



The Community Foundation for Shropshire Review

2024/25



Our actions today lay the foundation
for a stronger tomorrow

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Welcome

Thanks to the diligent efforts and dedication of our team, as well as the exceptional support of our donors, supporters and trustees, this year we have been able to provide essential local assistance to community groups and local residents, and positively impact the lives of local people.

This yearbook will highlight some of the work we've carried out over the last 12 months, and our impact across the county. It will showcase organisations we have supported and helped, detail some of the services we offer, and, crucially, outline our plans, initiatives, and new grant schemes set to launch in the coming months.

With an increase in grant distribution and a higher value endowment fund, alongside numerous new projects in development, we face heightened challenges. However, with the continued support of our supporters, I am confident that we can address these challenges directly, offering more comprehensive and crucial local support to our communities than ever before.

Steve Adams
Chief Executive
The Community Foundation for Shropshire



01

Who we are



We connect individuals who wish to support their
community with those in need of assistance.



About the Community Foundation for Shropshire

Connecting people

We connect people who wish to support their community with those in need of assistance. This can include private philanthropists, local businesses, authorities, statutory bodies, or individual donors. We efficiently mobilise local resources to address both longstanding and emerging needs, using our comprehensive local knowledge to identify specific requirements within the community.

The Community Foundation for Shropshire has operated across Shropshire, Telford & Wrekin since 2013 and continuously since 2016. We are the sole accredited community foundation for the county of Shropshire, with offices situated in Shrewsbury and Telford, as well as an additional office in Stafford.

A broader perspective

While we operate under the name Community Foundation for Shropshire, we are part of the broader Community Foundation for Staffordshire & Shropshire. Combining our efforts allows us to focus grant distribution on local needs while sharing administrative services to reduce costs. This enables us to allocate more funds to worthy causes throughout the counties and represent both Staffordshire & Shropshire at a national level, thereby amplifying the voice of the voluntary sector.

Exceeding standards

As custodians of funds intended to benefit our local community, it is paramount that we exceed the required and expected standards. Our assurances fall into three main categories: membership, registration, and accreditation.

We are proud members of UK Community Foundations (UKCF), the National Council for Voluntary Organisations, and the Association of Charitable Funders—networks that connect us nationally and strengthen our local impact.

We are registered with key regulatory bodies, including the Charity Commission, Companies House, the Information Commissioner's Office, and the Fundraising Regulator. We are also a registered Living Wage Funder, ensuring grants align with fair pay principles.

Our accreditations reflect independent, rigorous assessment. These include UKCF's standards for grant-making and community engagement, ISO9001 certification from the British Assessment Bureau, and Living Wage Employer status. We are also accredited under the Armed Forces Covenant and are progressing to its silver tier.

Types of funds we manage

Flowthrough Fund

This is a fund where a set amount of money is donated to, or managed by, the Community Foundation. It 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.

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 at least 10 years, but less than 25 years. The capital sum that is invested can be spent at the end of the period.



Permanent Endowment Fund

Donations to permanent endowments are 'locked in', meaning they 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.



Expendable Endowment Fund

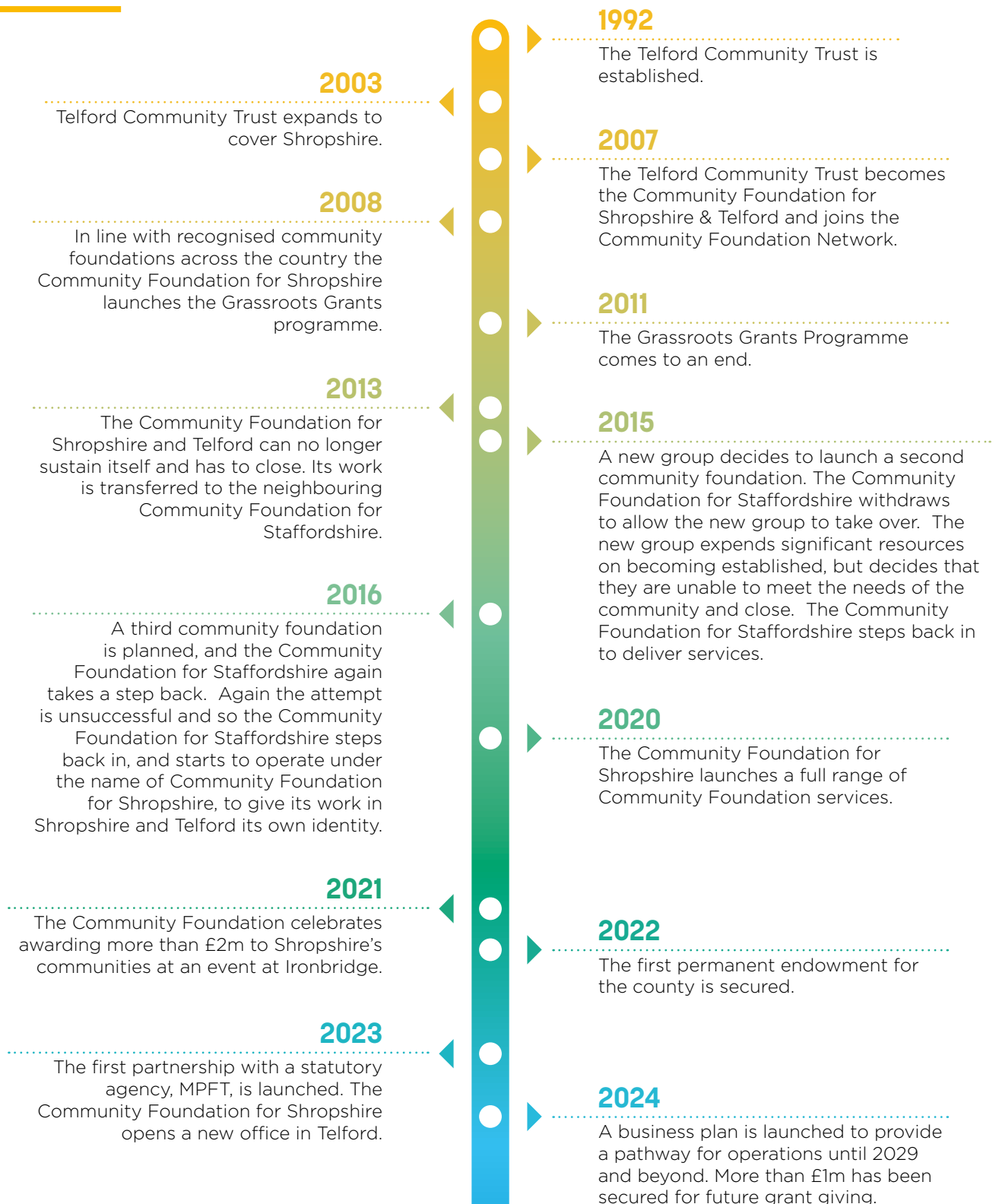
An expendable endowment is where a sum of money is invested within our endowment fund, but is designed to be spent over a fixed time period, perhaps five years as an example. The fund is spent equally each year, but accrues income from the investment, allowing more funding to be awarded than was originally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



Held Fund

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

Our timeline



Meet the team

This year has been brought to you by...

Our fantastic staff



Steve Adams
Chief Executive



Adam Berrisford
Head of Operations & Finance



Leanne Macpherson
Head of Programmes



Joseph Smith
Head of Business
Development & Philanthropy



Faye Williams
Business Development
Manager



Craig Graham
Operations Officer



Sian Emery
Programmes Officer
(Endowments)



Joe Palmer
Programmes Officer
(Staffordshire)



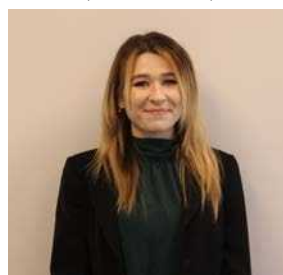
Nikki Winmill
Programmes Officer
(Shropshire)



Jo Cooper
Projects & Partnerships Officer



Leigh Willott
Projects & Partnerships Officer



Yasmin Hargrove
Administrator



Suzy Cole
Administrator



Tara Costello
Administrator

Our fantastic trustees



Ashley Brough
Chair



Simon Price
Vice Chair



Charlotte Almond
Vice Chair



Jeremy Lefroy
Treasurer



Charlie Bagot Jewitt
Trustee



Alan Durose
Trustee



Sherrel Fikeis
Trustee



Andy Halden
Trustee



Antony Jones
Trustee



Reena McCourt
Trustee



Judy Scott Moncrieff
Trustee



Terry Walsh
Trustee

Join Us

Could you be one of our new trustees?

We are looking for people from across the county to join us. We are particularly interested in applications from people who are traditionally under-represented on charity boards, including younger people, people from BAME backgrounds, and people with protected characteristics.

If you would like to have an influence on the delivery of support to our communities please call us for an informal chat, and to learn more about what being a trustee entails.

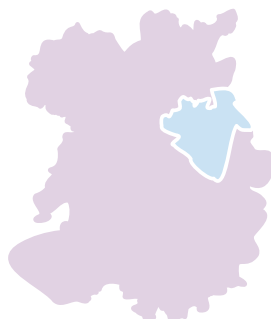
Shropshire statistics

The county has an area of 1,346 sq miles and is rich in agriculture and industrial heritage.



Population

Shropshire
329,260
Telford
185,800



Unemployment

Shropshire
3.3%
Telford
4%



Average salary

Shropshire
£28,424
Telford
£29,000

Ethnicity

- White **94.6%**
- Black **1.1%**
- Other **0.5%**
- Asian **2.7%**
- Mixed Race **1.6%**



Public Transport

Shropshire
Less than 3%
of people need to rely solely on
public transport
Telford
5.6%
of people rely on public transport



Average Age

Shropshire
48
Telford
39



Life Expectancy

Shropshire
84
Telford
80

Shropshire is getting older, where Telford is getting younger



02

Our impact



By connecting donors with local causes, we drive
impactful change and contribute to the region's
social and economic well-being



Our grants provide vital support and impactful change for Shropshire's communities

Grants provided by the Community Foundation play a critical role in supporting Shropshire's communities. By connecting donors with local causes, we drive impactful change and contribute to the region's social and economic well-being.

What are our grants?

Grants offered in Shropshire are designed to address local challenges and foster opportunities for positive transformation. They are awarded to individuals, groups, and organisations working to enhance community life, champion innovation, and provide solutions to pressing issues.

From smaller grassroots initiatives addressing immediate needs to large-scale projects with lasting regional impact, our grants are vital in nurturing growth and ensuring no community is left behind. Each grant is tailored to reflect the unique needs of Shropshire, ensuring maximum benefit for its residents and environment.

Why do we award grants in Shropshire?

We provide grants to enhance Shropshire's resilience and capacity for growth. Our goals include:

- **Supporting Vulnerable Communities:** Ensuring that those most in need have access to vital resources and opportunities.
- **Encouraging Collaboration:** Strengthening partnerships between local organisations to amplify impact.
- **Addressing Key Challenges:** From rural isolation to environmental sustainability, our grants tackle some of the region's most pressing issues.
- **Fostering Local Leadership:** Empowering individuals and groups to take initiative and lead positive change in their communities.

By tailoring our support to the distinctive characteristics and needs of Shropshire, we ensure that our grants serve as a catalyst for meaningful progress.

How do we award grants?

The grant-awarding process ensures fairness, inclusivity, and alignment with our mission to support Shropshire's communities. The key steps are as follows:

1. Eligibility and outreach:

- We engage with local charities, non-profits, and community groups to encourage applications from all corners of Shropshire.
- Clear guidelines are shared to ensure potential applicants understand the process and criteria.

2. Application process:

- Applicants submit proposals outlining their goals, expected impact, and funding requirements.
- A focus is placed on projects that align with local needs and the foundation's objectives.

3. Assessment and review:

- Proposals are rigorously evaluated by our team and, where needed, advisory panels with expertise in relevant fields.
- Criteria include the feasibility of the project, sustainability, and anticipated outcomes for Shropshire's communities.

4. Decision-making:

- The grants committee carefully considers each application to ensure balanced and effective allocation of resources.
- Decisions reflect the diverse priorities of Shropshire's residents and stakeholders.

5. Monitoring and support:

- Once funding is awarded, we work closely with recipients to ensure smooth implementation and compliance.
- Regular reporting helps track progress and measure success.

Looking ahead

As we reflect on the successes of our grant-making activities in Shropshire, we are excited about future opportunities to deepen our impact. We aim to refine our processes, broaden our outreach, and continue building a legacy of collaboration and innovation.

The Community Foundation for Staffordshire & Shropshire remains dedicated to working hand-in-hand with local residents, organisations, and stakeholders to ensure a brighter future for all.

This report highlights the shared commitment of donors, partners, and recipients to enhancing the quality of life in Shropshire through effective and sustainable grant-making.

Grants summary 2024



65

TOTAL GRANTS AWARDED



£1,362,190

AWARDED



4398

TOTAL BENEFICIARIES

NO. OF GRANTS AWARDED BY AREA	
Area	No.
North Shropshire	10
Mid Shropshire	19
South Shropshire	9
Telford & Wrekin	27

AMOUNT OF GRANTS AWARDED BY AREA	
Area	Amount
North Shropshire	£218,757
Mid Shropshire	£281,081
South Shropshire	£198,648
Telford & Wrekin	£663,704

BENEFICIARIES INCLUDE:
10 INDIVIDUALS
53 UNIQUE ORGANISATIONS

GRANTS AWARDED BY FINANCIAL BAND



GRANT CASE STUDY:

Designs in Mind

Amount: **£13,865** | Area: **Shropshire** | Category: **Mental Health and wellbeing, Arts and Culture**

Designs in Mind, a working studio in Oswestry, offers a space for adults facing mental health challenges to collaborate on creative art projects.

By transforming their artistic efforts into retail products and commissions, participants gain confidence and a renewed sense of purpose. Engaging in group workshops not only enhances overall wellbeing but also helps individuals develop transferable skills, including teamwork, communication, and digital expertise. These skills empower participants to work towards independent and meaningful lives, fostering improved mental health through self-belief and confidence.

The studio received funding from the Shropshire, Telford & Wrekin Community Mental Health for Adults fund. This support enabled the creation and delivery of tailored Training Pathways for young adults aged 18-25 living in Shropshire with diagnosed mental health conditions. Following the Pandemic, the studio saw a rise in referrals for younger adults and recognized the need to provide additional support for those not currently in education, employment, or training, addressing a crucial gap in services.



“Designs in Mind has encouraged me to do more creative projects in my own time. I hope to keep this going”

“My confidence has grown so much since the training, and I have even been volunteering to support public workshops with the Artist Team which is something I would have never imagined myself doing before”



GRANT CASE STUDY:

Shropshire Youth Support Trust

Amount: **£50,000** | Area: **Telford and Wrekin** | Category: **Young people and Mental health and wellbeing**

The Shropshire Youth Support Trust (SYST), a registered charity, provides extensive support to young people aged 16 to 30 in Shropshire, including Telford and Wrekin, who are not currently in education, employment, or training.

With funding from a grant, SYST implemented the Thrive Together project across Telford and Wrekin, with the aim of engaging and supporting young people experiencing severe mental health difficulties.

The initiative focused on offering bespoke mental health support to help individuals build confidence and prepare them for life. Through personalised assistance, the project provided a safe space for young people to develop resilience and create their own mental health toolkit for navigating challenges.

Thrive Together featured a range of intensive, holistic, and engaging interventions designed to empower young people and help them reach their full potential.



With funding from a grant, SYST implemented the Thrive Together project across Telford and Wrekin, with the aim of engaging and supporting young people experiencing severe mental health difficulties.



GRANT CASE STUDY:

Small Woods Association

Amount: **£10,000** | Area: **Shropshire** | Category: **Mental Health, Environment**

Small Woods advocates for sustainable woodland management and care, addressing the neglect and undervaluation of over half the UK's woodlands.

Properly managed woodlands are essential for local economies, wildlife, community wellbeing, and combating climate change. As a passionate community, Small Woods believes in connecting people with woodlands to unlock environmental, social, and cultural benefits. Their social forestry projects support vulnerable individuals, promoting health and woodland conservation while offering expert advice to woodland owners and managers.

With a grant, Small Woods delivered the 12-week “Green Wood Craft” project. Participants learned woodworking skills like crafting spatulas, stools, and community benches while boosting confidence, self-esteem, and social skills. The course offered welfare support, guidance towards volunteering or employment, and hands-on techniques such as cleaving wood, using a shave horse, and furniture-making. Designed to be inclusive and empowering, the programme helped participants gain skills, set personal goals, and explore future opportunities.



GRANT CASE STUDY:

Individual award

Amount: **£500** | Area: **Shrewsbury** | Category: **Education**

The Godolphin Edwards Fund was established to ‘relieve either generally or individually persons resident in the parishes of Acton Burnell, Frodesley, Pitchford and Langley & Ruckley who are in conditions of need, hardship or distress’.

As part of this we ensure that the fund can foster opportunities for families in need within the community, and the positive outcomes from our support last year reaffirm the importance of our mission.

Through our assistance, we were able to empower Joanne*, a single mother, who has been tirelessly raising and supporting her two teenage daughters. This financial aid contributed significantly to shaping their futures during a transformative period in their lives. We provided essential resources such as a laptop for the eldest daughter, who began her A levels at college last September. The support also enabled her to start driving lessons, which will open new doors for independence and career opportunities.

For her younger sister, we funded participation in a school outdoor activity trip to South Wales. This experience not only improved her self-confidence but also encouraged personal development through team-building and outdoor challenges.

Joanne, who works full time, expressed heartfelt gratitude for the support, highlighting the hurdles in managing big changes like college expenses or school trips. Her daughters are commendable for their hard work—both hold part-time jobs and contribute to their household responsibilities.

The success of this initiative underscores the transformative impact of community-focused financial aid. At the Community Foundation, we remain proud to support individuals and families in overcoming barriers to education, personal growth, and self-sufficiency.



GRANT CASE STUDY:

The Movement Centre

Amount: **£19,000** | Area: **Oswestry** | Category: **Disabilities**

The Movement Centre provide Targeted Training therapy to children with disabilities, improving their movement control and ultimately giving them more independence.

Jaxson's journey with The Movement Centre exemplifies the profound impact of targeted interventions on young children with developmental challenges. Diagnosed with Down Syndrome, Jaxson experienced significant delays in movement development, limiting his ability to engage independently in everyday activities. At just three years and two months old, his parents self-referred him to The Movement Centre, seeking support for his mobility and overall quality of life.

Through their assessment, The Movement Centre identified challenges in Jaxson's movement control and introduced a tailored programme utilising Targeted Training Therapy. By supplying Jaxson with a standing frame and emphasising daily 30-minute sessions of hand-free reaching, the therapy aimed to strengthen his core and foster essential skills. The programme not only focused on physical improvement but also aligned with The Movement Centre's mission of empowering individuals through personalised strategies.

Jaxson's progress has been remarkable, underscoring the importance of early intervention and targeted therapy. Clare, Jaxson's mother, has highlighted the transformative impact on their family: Jaxson has progressed from relying heavily on parental support to walking up to 10 steps independently, cruising along furniture, and confidently standing for longer durations. The therapy has alleviated the physical strain on his parents and reduced his frustration at being less mobile than his peers.



GRANT CASE STUDY:

Community Resource Centre

Amount: **£1,500** | Area: **Shrewsbury** | Category: **Health & Wellbeing, Loneliness & Isolation**

Community Resource Centre were awarded a grant from our Godolphin Edwards Fund to hold Arthritis Awareness sessions at Pitchford Village Hall.

With a track record of community empowerment, Community Resource has consistently made a tangible difference in the lives of vulnerable adults. Their dedicated team comprises experienced professionals and passionate volunteers who are deeply committed to the project's success. Their expertise, combined with a profound understanding of community needs, instils confidence in their ability to deliver meaningful outcomes.

The sessions delivered several positive outcomes, including providing comprehensive information and practical tools to manage arthritis, fostering a greater understanding of osteoarthritis and self-management strategies among attendees.

The exercise taster session offered during the event was rated a remarkable 10/10 by the attendees. Inspired by this experience, one of the attendees who is in her 70s has now incorporated some of the recommended exercises and stretches into her routine. Consequently, she has increased her overall

physical activity, which she credits for reducing pain and improving mobility. This event has empowered her to manage her osteoarthritis more effectively, highlighting the critical role of exercise in pain reduction and overall well-being. She rated her overall experience 10/10, reflecting the session's success in delivering impactful support and education.

This is just one example of a grant from the Community Foundation for Staffordshire & Shropshire being used to provide a meaningful investment in community health initiatives. The value of such programmes in transforming lives can't be over-estimated, and this reinforces the importance of continued funding to expand access and ensure broader impact for individuals managing osteoarthritis.



GRANT CASE STUDY:

Shropshire European Organisation

Amount: **£20,000** | Area: **Shrewsbury** | Category: **Social Inclusion, Community Integration**

Shropshire European Organisation provides outreach services to Eastern European residents across the county, often dealing with complex cases that require collaboration with multiple agencies.

We awarded them funding from the 2024 Digital Inclusion round of the Shropshire, Telford & Wrekin Mental Health Fund.

They worked with a 75-year-old Ukrainian refugee in South Shropshire, who had fled her homeland due to the Russian invasion. She faced significant challenges, including isolation, declining mental health, and limited language skills. Her family situation placed additional demands on her daughter, who works full-time while caring for both her mother and her child.

Shropshire European Organisation tailored practical assistance to improve her quality of life. One-on-one digital skills sessions were instrumental in enabling her to communicate with other Ukrainians in Shropshire, fostering a sense of community and reducing her isolation. This intervention also facilitated her ability to manage GP appointments, ensuring continuity of care for her depression diagnosis. Importantly, Shropshire European Organisation also guided her in enrolling in an ESOL course, allowing her to enhance her English language proficiency and integrate more confidently into local society.

This case is an ideal example of how targeted, person-centred support positively impacts vulnerable individuals and their families. By funding organisations such as Shropshire European Support it reaffirms the importance of investing in inclusive programmes that address social isolation, mental health, and skill development. They will ultimately embed resilience and integration within local communities. We remain committed to supporting initiatives that create meaningful change in the lives of those who need it most.





03

Help give back

We offer unique and tailored ways for you to help to give back:

Learn more on page:

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Through collaboration, we help give back to local communities

Community Foundations exist to foster collaboration. Our mission is to consolidate resources from individuals, businesses, and organisations to sustainably support local communities—through immediate funding or by building reserves for the future.

In both Shropshire and Staffordshire, we engage with numerous organisations that aspire to give back and enhance their impact. These include councils, local authorities, statutory agencies, large corporations, and small businesses. By working collectively, we achieve significantly more than we could individually.

We are partnering with several local statutory agencies, including the NHS Trust for Shropshire. They recognise the substantial impact we can have through collaboration, and we are honoured that they have selected us to assist in delivering some of their most critical support programmes.

Furthermore, we collaborate with a diverse range of local businesses, both large and small, who are eager to contribute to their community and give back. Each has unique ideas on how to achieve this, and it is our responsibility to harness that support effectively. There are numerous ways in which individuals wish to help, and it is essential for us to develop solutions that benefit them as well as society at large.



Personal giving



Many people in the UK now choose to make a donation to charity at various points in their life. Often this is an ad-hoc measure when a particular cause or need arises. However, some people take a more strategic approach to things. They don't just give to immediate need, they make a purposeful decision to support a cause that they believe in, and to benefit people that they want to improve the lives of.

We often talk about people donating through the Community Foundation, rather than to the Community Foundation. We help to make sure that your donation has the biggest impact possible. We are not here to take money from the poorest in society, and we are not here to compete with other local charities. We are here to support them, and to help you support them too.

By donating through the Community Foundation we can provide numerous advantages for people, ranging from personal fulfilment to financial benefits.



We often talk about people donating through the Community Foundation, rather than to the Community Foundation. We help to make sure that your donation has the biggest impact possible.



Donating to causes you care about provides a sense of wellbeing, purpose and fulfilment.

Personal fulfilment and social impact

Donating to causes you care about provides a sense of wellbeing, purpose and fulfilment. It allows you to contribute to societal improvements, such as supporting vulnerable groups, funding medical research, or addressing environmental challenges. Giving also fosters a sense of belonging and strengthens community ties, as you can feel part of collective efforts to create a better society.

Tax benefits

The government incentivises charitable donations through various tax relief schemes:

- **Gift Aid:** We can claim an extra 25p for every £1 donated. If you are a higher-rate taxpayer you can also claim additional income tax relief through your tax returns, reducing your overall tax liability.
- **Inheritance Tax Relief:** Donations made through wills are exempt from Inheritance Tax. If 10% or more of an estate is left to charity, the tax rate on the remainder is reduced from 40% to 36%.
- **Donations of Land, Property, or Shares:** These gifts are exempt from Capital Gains Tax and Income Tax, offering significant savings while supporting charitable causes.
- **Payroll Giving:** Contributions made directly from pre-tax income reduce taxable earnings, making it an efficient way to give for employees.

Strengthening personal values and setting an example

Charitable giving often reinforces personal values such as empathy and generosity. It also sets a positive example for family members, especially children, encouraging a culture of philanthropy across generations.

Mental and emotional well-being

Studies suggest that acts of generosity can improve mental health by fostering feelings of happiness and reducing stress. Giving creates a “helper’s high,” enhancing self-esteem and promoting emotional well-being.

Financial planning opportunities

If you are a high-net-worth individual, charitable giving can be integrated into financial and legacy planning. Establishing a donor-advised fund allows you to have greater control over how your charitable donations are used while optimising tax benefits.

In short, making a donation through the Community Foundation not only supports meaningful local causes and issues, but also provides tangible benefits to you through tax incentives, emotional satisfaction, and opportunities for personal growth. Whether through a one-off donation or a planned giving strategy, you can make a lasting impact on society, and a significant difference on your doorstep, while enjoying the rewards.

Business giving



At the Community Foundation we work with many businesses that want to give something back to their community. Sometimes they just want to see an improvement to local lives, and make sure that they can share their good fortune.

Charitable giving used to be the focus for large corporations, as reflected by the term Corporate Social Responsibility, but it is now accessible to all businesses, and beneficial for them too. Whether it is giving to meet Corporate Social Responsibility, or to help meet ESG (Environmental, Social & Governance) aims, there are numerous benefits to charitable giving for businesses. Plus the Community Foundation can increase and enhance that impact.

Charitable giving can also offer lots of benefits to the businesses directly, and at the Community Foundation we are the experts in helping a business to maximise their impact whilst minimising their costs. We can put together bespoke plans to make sure that a business gets the support that they need to have the impact they want.

When a business chooses to give through us, as Shropshire's only accredited community foundation we make sure that up to 100% of their donation goes directly to charitable causes. Any administration costs are kept to a minimum, meaning more money for the community, which is usually what a donor wants.



We make sure that a business gets the support that they need to have the impact they want.



Charitable giving not only provides direct financial benefits to a business, but also strengthens reputation, engages employees, and contributes to societal well-being.

Financial advantages

- **Tax relief:** Donations to the Community Foundation are tax-deductible, reducing taxable profits and lowering corporation tax liabilities. Contributions can include cash, equipment, property, or shares.
- **Capital gains tax relief:** Donating assets such as shares or property can exempt companies from paying Capital Gains Tax on any increase in value.
- **Cost savings:** Charitable giving can indirectly improve financial performance by reducing tax burdens while supporting community initiatives.

Enhanced corporate reputation

- **Brand recognition:** Associating with charitable causes helps businesses establish an ethical and reliable brand image, boosting public perception and customer trust.
- **Media coverage:** We work with a business to ensure that their support for us, and their donation, attract positive publicity, showcasing their commitment to social responsibility and increasing visibility.
- **Competitive advantage:** Companies with strong social responsibility initiatives are more likely to attract loyal customers and gain a competitive edge in their industry.

Employee engagement and retention

- **Boosting morale:** Supporting charitable causes fosters a sense of pride among employees, which can improve morale and workplace satisfaction.
- **Attracting talent:** Businesses with social responsibility programmes are more appealing to top talent who value ethical practices and community involvement.

Long-Term Community Impact

- **Building resilience:** Investments in education, health, and sustainable infrastructure strengthen communities, ensuring long-term growth and stability.
- **Partnerships with local causes:** Collaborations with local causes can address pressing social issues while fostering goodwill between businesses and their communities.

Charitable giving not only provides direct financial benefits to a business, but also strengthens reputation, engages employees, and contributes to societal well-being. In a continually evolving business landscape, integrating philanthropy into corporate strategies is increasingly essential for sustainable success.



‘We Love’ place-based funds



Place based funds are a key plank of local philanthropy and provide a way for people to give something back to their local area and make a huge difference on their doorstep.

We often find that people and businesses want to give something to support their own area, their local community where they live or work, rather than having their donation spent elsewhere in the county. Quite often, whilst these donations are significant, they are not able to sustain their own private fund. By pooling these donations we can ensure that people have the impact that they want to, and along the way they can connect other people who want to support their local community.

We operate seven distinct place-based funds to address specific needs within local communities across Shropshire. These funds are designed to strengthen communities, tackle disadvantage, and foster inclusion by leveraging local philanthropy and resources.

How they work:

Local Place-Based Funds

We manage seven place-based funds, each tailored to a specific district. These funds focus on the unique needs of their communities, ensuring no area is left behind.

Locally built, locally spent

We pool donations from local people, businesses, and partners to maximise impact. Every donation is ringfenced for the area it's given to—even down to individual neighbourhoods—so local support stays truly local.

Responsive and flexible

Funds are typically distributed in grant rounds. We regularly review and adapt criteria to reflect shifting community needs, making sure support always stays relevant.

Careful grant-making

Grants go to grassroots groups and local not-for-profits with charitable aims. All applications go through a robust assessment and due diligence process—only eligible, high-quality organisations receive funding.



We operate seven distinct place-based funds to address specific needs within local communities across Shropshire.

- **TEFORD & WREKIN**
- **SHREWSBURY & ATCHAM**
- **BRIDGNORTH**
- **SOUTH SHROPSHIRE**
- **NORTH SHROPSHIRE**
- **WHITCHURCH**
- **OSWESTRY**

Community collaboration

We work closely with local councils, businesses, and voluntary groups to understand real needs and direct funds where they're most effective. This approach proved crucial during the Covid-19 response, where our local funds enabled fast, targeted support.

Impact and accountability

All grant recipients must report back on how funds were used and what was achieved. This ensures transparency for donors and demonstrates the powerful difference the local voluntary sector is making in people's lives.

By combining community insight with long-term partnerships, our place-based funds deliver meaningful, lasting impact across Shropshire's towns and neighbourhoods.



Legacies

More people than ever are choosing to leave a gift to charity in their will—it's become a widely accepted way to make a lasting impact.

Often, donors choose causes close to their heart, looking for the best fit. As an accredited Community Foundation, we offer something more precise: the ability to leave a gift that supports exactly what matters to you. We can help you create a named or memorial fund tailored to your wishes, ensuring your legacy reflects your values.

There are three types of charitable legacies:

Pecuniary – a fixed sum of money

Specific – assets like property or shares

Residual – a percentage of your estate after other gifts are made

Leaving a legacy through the Community Foundation brings several advantages:

1. Tax efficiency

- Gifts are exempt from Inheritance Tax (IHT), reducing the overall tax on your estate.
- If 10% or more of your net estate goes to charity, the IHT rate drops from 40% to 36%.
- Donating assets may reduce Capital Gains Tax.
- We can also claim Gift Aid, boosting your donation by 25%, with additional relief for higher-rate taxpayers.

2. Sustained local support

Your legacy provides long-term funding for local causes—health, education, the environment—making a lasting difference in your community.

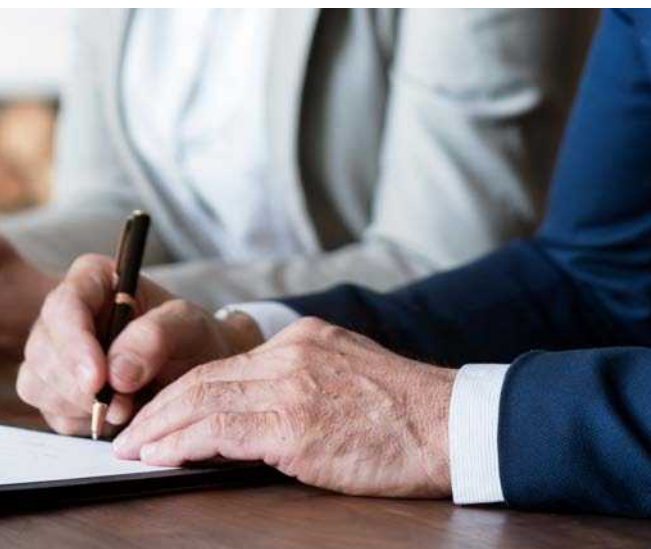
3. Personal meaning

Your gift reflects your values and ensures your beliefs live on through continued positive impact.

4. Inspiring others

Your generosity can encourage family and community members to give back too.

A legacy to the Community Foundation is a powerful way to support what matters to you—while offering financial benefits to your loved ones.



LEGACIES CASE STUDY:

John & Sandra Willott

In summer 2024 we were contacted by John Willott, who was interested in leaving a gift to charity in his will.

He had been discussing things with his wife Sandra, and they felt the time was right to make the necessary arrangements.

John & Sandra had decided early in their lives that they did not want children. They had lots of nieces and nephews and had plans to travel. As time went on they had to make a decision as to what to do with their estate.

They had always been very active in their community, supporting a myriad of causes, but in particular they shared a passion for youth engagement and reducing social isolation for older people.

John & Sandra approached their solicitor to ask for advice, who in turn undertook some research and referred them directly to us. As Shropshire's only accredited community foundation we were able to show John & Sandra what their legacy could do, how it would be managed, and how we would meet the high standards demanded for charitable management.

We worked with John to help him formulate a plan, so that he will leave a gift to the Community Foundation, and in return we will establish a fund in their name, and ensure that their wishes are met, supporting the causes that they care about.



As Shropshire's only accredited community foundation we were able to show John & Sandra what their legacy could do



Revitalising trusts



While many know us through our grant-making and support for local philanthropy, unlocking the assets of dormant or struggling trusts is just as vital.

Revitalising Trusts is a national initiative led by the Charity Commission, UK Community Foundations (UKCF), and accredited Community Foundations like ours. It supports trusts and charities facing operational challenges by enabling them to transfer management to the Community Foundation. Trustees can stay involved, while we take on the day-to-day administration and legal responsibilities.

As Shropshire's only accredited Community Foundation, we make this transition as simple as possible—guiding you through every step so you can focus on the rewarding part: choosing who to support.



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*

To date, we've worked with over 20 local trusts and charities, unlocking more than £5 million for local causes. Transfers have ranged from £1,890 to over £1.5 million—proving that impact isn't about size, but commitment. Our goal is to help trustees maximise their charitable impact and ensure their legacy continues to benefit the community for years to come.

If you'd like to explore transferring your trust's management or assets, reducing your administrative load while boosting local impact, call us on 01743 295900.

REVITALISING TRUSTS CASE STUDY:

Lost Days

The Lost Days Charitable Trust began after singer songwriter Henry Maybury released the songs 'Lost Days' and 'Every Night and Day' in memory of his brother Tom who died at just 29 years old after struggling with an alcohol addiction.

After going viral on YouTube, Henry and his mum, Sally, put together a presentation about their aims and work in memory of Tom. They now travel around schools, prisons, rehab centres and conferences telling their personal story and helping others facing similar challenges.

Sally and Henry said, "We have found the Community Foundation for Staffordshire & Shropshire amazing at supporting small charities. They have always been at the end of the phone when we needed them and have been very understanding and supportive with the work that we do."



To date, we've worked with over 20 local trusts and charities, unlocking more than £5 million for local causes.



Working with professional advisers

Community Foundations across the UK collaborate with wealth managers, financial advisers, solicitors, and accountants to support clients in making informed decisions about charitable giving and philanthropy.

As Shropshire's only accredited Community Foundation, we offer advisers and their clients an extra layer of assurance and expertise.

Philanthropic advice: We help advisers provide structured, expert guidance on charitable giving—enhancing their service offering and strengthening client relationships.

Flexible giving options: From business sales and tax planning to estates and legacies, we offer tailored giving solutions. Clients can create charitable funds, leave gifts in wills, transfer trusts, or make one-off donations.

Local insight: With our deep understanding of Shropshire's communities, we connect clients with causes they care about—often ones they might not find alone—helping them make a lasting local impact.

Tax-efficient solutions: We offer advice on tax-effective giving, benefiting clients' financial planning while supporting charitable goals.

Named funds: Clients can set up named funds through us—similar to charitable trusts, but with far less cost and complexity. All grants and donations are made in their name.

Administrative support: We handle all aspects of fund management and reporting, easing the burden for advisers and their clients.

Long-term partnerships: We build ongoing relationships with advisers, offering regular updates and continuing support.

By working with us, professional advisers can enhance their service, build stronger client connections, and help shape meaningful, local change.



Renewing community initiatives

The Best Kept Village and Community Competition in Shropshire is a revitalised initiative celebrating community spirit and voluntary efforts across villages, towns, and urban areas.

Though the competition has roots stretching back decades, it hadn't run in Shropshire since the 1990s—until we brought it back in 2023, inspired by its success in Staffordshire and a desire to recognise Shropshire's vibrant communities.

Once focused solely on aesthetics, the competition now takes a modern, inclusive approach. It's open to all types of communities, from rural villages to housing estates, and entries can be submitted online to improve accessibility and sustainability. Paper submissions are still welcome for those who need them.

Judges consider a range of factors, including cleanliness, upkeep of amenities, and community pride. From 2025, new categories will allow communities to showcase what

makes them unique, even if they're not entering the main competition. This change encourages broader participation and highlights the many ways people come together to enhance their local areas.

At its heart, the competition fosters pride, unity, and recognition—shining a light on the people who make Shropshire a great place to live, work, and visit.

The Best Kept Village and Community Competition 2024 results

Runners Up

Child's Ercall
Nesscliffe



Best Kept
Village & Community

Winners

Worthern & Brockton





04

Future plans



While we must be prepared for unforeseen challenges,
we remain ready to advance our existing plans.

Future plans

Responding to constant change

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. It is crucial that we respond promptly, and as Shropshire's sole accredited community foundation, we regard this as our duty. While we must be prepared for unforeseen challenges, we remain ready to advance our existing plans.

Expanding our presence in Shropshire

In 2025, we will open a new office in Shrewsbury. Although we have maintained a presence in Telford for some time, our intention is to establish ourselves within the county, specifically on the high street. This new location will facilitate numerous grant drop-in sessions, offering individuals the opportunity to discuss their projects and needs directly with us and receive in-person support. Despite this new base, we will continue to engage with communities throughout the county, leveraging Shrewsbury as an organisational hub.

Continued support through key funding programmes

Funding remains a perennial issue, and we are pleased to announce the extension of three major initiatives. The Care Leavers Programme will continue to support young individuals across the county transitioning out of the care system, addressing the unique difficulties they encounter. Additionally, the SWEF fund will persist in providing aid to young entrepreneurs eager to launch their business ideas, recognising the importance of nurturing early-stage enterprise. Furthermore, we will implement a programme aimed at increasing access and support for individuals with mental health challenges.





Expanding our endowment funds to meet evolving needs

Our endowment funds will see expansion, enhancing the scope and assistance available. Specifically, the Godolphin Edwards fund will extend its reach to more rural communities than ever before. Thanks to generous donors wishing to assist a broader demographic, we will introduce new endowment funds focusing on elderly support and complementing our youth assistance programmes.

Building momentum with the best kept village & community competition

The Best Kept Village & Community Competition will enter its second year, and at the time of writing we have already received over twice the number of entries compared to last year. This competition provides an excellent platform for both rural and urban communities to highlight their strengths and achievements, with substantial prizes on offer.

The power of community connection

It is imperative that we are fully integrated within our communities, just like thousands of other people and businesses across the county. Regardless of whether you live here, work here, spend leisure time here, were born here, or have chosen to make Shropshire your home, the county's beauty and resilience are best showcased when we work together. We can all be part of a fantastic community that unites and supports one another.

Collaboration over competition

Despite our extensive efforts and dedication, there will always be additional needs to address, mirroring the organisations we support. Therefore, collaboration is vital within the charity sector. Each entity possesses unique strengths that should be leveraged collectively. Exclusivity and entitlement are antiquated concepts; effective operation requires cooperation and responsiveness. Our approach must be collaborative rather than competitive, ensuring complementarity and not rivalry.

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



Get in touch

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Social media



Search for cfshropshire
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