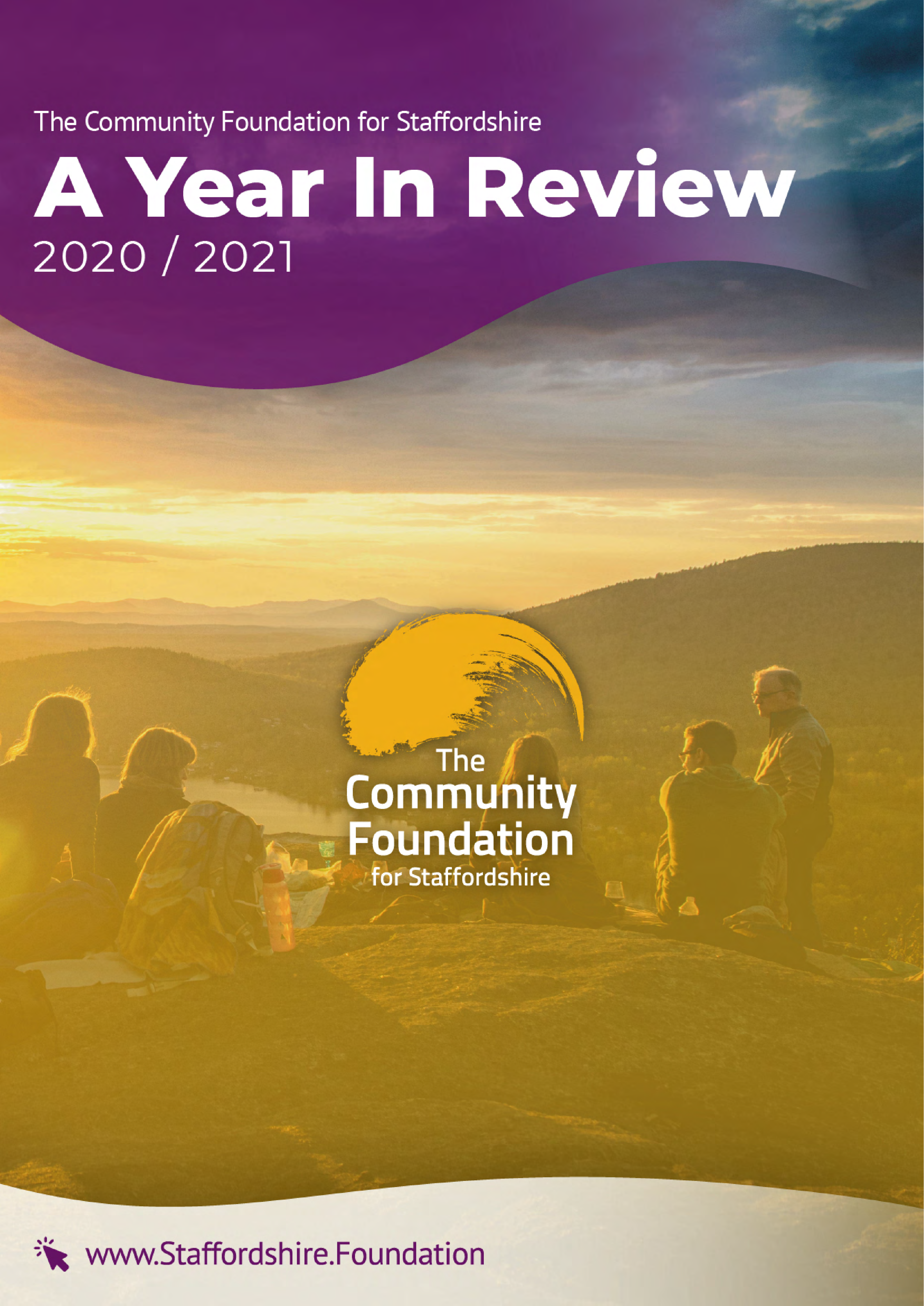


The Community Foundation for Staffordshire

A Year In Review

2020 / 2021



The
**Community
Foundation**
for Staffordshire



Steve Adams Chief Executive

Welcome to our year in review,
covering the period from April 2020
up until March 2021.

There can be no disguising the fact that this year has been all about Covid – the infection, the lockdowns and the effects of it on ourselves, our families, and on our wider communities. Whilst the threat was high we saw communities pull together, to help and support one another, and to consider the needs of others more than ever before. At one of the darkest times for our county it was heartening to see the community spirit and resilience that exists, and for those people who were not aware of the dedication of our community groups, it must have seemed as if things had happened from a standing start.

Due to the pandemic we were busier than ever before. Our grant-giving surpassed £2m for the first time, as we were fortunate enough to be able to support the many community and voluntary groups who were doing so much to help support the people around them. We issued grants ranging from £1000 up to £75,000 to ensure that there was enough funding to allow groups to continue their services at a time when they were more needed than ever.

We expected our endowment building activities to slow, as we were unable to fulfil our traditional

fundraising activities, but by offering new ways for people to engage and use The Community Foundation to support their local community, we had our second most successful year ever, increasing our endowment fund by more than £1.5m, which will help us to continue to support our fantastic community groups in the future.

Unfortunately we had to postpone the Best Kept Village and Community Competition for 2019/20 and for 2020/21, although there was a slimmed down virtual competition operating in its place. Many of the entries received focused more on the community support aspect of work, and how they were helping others through the pandemic, which proved to be a valuable new addition to the competition. This is something that will undoubtedly be included and factored in to entries that are received for the competition next year, when we return to a full, traditional competition.

At the start of lockdown we moved operations to home-working, in line with many other office based organisations. Whilst the transition itself was easy thanks to our comprehensive Business Continuity Plan, there was a severe increase in workload, but fortunately the team rose to the challenge, pulled together, and actually managed to increase the number of grants we awarded, and increased the support we give to our local communities. Some members of the team changed their hours, so that they were working full-time rather than part-time, as being at home meant they could still meet their childcare and caring responsibilities.

In that sense, home working has allowed them to work the hours that they wanted to, which they could never have done before due to the prohibitive factors of childcare costs and time. Looking forward, in common with many organisations, we will be adopting a hybrid approach to working. We will still have our office staffed every day, but there will be more opportunities for people to work from home. We want to make sure that we take advantage of the opportunities available to us, to ensure that we continue to change and adapt, and remain fit for the future.

During the year we were sad to lose Laura Shaw, who moved away due to family circumstances. Laura was a fantastic part of our team, and was popular amongst other team members, trustees and the people we support. Our loss will be someone else's gain. Although recruitment was difficult due to the pandemic, we will be joined in the new financial year by two new members of the team – Joe and Nikki, and so whilst they don't appear in this review, they will be in next years.

To close this introduction, I'd like to take the time to thank everyone who has helped and supported us on our journey this year. The fantastic team at the Foundation – there is a lot of work that goes on behind the scenes, and I'm fortunate to work with some fantastic people, who view their role as more than a job. They care about our communities and our residents, and genuinely want to help them to succeed and thrive. It is that commitment that allows The Community Foundation to grow, and so I sincerely thank them all. Our President, Ian Dudson, HM Lord Lieutenant of Staffordshire and our trustees, who are always there on hand when the support is needed, and offer suggestions as to new ways to help people that they may be in contact with. All the members of our sub-committees, who are drawn from the communities we serve, to help us make decisions on our direction and the support

that we need to be offering to help people. All of our donors, to the endowment fund, to our grants funds, and in response to our emergency appeals – we really couldn't do what we do if we didn't have your commitment and support. Your donations and efforts across the county really do improve the lives of local people, and we would all be poorer without your involvement.

With increased grant-giving and a higher value endowment fund, as well as lots of new projects in the pipeline, there come increased challenges. With our new expanded team in place, and with the support of our donors and trustees, I have no doubt that we can meet those challenges head-on, providing more in-depth and vital local support to our local communities than ever before.



“

We've been to places we never knew existed along lanes we would never otherwise use". The resident was particularly grateful, she hadn't done anything like it in years and this was the first time since the end of the lockdown that she had the chance to really get out and about to enjoy fresh air in the countryside.

Case Study - The Lichfield Trishaw Project (Page 17)

”

“

One of my lymphoedema patients is deaf and relies on clear masks to lip read. These have therefore been absolutely invaluable for my patient who can now attend appointments on his own knowing that there will be no communication issues. It has helped to keep him calm and feel in control.

Case Study - Douglas Macmillan Hospice (Page 18)

”

Contents

The Creative County	1-2
Who We Are	3-4
Inititiatives	
Initiatives - Revitalising Trusts	5-6
Initiatives - Vital Signs	7
Initiatives - Sustainable Development Goals	8
Our Partnerships	9-10
Our Response to the Pandemic	11-12
Case Studies	13-18
Financial Summary - 2020/2021	
Grants Awarded by UN SDGs	19
Grants Awarded by Area, Beneficiary Number, Financial Band	20
Our Funds	
Endowment Funds	21
Foundation Funds - Place Based Funds Held Funds	22
Case Study Images	23
Public Appeals Flow Through Funds	24
Place Based Giving - The Foundation Club	25
More Place Based Giving	26
How To Give Something Back	27-28
Our Financial Summary	29-32
Our Team	33

Staffordshire

The Creative County

Bordered by the Black Country in the south and the Peak District in the north-east, Staffordshire is **home to 1,130,3171 people**. It covers 1084 square miles and is probably **best known for its former industrial heritage**, with **mining, steel and pottery** the principal industries, but it also has **154 miles of canals, 7 National Trust sites, and 4 National Nature Reserves**.



Ethnicity

White 93%
Asian 4%
Black 1%
Mixed 1%
Other 1%

22%



People in Staffordshire without a passport

41.9Yrs

Average Age of Residents
NatAvg 40.3Yrs



Young People - 18%
NatAvg 19.1%



Older People - 20.8%
NatAvg 18.5%



31.1k

Staffordshire Average salary
NatAvg 38.6k

Religion



Christian 65%
Muslim 2%
Hindu <1%
Sikh <1%
Jewish <1%
Buddhist <1%
Other <1%
No Religion 23%

4.3%



Unemployment
NatAvg 4.5%



80Yrs

Life Expectancy In
Staffordshire

20%



Of people in Staffordshire live in rural areas

Who We Are

About The Community Foundation

The Community Foundation manages many different types of funds, but the aim of them all is to facilitate grant-giving to benefit organisations and individuals across the county.

Different fund types are suitable for different things, and some are designed to generate growth that adds to sustainability for The Community Foundation and to provide a permanent source of funding for our communities that are not susceptible to changes and restrictions in funding cycles.

1 Permanent Endowment Fund

With a permanent endowment the original capital donation is 'locked in', meaning it cannot be spent. Instead the fund is invested, and the returns and dividends generated are used to award grants. This type of fund generates less in the first few years, but much more as time goes on, and so is very good for long-term sustainability.

2 Long-Term Endowment Fund

Long-term endowment funds work in a similar way to a permanent endowment fund, but have a fixed-time horizon, usually of 10 years+, but less than 25 years. The capital sum that is invested can be spent at the end of the period.

3 Expendable Endowment Fund

An expendable endowment has a sum of money is invested with our endowment fund, but is designed to be spent over a fixed time period, perhaps five years as an example. The fund is spent equally each year, but accrues income from the investment, allowing more funding to be awarded than was originally invested.

4 Held Fund

A held fund is invested in a similar way to the endowments, but is designed to benefit specific named organisations, but the aims of the beneficiaries must still be charitable. A held fund could also be where we manage the administration of a charity and handle the investment, but it does not 'belong' to The Community Foundation.

5 Flowthrough Fund

This is a fund where a set amount of money is donated to The Community Foundation but is not invested. It is awarded as grants over a pre-agreed timescale, and usually to a pre-agreed remit, and so is very good for short-term giving where people want their impact to be more immediate.



Being A Thoughtful Funder

The Community Foundation is most well-known for our grant giving, awarding more than £1m per year to help support causes across Staffordshire and Stoke On Trent.

Our grant giving is drawn from many different sources—some from government provided schemes, which is distributed through community foundations due to our local insight, knowledge and connections, some from local authorities, who work with us due to our reach, connections and our way of providing a high quality grant giving service that is cost effective, national and regional charities, who want to reach local people, and some through our endowment fund, which is made up from donations and funds from businesses and local individuals who want to give something back.

Many of these funds are highly specialised, and they all have their own criteria and terms and conditions, but our work helps to bridge the gap between the needs of the funder, and the needs of the community.

In 2020 The Community Foundation grant guidelines and practices were reviewed. This is something that we undertake regularly, to ensure that we stay relevant, and that we are meeting the needs of the community. Our policies and procedures were updated to ensure that we were seen as a thoughtful funder, and we have signed up to the eight commitments through IVAR of open and trusting grant-making.

1. We will not waste applicants' time. We will explain our priorities clearly and be open and transparent about requirements.

2. We will only ask relevant questions and only collect information that is necessary.

3. We will accept our share of risk and be realistic about how much assurance grant applicants' can provide.

4. We will act with urgency, working at a pace that meets the needs of applicants and make our decisions as quickly as possible.

5. We will be open about our decisions, feedback and publishing success rates and providing reasons for unsuccessful applications.

6. We will enable grantees to respond to changing needs by giving unrestricted funding where possible, and making any restricted funding as flexible as possible.

7. We will be clear about our relationship from the start, being realistic about time commitments to ensure our contact is positive and purposeful.

8. We will use light-touch reporting where possible ensuring that our formal reporting requirements are well understood, proportionate to the amount of funding awarded and meaningful.

Initiatives

Revitalising Trusts

Many people know of the work of The Community Foundation through our many grants programmes, and through our efforts to encourage local philanthropy and sustainable giving, but unlocking assets of other trusts and charities is just as important.

Revitalising Trusts is a partnership between the Charity Commission and The Community Foundation's national membership body, UKCF, and by extension community foundations across the country.

It seeks to help and support those trusts and charities that may be facing difficulties in their operations by facilitating a transfer of management to The Community Foundation. Existing trustees can still remain involved, but the bulk of the burden of work will pass to The Community Foundation.

The Charity
Commission
Statement says:



The Charity Commission acknowledges that community foundations have a reputation for the effective management of charitable funds in order to maximise their impact at local level.

The Charity Commission and community foundations have worked closely in recent years to ensure that trustees seeking to revitalise moribund (dormant) or ineffective trust funds (and who are looking for an effective way of carrying on their good work in future years) can release their funds to a community foundation as part of their appraisal of options.

The Charity Commission welcomes and supports this initiative and encourages all charities to ask themselves whether they should work with community foundations as an alternative to continuing, particularly if they agree with one or more of the following statements:

1. We find it difficult to identify beneficiaries. 2. We cannot spend the income of the charity. 3. We find ourselves providing money to the same people or groups every year. 4. We find it difficult to attract trustees. 5. We would like to be involved in how the money is spent but we do not want the legal responsibility of being a trustee. 6. The work of administering the charity and its investment is becoming onerous or disproportionate to the level of funding. 7. We wish that we knew more about local issues and opportunities and who else was funding what.

“We're very grateful for the help and support of The Community Foundation. Without you we would have been unable to support as many people as we now do, and without your help I doubt we would be around now.

The Edward Malam Convalescent Fund - Trust transfer in 2009

”

The Community Foundation has worked with more than 20 local trusts and charities to help release their assets and increase their involvement in the local community. Altogether, more than £5 million has been brought back into use.

The smallest trust transfer was for £1890, whilst the largest was for more than £1.5 million. The size of the trust is less relevant than the commitment of the existing trustees to ensure that their impact is maximised, that they can make the biggest difference to the people that they wish to help, and that the local community continues to benefit from their efforts, and those of their forebears, for years to come.



A Case Study

Childrens' Holiday Fund



In 2009 The Stoke on Trent Childrens Holiday Fund **transferred their assets** to The Community Foundation. We kept the remit exactly the same, but began to manage the fund, and invest the assets, in line with our own.

A total of **£80,000 was transferred**, and they expected the fund to continue for around five to ten years. **With careful investment the fund is now worth in excess of £150,000**, and since the transfer they have awarded more than **£100,000 to children who are disadvantaged across the city.**

In 2017 we attracted another donation to the fund, which allowed it to expand its area of operation to parts of the Staffordshire Moorlands.



If you would like to learn more about how a trust could be transferred to The Community Foundation, so that you can increase your local impact, please call us on **01785 339540**

Initiatives

Vital Signs

Vital Signs was originally an initiative of Canadian Community Foundations and was brought to the UK in 2015. The purpose is to create or provide a high-level needs analysis of the local area and population, with a particular focus on hidden need, or causes that many people may not ordinarily be aware of.

Most community foundations now produce a report of this nature, although it can go under different names—some use Vital Signs, some call their report ‘uncovered’ and some refer to it simply as Hidden Needs Analysis.

In Staffordshire we are fortunate that there is a huge amount of evidence of hidden need made available through various organisations, such as the Staffordshire Observatory. In order to avoid duplication and confusion we no longer publish a Vital Signs report, but we do produce a Vital Issues report, which is used internally, and shared with our donors and fundholders, to highlight need, both current and arising, so that we may make more informed grant making decisions.

The Vital Issues report is broken down into ten distinct categories, and this annual review will focus on five of them, highlighting some of the headline figures and statistics and how our grant-giving has helped to alleviate some of these problems.



Initiatives

Sustainable Development Goals

The UN 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognise that ending poverty and other deprivation must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

The overall initiative may have a world outlook, but it can only be achieved if we all work together locally to help to do our bit. Quite often there are small changes that we can make that fit in with the overall development goals, and by all working together and pulling in the same direction, we can help with worldwide targets.

Many community foundations were early adopters of the SDGs, and as such we are working with community groups, charities and businesses across the county to help inform and support them to play their part.



If you would like to learn more about the UN Sustainable Development Goals or our work in this field, please contact Faye Williams or Jo Cooper on

01785 339540

The Community Foundation

Our Partnerships

The Community Foundation works in partnership with many organisations, to help bring greater benefit to the community than one organisation alone could.



UKCF

The Community Foundation is a member of UK Community Foundations, (UKCF), a national membership and representative body that secures national grant funding to be distributed through local community foundations, and provides national representation for the support of empowered local communities.



The Living Wage

The Community Foundation is a Living Wage employer, and a Living Wage Funder, which means that not only do we guarantee to pay staff and contractors at the Living Wage rate, but we also encourage the organisations we support to pay the Living Wage, and award funding to allow them to do so. The Community Foundation is a member of the Living Wage Funders Committee.



Clinical Commissioning Group Local Equality Advisory Forum

The Community Foundation is a member of the CCG LEAF group, which aims to ensure services provided by the CCG are appropriate for, and accessible to, all communities across Staffordshire.



Surviving Winter and Winter Warmth

Surviving Winter is a scheme managed by community foundations across the UK, and raises funds to help people in our communities who may suffer disproportionately through the colder months, particularly due to heating costs, loneliness or isolation. More than £350,000 was awarded through the scheme.



Staffordshire County Council-Doing Our Bit

We were pleased to be able to co-fund a grants scheme with Staffordshire County Council focused on pandemic response. Staffordshire County Council made more than £200,000 available, and The Community Foundation added another £50,000.



Stoke On Trent City Council

We were pleased to be able to work with Stoke on Trent City Council on 3 grants schemes to support organisations working on pandemic response. Stoke on Trent City Council provided more than £150,000 which was added to by The Community Foundation.



High Sheriff

Continuing our work with successive High Sheriffs we were honoured to work with Charlie Bagot-Jewitt, High Sheriff for Staffordshire 2020/21, on both his cycle ride raising funds for the voluntary sector, and making the High Sheriff Awards 2021.



Civil Contingencies Unit

The Community Foundation sits on several committees within the CCU, which is the body that looks after emergency response in Staffordshire. We help to provide representation for the voluntary, community and social enterprise sector, along with Support Staffordshire (www.supportstaffordshire.org.uk) and Vast (www.vast.org.uk).



Staffordshire County Council Digital Inclusion Project

In spring 2021 we began working with Staffordshire County Council on a scheme designed to take IT equipment that was no longer needed, and to recycle it and distribute it to those who did not have access to suitable equipment for work or education.



Staffordshire Commissioner

We were pleased to be able to work once again with the Staffordshire Commissioner for Police, Fire and Crime delivering the People Power fund, which supports local communities and empowers them to make a direct difference to local community safety.



Lichfield District Council

The relationship between The Community Foundation and Lichfield District Council continued in 2020/21 with the delivery of the Small Grants to community organisations based in Lichfield.



Stafford Borough Council

The relationship between The Community Foundation and Stafford Borough Council continued in 2020/21 with the delivery of the Small Grants to community organisations based in Stafford, and the addition of a new scheme focused on sports and physical activity.

Our Response To the Pandemic

The Community Foundation has been at the forefront of the charitable giving response to the Covid pandemic in Staffordshire and awarded our first grant the day after the first lockdown was announced.

In early March 2020 The Community Foundation made plans to respond to the coronavirus pandemic, should they be needed, as at that time there was no indication of what would follow. The team was set up to work from home and an office closure date of 18th March was put in place. We readied public giving campaigns for both Staffordshire and Shropshire to launch in the event that they were needed, and spoke to our existing donors and supporters to see whether they would be prepared to support a campaign, and whether they would offer flexibility to existing grantees if the pandemic prevented people working in the way that they usually do.

Fortunately donors and fundholders responded positively, and by the end of the first week of the campaign we had raised over £100,000 towards the response fund. At the same time the National Emergencies Trust (NET) were making plans to launch their own national fund to respond to the pandemic, which would be distributed through community foundations across the UK, by April we had started to award NET funding too.

Early March 2020

The Community Foundation made plans to respond to the coronavirus pandemic, should they be needed.



Late March 2020

By the end of the 1st week we raised £100,000 towards the response fund.

We spoke to our existing donors and supporters to see if they would be prepared to offer additional support.

Mid March 2020



Early April 2020

We started to distribute funds raised by the National Emergencies Trust for the pandemic.



Lichfield District Council launched a local appeal to raise funds to support people and organisations, which we were approached to manage.

Late April 2020

In late April, Lichfield District Council decided to launch a local appeal, to support organisations and people that might be affected in the Lichfield district, and approached The Community Foundation to manage it.

By autumn the Government's Department for Digital, Culture, Media & Sport had made funding available to the third sector through community foundations too, and in Spring 2021 the Duchy of Lancaster made funding available to those communities close to Duchy property.

In all more than £2.5 million was raised to support communities affected across Staffordshire and Shropshire. Some donations came nationally through large corporates, some through local business, some through local philanthropists, some through local authorities and government, and lots through personal donations from people across Staffordshire and Shropshire who just wanted to do something to support local people through an unprecedented crisis.

The speed of response that we offered, along with the reach into those communities hardest hit, including BAME communities, and those suffering from multiple deprivation showed the strength of a community foundation, our reach, and due to our flexibility with emergency, and pre-existing funding, our ability to respond to immediate need.

Autumn 2020

The Government's Department for Digital, Culture, Media & Sport made funding available via community foundations.

£2.5 Million

Was raised in total to support communities affected across Staffordshire and Shropshire



Our Grants

Work & Employment

According to the Office for National Statistics the unemployment rate across the country was 4.6% in March 2021. In Staffordshire the rate was 5.4%.

Although the Covid pandemic might have affected employment rates and figures, employment is still a core issue that The Community Foundation works towards supporting.

We have many funds that support people who are looking for work, going into training, or continuing or restarting their education, including the European Social Fund Community Grants scheme, which aims to support locally-based organisations to provide services which will help local people move closer to the labour market. It's not necessarily about finding them a job, but about giving them the skills to allow them to help themselves. This could mean helping them write a CV, helping with job searches, or giving them some confidence building so that they feel able to move into the workplace. It could mean offering volunteering opportunities or work experience, particularly if they have been away from the workplace for a while, so that they feel more comfortable taking that step back to work.

A Case Study

Support Staffordshire

Support Staffordshire were awarded £20,000 from the European Social Fund programme, for their Volunteering for All project. Despite having to adapt their delivery due to Covid-19, they have achieved some great outcomes.

The project supports those furthest from employment, by guiding them into volunteering opportunities. This allows the individuals to explore various aspects of working-life, whilst increasing their own self-belief and confidence.

They have reported participants who were supported through Zoom one-to-one sessions have since taken volunteering opportunities, some of which are now working towards employment, or have gained knowledge of their employment aims. One particular volunteer is receiving positive feedback from the organisation he works for, giving him the confidence to apply for jobs and has attended several interviews.



Our Grants

Health & Wellbeing

Our Vital Signs report highlighted five particular areas where there is need for support focused on health & wellbeing. They include long-term illnesses, the ability to easily access doctors and dentists, substance misuse and addiction issues, local residents' participation in fitness, exercise or healthy living programmes, and mental health.

Mental Health issues in particular have increased significantly lately, and we managed several grants programmes that were designed to support organisations who were helping people with mental health issues. As well as that, many of our more general grants programmes also make awards to support people who may need help or support with their mental health.

A Case Study

Burton & District Mind



Burton and District Mind were awarded a grant from the J&O Lloyd Fund to help fund their Emotional Resilience Programme. The aim of the project was to improve the community's mental wellbeing and develop mental health resilience. Through the programme their team of fully qualified and experienced mental health workers helped their service users gain insight and awareness of stress, low mood and worry, and helped service users develop effective coping techniques and self-awareness of self. Since the start of the Covid-19 pandemic, the group saw a huge increase in demand from community members. They were able to adapt their delivery by using Zoom and phone calls and they found the sessions were very timely and valuable to so many people within their community who were shielding and self-isolating.

One user was reported to have lost her husband 2 years ago and since then, she had seen her daughter most days. During the pandemic, she was unable to visit her daughter and grandchildren as they were fearful of passing on the virus to her, and their only contact was made by laptop, 'FaceTime' and regular phone calls. The user was beginning to feel low and following a call to the doctor, she was advised to call Burton Mind.

The user found the emotional wellbeing sessions very helpful as they helped her to fill her time and feel more supported during the Covid lockdown. She was able to engage more with others and exchange helpful self-care advice and daily strategies with others who were experiencing similar issues around low level mental health problems, loneliness and isolation during the pandemic. The sessions have helped her learn new ways of coping with difficult days and feel more productive.

Our Grants Strong Communities

Strong Communities are essential if people in our county are to feel valued and involved.

There are many ways that the strength of communities can be determined, and it is not all about official statistics. Some communities are largely self-sufficient, with neighbours supporting one another to ensure that the personal needs of the most vulnerable are met. There are environmental issues that might be addressed through a residents' association or local community group, or even a few individuals that want to make their area a better place to live.

Building the capacity and ability of local organisations to respond to the need in their own communities, helping them to have a direct effect on where they live, is a key part of the work of The Community Foundation, and we allocate a large proportion of our grants to organisations who help to address need in local communities, and to help them strengthen their local area.



A Case Study Middleport Matters

Middleport Matters Community Trust were awarded funding from the National Emergencies Trust (NET), an emergency response to the Covid-19 pandemic. Like many other communities across the county, they launched an emergency support package programme. They aimed to purchase and distribute essential foods to the most vulnerable in their community. They supported children's learning and entertainment, purchasing and creating activity and learning packs for various age groups which included exercise books, pencils, printed learning activities, craft activities and glue sticks.

With the funding, they distributed 61 activity packs and 575 food parcels to those most in need. This provision enabled nutritious and good quality food to be provided at a time when income was extremely low in the area, and in turn reduced worry and anxiety around feeding households.

Through the interaction with the community when delivering and distributing the food, they were able

to offer 'wrap around' support and signpost to other organisations who could help with energy, heating, hygiene essentials and nappies as well as guidance on benefit and grant claims. Feedback was overwhelmingly positive around receiving the fresh food, especially supporting local residents who don't have transport to leave the area at a time when public transport was scarce and people were anxious about use.

One local resident, who lives alone, has several long-term limiting illnesses including being partially sighted & using a guiding stick. He was referred to Middleport Matters by a local convenience shop who had noticed his shopping habits had changed; shopping less often and buying reduced items etc. They gained permission from him to be contacted and on speaking to the resident, he explained that his benefits had been temporarily stopped. He had received notification to shield himself but had no-one to shop for him so had been calling to the local shop every fortnight and buying tinned goods. Middleport Matters supported him with fresh food provision weekly; fruit, vegetables, meat etc. and continued this support for 6 weeks while he had no income.



Our Grants Housing & Homelessness

Homelessness seems to be a growing problem in our communities, although there are different types of homelessness that people may not be aware of.

The initial thought always tends to be that of rough-sleeping, but there are also sofa surfers, who have no home but manage to spend a night on the sofa of a friend or family, often moving around as people are unable to provide that bed for more than one or two nights. Then there are homeless people who might have temporary accommodation, but nothing suitable for the long-term.

Even though rough-sleeping is the more visible aspect of homelessness it is still a complicated area. Not all rough-sleepers will be regarded as homeless due to the way that statistics are counted, and by their very nature they are a difficult group of people to monitor.

There are several high quality organisations who work across the county to help people who are homeless, and The Community Foundation is working with Lichfield District Council on their Street Aid initiative, which aims to promote a new way of giving to rough-sleepers, that is more structured and more likely to return a longer-term benefit to them, helping them to move from their current position into more permanent accommodation.

A Case Study Brighter Futures



Brighter Futures were awarded a match-funded grant to supply welcome packs to rough sleepers moving into accommodation. The packs consisted of clothing, toiletries and other essential supplies such as PPE and hygiene products for female rough sleepers.

“It was a godsend to be welcomed with this. It was very helpful as I had no clean clothes when I came in to the service, I had nothing. This gave me a chance to get myself clean and have something to wear while I washed my clothes that I had on. Thank you”



Our Grants

Social Isolation

Social Isolation is a problem in many parts of society. People who are, or who feel, alone are more likely to suffer from ill health, both physical and mental.

Social isolation is not just about the area that you live in, and can affect people in urban areas, as well as rural areas. Even in an otherwise close knit community, people can still feel alone, if there are not the services or support to allow them to integrate with their local community and play an active part in community life. It might not be the distance they are from someone that they can talk to, it might be that although there are lots of people around them, they don't have the connections to be able to socialise and open up.

A Case Study

The Lichfield Trishaw

The Lichfield Trishaw Project were awarded funding through We Love Lichfield. A volunteer-led charitable organisation, their aim is to take older adults in particular, but not exclusively, on short rides in a two-seater electric bicycle called a Trishaw, piloted by trained volunteer cyclists. This service will help to improve the quality of participants' lives and have a beneficial effect on the health of those people with limited mobility and who are also experiencing feelings of loneliness and isolation. It will provide opportunities for people of all ages in the area to volunteer and then connect with people within their communities. The cycle ride experience is focused on kindness, a slow, gentle ride, conversation, building trust through relationships, the benefits of fresh air and having fun.

This project will create a new experience for the passengers, volunteers, and people of Lichfield because it will lead to a reduction in social isolation, which in turn will create benefits to their health and wellbeing. It will be a talking point and



people will seek them out to find out how they can organise rides for themselves or inform people they know who would enjoy this kind of experience.

The official launch of the project was delayed due to the pandemic, however, following guidelines, the organisation was able to trial the project. When lockdown restrictions eased towards the end of last year, a lady in her early 70s and a resident of Whittington was invited on a morning ride with her husband. Throughout their lives, they had enjoyed exercise and been very active. They particularly enjoyed cycling but stopped many years ago. She was required to shield and so for several months, she did not leave her house. She and her husband dressed warmly and left Whittington, cycling through countryside and into Lichfield. They stopped at Fradley Canal Junction for coffee, before returning to Whittington. The trip lasted just under three hours, and they travelled 15 miles.

Our Grants

Emergency Response-Safety

Perhaps understandably, the bulk of the work of The Community Foundation over the last year has been focused on helping people who are affected by the Covid-19 pandemic and its subsequent lockdown.

This help might be related to those with health problems, or those who have to isolate who can no longer go to the supermarket or pharmacy, or those who are affected by not being able to attend educational establishments or suffering from loneliness and isolation. The response of the community and voluntary sector in Staffordshire was fantastic, and less than a week after the lockdown was announced our first grant was given to a local project helping people with food deliveries.

A Case Study



Burton Caribbean Association were awarded a grant to help them prepare and deliver hot meals to the isolated and vulnerable members of the community. With the funds they managed to feed 250 people in need over several months. They delivered to those who were shielding and the homeless were able to collect a hot meal each and every week. One of the beneficiaries cares for her husband 7 days a week as he has suffered a stroke and is now blind in one eye. Ordering meals gave her a break from the kitchen and left her more time to look after her husband.



Scrubs 4 Stoke were awarded funding to help them with the cost of material for hospital scrubs. As a result of Covid hospital workers were in need of additional scrubs to reduce the spread of the virus. Scrubs 4 Stoke were a small team of volunteers who spent their time sewing and distributing new scrubs to the staff at University Hospital of North Midlands.



Douglas Macmillan Hospice were awarded a grant through our emergency Response Programme. As face masks are now an everyday piece of PPE, the nurses at the hospice began to feel the pressures of supporting those who are terminally ill and suffering a major loss of cognitive function, (for example, dementia), or hearing loss. The masks became a barrier between the nurses and their patients. They felt unable to communicate effectively, especially for those under palliative care. The grant awarded enabled the hospice to purchase more expensive ClearMasks. Patients are now able to see smiling friendly faces and feel more comfortable, secure and trust in their nurse and care plan.

Financial Summary

Grants Awarded

by United Nations Sustainable Development Goals



The grants we have awarded have been classified so that they help to support organisations with sustainable development goals.

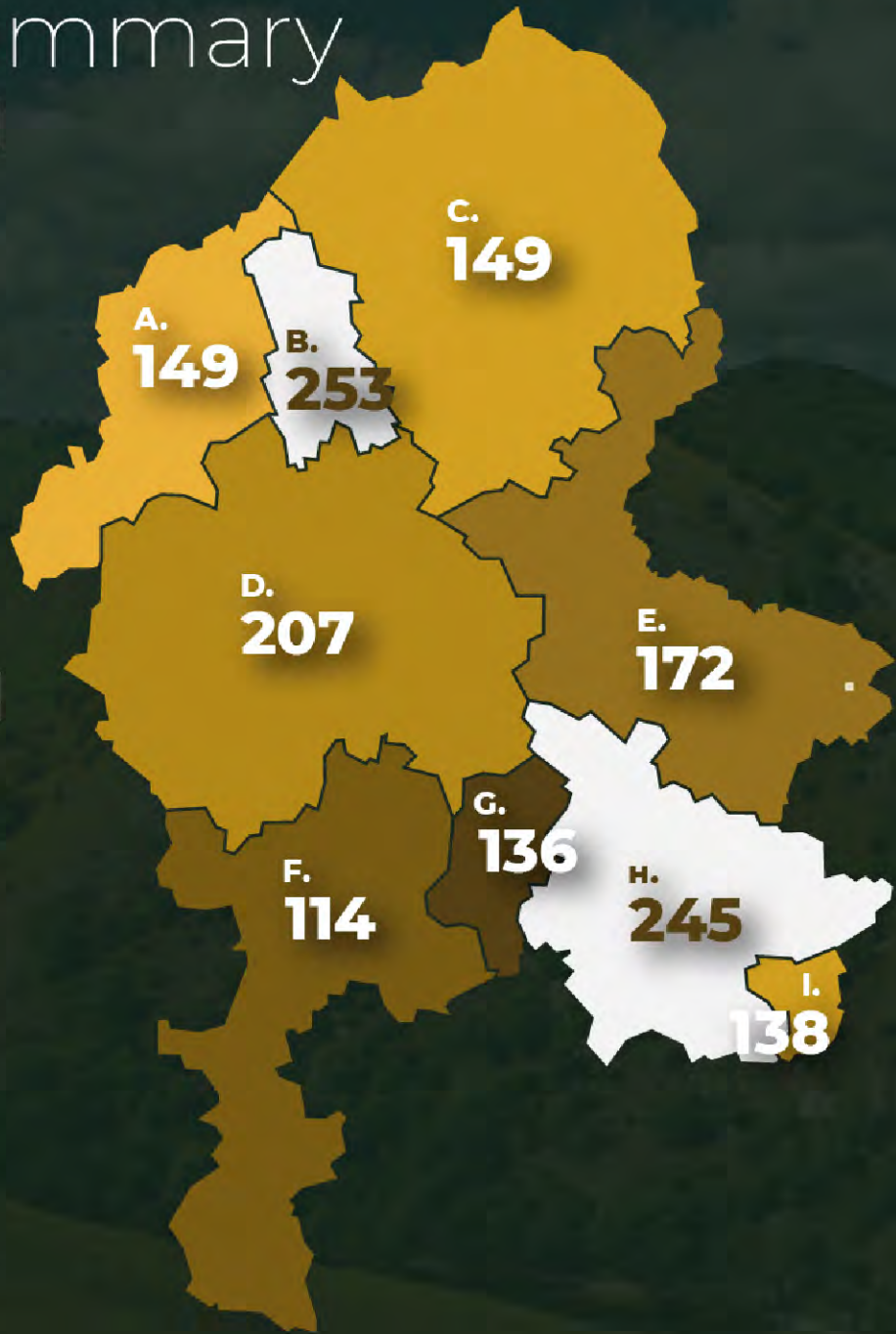
	No Poverty	1036
	Good Health & Well Being	290
	Quality Education	46
	Gender Equality	14
	Decent Work & Economic Growth	5
	Industry, Innovation & Infrastructure	4
	Reduced Inequalities	12
	Sustainable Cities & Communities	235
	Climate Action	9
	Life On Land	3
	Peace, Justice & Strong Institutions	14

Financial Summary

Grants Awarded

by Area

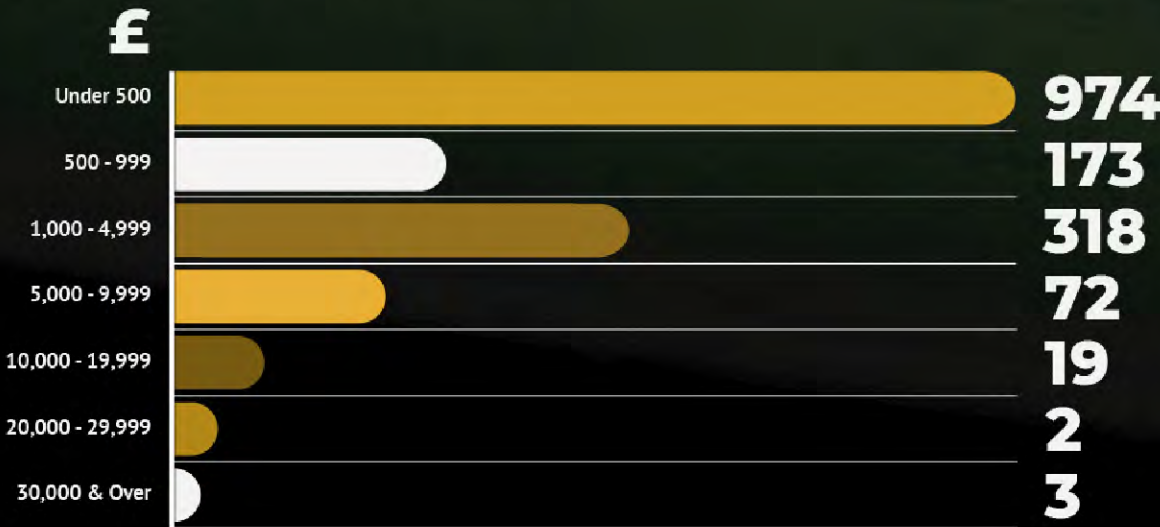
- A. Newcastle-under-Lyme
- B. Stoke-on-Trent
- C. Staffordshire Moorlands
- D. Stafford
- E. East Staffordshire
- F. South Staffordshire
- G. Cannock Chase
- H. Lichfield
- I. Tamworth



Grants Awarded by Beneficiary Number

- 327 Unique Organisations
- Over 1000 Individual Households
- 500,000 Beneficiaries

Grants Awarded by Financial Band





Our Funds Endowment Funds

The following funds have been established to support a particular cause or area.

BISHOP STAMER BENTILEE EMPOWERMENT
 BREATH OF LIFE **BURSLEM COMMUNITY**
CHILDRENS HOLIDAY CHILDRENS HOSPICE
 COLIN LINE **EDWARD MALAM TRUST**
EDWARD WOOD G.T MOUNTFORD DINNER
 HEATH MEMORIAL TRUST **JOHN PEPPER**
HENRY HILL'S ANNUAL CHRISTMAS GIFT
 HILTON **J & O LLOYD** KINGSLEY COMMUNITY
 LGB SWITCHBOARD **RURAL DEVELOPMENT**
NORTON CONSOLIDATED CHARITIES
 REALISE **ROTARY** **SIR STANLEY MATTHEWS**
MO CHAUDRY FUND YOUTH OPPORTUNITIES
MADDOCKS, BURSLEM & LEICESTER

Our Funds Place Based Funds

These funds are to support specific geographical areas and are made up of pooled donations from businesses, trusts and individuals.

Making a Difference Across the District

we love

CANNOCK CHASE BURTON **LICHFIELD**
 THE MOORLANDS **NEWCASTLE**
 STAFFORD **SOUTH STAFFORDSHIRE**
 STOKE ON TRENT **STAFFORD**
UTTOXETER TAMWORTH
 STAFFORDSHIRE



Held Funds

These are funds that are to support a specific cause or charity.

CFS FUND SUPPORT STAFFORDSHIRE FUND
 SCVYS FUND **TABITHA TRUST** VAST FUND
UNITED CHARITIES (CHECKLEY & UPPER TEAN)



VitalSigns





Brighter Futures



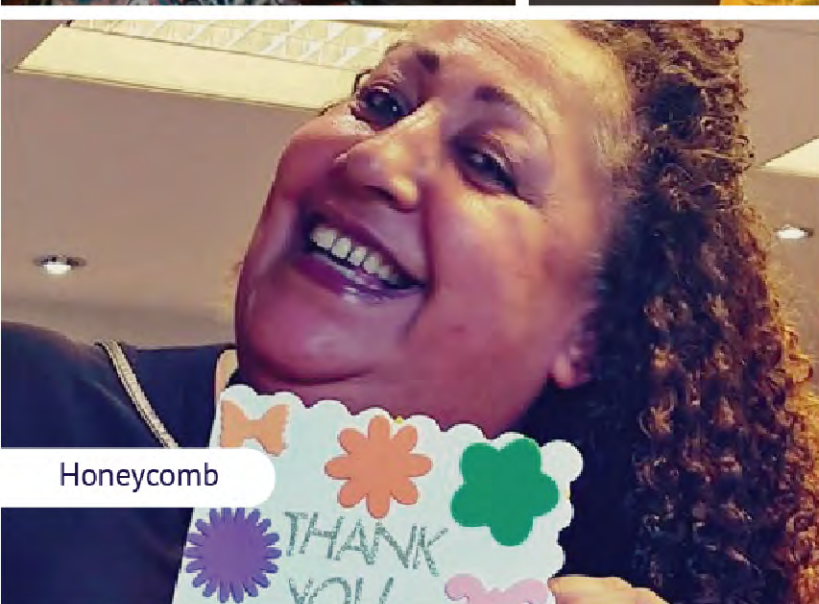
Burton Caribbean Association



Scrubs 4 Stoke



The Jet Singh Trust



Honeycomb



Brighter Futures - Rough Sleeper Team



The Hubb Foundation

Our Funds Public Appeals

These are funds that are made up of donations from public appeals, and held and managed by The Community Foundation.

COVID-19 LICHFIELD APPEAL
C-19 STAFFORDSHIRE APPEAL
SHROPSHIRE FLOOD FUND
SURVIVING WINTER APPEAL



Our Funds Flowthrough Funds

These are funds which are not invested, but where funding has been made available to support a particular cause, and are usually designed to be spent within 12 months.

- Building a Stronger Britain (working with the Home Office)
- Connecting Communities (with Stoke on Trent City Council (Public Health))
- NET Coronavirus Response Fund (with the National Emergencies Trust)
- NET DCMS Big Night In match fund (with the National Emergencies Trust, the Department for Digital, Culture, Media & Sport & UKCF)
- European Social Fund (with the Education & Skills Funding Agency)
- GVC Onward Fund (working with GVC)
- People Power Fund (working with the Office of the Staffordshire Commissioner for Police, Fire & Crime)
- Safer Roads Fund

- (working with Staffordshire County Council, Stoke on Trent City Council & The Office of the Staffordshire Commissioner for Police, Fire & Crime)
- SBC Small Grants Fund (working with Stafford Borough Council)
- SSCE Fund (with Southern Staffordshire Community Energy)
- Stafford Emergency Fund
- Tampon Tax Fund (working with the Department for Digital, Culture, Media & Sport)
- Transformation & Growth Fund (working with UKCF & the Department for Digital, Culture, Media & Sport)
- Winter Warmth Fund (working with Staffordshire County Council, Beat The Cold and Staffordshire Fire & Rescue)

Our Funds

Place Based Giving



Whilst we work with many funders to bring benefit to communities across Staffordshire, usually a donor or funder has a particular field of interest that they want to address.

We had very few funds available that were place-based, benefitting a particular area of the county, with a remit that was changeable and adaptable to allow it to respond to changing and emerging needs, and so in 2011 we established 10 place-based funds.

These funds have been developed to pool small contributions, and part of our Foundation Club scheme, to create a general grants fund for an area, that is restricted by geography only. Each fund has a panel of local 'donor advisors', people who help to raise funds and steer the direction of the fund.

A community fund is an endowment fund that will distribute grants to that area specifically. The remit of the fund and the causes it will support are flexible, to allow us to respond to changing needs across the county. It also allows us to vary the support given in each area, to make sure we are truly reflective of an area's strengths and need for support.

Each year the return from the investment will be given away as grants to individuals, community groups and local charities. As only the interest on the investment is given away, it means that the fund will exist forever.

- **Burton**
- **Cannock Chase**
- **Lichfield**
- **The Moorlands**
- **Newcastle**
- **South Staffordshire**
- **Stafford**
- **Staffordshire**
- **Stoke On Trent**
- **Tamworth**
- **Uttoxeter**



Our Funds

More Place Based Giving

Aside from donations from local people and local businesses we can also add dormant funds to the local community funds. These are charitable funds that might have been set up many years ago for various causes.

Due to national and regional developments there may be no need for these funds any longer – certain funds may be directed towards things that are now financed by the Government or the local council, or the need may not exist any longer. These funds may only be worth a few hundred pounds each but when they are added to other donations, as in a community fund, it means that they can still continue to benefit the geographical area for which they were intended.

Each year there are various fundraising efforts made to increase the size of each fund, meaning people in an area can raise money for a local charity where they can see the benefits of their work first hand on their own doorstep. Often, the mayor of each area will add some of the money raised in their tenure to the local community fund, ensuring that the area continues to benefit from their hard work long after they have left office.

Making a Difference Across the District



we love



All of the 'Place Based Giving' funds mentioned are funded through our 'We Love' initiative.

How Can I Help to Give Something Back?

Charitable giving is a personal choice, and it is rare that two people want to achieve exactly the same thing in the same way. The Community Foundation does not operate a 'one size fits all' approach to charitable giving, and our team of expert advisors are here to work with you to develop a plan to give charitably **that suits your needs and wishes.**

Charitable giving and philanthropy is no longer the domain of the very wealthy, and **everyone can be involved in supporting their preferred causes and people, in a way that suits them.**

The Community Foundation is an organisation that has a basis in sustainability, so you can be sure that **however you choose to give, there will always be someone on hand to offer help, information, advice, guidance and support.**

Here's How You Can Help to Give Something Back...

Establish your Own Fund

Having your own fund is like having your own charitable trust without the hassle of administration and regulations. If you have a specific remit in mind, or a specific type of charitable cause that you would like to support then you can establish your own named fund. The name can be chosen by you, and is usually used so that it is easily identifiable by donor, whether that is an individual's name, a family named fund, or a business name. It helps to ensure that your charitable giving is recognised.



Supporting A Community Fund



If you wish to give something back charitably but don't want to establish your own dedicated fund, or you don't want to give large amounts, you could support one of our community funds.

These funds are specific to a geographical area, and are flexible so that they can respond to changing needs within your local community.

Held Fund

A held fund is where we take over the day to day administration of an existing fund or a newly established fund. We will manage all legalities, and can invest the fund with our endowment to generate a better return, whilst leaving all decisions to you.



Leaving A Legacy

You can leave a gift to The Community Foundation in your will to support the causes and areas you care about after you are gone.



This could be a pecuniary or residuary legacy, and we are happy to work with you and your solicitors to decide on appropriate wording that you can include in your will. A legacy can be used to establish a fund in your own name, that of a family, or to be added to one of our existing funds.

Join The Foundation Club

The Foundation Club is a local network of people and businesses who want to give something back to their local community on a regular basis. Donations can start from as little as £1000 per year, and offers the opportunity to network with other Foundation Club members, to share information about your charitable giving and to develop personal and business connections with other philanthropically minded people. Any donation received through The Foundation Club is administered through our 'We Love' community funds, and so goes to make a difference to organisations on your doorstep.



Our Financial Summary

2020 / 2021



£7.4 Million
Total Endowment



2019 / 2020



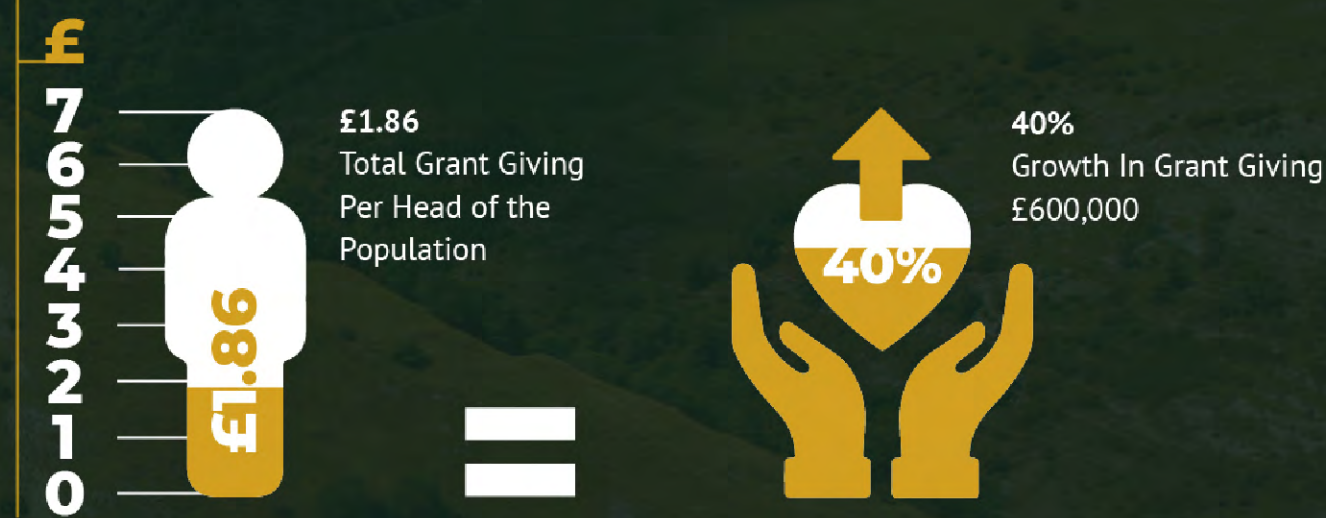
£5.8 Million
Total Endowment



2020 / 2021



£2.1 Million
Grant Giving



2019 / 2020



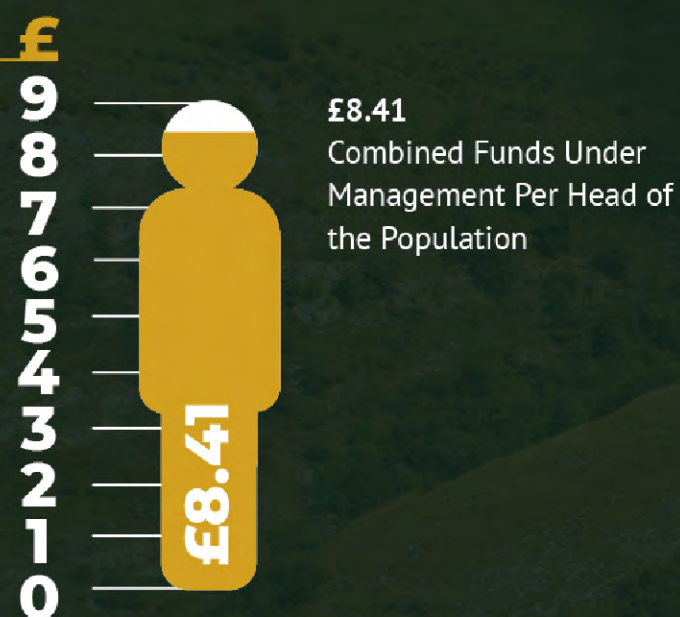
£1.5 Million
Grant Giving



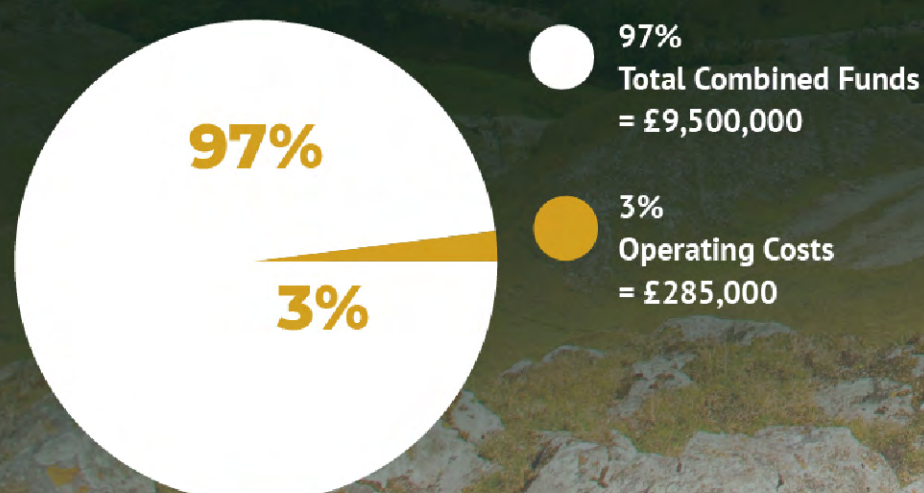
Our Financial Summary Continued



**£9.5 Million
Combined Funds
Under Management**



Just a £285,000 Operating Budget



Meet Our Team

Our Staff & Our Trustees



Steve Adams
Chief Executive

Adam Berrisford
Head of Operations

Leanne Macpherson
Head of Programmes

Faye Williams
Business Dev Manager

Jo Cooper
Business Dev Officer



Sian Emery
Programmes Officer

Benjamin Hilton
Operations Officer

Laura Shaw
Programmes Administrator

Roger Lewis
Chairman

Jonathan Andrew
Vice Chair



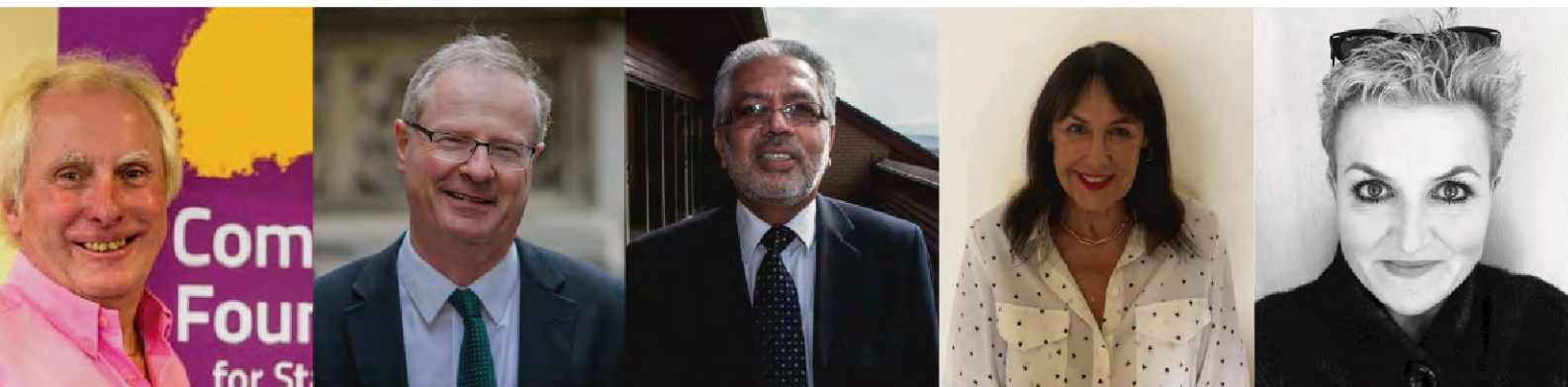
Simon Price
Vice Chair

Lorraine Green
Treasurer

Charlotte Almond
Trustee

Ashley Brough
Trustee

Adele Cope
Trustee



Terry Walsh
Trustee

Jeremy Lefroy
Trustee

Prakash Samani
Trustee

Judy Scott-Moncrieff
Trustee

Dean Harris
From March 2021

Get In Touch

With The Community Foundation

Contact Us

The Community Foundation for Staffordshire
Communications House
University Court
Staffordshire Technology Park
Stafford
ST18 0ES

 01785 339 540

 office@staffordshire.foundation

 www.staffordshire.foundation

Social Media

Search for us on
Twitter, Facebook, Instagram and LinkedIn using:



“CFStaffordshire”

YouTube



Find us on YouTube using:
“The Community Foundation for Staffordshire”

Auditors

Dains LLP

Bankers

Unity Trust Bank

Registered Charity

No: 1091628

Investment Managers

Brewin Dolphin Limited
CCLA Investment Management Limited
Marlborough Fund Managers Limited

Company Registered in England & Wales

No: 04220563



The
**Community
Foundation**
for Staffordshire