



The Community Foundation for Staffordshire Review

2024/25



Our actions today lay the foundation
for a stronger tomorrow

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An Introduction from our President

As I approach my retirement as Lord-Lieutenant of Staffordshire, I think back more than 25 years to the initial discussions about the setting up of a Community Foundation for Staffordshire.

I was chairing a meeting of the Trustees at The Dudson Centre in Stoke-on-Trent when one of my fellow trustees asked if we realised that we were, at that time, one of only two counties in England without a Community Foundation. Armed with our encouragement, the trustee concerned organised a small group to set up the Community Foundation for Staffordshire and we were delighted that the initial home of the fledgling organisation was at The Dudson Centre, until it was able to establish a more geographically appropriate home in Stafford.

When I first became Lord-Lieutenant, 13 years ago, my view was re-enforced that the voluntary and charitable sector in this county would only achieve its full potential with strong and effective umbrella support organisations such as this Community Foundation, along with others such as Support Staffordshire, Voluntary Action Stoke-on-Trent (VAST) and Staffordshire Council for Voluntary Youth Organisations (SCVYS).

The last 5 years have made us all realise, if we didn't already, that this country would not function as we know it, without the incredible generosity of so many thousand people to give of their time and money to create, maintain and continue to grow a vibrant and effective charitable sector on which we all depend. The support organisations have had and will continue to have, a vital role as the demand continues to grow. It has been a great pleasure to operate alongside them and to get to know and visit so many of our fantastic charities.

It has also been a privilege to have been directly associated with this Community Foundation. This yearbook will give you an insight into just how far, since those initial discussions, the organisation has grown to support this ever more important sector and I wish it every success on the future journey.



Sir Ian J Dudson
KCVO CBE

*HM Lord-Lieutenant
of Staffordshire*

Welcome

This year has been one of continued change, resilience and growth—both for our communities and for the Community Foundation itself.

Welcome to our year in review, covering the period from April 2024 to March 2025. The Community Foundation has supported communities across Staffordshire and Stoke-on-Trent for over 20 years, and since 2016, we've also managed activity in Shropshire and Telford & Wrekin. We connect those who want to support their local communities—private philanthropists, businesses, local authorities, statutory bodies, and individuals—with those who need help.

Although based in Stafford, our team is drawn from across both counties, giving us deep local insight. This enables us to identify needs—both ongoing and emerging—and to respond quickly and effectively.

A year of uncertainty and adaptability

The year began with ongoing uncertainty. While COVID-19 had eased, global instability—including the war in Ukraine—and the cost of living crisis created continued challenges. A general election loomed. In response, we prioritised flexibility and resilience, ensuring we could act quickly as needs emerged.

Meeting growing demand

We continued to increase our grant distribution, a sign of both increasing need and our growing role in supporting the voluntary, community and social enterprise (VCSE) sector. Some organisations have struggled to recover from successive crises, but their resilience has been a powerful reminder of the vital work happening locally.

Endowment growth in a challenging climate

Despite economic uncertainty and cautious forecasts, we exceeded expectations by establishing new endowment funds totalling over £300,000. These funds will grow over time and ensure future grant-giving to support our sector's sustainability.





Our ability to respond quickly and effectively has strengthened our reputation. Individuals and businesses increasingly turn to the Community Foundation as the first choice for giving locally.

A trusted local partner

Our ability to respond quickly and effectively has strengthened our reputation. Individuals and businesses increasingly turn to the Community Foundation as the first choice for giving locally. Our emergency appeals allow us to get funds where they're needed most, while we also focus on long-term sustainability for both our organisation and those we support.

Celebrating community spirit

This year's Best Kept Village & Community Competition saw a surge in participation, with many new and returning entrants. The presentation event at the Moat House in Acton Trussell was a great success, reflecting the shared pride and collaboration in our communities.

Digital transformation

We invested in a major digital upgrade, introducing a new grants database and customer relationship management tools. This transformation will help us deliver better services to grantees, donors and partners, improve efficiency and reduce costs.

Maintaining high standards

We retained our ISO9001 accreditation through the British Assessment Bureau, as well as recognition from the Living Wage Foundation and the Good Business Charter. This year, we also signed the Armed Forces Covenant—an important step, given our location and the number of Forces families on our team.

Our people and partners

My sincere thanks to our incredible team, who continue to go above and beyond, and will soon be joined by new colleagues to support our expanding work.

We're deeply grateful to our President, Sir Ian Dudson, HM Lord Lieutenant of Staffordshire, for his ongoing support. Our trustees and boardroom apprentice, Harj Singh, have offered invaluable insight and ideas, and our sub-committee members—drawn from our communities—help shape our work and direction.

The heart of what we do

Finally, to our donors and fundholders—thank you. Your generosity underpins everything we do, from endowment building to emergency appeals. We simply could not do this without you.

Looking ahead

With greater grant-giving capacity, growing endowments, and new projects ahead, we face increased challenges. But thanks to our expanded team and the unwavering support of our trustees and donors, we're ready to meet them—continuing to deliver essential support to our local communities.



01

Who we are



The Community Foundation bridges the gap
between funders' aims and community needs.



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.

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)



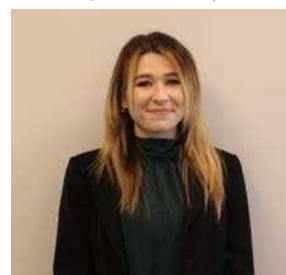
Nikki Winmill
Programmes Officer
(Shropshire)



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 diverse 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.

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.

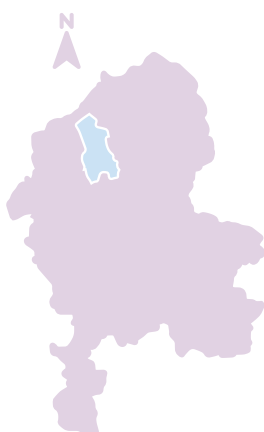
Staffordshire statistics

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



Unemployment

Staffordshire
2.9%
Stoke-on-Trent
3.9%



Average salary

Staffordshire
£36,000
Stoke-on-Trent
£29,000



Ethnicity

Staffordshire	
White:	93.6%
Asian:	3.3%
Black:	0.8%
Mixed Race:	1.7%
Other:	0.5%

Stoke-on-Trent	
White:	83.5%
Asian:	9.9%
Black:	2.8%
Mixed Race:	2.3%
Other:	1.7%



Live in rural areas

Staffordshire
23.4%
Stoke-on-Trent
0.4%



People without a passport

Staffordshire
13.5%
Stoke-on-Trent
17.3%



Average Age

Staffordshire
42
Stoke-on-Trent
38



Life Expectancy

Staffordshire
81
Stoke-on-Trent
77





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 Staffordshire's communities

By helping to fund 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 how we invest in Staffordshire's communities—helping people tackle challenges, develop ideas, and create opportunities. From grassroots projects to larger initiatives, our support aims to make life better for everyone in the area.

We fund a wide range of work, including tackling poverty, promoting inclusion, supporting education, protecting the environment, and celebrating arts and culture. Our grants are flexible and focused on what Staffordshire needs most.

How do we decide who gets our funding?

We keep our process simple, fair, and open.

- **Spreading the Word:** We let local charities and groups know when funding is available.
- **Applications:** Organisations tell us about their goals, how funding will help, and the impact they aim to make.
- **Review:** Our team—and sometimes external experts—assess proposals based on feasibility and potential impact.

- **Decision-Making:** A committee selects the projects that will bring the greatest benefit.
- **Follow-Up:** We stay in touch with recipients to track progress and ensure funding is used well.

Why Do We Award Grants?

We award funding because we believe in making Staffordshire a stronger, better place for everyone. It's all about:

- **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.

Grants summary 2024



5486

TOTAL GRANTS AWARDED



£3,936,101

AWARDED



19,759

TOTAL BENEFICIARIES

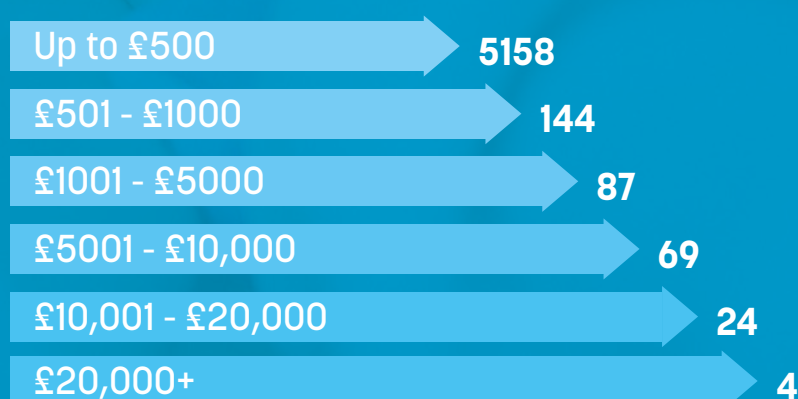
NO. OF GRANTS AWARDED BY AREA	
Area	No.
Cannock Chase	686
East Staffordshire	783
Lichfield	792
Newcastle-under-Lyme	641
South Staffordshire	413
Stafford	693
Staffordshire Moorlands	478
Stoke-on-Trent	264
Tamworth	736

AMOUNT OF GRANTS AWARDED BY AREA	
Area	No.
Cannock Chase	£600,299
East Staffordshire	£581,217
Lichfield	£472,487
Newcastle-under-Lyme	£397,673
South Staffordshire	£205,835
Stafford	£423,693
Staffordshire Moorlands	£319,061
Stoke-on-Trent	£263,057
Tamworth	£672,779

BENEFICIARIES INCLUDE:
5069 INDIVIDUALS
322 UNIQUE ORGANISATIONS

NO. OF BENEFICIARIES BY AREA	
Area	No.
Cannock Chase	2603
East Staffordshire	2776
Lichfield	2819
Newcastle-under-Lyme	2203
South Staffordshire	1191
Stafford	2334
Staffordshire Moorlands	1709
Stoke-on-Trent	1463
Tamworth	2661

GRANTS AWARDED BY FINANCIAL BAND



GRANT CASE STUDY:

Business Enterprise Support

Amount: **£5672** | Area: **Stafford** | Category: **Education & Learning**

Business Enterprise Support (BES) is a community-based social enterprise dedicated to helping people from all walks of life, whether unemployed or working, to achieve self-employment.

With funding from the New Communities Resettlement programme, BES launched the 'Work for Yourself' project to support Afghan resettlers at Swynnerton training camp, many of whom had previously served with the British Army.

The initiative offered self-employment awareness sessions and one-to-one coaching, directly delivered at the site where the resettlers were temporarily housed.

Led by accredited enterprise coaches, each session provided valuable guidance on self-employment, supported by translated handouts in Dari and Pashto to ensure accessibility. After each session, the enterprise coach remained on-site to answer individual queries and offer further information.

Group sessions covered essential topics such as notifying authorities about self-employment, earnings thresholds for taxation, suitable types of work, business setup processes, legal structures, and strategies to attract customers. This practical and tailored approach aimed to empower participants with the knowledge and confidence to embark on their self-employment journey.



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GRANT CASE STUDY:

Helping Hands

Amount: **£432** | Area: **Stoke-on-Trent** | Category: **Health & Social Care**

The Bishop Stamer Fund provides targeted support to organisations working with older adults and individuals facing health-related challenges.

One such beneficiary is the Potteries Helping Hands Dementia Group, a grassroots initiative based in North Staffordshire.

Since launching in June 2023, Potteries Helping Hands has become a growing haven for individuals recently diagnosed with dementia.

New members consistently report how little they knew about the condition at the point of diagnosis—highlighting the urgent need for peer-led education, community, and emotional support.

Through funding awarded by the Bishop Stamer programme, the group was able to run regular, structured meetings for its members, offering a safe, welcoming space, learning opportunities about dementia and coping strategies and social interaction to combat isolation and support mental well-being.



GRANT CASE STUDY:

VAST Services

Amount: **£115,026** | Area: **Stoke on Trent** | Category: **Tackling Isolation**

This year, VAST were awarded a grant from the Know Your Neighbourhood programme, which aimed to breakdown barriers and tackle loneliness through volunteering.

In partnership with Asha North Staffs, Staffordshire Wildlife Trust, and The Ramblers Association, VAST's volunteering team hosted a micro volunteering day.

The Ramblers Association had plans for an event to help support people's mental health & wellbeing, and so on the recommendation of Stoke-on-Trent City Council, they approached the volunteering team at Vast, to help them pull it together.

Everyone who joined in was excited to sign up to the Ramblers' Roving Rangers scheme with Staffordshire Wildlife too! Roving Rangers are champions for nature, so whenever they're out and about, they'll keep an eye out for wildlife and seasonal sights and also let Staffordshire Wildlife Trust know of any issues to help keep our local green spaces in good condition for nature to thrive.

The project grew to involve several partners, all working for the good of people across the City of Stoke-on-Trent. It has led to new partnerships, and new ways of co-operative working to bring benefit to the city's residents.



GRANT CASE STUDY:

Spark (Burntwood) CIC

Amount: **£150** | Area: **Lichfield** | Category: **Social Inclusion**

Spark (Burntwood) runs a lively community hub, offering a wide variety of activities aimed at benefiting the local community. As a grassroots charity, they are highly proactive, continually finding ways to support the area and collaborating with an array of organisations.

Thanks to funding provided by their local Councillor through the Lichfield Councillors Fund, Spark has been able to support their International Women's Support Group. In September, the group enjoyed a wellbeing walk, which included a visit to a café for refreshments. In October, they attended a performance of *Coming To England* at the Lichfield Garrick Theatre, which struck a chord with the group as the story resonated deeply with their experiences. These gatherings have been greatly appreciated by the group members, and the additional funding has allowed more women to join than ever before.



GRANT CASE STUDY:

West Chadsmoor Family Centre

Amount: **£1,000** | Area: **Cannock Chase** | Category: **Emergency Response**

West Chadsmoor Family Centre is dedicated to supporting families and members of the local community.

They provide one-to-one support for individual families through their Family Support Worker, alongside delivering a variety of support groups and learning opportunities for parents. For the wider community, they offer a weekly food table as well as a warm, welcoming space where visitors can enjoy food and a hot drink.

The centre's warm hub received a grant from the Warm Spaces Cannock programme, enabling it to serve as a haven for vulnerable members of the community.

Visitors to the hub were able to meet others, share warm drinks, and take part in engaging activities. While the food was appreciated, the greatest benefit reported by attendees was the chance to enjoy companionship, conversation, and a change of scenery.

Families who attended shared that they greatly valued the warm hub—not only for the food and social connection it provided on an individual level, but also for the sense of collective support and the opportunity to listen and learn from one another within the group.



The centre's warm hub received a grant from the Warm Spaces Cannock programme, enabling it to serve as a haven for vulnerable members of the community.



GRANT CASE STUDY:

League of Artisans

Amount: **£700** | Area: **Staffordshire Moorlands** | Category: **Arts & Culture**

In preparation for Leek Textile Week, the League of Artisans collaborated with Edinburgh-based indigo dye expert Elisabeth Viguie-Culshaw to organise a community project.

The initiative involved growing and harvesting Japanese indigo and woad, preparing dye vats, and using home-grown plants to colour a range of textile swatches during Leek Textile Week, which took place from 23–29 September 2024.

Funded by our We Love the Moorlands programme, participation was exclusively open to residents of the Staffordshire Moorlands. A total of 24 individuals signed up for the woad and indigo growing programme, although two participants dropped out over time.

Among the remaining 22 participants, representatives from Westwood College and Buxton & Leek College also took part, with students on textile-related courses growing dye plants as part of their studies.

The League of Artisans supplied woad and indigo seeds to the participants and covered the participation fee for Elisabeth's online workshop programme. This allowed growers to take part in monthly Zoom sessions, which included technique demonstrations and updates on the plants' progress. Participants were also provided with access to extensive support materials through a secure online portal and a Facebook group where they could share challenges and solutions.



GRANT CASE STUDY:

Supporting Individuals

Amount: **£1.5m** | Area: **Staffordshire** | Category: **Emergency Response**

Amid repeated crises, the Community Foundation for Staffordshire and Shropshire has become a vital lifeline—delivering rapid support and strengthening local resilience.

In recent years, Staffordshire and Shropshire have faced a succession of emergencies—from the COVID-19 pandemic and recurring floods to extreme heatwaves and a worsening cost-of-living crisis. These challenges have revealed deep-rooted vulnerabilities in local infrastructure and left thousands of residents struggling with stark choices, such as whether to heat their homes or put food on the table.

In response, the Community Foundation for Staffordshire and Shropshire has become a cornerstone of the region's emergency response. With its ability to act quickly, forge meaningful partnerships, and target

resources where they're needed most, the Foundation has made a transformative impact in times of crisis.

Through emergency funding programmes, including the government initiative, Household Support Fund, the Foundation has provided lifelines to those most affected. From direct financial support for fuel to backing local warm hubs and grassroots groups, it has ensured that communities are supported both in the moment and in long-term recovery.

To date, the Foundation has awarded over £9.1 million in emergency grants—supporting more than 19,000 community groups and individuals across both counties.

This work reflects not just a commitment to crisis response, but a vision of a more resilient, compassionate, and connected future for everyone in Staffordshire and Shropshire..



GRANT CASE STUDY:

Happy Days Children's Charity

Amount: **£3,000** | Area: **East Staffordshire** | Category: **Sports**

Happy Days Children's Charity aims to provide meaningful leisure and holiday activities for young persons, fostering their physical, mental, and spiritual development.

With funding from the J&O Lloyd programme, Happy Days were able to host a trip to Whitemoor Lakes Activity Centre for 20 children aged 11-16 with neurodiverse conditions such as autism, ADHD, global developmental delay, and cerebral palsy. The trip aimed to provide them with opportunities to engage in activities that they might not otherwise have access to.

During the 3-night stay, the children participated in various activities designed to challenge and stimulate them, including an assault course, climbing, low ropes, and problem-solving exercises. These activities not only provided physical exercise but also helped develop their social skills, teamwork, and confidence.

The positive impact of this trip was evident in the children's enthusiasm and engagement. By supporting these experiences, we were able to contribute to their well-being and development, ensuring they have the opportunity to enjoy their childhood and grow into well-rounded individuals.



GRANT CASE STUDY:

Helping Angels CA

Amount: **£6,333** | Area: **Stoke-on-Trent** | Category: **People with Additional Needs**

Helping Angels CA is dedicated to supporting the needs of children and adults with disabilities and complex needs in Stoke on Trent and throughout Staffordshire, by promoting independence and developing skills and abilities.

With funding from the Bishop Stamer programme, they were able to enhance the facilities at the Indi Club. They acquired a screen and projector for their members to use for movie nights and educational purposes. They also purchased blinds for the hall to control sunlight and create a comfortable environment.

These improvements were aimed at enriching the experiences of their members and providing valuable opportunities for social interaction and learning.

The impact of these enhancements has been significant, improving the usability of the hall and making it more versatile for various activities. Helping Angels CA can continue to support the needs of the community and provide meaningful experiences that promote well-being and development.





03

Help give back

We offer several unique and bespoke ways to help you support and give something back to your community:

Learn more on page:

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Working in Partnership

Community Foundations are established to collaborate effectively. Our mission is to consolidate resources from individuals, businesses, and organisations to provide a sustainable source of support for local communities.

Across the county, we work with many partners on various initiatives. Some of these help deliver sustainable and lasting support to the community, whilst some are focused on addressing a more immediate need. These partners include other voluntary sector organisations, councils, local authorities, statutory agencies, large corporations, and small businesses. By working collectively, we achieve significantly more than we could individually.



UKCF

We are members of UKCF, a national membership body that represents the interests of all accredited community foundations across the UK. It provides the opportunity to network and share best practice and proves the term 'strength in numbers'. Our Chief Executive is also a trustee of UKCF as one of their member representatives..



Team Staffordshire

Team Staffordshire is a partnership between infrastructure bodies from the voluntary sector across Staffordshire, including Support Staffordshire, Vast, SCVYS and the Community Foundation. In addition it has members from delivery bodies such as Business Enterprise Support, East Staffordshire Family Support and Together Active, along with representatives from local authorities. Together we aim to ensure a strong voice for voluntary sector organisations with a view to local strategic delivery.



Made in Stoke

Made in Stoke is a network that champions local place-based philanthropy from those that call Stoke-on-Trent their home, and those that have a direct link to the city. It aims to improve the lives for local residents. Management committee members include the YMCA, the Beacon Collaborative, the Haslehurst Trust, Stoke-on-Trent City Council, Keele University, University of Staffordshire, and the Community Foundation. In addition there is high profile representation from people who grew up in the city and now hold senior positions in significant London based companies.



Stoke 100 & Brewtiful Stoke

To celebrate the centenary of Stoke-on-Trent receiving city status, a new partnership was put together by Stoke-on-Trent City Council of people who could come together to help to promote and celebrate the city, including local charities, statutory agencies and local philanthropists.

A sub-group containing representatives from the Community Foundation, North Staffordshire YMCA, Staffordshire Chambers of Commerce and Vast, are working on 'Brewtiful Stoke' which is seeking the world record for holding the world's largest cream tea party.



CPRE

CPRE, formerly the Campaign for the Protection of Rural England, work with us on our Best Kept Village & Community Competition. Rather than competing we develop new awards together, including an award for best local 'Made in Staffordshire' business.



Lichfield Street Aid

Working with Lichfield District Council this innovative new scheme aims to reduce rough sleeping and sofa surfing in the Lichfield District. It encourages donations which are then used to support rough sleepers to get off the streets, overcome the reasons for their situation, and give them hope.



One Stoke

Following the riots of 2024 in Stoke-on-Trent a new network was created to look at the factors that led to the trouble. The network is led by Stoke-on-Trent City Council, with support from the Community Foundation, Vast, Staffordshire Police, Staffordshire Fire & Rescue, the Sentinel, Port Vale FC and Stoke City FC, along with several local voluntary sector organisations.

Working with professional advisers

Working with an accredited community foundation in the UK offers numerous benefits for professional advisers and solicitors managing their clients' charitable giving. We provide expertise, efficiency, and local impact, making us valuable partners in philanthropic endeavours.

Expertise and Local Insight

We bring deep knowledge of the local voluntary and community sectors, helping advisers connect clients with giving opportunities that align with their values and make a tangible difference.

Flexible, Efficient Giving

Our services offer cost-effective, tax-efficient ways to manage philanthropy. Options like named funds provide the benefits of a charitable trust without the administrative burden and allow clients to respond quickly to emerging needs.

Tax-Effective Solutions

We help maximise the financial benefits of charitable giving, including income tax relief, making philanthropy both impactful and advantageous.

Comprehensive Support

From fund administration to reporting and grant-making, we handle the details so advisers can focus on client relationships, knowing their clients' philanthropic goals are in expert hands.

Legacy Planning

We support clients in building lasting legacies through endowments and estate planning, ensuring their generosity continues to benefit future generations.



Personal Giving



Charitable giving is a deeply rewarding act that offers countless benefits to people, extending far beyond the immediate impact on those receiving the donation.

Many people give charitably all year round, without even thinking about it. It may be through emergency appeals, sponsoring someone who is doing something for charity, telethons, or fundraising events. Giving to charity can enrich lives in many meaningful ways.

Personal Fulfilment and Happiness

Research shows that acts of kindness, such as donating to charity or volunteering, releases endorphins and promotes a sense of well-being. Giving provides people with a sense of purpose, knowing they are contributing to positive change in the world. This psychological reward fosters greater overall happiness and life satisfaction.

Building Stronger Communities

Charitable giving connects people to their communities. By supporting the Community Foundation, you can help to strengthen the fabric of society, fostering a sense of shared responsibility and belonging. This can lead to deeper, more meaningful relationships with others.



Giving to charity can enrich lives in many meaningful ways.



Tax Benefits

Donations made to the Community Foundation often come with tax relief under the Gift Aid scheme. For example, eligible taxpayers can ensure their donation is worth an additional 25p for every £1 donated, at no extra cost to the donor. This added incentive encourages giving and makes contributions even more impactful. If you are a higher rate taxpayer you can also claim tax back directly on the donation that you make.

Setting a Positive Example

Giving to charity inspires others, including family, friends, and colleagues, to do the same. Parents who give generously set a valuable example for children, teaching them the importance of empathy, kindness, and helping those in need. This ripple effect contributes to a more compassionate society.

Improving the Wider Society

By supporting charitable initiatives, people contribute to a better quality of life for everyone, from funding healthcare advancements to promoting education and sustainability. The Community Foundation is the perfect vehicle to help deliver those improvements. A more equitable and thriving society benefits all members, including the giver.

In today's society, charitable giving is not only an act of generosity but also a deeply enriching experience for people. It improves personal well-being, strengthens communities, and creates a lasting positive impact on society. By giving back, people not only change lives but also become part of a collective force for good.



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Business giving



We work with dozens of businesses each year across Staffordshire, who want to give something back to the community that they are based in. It is a way for them to show that they care about their local area, and that as they benefit from being here, they want to help others.

Charitable giving offers businesses a multitude of advantages that go far beyond goodwill, positively impacting their operations, reputation, and bottom line. In today's socially conscious market, businesses that demonstrate a commitment to giving back stand out as leaders in their industries.

It doesn't need to be large corporations either. Social Responsibility and Environmental, Social and Governance aims means that charitable giving is beneficial to every business, sole trader to multinational.

Giving by businesses is a two-way street. Even though they are giving something to their local community, it is right that they should get the credit they deserve for doing so, and the benefits that come with that.



Charitable giving offers businesses a multitude of advantages that go far beyond goodwill, positively impacting their operations, reputation, and bottom line.



Contributing to the Community Foundation helps businesses strengthen their reputation and public image.

Enhanced Corporate Reputation

Contributing to the Community Foundation helps businesses strengthen their reputation and public image. Surveys have shown that consumers in the UK increasingly prefer to engage with companies that align with their own values, such as supporting community initiatives, sustainability, and social justice. Charitable partnerships can foster customer loyalty and attract a wider audience.

Employee Satisfaction and Retention

Employees take pride in working for companies that actively support social and environmental causes. Charitable activities, like volunteering or fundraising events, foster a sense of community and shared purpose within the workplace. This boosts morale, enhances job satisfaction, and can improve staff retention rates.

Community Engagement

Businesses that support their community through the Community Foundation are better able to connect with their communities. These efforts not only provide essential resources to those in need but also help businesses build strong local networks and foster goodwill.

Tax Incentives

UK based businesses benefit from tax relief for charitable giving. For example, donations by businesses can reduce taxable profits, offering financial benefits while supporting worthwhile causes.

Marketing and Brand Differentiation

Charitable giving allows businesses to differentiate themselves in a competitive market. Highlighting partnerships with charities in marketing campaigns reinforces a brand's values and can make it more appealing to socially conscious consumers.

Long-Term Impact

Supporting causes through the Community Foundation contributes to building a more equitable society, which ultimately benefits the business environment. For instance, funding educational programmes can lead to a more skilled workforce, while backing environmental initiatives contributes to sustainable development.

Charitable giving is not only an ethical and socially responsible choice but also a strategic decision for local businesses. By investing in your community, you can achieve stronger reputations, happier employees, financial savings, and long-term growth, creating a win-win scenario for all involved.



‘We Love’ place-based funds



Place-based funds are a unique initiative by the Community Foundation, designed to promote local giving and support grassroots organisations.

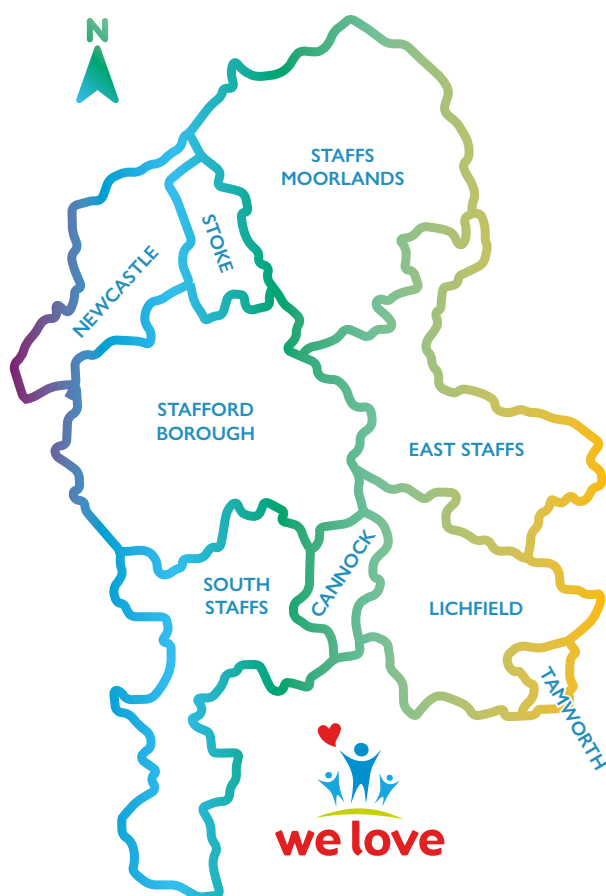
While the principle is simple—encouraging people to give back to their communities—the impact is significant.

Many individuals and businesses want to help locally but can't set up their own fund. That's where our place-based funds come in. By pooling donations, we can achieve far greater impact together than anyone could alone.

Grants are awarded twice a year, typically in summer and at Christmas. These funds provide vital support to small voluntary and community groups—often overlooked and underfunded—who work tirelessly at the heart of their neighbourhoods. These groups are more focused on action than administration, so we keep our application process clear and supportive.

Each place-based fund is supported by a local panel of advisors. They help promote the fund, raise money through local events and donations, and guide how funds are allocated. While demand always exceeds resources, this local insight ensures funding reaches where it's needed most.

Applicants must demonstrate clear need and explain how the funding will be used. As responsible funders, we ensure all grants meet our standards—so donors can trust that their contributions are spent wisely and make a real difference.



Key Facts

Purpose: Place-based funds are endowments focused on a specific area. Like a pension for the community, they offer sustainable long-term support.

Local Leadership: Panels of local advisors help fundraise and direct funding to reflect community needs.

Funding Sources: Contributions come from individuals, businesses, dormant trusts, and civic leaders like mayors.

Impact: These funds empower communities, support vital services, and build collective responsibility.

Adaptability: Funds respond flexibly to changing local needs, ensuring continued relevance and effectiveness.

Want to support your local community? Call our Business Development & Local Philanthropy team on 01785 339540.

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

- We Love Burton
- We Love Cannock Chase
- We Love the Moorlands
- We Love Newcastle
- We Love Lichfield
- We Love South Staffordshire
- Stafford Together
- We Love Stoke-on-Trent
- We Love Tamworth
- We Love Uttoxeter

Leaving a legacy

For a long time, people were reluctant to discuss leaving a gift in their will—uncomfortable with linking death to charity. That's now changing. More people are recognising the power of legacy giving as a meaningful way to create lasting impact.

Traditionally if people left a gift in their will it had to be to the closest fit to their wishes. At the Community Foundation, we start with you. We ensure your wishes are honoured by creating a bespoke fund that supports the people and causes you care about.

Leaving a gift in your will is a powerful way to uphold your values and support future generations. Whether funding education, advancing health, or tackling climate change, legacy gifts contribute to a better, fairer society.

It's also a deeply personal act—your legacy lives on through the positive change it enables, remembered by family, friends, and community.

There can be financial benefits too. Charitable gifts are exempt from inheritance tax, and if 10% or more of an estate is left to charity, the inheritance tax rate on the rest of the estate drops from 40% to 36%.

Legacy giving can also inspire others. Sharing the reasons behind your gift may encourage loved ones to support similar causes during their lifetime.

For charities like ours, legacy gifts are vital. They help us plan ahead, expand our programmes, and remain resilient—even in difficult times.

Leaving a legacy is simple and flexible. It can be added when writing or updating a will and may take the form of a set amount, a percentage of your estate, or specific assets.

A gift to the Community Foundation is a lasting gesture of kindness—one that benefits your family, your community, and society for generations to come.



LEGACIES CASE STUDY:

Gihan Dissanayake

Gihan has spent his life supporting others. A long-time advocate for his community, he's especially passionate about helping young people reach their potential—particularly those from challenging backgrounds.

Over the years, Gihan has worked with the Community Foundation, making donations to several of our funds, including emergency appeals, and serving on local panels. He's seen the impact of our work first-hand.

With a close-knit and extended family, Gihan has ensured they'll be cared for after he's gone. But he also wanted to leave something for the wider community that has meant so much to him. He chose to leave a pecuniary legacy—a specific sum of money—to benefit local causes.

(Legacies can also take other forms, such as specific legacies—gifts of property, shares, or items—or residuary legacies, which leave a percentage of the estate after other bequests are fulfilled.)

Gihan approached us to set up a fund using the gift in his will. Through a series of conversations, we explored his goals and how he wanted the fund to be used. From this, we created an agreement to manage a named fund that reflects his values and directs support to the causes he cares most about.

“

Gihan approached us to set up a fund using the gift in his will. Through a series of conversations, we explored his goals and how he wanted the fund to be used.



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 partnership between the Charity Commission and our national membership body, UKCF, and by extension community foundations across the country.

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



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*



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

The smallest trust transfer was for £1,890, whilst the largest was for more than £1.5 million. The size of the trust is less relevant than the commitment of the existing trustees to ensure that their impact is maximised, that they can make the biggest difference to the people that

they wish to help, and that the local community continues to benefit from their efforts, and those of their forebears, for years to come.

If you would like to learn more about how your trust or charity could become part of the Community Foundation, so that you can increase your local impact, still be directly involved in ensuring your chosen causes are supported, but save time and money, and reduce your legal responsibilities, please call us on 01785 339540.

REVITALISING TRUSTS CASE STUDY:

Beardsley & Blood Fund

A centuries-old charity founded to support Tamworth's most vulnerable continues its legacy through the Beardsley & Blood Fund.

Across the county, many historic trusts were established by philanthropists in the 1600s–1800s to support local people—long before the NHS, state education or the welfare system existed. Over time, however, some of these charities became outdated.

One such trust was the Beardsley & Blood Charity. It was founded by the will of Richard Beardsley in 1669 and bolstered by gifts from his wife Elizabeth (1670) and a descendant, also Elizabeth, in 1772.*

Originally aiding “the poor of Tamworth,” the trust evolved to offer practical support with dignity to residents facing financial hardship. For years, its trustees modernised the charity while honouring its intent.

In 2024, administration passed to the Community Foundation. Now the Beardsley & Blood Fund, it continues helping Tamworth residents with essential household items—staying true to its roots while remaining relevant today.

** More details are available in the 2025 book ‘The Forgotten Past of Wigginton Village’ by Robert Watson & Pamela Marshall*



Community initiatives

The Best Kept Village and Community Competition has been a proud Staffordshire tradition since 1956, promoting community pride, unity, and volunteer spirit.

Since 2018, it has been administered by the Community Foundation for Staffordshire & Shropshire, following the closure of the Rural Community Council.

Far more than a beauty contest, the competition recognises the efforts of residents to care for and improve their surroundings. It is open to villages, housing estates, and wards, making it an inclusive celebration of community engagement.

Entries are submitted online to streamline the process and minimise environmental impact. Volunteer judges visit communities to assess cleanliness, maintenance, and local initiatives. Additional elements, like a children's poster competition, help involve younger residents.

Judging runs from May to July, where entrants are first shortlisted, and then finalists are chosen. Communities are evaluated on their commitment to creating welcoming environments and fostering a strong sense of belonging.

This year's Awards Evening, held at the Moat House in Acton Trussell, celebrated the achievements of winners and highly commended entries alike. But more than recognition, the competition shines a light on the collective efforts of Staffordshire's residents.

By nurturing pride and participation, the competition not only enhances the county's appearance but also strengthens the social fabric that makes Staffordshire a better place to live.

We'd like to thank our sponsors for the 2024 competition:

Richard Winterton Auctioneers, Homes Plus, Staffordshire County Council CPRE, Canalside Farm Shop, KGL Estates, Mill Dam Trust, Owen Family Trust.



The Best Kept Village and Community Competition 2024 results

Children's Poster Competition 5 - 7 years

1st runner up: Eleanor Falder
2nd runner up: Phoebe Griffin
Winner: Ettiena Ball

Children's Poster Competition 8-11 years

1st runner up: Luna Judge
2nd runner up: Jess Gough
Winner: Young Artist Winner

Children's Poetry and Prose Competition

Runner up: Caitlin Campbell
Winner: Imogen Campbell

Spirit of BKVC

Runner up: Carole Collier
Winner: Gaynor Roberts

CPRE Environmental Award

Winner: Perton



Best Kept
Village & Community

Community Spirit Award

Winner: Wheaton Aston

Best Large Village (North)

Winner: Haregate

Best Large Village (South)

Highly Commended: Gnosall
Winner: Weston Aston

Best Small Village (North)

Winner: Ipstones

Best Small Village (South)

Highly Commended: Hill Ridware
Runner Up: Trysull & Seisdon
Winner: Kings Bromley

County Winner

Kings Bromley





04

Future plans



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



Future plans

Responding to change in our communities

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.

Securing new funding and supporting key initiatives

We have secured new funding streams for the next financial year, amounting to more than £3m. These include new initiatives for Stoke-on-Trent, such as the *Let's Celebrate* programme to commemorate the city's centenary, and the *One Stoke fund*, which aims to enhance community cohesion following the 2024 riots.

Extending proven programmes

Extensions will be offered to existing programmes, including the *Hanley at Home* scheme, funded by the Hanley Economic Building Society, renewed for another year. Additionally, the *Care Leavers Fund*, initially funded by CCLA and LAMIT, will benefit from our match funding. The hugely successful *Know Your Neighbourhood Fund*, having completed its initial three-year period, is also expected to receive an extension.

Strengthening statutory partnerships

We will continue collaborating with statutory bodies across the county, including NHS entities in North Staffordshire and local authorities in Lichfield, Stafford & Tamworth.

Advancing business development and philanthropy

From a business development perspective, our new team is diligently working to significantly increase our endowment funds. This will involve endowments funded through philanthropy, plus business support and sponsorships.

We will also begin the rollout of *Community Champions*, our new membership and recognition scheme designed to honour individuals and businesses that support the voluntary sector.

Enhancing community engagement through competitions

Efforts are underway to further increase participation in our *Best Kept Village & Community Competition*, which has recently shifted focus towards community engagement rather than aesthetics. We are simplifying procedures and extending the timelines to make entry easier. Numerous roadshows are planned to disseminate information and provide advice and guidance to new and returning entrants.



Expanding services from Philanthropy House

Our Operations team will explore new services from *Philanthropy House*, including virtual office services to allow charities a professional presence without the need for formal offices. Mailing addresses, telephone answering, and meeting room access are components of this service offering.

Upholding standards and accreditations

Our Operations team will also oversee governance and accreditation schemes, maintaining current accreditations such as UKCF accreditation, ISO 9001 accreditation, and Living Wage accreditation. We will continue to be signatories to the IVAR funding pledge, the Good Business Charter, the Funder Commitment on Climate Change and the Armed Forces Covenant. We have a couple of new accreditations which will get underway to ensure that we can highlight our commitment to the community.

Embracing digital transformation

Our teams will continue working on our digital transformation project, to help enhance our services and increase our efficiency. The next phase will include a new donor log in facility, allowing our supporters to log into our system to see how their fund is performing and the awards that have been granted from it.

We will also introduce a new way for applications to our projects to be made, simplifying the process for applicants.

As well as that, we will be looking at removing some of the duplication that exists to make things more efficient and cost-effective, allowing us to pass savings on to our funders and partners, and put more money out to frontline charities and community groups.

An abstract geometric composition featuring a large yellow square in the upper right, a large grey semi-circle in the center, and a large blue semi-circle in the lower right. A purple triangle is in the top right corner, and a green semi-circle is in the bottom right corner. The bottom left features a pattern of vertical yellow and white stripes. A grey semi-circle is also visible in the top left corner.

Get in touch

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