



## Welcome

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

The Foundation has achieved an enormous amount since its birth 21 years ago. Donors have been connected with causes and community groups have been connected with benefactors throughout Coventry and Warwickshire. As we celebrate the Foundation's coming of age, it is marvellous to see it taking on more responsibilities in the region.

On my travels across many different communities and in my conversations with all sorts of people, I am regularly humbled by the readiness of so many people to make a difference to their communities and I am inspired to see the way often a small amount of funding can do a great deal of good.

The Heart of England Community Foundation provides a mechanism not only for the management of funds that firms and individuals have to give to groups who act as agents for change in their communities, but also ways in which funding can be multiplied by accessing other sources and then efficiently directed to worthwhile schemes and projects.

I hope that like me 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 our local communities.



The Right Reverend  
Dr Christopher Cocksworth  
Bishop of Coventry

## Message from our Chairman & CEO

Welcome to our Annual Review 2015/16

We have great pleasure in welcoming you to our Annual Review 2015/16.

As we reach our 21st year we can look back on our continual growth and support of local communities with immense pride.

The momentum we generated during 2014/15 towards developing our presence in Birmingham and the Black Country continued throughout 2015/16. This is proving a momentous step for the Charity and we are now the third largest Foundation in the UK based on population.

Our endowment has now grown to just over £7.1 million and our ambition is to grow this to £12 million over the next 3 years, building a strong sustainable legacy for future generations.

This review highlights our successes throughout the year and the diversity of the organisations we support. Our funding has helped touch the lives of over 113,000 people but we know we can achieve more with the help of new friends and supporters.

In these uncertain economic times it is important that we strive to keep improving our philanthropic services. We do this by attracting more donors and securing new funds for the hundreds of groups we support. We are delighted with our progress throughout the year

in both these areas and look forward to this year with a high degree of optimism.

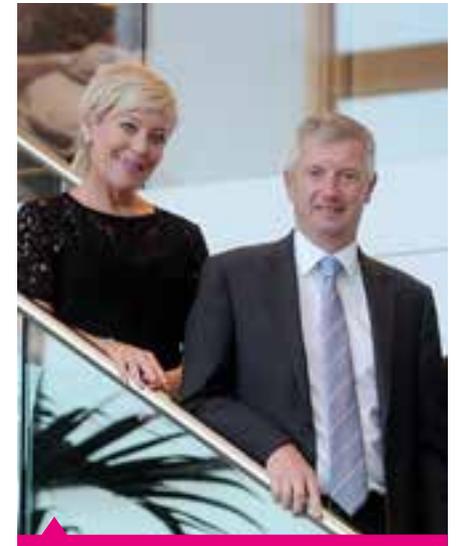
As Chairman and CEO we would like to thank the staff, trustees and our supporters for making 2015-16 a fantastic year for the charity.



Paul Belfield  
Chairman



Tina Costello  
Chief Executive Officer



# Vision and Values

*Our Vision - to connect donors with local projects to develop thriving communities across, Birmingham and the Black Country, Coventry, Solihull and Warwickshire.*

*Our Values are to be;*

- ♥ Proud to think local, not National, we have built deep connections in our local communities since 1995 and are proud to have supported thousands of local projects.
- ♥ Knowledgeable, we have long standing connections within our local communities and have the knowledge to ensure that your giving makes the greatest impact in your areas of priority.
- ♥ Passionate, our team of staff and trustees are passionate about our local communities and are proud to help the great work that takes place every day by those who care.
- ♥ Transparent, We are Quality Accredited, backed by the Charity Commission and UK Community Foundations. We are committed to being accountable, accessible and responsible with all our processes.



# Our key achievements

**456**  
Projects  
Supported

Launch of the **Love Leamington Fund** which has been created through a partnership with Chris White MP. The fund is made up of donations from the MP as well as local businesses in the Town

**£1.9 million**

secured to support young people's groups in Coventry through the **Jumping through Hoops programme**

**£854,251**  
awarded  
in grants

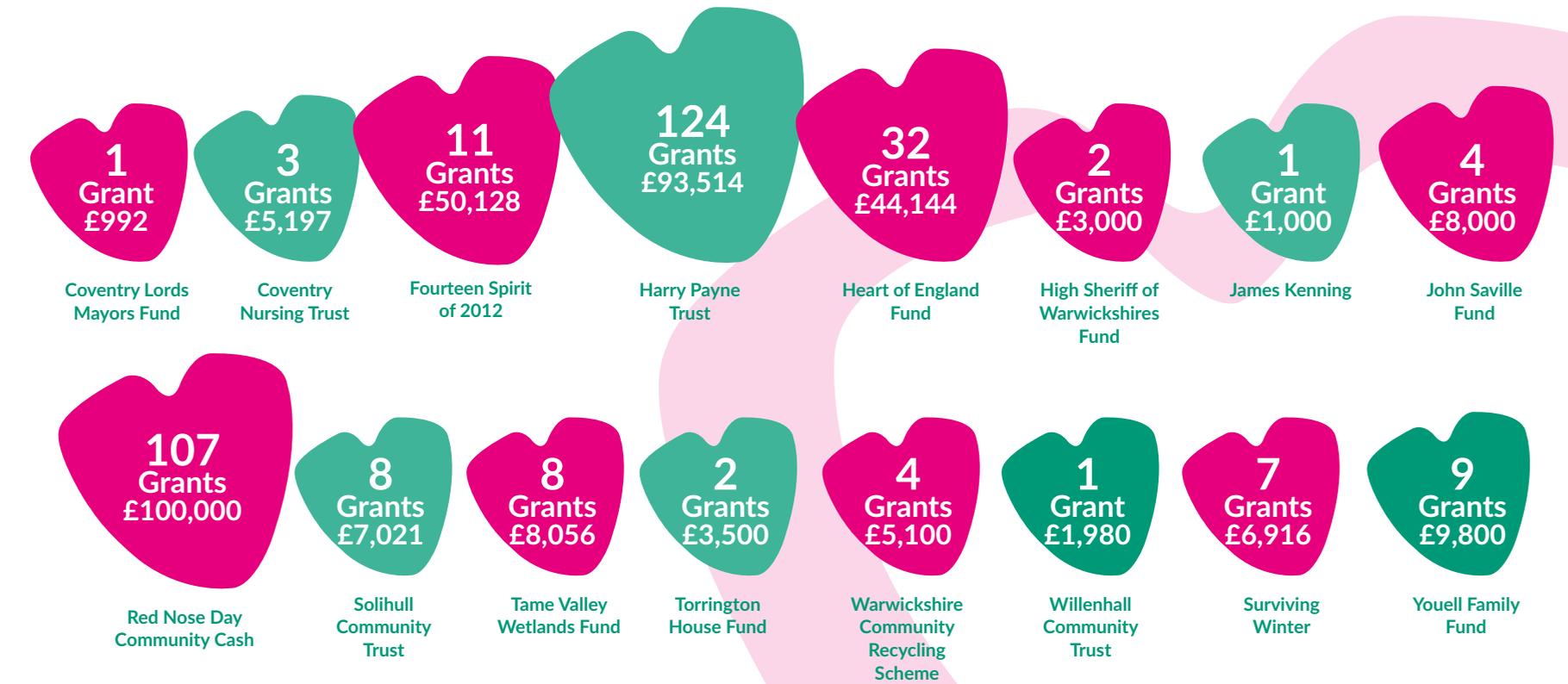
**8**  
New Funds

**52%**  
of projects  
supported were  
new to the  
Foundation

Foundation has expanded its geographical area and now supports **Birmingham and the Black Country**

Launch of **Positive Futures Fund** which focused on supporting disadvantaged young people in Birmingham and the Black Country to deliver innovative ways that inspire and keep young people out of the criminal justice system (and those at risk of falling into the criminal justice system)

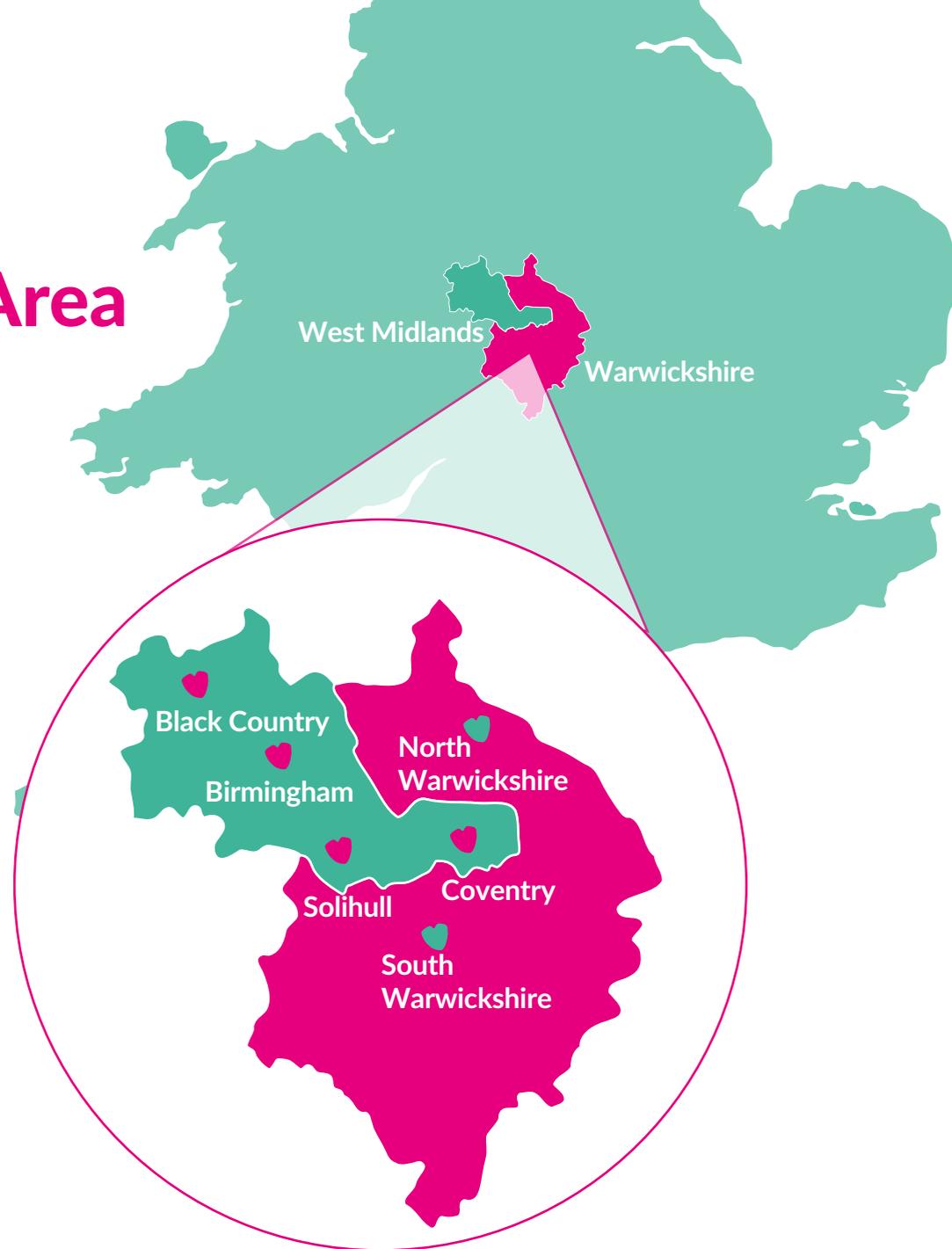
# Summary of Awards



## Our Geographical Area

Back in 1995 the Heart of England Community Foundation was set up to support the voluntary and community sector across Coventry and Warwickshire. We were the 17th Community Foundation for the UK to be formed, today there are 46 covering all of Scotland, Wales, Northern Ireland and most of England.

The Foundation's geographical presence has grown over recent years and now covers not only Coventry, Warwickshire and Solihull, but Birmingham and the Black Country with a combined population of over 3.3 million people. This map highlights our geographical region.



## Where the money went...

This graph represents where our funding has been awarded.

A high percentage of funding within Birmingham can be attributed to a number of targeted Comic Relief programmes and the launch of the Harry Payne Fund.

\* 'Other' represents a number of donor services provided by the Foundation that are not open grant programmes such as the Orbit Hardship Fund.



# Kids in Communication – Team Kicsters!

Funded £5,000 from Positive Futures Fund

*Kids in Communication is based in Wolverhampton and aims to support young people of all ages, cultures and backgrounds with a range of positive activities. Since being established in 1996 they have worked with over 10,000 young people providing volunteering opportunities, running activities and events to increase skill levels and give them a platform from which to access support, training and employment opportunities.*

**Kicsters is their exciting new sessional based project which encourages those at risk of involvement in anti-social behaviour to become part of the Kicsters team - not join a gang.**

By using the latest technology such as a digital graffiti wall, radio studio, DJ decks and gaming wall they get the young people involved and learning new skills.

They work primarily with young people aged 14-20 to hopefully inspire them to make better choices for themselves and their future.

### Quotes from participants;

*“What I've loved about Kicsters is that I've made lots of friends, and I now feel like I can speak to anybody”.*

*“Me and my two brothers have really enjoyed Kicsters. We would love to do it again. The staff were really kind and we could talk to them if we had any problems”*

*“I've loved making new friends and being a Kicster”*



## DID YOU KNOW?

There were 475 arrests for anti-social behaviour in Wolverhampton from March 2015-Feb 2016 – the third highest cause for arrest after shoplifting and violent crime.

Data from [www.ukcrimestats.com/](http://www.ukcrimestats.com/)

# Wheels and Toes – Lets dance!

Funded £1,000 from Coventry Building Society Fund

*Wheels & Toes based in Harborne, Birmingham is a dance class with a difference. With a volunteer as a partner it allows people with physical disabilities to dance and enjoy the music.*

Set up by Barbara & John Marshall the group provides fun dance activities for wheelchair users enabling them to get involved in something different, increase confidence and make friends with other, like minded disabled people.

Everyone who attends, has the opportunity to design and perform their own routine, including different types of dance such as waltz, tango and bhangra.

They even have an accordion player amongst their ranks who plays whilst they dance the St Bernards Waltz!

**Quote from member;**

*I enjoy learning all of the different dances, meeting with the other guys and socialising with the group.*



**DID YOU KNOW?**

15% of the UK population is registered disabled and 33% of people living with a disability try dance as a therapy.

Data from Wheelchair Dance Sport Association

# The Hummingbird Centre (Midlands)

- Understanding and the opportunity to talk with others.

Awarded £1,976 from The James Kenning Fund

*In 2012 the founder of The Hummingbird Centre (Midlands) was diagnosed with breast cancer. During her 10 months of treatment and 6 months recovery she felt there was a lack of non-medical support in the area. She started to develop ideas of an organisation that could provide support to people diagnosed with cancer as well as their family and friends.*

The centre was opened in Rugby in November 2014. It supports anyone affected by cancer in the Rugby, Coventry and Warwickshire area. It specifically aims to reduce feelings of isolation felt by people affected by cancer as well as support their physical and emotional wellbeing.

Initially open for just one day per week it increased its opening hours in 2015 to two days. So far it has engaged with over 90 people affected by cancer; 60% who have been diagnosed with cancer, 20% caring for someone with cancer. The centre offers counselling, complementary therapies, a craft morning, meditation sessions and talks on various topics.

**Quotes from participants;**

*"A Godsend! It's been 'normality amidst the madness' during the confusion of Cancer's fallout."*

*"Good opportunity to meet people who are also going through or have gone through similar journey to yourself."*

*"It gives me companionship, as sense of hope and purpose & a wealth of experience from fellow survivors and their partners."*



Data from www.macmillan.org.uk

**DID YOU KNOW?**

Last year there were over 22,300 people living with or beyond cancer across Coventry and Warwickshire.



Data from Government 'Taking Part' report for 2015

## DID YOU KNOW?

In the last year 76.8% of adults engaged in the arts in some form at least once.

[www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk)

## Arts and culture

# Leamington Studio Artists – Community Painting

Awarded £1,900 from the Coventry Building Society Fund

*To celebrate the varied history of the town of Royal Leamington Spa a group of local artists came up with the idea of creating a community painting – a huge 4m x 2m panel made up of 336 individual canvasses each painted by a person from the local community.*

Based on a huge 'paint by numbers' style painting each person was given a canvas with the faint outline to follow and a printed sheet to show what colours to use where.

The painting was completed over the weekend of the Art in the Park event at Jephson Gardens and was a huge success. From toddlers being helped by parents to grandparents all ages joined in and painted a panel; the youngest was 3 and the oldest 85. Each panel was laid down

to dry but the final image was kept as surprise for the unveiling at the Library a few weeks later.

The final result was stunning based on 12 iconic symbols of Leamington including circus elephants, Terry Frost imagery, tennis balls and gaming icons.

### Quotes from participants;

*"What fun, its years since I picked up a paint brush."*

*"A fabulous idea, a real community effort and love the fact I can have a go."*

*"A real sense of fun and community."*



The finished painting is on show at the Royal Leamington Spa Library.

[www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk)

# IAG (Information. Advice. Guidance) Job Club

Funded by £1,000 from Red Nose Day Community Cash

A few years ago two local men in Sutton Coldfield decided to set up a Job Club to help local people with information, advice and guidance. They felt there was a lack of local provision. Both were qualified level 4 advisers and one had worked as a teacher in Maths and English.

With over 250 participants in the last year the club is a well-used service and they were thrilled when recently a participant called to cancel an appointment with one of their volunteers for the very good reason that he had obtained a job. He had received help with his CV, some confidence building measures and, in particular, guidance with his career direction. They have had many more go into employment or training.



**Quote from participant;**

*This Job Club has been a lifeline to me. I could not use a computer. I can now with the help of Mike and Barry. They do a really great job here. They help people like me and I am so glad they are here. I really depend on them. So, thank you Mike & Barry.*



**DID YOU KNOW?**  
The unemployment rate in Birmingham is at 6.8% which is 1.6% higher than the national average.  
Data from Sutton Coldfield Constituency Economic & Employment Profile

# Aston Athletics Basketball Club

“It’s a good session it’s sick!”

Funded £4,952 from Comic Relief Community Cash

Youth Education Through Sport (YETS) is the latest initiative at Aston Athletics Basketball Club. It aims to reduce crime, anti-social behaviour and increase employability for those who take part. Young people (aged 16 -19) who are at risk of becoming NEET (Not in Education, Employment or Training) will be guided towards further education to help them achieve their future potential. The project will provide educational and physical activity as well as volunteering roles within local community programmes.

Participants are given the opportunity to gain NVQ’s in sports coaching, refereeing & officiating, opening up their options for the future.

Based in North Solihull the project covers areas of deprivation and it utilises sports as an engagement tool to encourage those who are hard to reach in these communities. They offer access to a sustained, reliable service that helps the participants feel part of something that is actively making a difference to them and their local environment.

**Quotes from participants;**

*“Fun, tiring and helps get things off my chest”*

*“Energetic, active and challenging”*

*“It’s fun and there’s always something new to learn and practice”*



**DID YOU KNOW?**  
Since 2007 the number of under-18s being formally cautioned by the police or convicted in court across the UK has dropped by over 70%.  
Data from www.police-foundation.org.uk

# Ilmington Community Shop

More than just a shop.

Awarded £1,900 from The Heart of England Fund

*With the closure of the Village Shop in 2012, Ilmington was left without a store for the first time in living memory. Residents faced a six mile round trip to the nearest shop, and the village became a place of isolation for many, particularly the elderly and those living alone. The social hub of village life had gone and was sorely missed.*

After two and a half years of determined and tireless hard work, the Ilmington Shop Committee and scores of village volunteers celebrated the opening of the Ilmington Community Shop in May 2015.

The Committee wanted to extend the reach of the shop and decided to open a Community Café for which they are having an extension built to increase the space available. The Heart of England Fund is supporting the café with a grant to purchase tables and chairs to provide 18 covers. This café will be an additional social hub for the village and help to improve social cohesion, well-being and reduce social isolation for those who live there.



Data from the Plunkett Foundation

## DID YOU KNOW?

An estimated 300 village shops are closing every year and in the past five years there have been an average of 22 shops open under community ownership per year.

### Quotes from local people;

*"The village has come alive again, there's a real sense of togetherness."*

*"It's just a fantastic asset for the village and I love being part of it."*



# Achieving Results in Communities (ARC)

Creating greener events!

Awarded £1,000 from Warwickshire Recycling Fund

*ARC have been facilitating recycling at The Leamington Peace Festival, the Warwick Folk Festival and the Leamington Food and Drink Festival since 2011.*

Every year they work hard to try and limit the amount of recyclable waste going to landfill working with the organisers who want their events to be as environmentally friendly as possible.

With over 35,000 festival goers they wanted to increase signage for the recycling facilities and increase the amount of volunteers working on event days. This year they are doing recycling for the first time for Warwickshire Pride, and hope to get more events to think about more sustainable waste management in coming years.



Data from: www.warwickshire.gov.uk/warwickshire-recycling

## DID YOU KNOW?

In 2013/14, 25% of Warwickshire's waste was sent to landfill, 26.7% was recycled, 26.5% was composted and 21.8% went to create energy at a waste facility.

### Quote from volunteers;

*Kristie Naimo (Director of ARC) said "At Warwick Folk Festival this year we saved 1.7 tonnes (1775kg to be exact) from landfill. This is an improvement on last year at 1.4 tonnes and 1.3 tonnes year before. This couldn't have happened without the hard work of our wonderful volunteers - thank you to all."*



## Bell Green Silver Surfers

Thursday is the best day of the week as its computer class!  
Awarded £772 from Coventry Building Society Fund

Every Thursday a room in the Bell Green Community Centre becomes a hub of computer activity as the Bell Green Silver Surfers get online!

The group was formed back in 2008 to offer computer training to older people from the local community. Participants get support on sending emails and using the internet to shop, book holidays and keep in touch with family and friends at home and abroad. It gets them out of the house meeting new people and exercises their minds.

With new tablets to allow more of the group to Skype distant friends and family members the group are really getting to grips with new technology. They have also purchased some headsets for those in the group who are hard of hearing.



**DID YOU KNOW?**  
36% of single 65+ households and 69% of older couples (where at least one person is aged 65+) have internet access.

Data from Age UK

### Quote from member;

*"The Silver Surfers group is a friendly way to not only learn about computers but also how to keep in touch with the younger generation. I've gained confidence both in the group and with my grandchildren. I can now join in their antics as a 'Groovy Granny' (though I doubt they feel the same!) I think the group is 'Bang Tidy' " Urban Dictionary Definition - means amazing,*



## Harry Payne Fund - Case Study

*Harry Payne was born in 1884 in Northampton. He left school at the age of 11 and went to work in the boot and shoe industry. He turned out to be a talented cobbler and became determined to open his own shoe repairing business so in 1908 he moved to Birmingham with £20 in savings. He found a small house with a shop in Balsall Heath which he rented for 10 shillings and 5d per week.*

The business grew and by 1914 he had three shops but then came the outbreak of World War One. Harry declared that on Christian grounds he would not assist the war effort so he served his time in prison as a conscientious objector and was not released until January 1919.

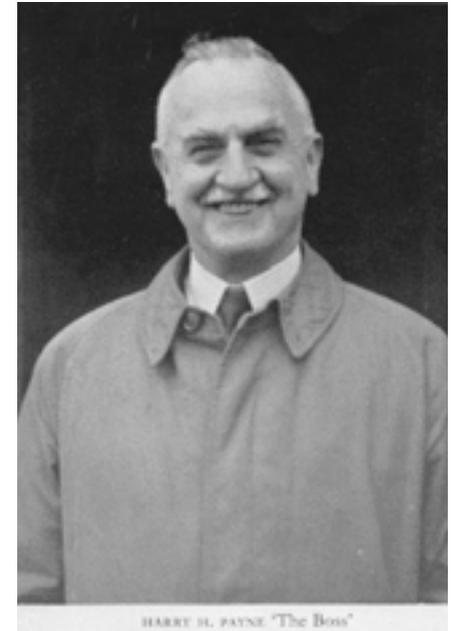
By 1924, he had 14 shops and a central head office and warehouse. The company continued to grow at a steady pace and by the early 1960's there were 150 shops across Birmingham and wider region of the West Midlands. The company was floated on the Stock Exchange in 1963.

With the success of his business Harry became uncomfortable with the trappings of wealth and started donating to local causes. He quickly realised that it would be more effective to create a charity so in June 1939 the Harry Payne Trust was established. It aimed to help the underprivileged, older people and children.

In 1970 the capital of the Trust was £127K; this had grown to £1.5 million by the end of 2014.

By 2014 many of the trustees were retired and decided to look at ways to ensure the trust for the future. They chose to hand over the administration of the trust, along with the Trust's capital of just over £1.5 million to the Heart of England Community Foundation. The Foundation matched the trust with £750,000 from the Government's Community First Endowment Match Challenge. The yearly income from the investment is awarded to support projects and since April 2015 over £93,000 has been granted to 124 projects. Some of the original trustees from the trust still sit on the decision making panel and are supported by the team at the Foundation.

Harry Payne died in 1981 at the age of 97 leaving behind a legacy for communities across Birmingham and wider region of the West Midlands.



## What is Philanthropy?

*Philanthropy is the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.*

Donating money to make a difference is a long established tradition and our first patron, a true philanthropist, Mr Alf Youell, would often say 'The joy of living is in the giving'

Good philanthropy can create a sustained investment to bring about change for future generations and that is exactly what The Heart of England Community Foundation can help your donation become.

Community Foundations are leading providers of philanthropy services and advice and are fast becoming the 'go to' organisations for donors who want to develop their philanthropy in a personal and effective way.

We are here to support you in supporting causes that matter to you. We can offer a wealth of experience, knowledge, expertise and advice to ensure that your donation has the greatest impact.

Projects funded through the Heart of England Community Foundation are a key part to creating stronger, more robust and vibrant communities with long-term benefits to local people.

There are so many ways you can work with the Foundation, we alleviate the administrative burden of setting up your own charity or foundation, we can channel your money immediately into community projects or you can establish a named fund which will be a long term legacy for future generations.



## Philanthropy



## Making a donation

## How you can give...

Individuals and Businesses can choose to make a donation or create a named fund.



### Send a cheque

This is one of the quickest and easier ways to help make a difference.

Please send a cheque payable to

**The Heart of England Community Foundation to;**

The Heart of England Community Foundation  
c/o Group PSA, Torrington Avenue, Tile Hill, Coventry. CV4 9AP

### Donate online

With direct access to our secure server, it's easy to donate online from a PC tablet or phone.

**Please go to:**

[www.mydonate.bt.com/charities/heartofenglandcommunityfoundationgeneralfund](http://www.mydonate.bt.com/charities/heartofenglandcommunityfoundationgeneralfund)

### Create a named fund

The Heart of England Community Foundation is best placed to make your charitable giving simple and straightforward.

Creating a **Named Fund\*** is an effective way to establish a legacy for the long term benefit of generations to come. It reduces the hassle of setting up your own Trust or Charity and you can be assured that your money will be invested ethically within our portfolio of investments.

At the end of each financial year the income earned will be distributed in the way of grants to causes close to your heart.

If you would like to know more about creating a Named Fund, please contact **Tina Costello, CEO** at the Foundation on **024 7688 3260**.

\*Requires an initial investment of £25,000.

## Endowment funds

During 2015/16 we received two new endowment funds, *Jumping through Hoops* at a value of £464,164, and *Warwick Lying in Trust* at a value of £37,447.

Our investment managers are Quilter Cheviot, Rathbones and CCLA.

A copy of our full annual accounts is available to view on our website;  
[www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk)

	31 March 2015	31 March 2016
Ambassadors	£81,955	£79,557
AXA	£195,545	£190,012
Barn Project	£558,155	£558,155
Clarendon Court Sports	£6,535	£6,346
Coventry Lord Mayor	£20,999	£20,392
Coventry Nursing Trust	£330,232	£320,547
Deeley 3 Peaks	£11,161	£10,839
Forest of Arden Golf Club Captain's Fund	£18,111	£17,587
Friends	£15,984	£15,369
Friends Provident	£11,493	£11,161
Harry Payne Fund	£2,330,774	£2,254,340
Heart of England Fund	£385,976	£374,820
High Sheriff of Warwickshire	£125,677	£120,853
James Kenning	£39,941	£38,296
Jumping Through Hoops	-	£464,164
Kingscliffe Fund	£160,273	£155,640
Midland Heart	£103,803	£100,803
National Grid	£68,787	£66,799
Orbit Heart of England Fund	£151,168	£146,799
PSA Peugeot Citroen	£340,006	£330,178
Rolls Royce	£63,864	£62,019
Solihull Community Foundation	£195,750	£187,687
Torrington House	£194,557	£188,934
Trustees' New Deal	£25,175	£26,774
Warwick Lying-In Trust	-	£37,447
Willenhall Community Trust	£50,354	£48,280
Youell Family Fund	£1,308,159	£1,267,272
<b>Total Funds</b>	<b>£6,794,434</b>	<b>£7,101,070</b>



## What we've been up to



### Loveitts Golf Day – 3rd June 2015

On a lovely sunny day in June the team from Loveitts Estate Agents held a Charity Golf day at the Warwickshire Golf and Country Club. Fourteen teams representing the financial, property and legal sector took part with Lloyds Bank being the overall winners. The day raised £2,600.

### Priory Theatre Evening – 9th September 2015

A charity performance of 'The Importance of Being Earnest' at the Priory Theatre Kenilworth was a great success. Everyone enjoyed the performance and raised £981.

### Foundation Live – 8th October 2015

Our annual celebration event, Foundation Live, was hosted by our corporate patron Group PSA at their HQ in Coventry. It was a great success with many interesting displays and performances from funded projects. The evening was very diverse from Morris Dancing to a Digital Graffiti Wall.

### Carol Concert – 10th December 2015

The festive fundraiser was held at Holy Trinity Church, Stratford upon Avon with performances from the Lady Belles Vintage Choir and the Swan Singers. It was a lovely evening that raised more than £2,000.

### West Midlands High Sheriff Legal Service – 22nd March 2016

Keith Bradshaw, the new High Sheriff for the West Midlands held a celebration lunch at Birmingham University's Curzon Building after his ceremony at Birmingham's Queen Elizabeth II Law Courts. The Foundation is one of his chosen charities that he will support during his year in office.



## Meet our board

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

Sadly this year Brian Holt stepped down as trustee after many years commitment to the charity including time as Chairman. The Foundation would like to thank him for the support he offered whilst in role, his presence will be missed by all.



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



Sue Ong  
Trustee



Amrik Bhabra  
Trustee



Lucie Byron  
Trustee



Sir Dominic Cadbury  
Trustee



Phil Pemble  
Trustee

### Sir Dominic Cadbury;

“Tina and her team have responded superbly to the challenge of doubling the geographic coverage of the Foundation’s philanthropic responsibilities. The funding has already had a real impact and plans are in place to enable us to respond on an even greater scale to the many social needs of the entire West Midlands in the years to come. I’m proud to be a Trustee of the Foundation helping them to achieve great things.”



## Meet our team

Left to right:

Katharine Walsh  
Grants Officer

Ryan Boyce  
Development Officer

Tina Costello  
Chief Executive Officer

Ellen Alcock  
Grants Manager

Fraser Diesch  
Finance Manager

Sue Heyes  
Marketing and Communications Officer



### Presidents

Rt Revd Dr Christopher Cocksworth,  
Bishop of Coventry

Tim Cox – Lord Lieutenant of  
Warwickshire



Corporate Patron  
Group PSA

## Heart of England Community Foundation

Group PSA  
Torrington Avenue, Tile Hill  
Coventry CV4 9AP

### How to contact us:

Tel: 024 7688 3297  
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Sally Carrick



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