

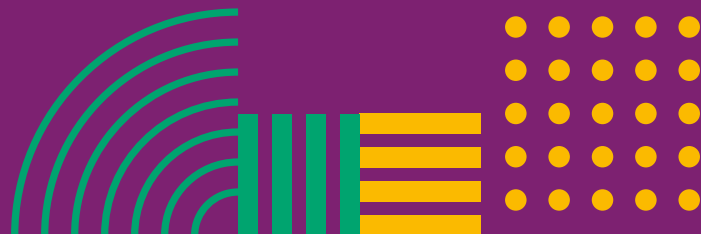
The Community Foundation for Staffordshire

Our year in review

2023/24



“ Our actions today lay
the foundation for a
stronger tomorrow.”



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A message from our outgoing chair

I've lived in Staffordshire most of the time since 1971, so when I finally found some space in my life it felt right to try to put something back into this wonderful county.

I was already familiar with the Community Foundation movement and its potential, so I was delighted to become a trustee in 2013.

The transformation since then has been remarkable. Back in 2013, we operated from a small office generously provided by Staffordshire University. Today, we're preparing to move into our own building—one that will house not only our team but also like-minded organisations, and serve as a hub for the local third sector. The team has grown from four to 14, and our reach now extends to Shropshire as well as Staffordshire.

I'm not quite sure how I ended up as chair of this incredible organisation for seven years, but I do know it was only possible thanks to the brilliant trustees, staff, and volunteers I had the privilege to work with—none of whom are in it for the money.

The biggest lesson I've learned is that meaningful, urgent work and enjoyment can go hand in hand. In fact, I'd say people work harder when

they're happy. Judging by what we've achieved over the last decade, we must have been very happy indeed.

I'm especially proud of our response to the Covid pandemic. Thanks to solid contingency planning, we shifted smoothly to home working and quickly delivered support where it was needed most. Staff, trustees, and volunteers all rose to the challenge, despite the personal stresses they were facing. I'm deeply grateful to each of them.

But all good things must come to an end. At the 2023 AGM, it felt like the right time to step aside and make space for someone with fresh energy and ideas.

Enter Ashley Brough! Already a trustee, Ashley had shown how capable he was, and I was thrilled when he agreed to take on the role of chair. Challenges will come, as they always do, but the Community Foundation has weathered them before—and with Ashley leading, I'm confident the future is bright.



Roger Lewis
Outgoing Chair

A message from our incoming chair



Ashley Brough
Incoming Chair

Roger is a tough act to follow. I would like to sincerely thank him on behalf of the Community Foundation for his excellent leadership, judgement and skill.

It's fair to say the early days brought their share of challenges—and there have been a few bumps more recently too—but Roger steered us steadily through to calmer waters. I'm grateful that he continues to be a trusted advisor as we move forward in our mission to serve our communities.

I'm proud that our work is now recognised and valued across both counties. We're growing—expanding our endowment, increasing our grant-giving, and deepening our involvement in local communities. You'll find more details about these new initiatives and grant schemes in the rest of this booklet.

There's still much to do, but I feel optimistic. We're fortunate to have a bold, ambitious team—both trustees and staff—who are committed to helping this organisation thrive. Their drive to strengthen our support for those facing the toughest of times is unwavering. As we grow, so too does our responsibility

to the communities we serve. Meeting that challenge will take commitment, insight, and hard work—all qualities this team has in abundance.

After nearly forty years in the private sector—managing a wide range of businesses across manufacturing, waste recovery, property, food, finance, and investment—I hope to bring useful, transferable skills to the Foundation and contribute to its continued growth.

This review focuses on our work in Staffordshire. A separate review details our work in Shropshire, where we offer Salopians and Telfordians the same high level of support we provide across Staffordshire & Stoke-on-Trent.

The ambition of our team seems boundless, and I'm honoured to serve them as Chair as we enter this exciting next chapter.

Welcome from the Chief Executive

In a year defined by progress, resilience, and collaboration, we've continued to strengthen communities across Staffordshire, Stoke-on-Trent, and beyond.

Welcome to our year in review, covering the period from April 2023 until March 2024. The Community Foundation has been operating throughout Staffordshire and Stoke-on-Trent for over two decades, and since 2016 we have extended our activities to Shropshire and Telford & Wrekin. Our mission is to connect individuals who wish to support their local communities with those in need of assistance. This includes private philanthropists, local businesses, local authorities, statutory bodies, and individual donors.

Local knowledge, lasting impact

Although our headquarters are based in Stafford, our team consists of members from across both counties, providing us with comprehensive local knowledge and the ability to identify existing and emerging needs within these communities. We then swiftly and effectively mobilise local resources to address those needs.



A year of ambitious delivery

At the outset of the year, we had several exciting initiatives planned, which we successfully implemented throughout the year. Among these were new grant schemes secured the previous year and rolled out during the summer. One major scheme, funded by the Department for Culture, Media and Sport, and available exclusively to Stoke-on-Trent, focused on community integration and support through volunteering. This adaptable and flexible scheme departed from traditional funding models and supported numerous innovative community projects.

Growing grants, meeting needs

Since our inception, we have consistently increased our annual grant distribution. While it is gratifying to provide funding to local communities, we remain concerned about the ongoing needs that persist. Recognising the requirement for high-quality, affordable office space for local charities, we invested in a three-storey building, converting it into serviced office accommodation for the voluntary and community sector. This not only provides essential workspace for organisations dedicated to community support but also fosters networking opportunities and flexible work environments.



I extend my sincere gratitude to everyone who supported us this year. The strength of the Community Foundation lies in our collaborative approach.

Going green and going digital

This year, we launched a digital transformation initiative aimed at achieving a greener future for the Community Foundation. Our new offices are primarily powered by solar energy, and we have transitioned to a paperless office—although you will still find the odd notebook on a few of our desks when people think no one is looking. More digital projects are planned for next year, acknowledging the potential and scope of digital technology. However, despite embracing digital efficiencies, our focus remains people first.

A note of gratitude

I extend my sincere gratitude to everyone who supported us this year. The strength of the Community Foundation lies in our collaborative approach. Working together within a larger ecosystem is essential for success.

A special thanks to our president

A special mention must go to our President, Ian Dudson, HM Lord Lieutenant of Staffordshire. He has been a steadfast support since long before he became Lord Lieutenant, and has continued to this day. It is a pleasure to be connected to someone who is so dedicated to supporting his county.

Celebrating our team and trustees

Additionally, I would like to acknowledge the remarkable team at the Community Foundation, including three new members this year, who have worked tirelessly behind the scenes. It is their dedication and commitment that drives the growth of the Foundation, as they genuinely invest in the prosperity of our communities. Our board of trustees and sub-committee members provide critical governance and support, always ready to assist when needed, reflecting their unparalleled dedication to local charities and the county.

Thank you to our supporters

Our deepest appreciation goes to our donors, fundholders, sponsors, and supporters. Their contributions to endowment and grant funds and emergency appeals enable us to enhance local lives profoundly. We could not achieve our objectives without their fantastic and unwavering support.

Together, we make a difference

Finally, thank you to all of you reading this. In various ways, you all contribute to making our county a better place to live, work, and play. Your efforts are indispensable, and we are immensely grateful for your contribution.

Steve Adams, *Chief Executive*
The Community Foundation for Staffordshire

01

Who we are



The Community Foundation is probably most well-known for our grant giving, awarding more than £3m each year to help support causes across Staffordshire.





A thoughtful funder

The Community Foundation is probably most well-known for our grant giving, awarding more than £3m each year to help support causes across Staffordshire.

Our grant giving comes from a range of sources: government schemes distributed through the Community Foundation for our local insight and connections; local authorities who value our reach and cost-effective, high-quality service; national and regional charities wanting to reach local communities; and our endowment fund, built from donations by local people and businesses who want to give back.

Most of these funds are highly specialised, each with its own criteria. The Community Foundation bridges the gap between funders' aims and community needs.

We regularly review our grant guidelines and practices to ensure we're meeting community needs. In 2020, we joined the Institute for Voluntary Action Research's 'Thoughtful Funder' scheme, committing to eight principles that make applying for funding easier, clearer and more transparent.

Our eight commitments:

1. We will not waste applicants' time and 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 giving 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.

Staffordshire statistics

Staffordshire, a county of 1,047 square miles, offers a unique mix of historic industry, cultural landmarks, and scenic landscapes.

Population

Staffordshire
877,900

Stoke-on-Trent
258,426



Ethnicity

	Staffordshire	Stoke-on-Trent
White	93.8%	83.3%
Asian	3.3%	9.9%
Black	0.8%	2.8%
Mixed Race	1.7%	2.3%
Other	0.5%	1.7%



Live in rural areas

Staffordshire
23.4%

Stoke-on-Trent
0.4%



Unemployment

Staffordshire
2.9%

Stoke-on-Trent
3.9%



Average Salary

Staffordshire
£36,000

Stoke-on-Trent
£29,000



Average Age

Staffordshire
42

Stoke-on-Trent
38



Life Expectancy

Staffordshire
81

Stoke-on-Trent
77



Passport

13.5% of the population of Staffordshire do not have a passport

17.3% of the population of Stoke-on-Trent do not have a passport



Our team

Meet our fantastic staff



Steve Adams
Chief Executive



Adam Berrisford
Head of Operations &
Finance



Leanne Macpherson
Head of Programmes



Faye Williams
Business Development
Manager



Craig Graham
Programmes Officer



Sian Emery
Programmes Officer
(Endowments)



Joe Palmer
Programmes Officer
(Staffordshire)



Nikki Winmill
Programmes Officer
(Shropshire)



Jo Cooper
Projects & Partnerships
Officer



Yasmin Hargrove
Administrator



Suzy Cole
Administrator





Meet our fantastic trustees



Roger Lewis
Chair until November 2023



Ashley Brough
Chair from November 2023



Simon Price
Vice Chair



Jonathan Andrew
Vice Chair until November 2023



Charlotte Almond
Vice Chair from November 2023



Jeremy Lefroy
Treasurer



Charlie Bagot Jewitt
Trustee



Alan Durose
Trustee



Sherrel Fikeis
Trustee



Antony Jones
Trustee



Reena McCourt
Trustee



Judy Scott Moncrieff
Trustee



Terry Walsh
Trustee



02

Our impact



We're supporting the people and groups working hard to make Staffordshire a better place to live.

Our grants provide vital support for Staffordshire's communities

By funding local projects and ideas, we're supporting the people and groups working hard to make Staffordshire a better place to live.

About our funding

Funding is our way of investing in Staffordshire's communities. It's designed to help people tackle challenges, develop projects, and create opportunities. Whether it's a small grassroots idea or a bigger project, our funding is aimed at making life better for everyone in the area.

We can award funding for lots of different things, like fighting poverty, promoting inclusion, boosting education, protecting the environment, or supporting arts and culture. They're flexible and focused on what Staffordshire needs most.

How do we decide who gets our funding?

We try to keep it simple, fair, and open to everyone. Here's a quick look at how it works:

- **Making decisions:** Our committee carefully picks the projects that will make the biggest impact while keeping things fair and balanced.
 - **Keeping on track:** Once we award the funding, we stay in touch with recipients to see how things are going and make sure everything's on track.
- ### Why do we award grants?
- We award funding because we believe in making Staffordshire a stronger, better place for everyone. Here's why we do what we do:
- **Helping communities:** Supporting people and groups tackling important issues like poverty, education, and health.
 - **Encouraging creativity:** Backing ideas that find fresh ways to solve problems.
 - **Bringing people together:** Promoting teamwork between local organisations to get more done.
 - **Building a brighter future:** Helping projects that bring long-term benefits to the area.
- It's all about creating opportunities and tackling problems to make Staffordshire the best it can be.
- **Spreading the word:** We let local groups, charities, and organisations know about available funding and encourage them to apply.
 - **Application process:** People send in their proposals, sharing their goals, how the money will help, and what impact they hope to have.
 - **Reviewing applications:** Our team, along with outside experts when needed, look at the proposals. We think about things like how realistic the project is and the difference it will make.

Grants summary 2023



4736

TOTAL GRANTS AWARDED



£2,926,692

AWARDED



109,385

TOTAL BENEFICIARIES

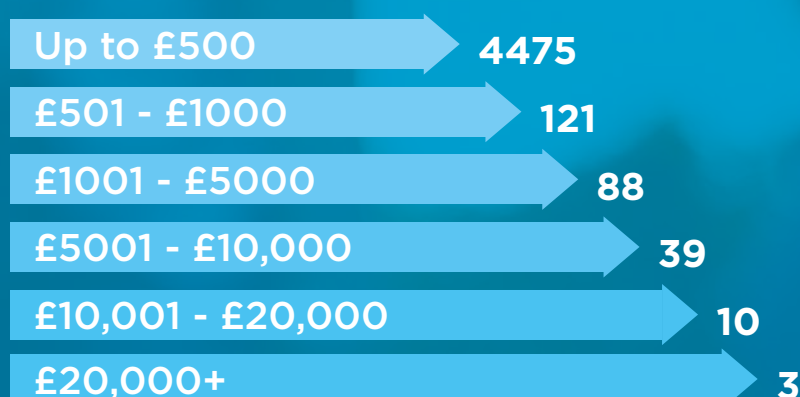
NO. OF GRANTS AWARDED BY AREA	
Area	No.
Cannock Chase	606
East Staffordshire	530
Lichfield	518
Newcastle-under-Lyme	619
South Staffordshire	424
Stafford	604
Staffordshire Moorlands	400
Stoke-on-Trent	565
Tamworth	470

AMOUNT OF GRANTS AWARDED BY AREA	
Area	No.
Cannock Chase	£302,019
East Staffordshire	£414,067
Lichfield	£363,161
Newcastle-under-Lyme	£412,700
South Staffordshire	£256,993
Stafford	£331,867
Staffordshire Moorlands	£268,350
Stoke-on-Trent	£350,851
Tamworth	£226,684

BENEFICIARIES INCLUDE:
4442 INDIVIDUALS
249 UNIQUE ORGANISATIONS

NO. OF BENEFICIARIES BY AREA	
Area	No.
Cannock Chase	11,036
East Staffordshire	34,919
Lichfield	14,968
Newcastle-under-Lyme	21,691
South Staffordshire	3,807
Stafford	8,710
Staffordshire Moorlands	7,093
Stoke-on-Trent	6,533
Tamworth	628

GRANTS AWARDED BY FINANCIAL BAND



Grant Case Study:

1st Stonnall Scout Group

Amount: **£620** | Area: **Lichfield** | Category: **Young people**

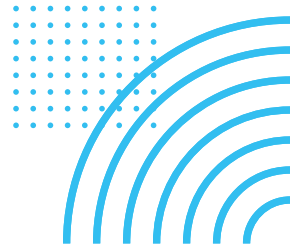
Young people are the foundation of our future, holding the potential to shape thriving communities and drive meaningful change.

Investing in their development not only empowers them to overcome barriers and achieve their full potential but also creates a ripple effect that benefits society as a whole. By supporting young people, funders have the unique opportunity to nurture innovation, resilience, and leadership in the next generation. This investment ensures a brighter, more equitable future where young voices are heard, valued, and equipped to make a lasting impact.

Thanks to a grant from our We Love Lichfield fund, the 1st Stonnall Scout Group hosted an exciting range of on-site activities, such as crate stacking, ziplining, and tomahawk throwing. These thrilling experiences not only captured the enthusiasm of the young scouts but also gave them the chance to explore new adventures and develop valuable skills in a fun and supportive environment.

"We really appreciate all you do as we are a small group it really helps us do as much as we can to encourage our members to do their best whilst having fun"





Grant Case Study:

Borderland Voices

Amount: **£1000** | Area: **Staffordshire Moorlands** | Category: **Arts, Culture and Heritage**

Arts, culture, and heritage are vital threads in the fabric of our communities, offering identity, connection, and inspiration.

Supporting these sectors not only preserves our shared history but also sparks creativity and innovation that drive social and economic progress. By investing in arts, culture, and heritage, funders enable people and communities to celebrate diversity, explore new perspectives, and deepen their understanding of the world. This support fosters a legacy of cultural vibrancy that enriches lives for generations.

Borderland Voices is a creative haven promoting mental well-being, social connection, and mutual support. They offer free weekly creative writing and expressive arts sessions, where people build arts-based skills while sharing laughter, drinks, biscuits, and conversation. These activities ignite creativity, reduce isolation, strengthen coping skills, and help form vital support networks.

With support from our We Love the Moorlands fund, Borderland Voices brought history to life through four family-friendly arts and crafts sessions themed around wartime heritage. Hands-on projects like peg-dolls, coloured dioramas, and lolly-dollies offered a fun and meaningful way to connect with the past through creativity.

“On several occasions, parents commented that the peg-doll activity especially suited their autistic child. These young people, who might otherwise feel overwhelmed, became fully absorbed in creating tiny clothes for their dolls. One young teen returned repeatedly to add to her growing peg-doll ‘family.’”



Grant Case Study:

Kingswood Trust

Amount: **£478** | Area: **South Staffordshire** | Category: **Older People**

Older people are the pillars of our communities, offering wisdom, experience, and resilience.

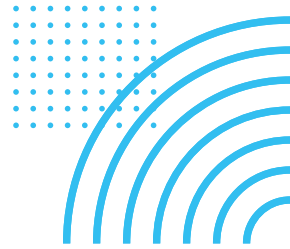
Supporting this generation builds intergenerational connections, reduces social isolation, and empowers older adults to live with dignity and purpose. By investing in programmes for older people, funders promote inclusivity, meet pressing societal needs, and create stronger, more connected communities for all.

The Kingswood Trust is an award-winning charity offering life-changing experiences through residential stays, forest school programmes, curriculum-linked activities, community events, training, and volunteering. Inclusivity is central to their work, welcoming everyone—from under-fives to over-65s—through initiatives like the ‘Nature Connections’ dementia programme. Their aim: to help people reconnect with nature while enhancing physical and mental well-being.

Set in nine acres of beautiful South Staffordshire countryside, the Trust provides a safe, enriching environment with woodlands, meadows, ponds, wildlife habitats, and dedicated forest school areas. Visitors engage in hands-on experiences such as pond dipping, bird watching, and conservation, building skills, confidence, and well-being.

With support from the TopCashback Sustainability Fund, the Trust expanded ‘Nature Connections’ to reach more people with dementia and their families. The project offers nature walks, sensory experiences, meals, and community support—providing a vital lifeline that eases loneliness and brings people together.





Grant Case Study:

New Vic Theatre

Amount: **£9940** | Area: **Newcastle-under-Lyme** | Category: **Community Cohesion**

Resettlement and equality projects are essential for building inclusive communities where everyone has the opportunity to thrive.

By removing barriers and supporting integration, these initiatives promote fairness, dignity, and shared prosperity. Funders investing in this work empower individuals to rebuild their lives, strengthen social cohesion, and advance a more equitable future—reflecting a belief in the value and potential of every person.

With support from the New Communities Fund, the New Vic Theatre helped to support displaced Ukrainian people. They named their work 'The Sunflower Project' (Sonyashnyk in Ukrainian), taking its name from the sunflower - a Ukrainian symbol of resilience, hope and peace.

Our funding supported creative sessions for children, adults, and families, including drama, games, music, art, storytelling, and participatory activities. The project culminated in a special Christmas performance of *The Nutcracker*. Adults also enjoyed the "Creative Café," a welcoming space for connection and therapeutic art-based sessions.

The project launched on Saturday 23 September 2023, with 30 participants taking part in creative and reflective activities. Weekly Creative Café sessions followed, helping families feel at home in the New Vic. Host families and participants joined theatre tours, rehearsals, craft sessions, and received free show tickets. During half-term, free family activities—including den-making, games, and workshops—offered fun, connection, and support when it was most needed.



Grant Case Study:

Helping Angels

Amount: **£500** | Area: **Stoke-on-Trent** | Category: **Environment**

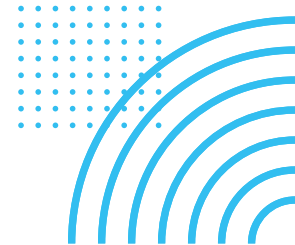
Environmental projects are crucial for safeguarding our planet and ensuring a sustainable future for generations to come.

By supporting these initiatives, funders play a vital role in addressing pressing challenges such as climate change, biodiversity loss, and environmental degradation. Investing in environmental projects not only helps protect natural resources but also promotes innovation, raises awareness, and empowers communities to take action. This commitment paves the way for a greener, healthier, and more resilient world.

Helping Angels is dedicated to empowering children and adults with disabilities and special needs, helping them lead independent and enriching lives across Stoke-on-Trent and Staffordshire.

Thanks to a grant from the TopCashback Sustainability fund, they launched a Community Garden workshop, bringing together individuals with special needs, physical disabilities, and the wider community. Participants grew their own vegetables, fruits, and herbs, which were used in the Inclusion Hub, Community Kitchen, and shared for broader community use. They also initiated a plant-and-share scheme and organised “Green Days” with local schools, spreading awareness about the environmental benefits of gardening and the value of cultivating homegrown produce. This initiative fostered connection, education, and sustainability in the community.





Grant Case Study:

Stafford Harriers

Amount: **£780** | Area: **Stafford** | Category: **Sports and Recreation**

Sports and recreational projects are key to building healthy, active, and connected communities.

By supporting these initiatives, funders promote physical and mental well-being, encourage teamwork and leadership, and create inclusive spaces where people of all ages and backgrounds can come together. These investments enrich lives, strengthen community ties, and inspire future generations.

A Stafford-based running group secured a small grant from the Sports Stafford Borough Fund with a simple yet powerful goal: to boost team pride and unity by providing official club running vests.

More than just athletic gear, the vests symbolise camaraderie and belonging. Whether at local races, charity events, or training sessions, wearing club colours helps runners feel part of something bigger—connected to both their team and their wider community.

The grant supported the group in proudly showcasing their identity, promoting participation, and encouraging others to get involved in local sport. It's a small change with a big impact—fostering confidence, visibility, and a healthier lifestyle for all.

“Providing kit just makes it so much easier and happier for children—it removes the pressure on them (and their parents) to afford extra gear. They feel proud to belong, equal to others, and more confident to be themselves at events.”



Grant Case Study:

Uttoxeter Lions

Amount: **£1000** | Area: **East Staffordshire** | Category: **Stronger Communities**

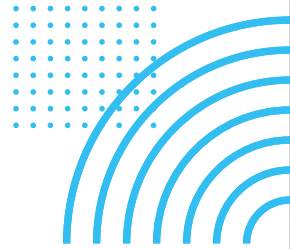
Stronger community projects are the backbone of resilient and supportive neighbourhoods.

These initiatives empower individuals to connect, collaborate, and create environments where everyone can thrive. By funding stronger community projects, funders help build networks that address local challenges, foster inclusivity, and promote shared values. This investment not only enhances the quality of life for all but also paves the way for sustainable, long-lasting community development.

The Uttoxeter Lions are dedicated to serving their local community, offering invaluable services such as prostate cancer and diabetes screenings, free Family Fun Days, and their much-anticipated annual Bonfire and Fireworks display.

To further enrich the lives of residents in the town and surrounding areas, the group applied for a grant from our We Love Uttoxeter fund to support their “Party on the Pitch” event. This annual family festival is a vibrant celebration, bringing people together with entertainment and activities that create lasting memories and strengthen community bonds.





Grant Case Study:

All The Small Things

Amount: **£1917** | Area: **Stoke-on-Trent** | Category: **Health and Wellbeing**

Health and wellbeing projects are vital for creating thriving communities where individuals can live resilient, fulfilling lives.

By supporting these initiatives, funders address critical issues like physical health, mental wellbeing, and access to care—improving outcomes and strengthening community ties. Investing in wellbeing is a commitment to helping people overcome challenges and reach their full potential.

All the Small Things CIC is a vibrant community hub in North Staffordshire that empowers people to take action, tackle inequalities, and build connections. One of its standout initiatives is Stoke Sings, which brings people together through the uplifting power of singing.

With choirs, workshops, and events across Stoke-on-Trent, the project celebrates singing as a powerful tool for wellbeing.

With a grant from our Breath of Life fund, they launched Village Voices: Singing for Lung Health—a weekly group for people with COPD and Long Covid. Sessions include relaxation, posture work, breathing exercises, and vocal warm-ups, combining therapy with creative expression to support lung health.

Our funding covered the running costs for 6 months, enabling 50 people to benefit from the project.

“Before joining, I was isolated and struggling with Long Covid. This group has helped me regain strength, confidence, and independence—and I’ve made some lovely friends along the way.”





03

Help give back



Our mission is to consolidate resources from individuals, businesses, and organisations to provide a sustainable source of support for local communities.



Working in partnership

Collaboration is at the heart of every Community Foundation. Our mission is to bring together resources from individuals, businesses, and organisations to provide sustainable support for local communities.

Across the county, we work with a wide range of partners—from councils and statutory agencies to voluntary groups and local businesses. Some partnerships address immediate needs, while others focus on lasting community impact. Together, we achieve far more than we could alone.



UKCF

We are proud members of UKCF, the national body for accredited community foundations. It enables us to share best practice and demonstrate the power of working collectively.



Team Staffordshire

This partnership unites voluntary sector infrastructure bodies like Support Staffordshire, SCVYS, VAST, and the Community Foundation, alongside delivery groups and local authorities. Together, we strengthen the sector's voice in local strategic planning.



Made in Stoke

A place-based giving network, Made in Stoke brings together organisations and individuals with ties to the city to improve local lives. Partners include the YMCA, universities, the City Council, and Stoke-born leaders now in major UK firms.



CPRE

We collaborate with CPRE on the Best Kept Village & Community Competition, creating new awards such as one for the best 'Made in Staffordshire' business.

Uttoxeter Hub

We are working with Uttoxeter Town Council to turn a disused building into a local community hub, with modern, environmentally friendly facilities.



Professional advisers

Partnering with an accredited UK community foundation offers professional advisers expert guidance, efficient giving, and meaningful local impact.

Expertise and local knowledge

We have unparalleled expertise in local voluntary and community sectors. This knowledge enables advisers to direct clients toward impactful giving opportunities that meet specific community needs. By utilising this local insight, advisers can ensure their clients' donations result in significant change in areas which are important to them.

Efficient and flexible giving solutions

We provide services designed to manage client philanthropy in a cost-effective and tax-efficient manner. Flexible options are available, such as named funds, which function like charitable trusts but with fewer administrative requirements. A significant advantage of these funds is their responsiveness, enabling clients to adjust their contributions quickly according to emerging needs.

Tax-effective giving

We help to make charitable contributions more financially advantageous for people, by providing solutions for tax-efficient charitable giving. It could result in substantial tax benefits to clients.

Comprehensive support

We manage every facet of fund administration, reporting, and grant-making. By delivering a complete wraparound service supported by ongoing, comprehensive assistance, we enable advisers to concentrate on cultivating client relationships while ensuring that their clients' philanthropic objectives are achieved effectively.

Legacy planning

For clients seeking to leave a lasting legacy, we provide assistance in creating endowments and integrating philanthropy into estate planning. This service guarantees that clients' values and generosity will continue to positively impact future generations.





Personal giving

Charitable giving is a deeply rewarding act that offers countless benefits to people, extending far beyond simply donating money.

Enhanced sense of purpose and meaning:

Donating to causes aligned with your personal values provides a sense of purpose, knowing you're making a positive impact on the world. The Community Foundation can ensure that we source the sort of causes you want to support. This can combat feelings of isolation and foster a sense of connection to something larger than oneself. Studies have shown a correlation between charitable giving and increased happiness and life satisfaction. The act of giving releases endorphins, creating a "helper's high."

Improved mental and physical health:

- Focusing on others can shift attention away from personal worries and anxieties.
- Volunteering and supporting charitable activities can promote social interaction and reduce feelings of loneliness.
- Some research suggests that regular volunteering can contribute to lower blood pressure and improved cardiovascular health.

Strengthened social connections:

- Charitable activities provide opportunities to connect with like-minded individuals and build strong social networks.
- Engaging in charitable activities with family and friends can strengthen bonds and create shared experiences.





Tax benefits:

- UK taxpayers can boost their donations through Gift Aid, allowing the Community Foundation to claim an extra 25p for every £1 donated.
- Higher-rate taxpayers can also claim back the difference between the higher rate and basic rate of tax on their donations.
- Donating through payroll giving allows individuals to give to charities directly from their pre-tax salary, reducing their tax liability.

Personal growth and development:

- Engaging with charitable causes can broaden perspectives and increase empathy for others.
- Volunteering can provide opportunities to learn new skills and develop personal strengths.
- Helping those less fortunate can foster a sense of gratitude for one's own blessings.

Leaving a legacy:

- Charitable giving allows individuals to leave a lasting impact on the world, even after they're gone.
- Leaving a charitable bequest in a will can ensure that personal values and passions continue to be supported.

By giving through the Community Foundation it can lead to a wealth of personal benefits, enriching your life, as well as the lives of the people in your community.



By giving through the Community Foundation it can lead to a wealth of personal benefits, enriching your life, as well as the lives of the people in your community.



Business giving

In today's socially conscious marketplace, charitable giving is no longer just a philanthropic act; it's a strategic business decision. Engaging with the Community Foundation offers a multitude of benefits, extending far beyond the feel-good factor.



Enhanced brand reputation and public image:

- **Demonstrated Social Responsibility (CSR):** Consumers increasingly favour businesses that demonstrate a commitment to social and environmental causes. Charitable giving showcases a business's ethical values and builds a positive public image, fostering trust and loyalty.
- **Improved brand perception:** Aligning with the Community Foundation can enhance brand perception, associating the business with positive values and a sense of purpose.
- **Increased media coverage and public relations:** Charitable initiatives often attract media attention, providing valuable PR opportunities and raising brand awareness.

Increased employee engagement and morale:

- **Sense of purpose and meaning:** Employees are more engaged when they feel their work contributes to a greater good. Charitable involvement provides a sense of purpose and meaning, boosting morale and job satisfaction.
- **Team building and collaboration:** Participating in fundraising events or volunteering activities can foster teamwork and collaboration, strengthening employee relationships.
- **Attracting and retaining talent:** Demonstrating a commitment to social causes can attract and retain top talent, particularly among younger generations who prioritise ethical and socially responsible employers.





Improved customer relations and loyalty:

- **Shared values and connection:** Customers are more likely to support businesses that share their values. A partnership with the Community Foundation can create a deeper connection with customers, fostering loyalty and advocacy.
- **Differentiation from competitors:** In a competitive market, charitable giving can differentiate a business from its competitors, providing a unique selling proposition.
- **Increased customer engagement:** Charitable initiatives can provide opportunities for customer engagement, such as fundraising campaigns or volunteer events.

Strengthened community relations:

- **Building local goodwill:** Supporting people through the Community Foundation can strengthen relationships with the community, fostering goodwill and positive local perception.
- **Addressing local needs:** Charitable giving can help address local needs and contribute to the well-being of the community, creating a positive impact.
- **Networking opportunities:** Engaging with the Community Foundation can provide valuable networking opportunities, connecting your business with similar businesses and people who also support us.

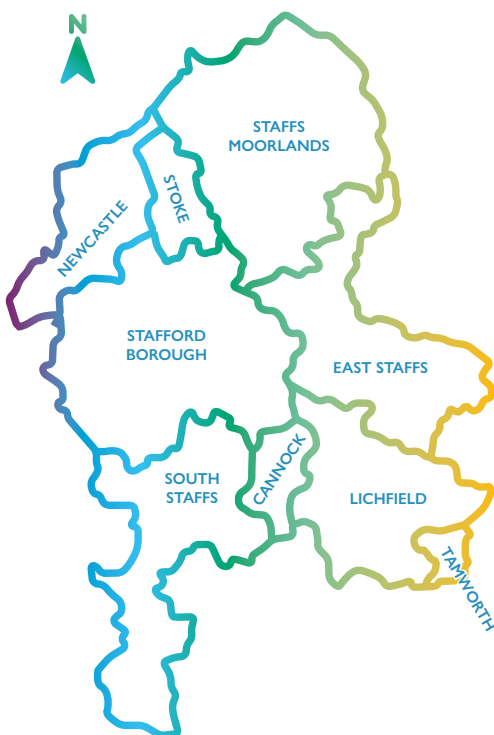
Tax benefits:

- **Tax relief:** Donations to the Community Foundation in the UK are tax-deductible, reducing a company's tax liability.
- **Payroll giving:** Businesses can set up payroll giving schemes, allowing employees to donate to the Community Foundation directly from their pre-tax salary.
- **Gift aid:** If a sole trader or partnership donates through the Community Foundation we may also be able to claim Gift Aid on donations.

Enhanced business partnerships:

- **Collaboration opportunities:** Working with the Community Foundation can lead to collaboration opportunities with other businesses and organisations, creating mutually beneficial relationships.
- **Access to new markets:** Supporting the Community Foundation can provide access to new markets and customer bases.
- **Shared resources and expertise:** Partnering with the Community Foundation can provide access to shared resources and expertise, benefiting both parties.

By strategically integrating charitable giving into business operations, you can reap a wide range of benefits, contributing to both your bottom line and the well-being of society.



‘We Love’ place-based funds

At the Community Foundation for Staffordshire & Shropshire, place-based community funds are a powerful way to direct philanthropy where it’s needed most—close to home.

While people care about their county, many are especially passionate about supporting their own neighbourhoods, where they can see the real impact of their giving. Donations to these funds are ringfenced for use in specific areas.

Place-based funds work on collective responsibility. Not everyone can give large sums, but by pooling smaller donations, we can create meaningful, lasting change. These funds connect people with a shared love for their community and a common desire to help.

We now manage 11 place-based funds across Staffordshire—usually under the ‘We Love...’ name—including Burton, Cannock Chase, Lichfield, Newcastle-under-Lyme, South Staffordshire, Staffordshire Moorlands, Stoke-on-Trent, Tamworth, Uttoxeter, and the county-wide We Love Staffordshire. In Stafford, the equivalent fund is Stafford Together.

Key Facts

Local giving: Donations stay within defined areas, directly benefiting the communities they come from.

Sustainable: Capital is preserved, with income used for long-term local grants—like a community pension.

Flexible: Funds evolve with local needs and changing priorities.

Community-led: Local people help guide spending, promote the fund, and lead fundraising efforts.

Focused impact: Support reaches those who need it most.



CASE STUDY

WE LOVE LICHFIELD

Our first place-based fund, We Love Lichfield, launched in 2011 with matched funding, including a £25,000 donation from Lichfield District Council.

The fund is now worth over £1 million and has awarded more than £100,000 to support local charitable causes.

It hasn't been an easy journey—it takes hard work to promote the fund and raise awareness. Fortunately, we're supported by a dedicated panel of local people who use their networks, approach businesses and suppliers, and champion We Love Lichfield whenever they can.

The fund can also benefit from trust transfers. If a charity is closing and the assets are supposed to be used in Lichfield, then we can include it in the We Love Lichfield fund.

When the fund launched, the maximum grant was £250 per organisation per year—designed to spread support widely. As the fund has grown, so has our capacity: first to £500, then £1,000. Now, organisations can apply twice a year for different projects.

Demand always exceeds supply, so we maintain transparency in our decisions. While the local panel decides which projects receive funding, all applications are first vetted by our Programmes Team to ensure they meet the criteria.

To learn more about supporting your community through a place-based fund, contact our Business Development & Local Philanthropy Team on 01785 339540.

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The fund is now worth more than £1million, and it has awarded more than £100,000 to support local charitable causes.





Leaving a legacy

Leaving a gift in your will to the Community Foundation is a powerful and deeply personal way to ensure your values and passions endure within your community.

It's a way to make a lasting impact on the place you call home, long after you're gone. Beyond the simple act of giving, there are numerous profound benefits to choosing this path.

Direct and tangible impact on your community:

- **Addressing local needs:** The Community Foundation understands the unique challenges our communities face. Your bequest directly supports these needs, ensuring help goes where it's needed most.
- **Visible results:** You can see the impact your gift will have through the Community Foundation's work - helping to offer you a sense of connection and purpose.
- **Strengthening infrastructure:** Gifts help sustain essential local services—from hospices and community centres to environmental and arts initiatives.

Personal connection and meaning:

- **Reflecting your values:** Supporting the Community Foundation means backing causes that align with your personal values and local experiences.
- **Honouring loved ones:** A bequest can be a powerful way to remember those connected to the area or mission.
- **Leaving your mark:** Your legacy becomes part of the community's story—your contribution remembered for generations.

Fostering community spirit and resilience:

- **Building a stronger future:** Your support helps create a more vibrant and resilient community.
- **Inspiring others:** A bequest can encourage others to give back, creating a ripple effect of generosity.
- **Backing volunteers:** Many local charities depend on volunteers—your gift helps provide the resources they need to keep making a difference.



Tax benefits and estate planning:

- **Reduced inheritance tax:** Charitable bequests are exempt from inheritance tax, and can, in certain circumstances, reduce the tax burden on your estate.
- **Simplified estate planning:** Including a charitable bequest in your will can simplify the estate planning process and ensure your wishes are carried out.
- **Supporting a cause** without burdening loved ones: Leaving a percentage of your estate, rather than a specific item, allows your loved ones to manage the rest of your estate without undue complications.

Enhanced sense of fulfillment and peace of mind:

- **Knowing you've made a difference:** Leaving a legacy brings fulfilment and peace of mind, knowing your gift will have a lasting, positive effect.
- **Planning ahead:** A charitable bequest ensures your assets reflect your values and are used meaningfully.
- **A legacy that lives on:** Your contribution continues to benefit your community for generations to come.

By leaving a legacy with the Community Foundation, you're not just giving—you're investing in your community's future and leaving a meaningful testament to your compassion and values.



CASE STUDY

CHRISTOPHER MITCHELL

Christopher Mitchell approached us after reading about our work in the local paper. With no direct family, he was looking for a way to ensure his estate would make a lasting difference.

He explored several options—including working through his solicitor or setting up a private charity—but the Community Foundation's offer of creating a personal fund, like a charity without the administrative burden, regulation, or high costs, was the most appealing.

The Foundation manages all reporting and compliance, meaning fundholders and legators aren't responsible for day-to-day administration.

We set up a legacy fund for Christopher, but over time he decided he wanted to witness the impact of his giving. Together, we activated his fund with an annual contribution, which will also receive his future legacy gift. This approach allows him to see the kind of work we support now, offering reassurance that his wishes will be honoured in the future.

Revitalising trusts

Across the country accredited community foundations have embarked on a remarkable mission to breathe new life into dormant and inactive charitable trusts through the Revitalising Trusts initiative.

This pioneering programme, spearheaded by the Charity Commission in collaboration with UK Community Foundations, aims to unlock the potential of under-utilised charitable assets to support vital community projects and causes.

Background and rationale

Charitable trusts have long been a cornerstone of philanthropy in the UK, playing a crucial role in supporting various social, educational, and cultural initiatives. However, over time, many trusts have become inactive, often due to lack of trustees, outdated purposes, or insufficient funds.



CHARITY COMMISSION
FOR ENGLAND AND WALES

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*



These dormant trusts represent a substantial pool of resources that, if revitalised, could significantly bolster the charitable sector.

The Revitalising Trusts initiative was conceived as a strategic response to this challenge. By identifying and reactivating these dormant trusts, the programme seeks to ensure that charitable funds are effectively utilised to address contemporary needs and priorities. This initiative not only exemplifies prudent financial stewardship but also reflects a commitment to fostering social equity and community resilience.

Objectives and scope

The primary objective of the Revitalising Trusts initiative is to transform dormant trusts into active contributors to the charitable landscape. For the Community Foundation our key goals include:

- Identifying dormant and inactive trusts across Staffordshire and Shropshire
- Assessing the viability and potential of these trusts
- Facilitating the transfer of dormant funds to the Community Foundation
- Ensuring compliance with legal and regulatory frameworks
- Promoting transparency and accountability in the administration of revitalised trusts

The scope encompasses trusts of all sizes and purposes. From small local funds to substantial endowments, the programme aims to bring millions of pounds back into charitable use.

Although the initiative is spearheaded by the Charity Commission and UKCF, you don't need to wait to engage if you think your trust or charity could benefit from our support. Our Philanthropy Team can help to provide the support that you need to ensure that you meet your charitable obligations.

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From small local funds to substantial endowments, the programme aims to bring millions of pounds back into charitable use.

Community initiatives

The Best Kept Village and Community Competition is a cherished tradition that celebrates the spirit and beauty of Staffordshire's villages.

Originally established nearly 70 years ago, it still aims to foster community spirit and pride among local residents. The competition is now part of the Community Foundation, and sponsored by Richard Winterton Auctioneers, managed by Bargain Hunt's Richard Winterton.

While visual appearance remains a factor, the competition now prioritises community spirit and collaboration. It focuses on attributes that define a community, such as mutual support among local residents.

The competition is divided into several distinct categories, including Best Large Village and Best Small Village in both the northern and southern regions of the county. Additionally, we select an overall winner each year. Beyond the 'Best Village' categories, we also present awards for community involvement and support, environmental sustainability, and various competitions targeted at children and younger residents.

Entries are evaluated and scored by a panel of volunteer judges. They consider the overall appearance of the village, as well as evidence of community spirit and involvement in local initiatives.

In essence, the Best Kept Village and Community Competition is more than just a beauty contest; it's a celebration of the heart and soul of Staffordshire's villages.

We'd like to thank all of our sponsors for 2023:

- Richard Winterton Auctioneers
- Critchlow Estate Agents
- Owen Family Trust
- Mill Dam Trust
- Homes Plus Group
- Canalside Farm Shop
- Molo Cleaning Services
- Excello Law
- CPRE



The Best Kept Village and Community Competition 2023 results

Children's Poster Competition 5-7 years

Runners up Elizabeth and Polly
Winner Adanar

Children's Poster Competition 8-11 years

Runners up Annaliese and Grace
Winner Imogen

Children's Poetry and Prose Competition

Runners up Felicity and Alice
Winner Imogen

Community Spirit Award

3 joint winners

- Edingale
- Fulford
- Hill Ridware

Best Small Village

Third Harlaston
Second Hill Ridware
Winner Edingale

Best Large Village

Third Pattingham
Second Yoxall
Winner Gnosall



Best Kept
Village & Community



04

Coming up

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There is always a new need to address and a new cause requiring support, often emerging rapidly, and we regard it as our duty to respond promptly



Coming up

Responding to changing community needs

Working within the community is characterised by constant change. There is always a new need to address and a new cause requiring support, often emerging rapidly, and we regard it as our duty to respond promptly. While we must be prepared for unforeseen challenges, we remain ready to advance our existing plans.

New and ongoing funding programmes

We have secured several new funding schemes and will continue working on our multi-year programmes. One of our new initiatives involves collaboration with the Hanley Building Society to support individuals in accessing tenancies and housing assistance.

Supporting care leavers

We will start delivery of a three-year programme aimed at supporting care leavers across the county. Care leavers often face disproportionately difficult situations upon leaving care and encounter several social barriers. Thus, in partnership with CCLA and LAMIT, and with the support of local councils, we are aiming to ease some of those burdens.

Increasing volunteering through 'Know Your Neighbourhood'

We are entering the final year of the *Know Your Neighbourhood* scheme funded by DCMS. This initiative was established to increase participation in volunteering activities, particularly among individuals who might not typically engage with their community and may be at risk of isolation. The innovative approach of this scheme has been appreciated by all recipients thus far.

Partnerships with statutory bodies

Our collaboration with statutory bodies across the county continues, including work with NHS bodies on the second year of a scheme designed to facilitate access to mental health support for those most in need. We are also launching new initiatives with existing partners, such as the Councillor's Funds in both Lichfield and Tamworth.



Charitable trust transfers

From a business development perspective, our team is working on two key trust transfers with local charities set to materialise by summer 2024. These charities, which traditionally supported beneficiaries directly, are closing due to administrative burdens. Their assets will be ringfenced and used to establish funds under the Community Foundation. One fund will focus on health, while the other will address environmental issues.

Revamping the Best Kept Village & Community Competition

We are initiating the delivery of a three-year plan to revamp the *Best Kept Village & Community Competition*. While community involvement has always been a part of this competition, we aim to enhance its significance beyond aesthetic considerations. This long-term project begins now.



Philanthropy House:

A new home for community activity

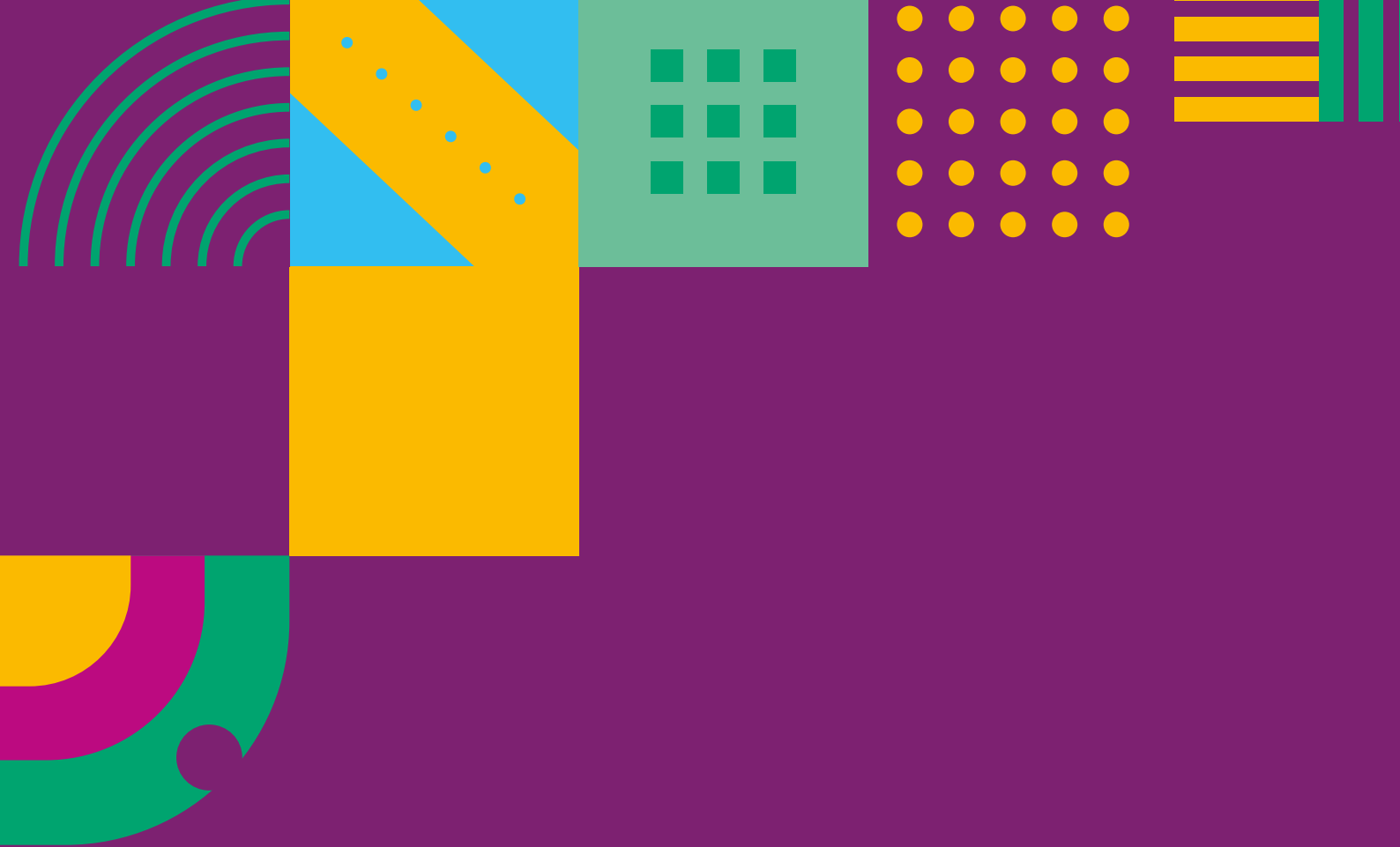
Following the acquisition of a building last year, we relocated to our new office at *Philanthropy House* in October 2023. Alongside our ground-floor offices, we offer meeting rooms for hire at preferential rates for charities and community groups. The first and second floors are dedicated to serviced office accommodation, primarily for charities and community groups. We were pleased to welcome SCVYS and ReSolv to their new offices on the first floor earlier this year. Next financial year, we will begin letting the second floor. Any surplus generated from leasing offices and meeting rooms will be invested with the *Stafford Together Fund*, providing grants to local voluntary and community organisations.

Investing in digital transformation

We are embarking on a significant new digital transformation project that will impact our entire team. The initial phase involves implementing a new Customer Relationship Management system to manage our grants administration, enhancing our focus and efficiency.

Looking ahead

We anticipate a busy year ahead, but we are ready for the challenge and eager to get started.



**Together, we can help to shape a
community, so that it thrives,
ensuring that our actions today
lay the foundation for a
stronger tomorrow.**



The Community Foundation for Staffordshire

Get in touch

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<https://staffordshire.foundation>

Social media

Search for [cfstaffordshire](#)



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