Heart of England Community Foundation

Annual Review 2014/15

Celebrating 20 Years of Giving
Bishop’s Foreword

Welcome to the Annual Review of the remarkable work of the Heart of England Community Foundation.

I regularly come across two sorts of people and organisations. There are those with some economic means, small or large, who want their assets to make a difference to their communities; and there are those with energy who want their activity to make a difference to their communities. As you will see in the pages that follow, the genius of our Community Foundation is that it brings those two groups together and provides a professionally run and compassionately driven way of collecting, investing and distributing funds to causes that have been carefully assessed for their transformative effect on our local community.

Whether you have assets that can help or ideas for action that need support, I hope you will be inspired by what you will read in these pages and encouraged to make use of our Community Foundation to make a difference to the people of the Heart of England.

The Right Reverend Dr Christopher Cocksworth
Bishop of Coventry

Message from the Chairman

Welcome to our Annual Review 2014/15.

The last 12 months have been significant for the Charity as we end the year on a high, both operationally and financially.

We are delighted to have engaged with new donors enabling us to support even more local projects taking place in the heart of communities across the West Midlands region.

During 2015 we are celebrating our 20th Anniversary. Having started with a modest donation of a few thousand pounds, we now have endowments totalling £6.7m. Those endowment funds continue to work hard for us, generating long term income which we invest back into our communities.

During the year we have become more involved in Birmingham and the Black Country and we go forward with a focus to increase our philanthropy services across this wider region.

We strive to remain true to our mission and values by ensuring we deliver a first class service to both our donors and the communities we serve.

This review shows where the grants have been delivered and I am delighted to see the diverse range of community groups which have received our help.

I would like to thank the staff and my fellow board members for the work they have done over the past 12 months to get our Charity ready for what has the potential to be a fantastic year ahead.

Paul Belfield
Chairman
20th Anniversary

20 Facts for 20 Years, the story so far...

1. A crucial bursary of £3,000 towards the costs of setting up the Foundation was received from the Association of Community Trusts and Foundations who are based in Bloomsbury Square, London.

2. Established on 14th February 1995

3. One of 4 community foundations to be established in 1995 taking the total to 17—there are now 48.

4. Five grants awarded in first year totalling £2,000.

5. Grants used to be awarded around a chosen theme; in 1997 it was projects working with young people experiencing behavioural difficulties and people experiencing isolation.

6. First large pledge of cash was in 1998 when Peugeot Motor Company pledged a further £80,000 in endowment support bringing its total commitment to £1,000,000.

7. 2001 sees grants programme grow to over £1,000,000 for the first time.

8. By 2002 the Foundation was the 3rd largest grant maker in the county.


10. 2003 - First time donations received reached over £1,000,000.

11. 2008 – Chosen by Learning and Skills Council to administer European Social Fund worth over £1,000,000 across West Midlands leading a consortium of six Community Foundations.

12. 2007-08 – 70% of applications were funded, 1 in 3 were first time applicants.

13. By 2008 the value of donated office space from Peugeot Motor Company since 1995 reached approximately £250,000.

14. 2008 saw the Foundations highest yearly income on record, £1,633,056

15. In 2011 the Foundation was awarded Quality accreditation (QA2) by the Community Foundation Network (CFN).


17. In 2013 the Foundation was awarded Quality accreditation (QA3) by UK Community Foundations (previously CFN).

18. 2014 saw the Foundation increase its endowment to over £6,000,000.

19. £11,281,480 awarded so far in Coventry, Warwickshire, Solihull, Birmingham and the Black Country.

20. 2014 saw the value of donations received reach over £1,000,000 for the first time.
What is a community foundation?

A community foundation is a vehicle for charitable giving. Community foundations work with individuals, families and companies to design bespoke grant making strategies that target particular issues or focus on particular geographical areas. There are 48 accredited community foundations in the UK.

What is UKCF?

UKCF is the umbrella organisation for all community foundations. They quality accredit member community foundations to standards endorsed by the Charity Commission and provide advice and support. They also provide philanthropic advice to donors and work to deliver UK-wide fundraising and grant making programmes through community foundations.

Are Community Foundations the voluntary sector’s “best-kept secret”?  

UKCF president Baroness Prashar has spoken in the House of Lords about Community Foundations and called on the government to run another large match funding programme, following the success of the £130m Community First scheme. Speaking in the Lords in June 2015 she highlighted Community Foundations as the voluntary sector’s “best-kept secret” and urged officials to consider further match funding initiatives and ways of better leveraging local funding. Her comments came during an afternoon debate held on June 11, responding to an open letter on civic society published by the Church of England in the run-up to the general election.

“Unashamedly” stressing the vital importance of the Community Foundation model she said: “What I like about Community Foundations is the thinking that underpins them. It is about local engagement, local giving and bringing together donors and doers to support local communities to meet local needs. It is about building local social capital, inclusiveness, investing in local communities, empowering local communities and valuing community-led solutions to local issues.”

More information on Community First can be found at www.ukcommunityfoundations.org

Grants Across the Network

- The total managed endowment across the network stood at £450 million in 2014, an increase of 18% on the previous year.
- The average grant size is £3,200.
- Community foundations manage 2,300 funds on behalf of individuals, families and companies.
The benefits of dance to a person’s health and wellbeing have been recognised over the years and the team at Coventry Mencap have experienced this first hand. With that in mind they were keen to run a couple of weekly dance classes for children age 3 to 7 and 8 years +. These sessions give many advantages for those living with disabilities. Dancing allows them free expression, as well as the obvious benefit of physical activity which in itself improves well-being.

“We know from past experience what an enormous benefit comes from these sessions. Improvements can be seen in co-ordination, concentration and stamina. It also helps children to form friendships outside of their family unit with added interaction between them and volunteers who help at sessions.”

Jill Hinde
Coventry Mencap

Other projects funded included:

- Christ the King Boxing Club
  £1,000 Coventry Community Games Fund

- The Notables
  £2,000 Coventry Building Society Charitable Foundation Fund

- LoveCov.Com
  £2,000 Heart of England Fund

DID YOU KNOW...

There are 2,140 Children and young people aged under 16 in Coventry claiming disability living allowance.

stats from www.coventry.gov.uk

Kindly Supported By The Band Hatton Button Fund £1,000

 stats from www.coventry.gov.uk
Legal Highs contain one or more chemical substance which produce similar effects to illegal drugs (like cocaine, cannabis and ecstasy). These new substances are not yet controlled under the Misuse of Drugs Act 1971. Unfortunately we regularly see the terrible outcomes for young people who choose to use these products.

Sevenco received funding to support ‘Street Aware’, a bespoke school drug education programme to help not only the young people but their teachers and parents, making them aware of the dangers of these substances and the awful long term effect they can have on lives.

“I really enjoyed the sessions, the wheel of misfortune made me think about the consequences of drug use.”

“I had thought that ‘legal highs’ would be safe to take, now I know better – thank you.”

“The real life stories were so important to hear, we always think it will happen to someone else, truth is it can happen to anyone if they make the wrong choices.”

Participants of the Street Aware programme

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Other projects funded included:

- **Wembrook Community Centre**
  - £1,980 The Heart of England Fund

- **Greenmoor Community Allotment Association**
  - £2,000 Warwickshire Community Recycling Scheme

- **Nuneaton & Bedworth Healthy Living Network**
  - £14,839 European Social Fund Community Grants

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*DID YOU KNOW...*

There were at least 60 recorded deaths from legal substances in 2014.

Stats from Office for National Statistics
There are many unpaid carers in today’s society, looking after family members and loved ones. Many are children and young people who balance their care duties with attending school. Often they do not get a chance to mix with their friends, ride a bike, play football, to be just young!

The Carers Support Service identified a lack of provision for young carers under the age of 8 and with a grant from Comic Relief aimed to protect these young people from taking on inappropriate caring roles and to provide emotional support and information.

“As a result of this project we have seen a reduction in caring responsibility due to our interventions with the family and obtaining other services to come into the home to replace the young carer. The parents also receive emotional support and are advised of their rights.”

Deb Bignell
Chief Executive

Other projects funded included:

- Hope 4 (Rugby) Ltd
  £1,303 Orbit Heart of England Grants

- Stretton on Fosse Village Hall
  £2,000 Community Energy Warwickshire Grants

- Brownsover Community Association (BCA)
  £1,881 James Kenning Fund

DID YOU KNOW...
There are 677 young carers in Rugby

stats from The Warwickshire Quality of Life 2014 report.

Kindly Supported By Comic Relief Communities Grant £7,500

RUGBY 9 PROJECTS SUPPORTED DURING 2014/15
£44,682
Sometimes all it needs is to know there is someone there to help and care and with this ethos the team at Crossroads Trust Ltd set up their Clothes Line Initiative Project. The aim of the project was to provide good quality second hand clothing and shoes to ex-offenders leaving prison to help with their resettlement back into the community, reduce the risk of re-offending and promote safer communities.

“When I left prison I had nothing. No family, no friends, nowhere to live, no job, no money, no food, no hope. I walked through the prison gates carrying a black holder containing the clothes I wore in court before I got sent down. I lost 3 stone whilst inside so my clothes did not fit properly. I felt stunted. I felt everybody was looking at me and laughing at my appearance. I was better off being back inside. I was then referred to the Crossroads Trust. I was supplied with new underwear, socks and great clothes that fitted me. I felt a man again and felt self-respect. I am so grateful for the support and kindness I was shown. I was given hope I could do this and have a good life away from substance misuse and re-offending. Almost 12 months on I have a home, a job, some money in my pocket, a girlfriend and above all hope. I am now a mentor for the Trust in my free time so I can give something back.”

John – Aged 42

Other projects funded included:

- **Little Fingers**
  £9,280 European Social Fund Community Grants

- **Cohort 4**
  £997 Warwickshire Recycling Scheme Grants

- **Hurley Kings Football**
  £4,000 Comic Relief Local Communities

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**DID YOU KNOW...**

that the re-offending rate in Warwickshire stood at 7.21% in 2014, over 2% less than predicted

stats from Ministry of Justice

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Kindly Supported By The Heart of England Fund £1,000

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A local social enterprise wanted to open up creative opportunities to the local community whilst also demonstrating the benefits of Up-cycling. By running community workshops led by talented crafts people and artists they were able to Up-cycle furniture and textiles using a variety of methods including traditional wood and upholstery crafts.

“One participant was a vulnerable learner, permanently excluded from her school. The workshop provided her with the opportunity to up-cycle a dress that had been in her family for years. Not only did it keep her engaged and build valuable new skills, the experience also switched her whole family on to recycling.”

Gemma Corden
Hybrid Arts

“Upcycling is the process of converting waste materials or useless products into new materials or products of better quality or for better environmental value.”

Other projects funded included:

- Friendship Project £5,000
- Toms Fund
- The 29th May Charitable Trust Fund £1,000
- The Spring Playgroup Charity
- Youell Family Fund £5,000
- Rona Sailing Project

DID YOU KNOW...

26.7% of waste in Warwick was recycled in 2014.

stats from www.warwickshire.gov.uk

Warwick
Hybrid Arts

Kindly supported by the Warwickshire Community Recycling Scheme £1,000

Warwick
5 PROJECTS
supported during 2014-15
£15,000
Gro–Organic is a Community Interest Company that aims to inspire and support people to understand where their food comes from and what healthy living is. With a grant from the Solihull Community Fund they provided a two day skills building workshop that was aimed at young people classified as NEETs (Not in Employment, Education or Training) to help improve both their economic and health prospects. This included the design and build of a community juicing bike that they then took to local fetes, fairs and shows.

This was to help local people understand the benefits of the Government’s 5 a day initiative whilst demonstrating how easy it is to blend your own fruit to make nutritious smoothies rather than choosing high sugar canned alternatives. The challenge was to get 1000 people living in the North of Solihull to cycle 1000 miles on the bike.

Sarah Gill, Director at Gro–Organic said; “The Juice Bike project has been a huge success and we smashed the 1,000 mile challenge. People who took part in the challenge included Nick Clegg, Vince Cable and Caroline Spellman. The young people really engaged with the project and the bike was made out of recycled materials with help from CTC Kingshurst Academy.”

DID YOU KNOW...

6.7% of 16-18 year olds in Solihull are classified as Not in Education, Employment and Training (NEETs)

stats from www.solihull.gov.uk

Other projects funded included:

- Little Fingers
  £1,500 Coventry Building Society Charitable Foundation Fund

- Meriden Adventure Playground Association (MAPA)
  £1,000 Sport Relief Community Cash 2014

- Entraide
  £12,864 European Social Fund Community Grants 2014

Kindly Supported by Solihull Community Fund £1,500
Avon Valley Community First Responder Scheme (AVCFRS) is a support scheme for Community First Responders (CFRs) in Stratford upon Avon and the immediately adjacent villages in the Avon Valley in South Warwickshire.

CFRs are called out by the West Midlands Ambulance Service to the arrival of ambulance and paramedic crews to 999 calls to provide vital ‘first on scene’ assistance to people who are either seriously ill or injured, especially in rural areas. The scheme needed funding to purchase vital equipment to support the provision of the service.

“There is evidence to show that First Responders do arrive prior to paramedics/ambulances on occasions and save lives. If a trained volunteer has no equipment, he/she cannot provide this service and help make a difference.

This generous grant paid for such equipment.”

Mike Catchpole
Treasurer at Avon Valley

DID YOU KNOW...

Did you know... there are 1,500 Community First responders working across the WMAS region (West Midlands Ambulance Service)

stats from www.first-responders.co.uk

Other projects funded included:

- De Montfort Talking Books Service CIC
  \n  £1,500 Peugeot Fund

- Shipston Home Nursing
  \n  £5,000 Youell Family Fund

- Salford Priors Memorial Hall
  \n  £400 Community Energy Warwickshire

Kindly Supported by the Coventry Building Society Fund £2,000

Stats from www.first-responders.co.uk
Birmingham
OSCAR Birmingham Ltd

OSCAR Birmingham was established in 1974, primarily to promote greater awareness of Sickle Cell and Thalassaemia. People living with this condition can be socially disadvantaged due to social exclusion or lack of support. Young people in particular can suffer bullying and isolation as a result of having considerable time off school. It mainly affects people from the African, Caribbean, Asian, Greek and Chinese Communities. They received funding to support their OSCARthon event, where participants were encouraged to walk, run, or wheel around a local park to raise awareness of Sickle Cell.

“We wanted to provide opportunities for sufferers to come together and share their experiences in a positive way and at the same time be worthwhile and fun. Young people in particular can feel very isolated at times and face multiple disadvantages so it helps to meet others dealing with the same issues.”

Madge Milligan-Green

Other projects funded included:
- Legacy WM £3,730 Comic Relief Local Communities Grants
- Heartlands Healthy Living Network £1,000 Sport Relief Community Cash
- Sikh Community and Youth Service UK £13,250 European Social Fund Community Grants

The Black Country
Just Straight Talk

Just Straight Talk supports the hardest to reach groups with the practical support and motivation they need to enable their return to education, training, and sustainable employment. They offered support to ex-offenders aged 19-30 to move closer to employment by taking part in an eight week training course focusing on basic construction and employability skills.

“This grant has made such a difference, giving people a real, no strings attached, opportunity. This led to all participants growing as individuals, developing their interpersonal skills and confidence, learning new trades, making friends and achieving life changing experiences. The grant from Heart of England Community Foundation through the European Social Fund Community Grants Programme was straightforward and we thoroughly enjoyed working with them.”

Kate, Director

Other projects funded included:
- Dudley Counselling Centre £7,354 Comic Relief Local Communities Grants
- Wednesbury Young Firefighters Association £1,000 Sport Relief Community Cash
- Kids In Communication £14,930 European Social Fund Community Grants

Sickle Cell Disease (SCD) is the most common genetic disorder in the UK, with 12-15,000 affected individuals.
Case Study

European Social Fund Community Grants Programme

In 2013 the team at the Foundation were delighted to hear the news that it had secured £2.1 million in European Funding for across the West Midlands. This fund, awarded by the Skills Funding Agency, was to develop projects looking to support the long term unemployed (aged 19+), addressing barriers to employment and developing soft skills.

Once such project was Arty Folks based in Coventry. Their ‘Gateway to Progression’ was aimed at developing transferable skills through visual arts, specifically working with those who had been dealing with mental health issues. One participant’s story is simply called ‘I picked up a leaflet….’ here is a short section…..

I heard about Arty-Folks when I was an in-patient at the Caludon Centre. I picked up a leaflet in the activity room and another in-patient told me how good it is. I was very nervous when I first came to Arty-Folks. I felt so anxious and tense, I was so worried that I wouldn’t be able to fit and really didn’t know what to expect. But I found staff and other members very easy to talk to and I so enjoyed the friendly and encouraging atmosphere. I have been attending regularly ever since and I wouldn’t want to miss it.

I have been coming for only 3 months and think the group has really helped me to grow as a person and develop more of a connection with other people. I’ve recently started to think about my future and while I would quite like to study Psychology, maybe at Coventry University, I realised that I need to make small steps that I can sustain. In the past I have taken on too much too quickly and then relapsed. I am really hoping this time will be different. At Arty-Folks I have found people I can talk to about these things and I feel that I am now in a much better position to move on at a steady pace.”

What we’ve been up to...

Right Reverend Dr Christopher Cocksworth, Bishop of Coventry

In May 2014, Bishop Christopher and his wife Charlotte kindly hosted an event at the Bishops House. The evening was celebration of the Foundation’s work and local businesses were invited, some already supporters of the Foundation, others looking to find out more.

Packington Hall

In July 2014 the Foundation in conjunction with the Belgrade Theatre held ‘Belgrade Unplugged & Dinner’ at Packington Hall. The evening was a great success raising £3,000 and the venue stunning.

Charity Ball

2014 saw the Foundation benefit from its first Charity Ball organised by the team at Band Hatton Button. The evening, in September, was held at the Hilton Walsgrave and was a great success. Over £9,000 was raised.

Foundation Live

In October we held our Foundation Live event, which was hosted by PSA Peugeot Citroen, our corporate patron, at their HQ in Coventry. It was a great success with displays and performances from funded projects including a very thought provoking and emotional short play by Salish Action through Advocacy.

Ambassadors Programme Launched

November saw the Foundation launch its Ambassadors Programme. To support its Philanthropy and Grant Making Programmes, the Foundation is actively working to strengthen its honorary structure by appointing Ambassadors. An evening at Coombe Abbey was the official launch.

100 Club Launched

The Foundation was excited to launch its 100 Club at an evening at the Bishops House in Coventry. Local businesses were invited to come along and find out more about the Foundation and how they can get involved and help their local communities.

Grants of up to £15,000 were available and 137 projects benefitted.
100 Club

Connecting Businesses with the Community through Philanthropy

Starting your CSR Portfolio the easy way.

The 100 Club, a collaborative initiative between the Heart of England Community Foundation and the Coventry & Warwickshire Chamber of Commerce offers your business a complementary service to help you deliver aspects of Corporate Social Responsibility (CSR).

CSR has a positive impact on your business, its employees and the wider community. Sometimes this can be a challenge for smaller companies to manage but by working with us we are able to provide a time effective solution ensuring that your business is helping to support your community in a positive, and efficient way. Our offer is simple, effective and makes perfect sense for your business.

Adam Dent from Advent Communication, who was one of the first to join said;

“We know all about the great causes that the Heart of England Community Foundation help across the Coventry, Solihull and Warwickshire area. The grants can often be relatively small but they make a big difference to the community – whether it’s a sports team, a community event or a social activity for older people, they always have a positive impact. We are proud to be supporting the 100 Club and it would be great to see more firms across the area giving their backing too.”

For information about joining The 100 Club please contact:

Tino Costello, Director
Heart of England Community Foundation
c/o PSA Peugeot Citroen,
Torrington Avenue, Tile Hill, Coventry CV4 9AP
Tel: 02476883260
E: tino@heartofenglandcf.co.uk

You can also download the 100 Club Booklet and Membership form on our website www.heartofenglandcf.co.uk

Endowment Funds

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<th>Fund</th>
<th>31-Mar 2014</th>
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<td>AXA</td>
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<td>Barn Project</td>
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<td>Clarendon Court Sports</td>
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<td>Coventry Nursing Trust</td>
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<td>Forest of Arden Golf Club Captain’s Fund</td>
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<td>Friends</td>
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<td>Harry Payne Fund</td>
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<td>High Sheriff of Warwickshire</td>
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<td>James Kenning</td>
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<td>Kingscliff Fund</td>
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<td><strong>Total Funds</strong></td>
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To support its Philanthropy and Grant Making Programmes, the Foundation is actively working to strengthen its honorary structure by appointing Ambassadors.

As part of its Philanthropy Programme, the foundation is building its endowment, which is currently valued at just over £6.7 million, to provide a lasting legacy and sustainable source of funding for future generations. It is hoped that the appointment of ambassadors from inside the community will help to promote the work of the foundation and connect it with a wider range of potential supporters and deserving recipients. Speaking at the launch event at Coombe Abbey, Tina Costello, Director said;

“We have been able to have a big impact on countless people and projects in the local community over the last 19 years but it could always be more. We feel that by identifying and appointing Community Foundation Ambassadors, we can forge stronger links with communities and even more accurately direct funds to where they can be most effective. We hope that Community Foundation Ambassadors will help to inspire and support giving that strengthens local communities and enriches lives. We need people who have a genuine interest in their local communities and want to help to raise the profile of the foundation’s work.”

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www.heartofengland.co.uk | Annual Review 2014/15
Meet our Board

Our board of trustees provide support, advice and governance for our charity.

This year we are delighted to have welcomed Sir Dominic Cadbury and Phil Pemble to the board. Sadly Peter Shearing has stepped down but the Foundation would like to thank him for his many years of commitment to the charity.

Paul Belfield
Chairman

John Taylor
Chair of Management Committee

Phil Ewing
Chair of Fund Development Committee

Derek Cake
Chair of Grants Sub-Committee

Michelle Vincent
Treasurer

Sally Carrick
Trustee

Brian Holt
Trustee

Sue Ong
Trustee

Amrik Bhabra
Trustee

Lucie Byron
Trustee

Sir Dominic Cadbury
Trustee

Phil Pemble
Trustee

“Everyone in society has a responsibility to ensure our local community, charity and voluntary groups receive the appropriate support to deliver a quality service. Becoming a Foundation trustee provides the perfect opportunity to use existing skills and develop new ones for the benefit of others, being invited to become a Heart of England trustee is something I feel proud of.” Phil Pemble on becoming a new trustee.

Meet our Team

This year has seen a few changes in the team at the Foundation. We said goodbye to our Grants Officer, Kat Hall and we have been joined by Ellen Alcock (Grants Manager), Katharine Walsh (Grants Officer), Cathy Field (Finance Manager) and Roxy Mulligan as Business Administration Apprentice.

Left to Right:

Ryan Boyce – Development Officer
Sue Heyes – Marketing and Communications Officer
Ellen Alcock – Grants Manager
Tina Costello – Director
Roxy Mulligan – Business Administration Apprentice
Cathy Field – Finance Manager
Katharine Walsh – Grants Officer
Fraser Diesch – Finance Manager

Presidents
Tim Cox – Lord Lieutenant of Warwickshire
Rt Revd Dr Christopher Cocksworth, Bishop of Coventry
Paul Sabapathy CBE, Lord Lieutenant of West Midlands

Corporate Patron
PSA Peugeot Citroen
Heart of England Community Foundation
Creating thriving communities

Heart of England Community Foundation
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