently, outside of centrally organised events. Therefore, matched funding is not applicable to events that involve the collective support of all PLC colleagues.

3. HOW TO APPLY

Company Number: 11217058

Charity Registration Number: 1180081

CARD FACTORY FOUNDATION (the 'Foundation')

- 3.1. Applications can be made by:
 - 3.1.1. Completing the [Match Funding Application Form](#) on the Foundation website
 - 3.1.2. Email info@cardfactoryfoundation.org.uk if you encounter any issues.
- 3.2. All applications must encompass the necessary information, covering details for applicants, charity particulars, and fundraising specifics as requested.

4. HOW WE MAKE DECISIONS ABOUT MATCH FUNDING

- 4.1. Match funding applications are open for submission at any time.
- 4.2. Applications are typically reviewed on a weekly basis; however, review time may vary depending on application volume and complexity.
- 4.3. The Foundation may request further information or evidence from applicants to verify involvement and funds raised.
- 4.4. Applicants are encouraged to provide clear and comprehensive details about their fundraising initiatives.
- 4.5. Applicants can expect timely and transparent communication regarding the outcome of their match funding applications.
- 4.6. The foundation remains flexible in adapting decision criteria to evolving and emerging priorities.
- 4.7. The foundation strives to make the match funding application process accessible, seamless and provides support to applicants as needed