



Annual Grant Making & Social Investment Report.

2016/17

Ellen Alcock
Grants Manager

Contents.

Summary.....	3
Funding Portfolio	4
Breakdown.....	5
Grant Making Decisions.	6
Success Rates	6
New Programmes.....	7
Geographical Distribution.	8
Primary project themes.....	9
The top 5 project themes.....	10
Project Beneficiaries.....	11
1. Breakdown by Age.....	11
2. Breakdown by ethnicity	11

Summary.

Our annual grant making and social investment report highlights the key information about our grant making over the last 12 months.

It's been a busy and exciting year for the Foundation with the delivery of even more diverse funding programmes.

Given that we've taken on the Birmingham and Black Country region and now have full control of some new and existing funds in these areas, our overall community investment has increased by 166% over the last twelve months compared with the previous year.

To help manage this new workload, we have increased our staffing resources, brought in new board members and we are confident that this growth will continue over the next three years. Later this year we will unveil our three-year strategic plan, which will underpin all of our ambitions.

Key highlights from this year's report include:

- **£2.3m awarded.**
- **1,034 single awards made.**
- **51 separate funds delivered.**
- **7 new programmes managed.**
- **55% application success rate.**

Our Foundation is committed to ensuring that we continue to be a relevant, credible and accessible grassroots funder. We also recognise that the environment within which we work is constantly changing. Since we started over 22 years ago, the challenges faced by communities here in the West Midlands as well as the landscape of the voluntary and community sector has changed considerably.

Given this, in 2017/18 we will be undertaking a comprehensive grant making review which we hope will shine a light on the best parts of what we do, as well as giving us new ideas and opportunities to try different approaches and ensure that we remain fit for purpose.

We will be reaching out for consultation with stakeholders later this year to help shape the direction of our grant making and the results and recommendations will be ready for implementation by April 2018.

We're also excited to be delivering even more new funds over the next twelve months, including an exciting new partnership with our largest corporate donor, Wesleyan Assurance.

I hope that you find this report a useful and insightful source of information about the Foundation's giving.

Ellen Alcock
Grants Manager

e: ellen@heartofenglandcf.co.uk
t: +44 (0)24 7688 3262

Funding Portfolio	No of Awards 2016/17	Total Spend 2016/17 (£)	No of Awards 2015/16	Total Spend 2015/16 (£)
29th May Flow Through	20	12,000.00	20	12,000.00
29th May Small Grants	6	8,446.00	5	6,250.00
Arthur J Gallagher Fund	-	-	1	700.00
AXA Enterprise	-	-	1	1,600.00
Birmingham & Black Country Fund	8	6,998.50	-	-
Birmingham & Black Country Communities Together Fund	17	76,500.53	-	-
Birmingham Mail Charity Fund	7	1,400.00	-	-
Building Stronger Britain Together	5	165,450.00	-	-
Chamber of Commerce Presidents	-	-	2	2,350.00
Comic Relief	26	79,240.46	53	220,080.56
Community Energy Warwickshire	3	4,320.00	4	4,460.00
Coventry Building Society	32	42,201.00	18	25,764.82
Coventry Community Games	1	1,500.00	2	1,600.00
Coventry Lord Mayor	2	2,841.00	1	992.15
Coventry Nursing Trust	1	2,296.00	3	5,197.00
Deutsche Bank	4	17,458.00	-	-
'Fourteen' - Spirit of 2012	14	75,394.56	11	50,128.00
Harry Payne Trust	113	92,560.00	124	93,514.00
Harrison Beale Owen Fund	1	2,500.00	-	-
Heart of England Cooperative	86	28,849.00	92	32,630.00
Heart of England Fund	22	23,573.00	32	44,143.99
High Sheriff of Warwickshire	1	1,500.00	2	3,000.00
James Kenning	1	1,000.00	1	1,000.00
John Saville Fund	9	14,175.00	4	8,000.00
Jumping Through Hoops	19	649,956.00	-	-
Love Leamington	10	4,746.00	6	2,990.00
Midland Heart	1	400.00	1	400.00
Mills & Reeves Fund	4	2,440.00	-	-
New Beginnings Fund	8	75,857.00	-	-
National Grid	-	-	2	708.00
Orbit Fund	1	1,078.00	2	1,050.00
Orbit Hardship Fund	427	89,140.22	306	96,420.79
Peugeot Fund	6	7,500.00	4	7,005.40
Positive Futures Fund	-	-	19	88,433.53
Property Group	-	-	1	1,460.00
Royal London	1	4,000.00	-	-
Red Nose Day	-	-	107	100,000.00
Solihull Community Trust	7	8,837.26	8	7,020.90
Sport Relief	80	81,094.09	-	-
Surviving Winter	8	15,000.00	7	6,916.00
Tame Valley Wetlands Fund	7	6,255.59	8	8,056.00
Tipton Education Fund	8	20,112.00	-	-
Toms Fund	1	4,000.00	-	-
Torrington House	2	2,000.00	2	3,500.00
Warwickshire Recycling	1	2,000.00	4	5,100.00
Willenhall Community Trust	-	-	1	1,980.00
Youell Family Fund	10	13,400.00	9	9,800.00
Young at Heart Fund	33	125,461.31	-	-
Youth Social Action	1	1,000.00	-	-
Sub Total	1,014	1,774,480.52	863	854,251.14
*Big Lottery Fund & European Social Fund – Building Better Opportunities Programme	20	540,911.00	-	-
Portfolio Totals	1,034	2,315,391.52	863	854,251.14

*Not represented within this report.

Breakdown.

Our funding distribution increased by 166% over the last 12 months. This increase is in-part due to the Big Lottery Fund & European Social Fund – Building Better Opportunities Programme * (£536k) which accounted for 23% of our total distribution.

The remaining 78% consisted of our more traditional grant making and directed donations. This traditional grant making, worth £1.77M, has increased by just over 50% compared with the previous year.

This is due to the development of new funding programmes which have typically been larger and include Building a Stronger Britain Together (BSBT), Birmingham and Black Country Communities Together (BBCCT), Deutsche Bank, Jumping Through Hoops, New Beginnings and Young at Heart.

Our new programmes have led to a rise in the size of grants– for example we have awarded more grants of between £5,000 and £75,000 (44 grants were valued at over £5,000).

Some of the new programmes have been specifically targeted to tackle social themes or issues in a specific geography, for example homelessness, community cohesion and social isolation in older people.

Many of the new programmes have a focus on Birmingham and the Black Country which is helping to establish the Foundations reputation and profile across these regions.

As a major, grassroots funder in the West Midlands we are conscious that our ultimate responsibility is to the communities we serve. This year, we've been even more proactive in building strategic relationships with other networks and funders to improve access to and awareness of our programmes, and to increase the number of successful applications.

We have taken part in funding fairs working directly with hundreds of groups throughout our region. We are also working with other key stakeholder networks to address the situation of reduced infrastructure capacity for the voluntary sector.

FIG: 1 & 2 Both charts describe annual total distribution between 2013-2017

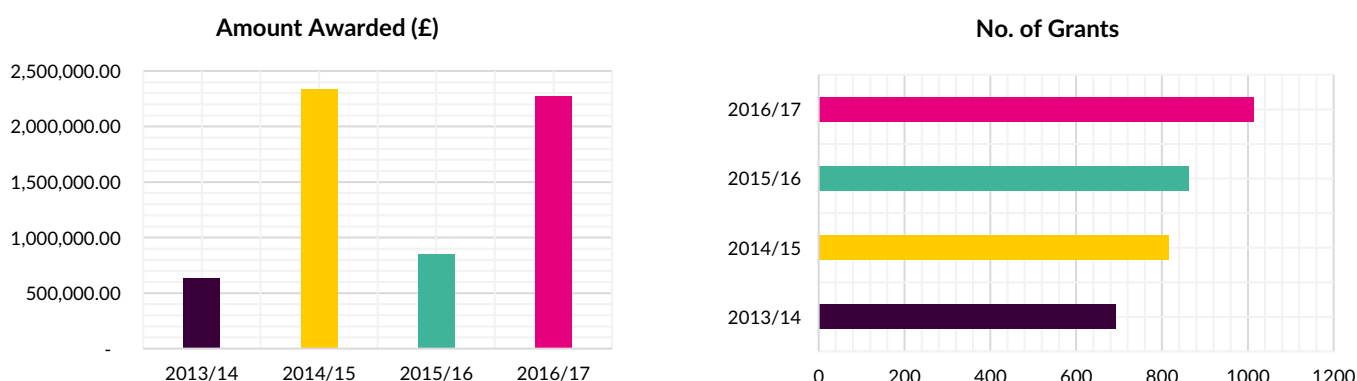


Fig 1 & 2 indicates that the amount we have awarded has fluctuated over recent years, this is due to the amounts we have distributed through European Social Funded projects.

* For more information on the Community Matters Programme please visit: <http://www.heartofenglandcf.co.uk/communitymatters/>

Grant Making Decisions.

The Foundation makes decisions to award funding in two main ways:

- via independent committees or panels;
or
- as directed by a donor.

75% of our funding awards in the last year were made via a decision-making committee or panel as represented below:

FIG: 3

Committee or Panel Name	Number of Grants	Amount Awarded (£)	% of Total Awarded
Birmingham and Black Country Communities Together	17	76,500.53	4.31
Building Stronger Britain Together	5	165,450.00	9.32
Deutsche Bank	4	17,458.00	0.98
Grants Sub Committee (Birmingham & the Black Country)	16	18,954.50	1.07
Grant Sub Committee (Coventry, Solihull & Warwickshire)	52	72,741.26	4.1
Fourteen - Spirit of 2012 Local Reference Group	15	18,954.50	1.07
Harry Payne Trust	113	92,560.00	5.22
Jumping Through Hoops	11	649,956.00	36.63
Love Leamington	10	4,746.00	0.27
New Beginnings	9	75,857.00	4.27
Peugeot	6	7,500.00	0.42
Tame Valley Wetlands	7	6,255.59	0.35
Young at Heart	20	125,461.31	7.07
Totals	285	1,332,394.69	75.08

The remaining 25% was distributed in a number of ways: primarily directed by the donor.

Success Rates

Our traditional grant-making portfolio; which takes account of our open application grants programmes, received a total of 810 full applications during the year. 452 of these were approved and 358 were rejected.

In addition, 51 applications were withdrawn by the applicant before or after completion.

FIG: 4 Application success rate 2016-17

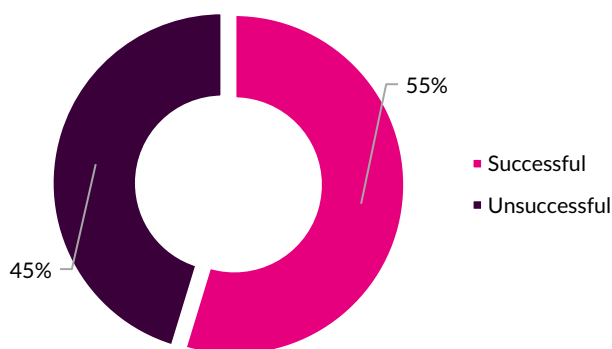
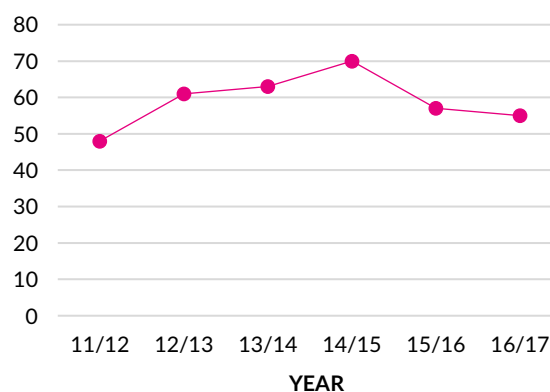


FIG: 5 Percentage of successful applications 2011 - 2017



New Programmes.

A summary of our new grant programmes during the year is as follows:

Birmingham and Black Country Communities Together Fund

A fund to support projects focussing on multi-faith and multicultural integration and understanding across Birmingham and the Black Country.

Big Lottery Fund & European Social Fund – Building Better Opportunities Programme

Community Matters is a new £5million project funded by the Big Lottery Fund and the European Social Fund which aims to generate greater prosperity in communities across the Black Country. The Foundation is distributing funding to 20 partner organisations over the next three years to deliver employability and skills projects engaging some of the most hard to reach people. The foundation will manage and support the activities of these partners as part of the Building Better Opportunities programme.

Building a Stronger Britain Together (BSBT) Fund

A fund supporting projects to advance community cohesion and social integration by bringing diverse citizens together, promoting pro-integration activities and helping young people to become more resilient to the risks of radicalisation. This fund is a national programme coordinated by the Home Office.

Deutsche Bank Small Grants Fund

A fund supporting organisations in Birmingham to tackle disadvantaged and support people to reduce social isolation and improve wellbeing.

Jumping Through Hoops Fund

- **LARGE GRANTS**
A fund supporting young adults aged between 18 and 30 facing significant challenges and disadvantage. Examples of the issues tackled by this programme include: homelessness, independent living, skills enhancement, mental ill-health, crime and anti-social behaviour. We awarded grants of up to £75,000 spread over a three-year period.
- **SMALL GRANTS**
A fund supporting young adults aged between 18 and 30 facing significant challenges and disadvantage. Examples of the issues tackled by this programme include: homelessness, independent living, skills enhancement, mental ill-health, crime and anti-social behaviour. We awarded grants of up to £5,000 per year. Projects were typically smaller than those who received a large grant and included pilot projects.
- **SUPPORT GRANTS**
Referral based grants to support individuals transitioning from supported to independent accommodation by purchasing essential living items including beds, carpets, cookers, fridges, freezers and washing machines.

New Beginnings Fund

The New Beginnings Fund supports frontline organisations supporting refugees and asylum seekers across the West Midlands. The fund is part of a national programme developed by a group of major philanthropic donors and trusts in response to the refugee crisis. The programme recognised this was placing incredible strain on the network of community based support available within the UK.

Young at Heart

A fund supporting organisations across Birmingham, Black Country, Coventry, Solihull and Warwickshire to deliver projects tackling loneliness and isolation in those over 65 years of age.

Geographical Distribution.

FIG: 4 The following table describes the distribution of our grant making geographically:

Local Authority	Amount Awarded 2016/17 (£)	No. of Grants Awarded 2016/17	% of total value	% of total grants	Average Grant	Population
Birmingham	465,056.34	198	26.2	19.5	2,349	1,111,307
Coventry	695,485.20	68	39.2	6.7	10,228	347,650
Dudley	52,785.28	16	3.0	1.6	3,299	318,358
North Warwickshire	28,221.00	10	1.6	1.0	2,822	62,849
Nuneaton & Bedworth	81,902.48	8	4.6	0.8	10,238	126,944
Rugby	11,535.00	7	0.7	0.7	1,648	104,544
Sandwell	60,150.00	29	3.4	2.9	2,074	324,587
Solihull	54,589.28	27	3.1	2.7	2,022	212,969
Stratford-Upon-Avon	23,084.92	13	1.3	1.3	1,776	121,288
Tamworth	1,578.00	3	0.1	0.3	526	77,330
Walsall	36,939.00	21	2.1	2.1	1,759	278,902
Warwick	35,994.00	30	2.0	3.0	1,200	141,076
Wolverhampton	33,121.78	18	1.9	1.8	1,840	256,161
Worcester	6,500.00	3	0.4	0.3	2,167	584,424
Other **	187,538.24	563	10.6	55.5	333	n/a
Totals	1,774,480.52	1,014	100	100	1,750	4,068,389.00

** 'Other' represents a proportion of our grant making / social investment activity which has occurred outside of our 'West Midlands' focus. Some of these grants / donations have been awarded in other parts of the country. Sometimes data is not captured from these projects because of the type of grant or donation which has been awarded.

Through our BBO Community Matters Programme we have invested an additional £501k into the Black Country, broadly on a fair and equitable basis across each of the 4 sub regions. This additional investment is not represented within the report. If these figures were included, our investment across the Black Country as shown in Fig 6 (below) would be inflated to 30% rather than 11% of our total portfolio.

The average grant for Coventry and Nuneaton & Bedworth is significantly higher due to the large (£75k) grants we awarded in these areas through the Jumping Through Hoops fund.

FIG: 5 Amount (£) awarded per Local Authority

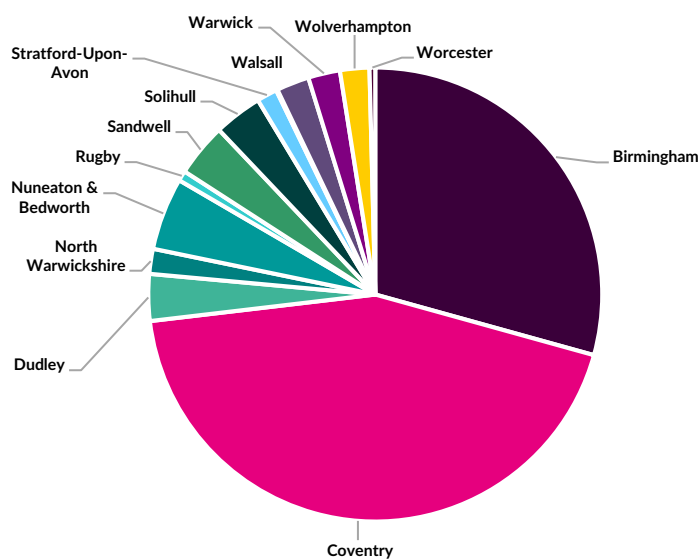
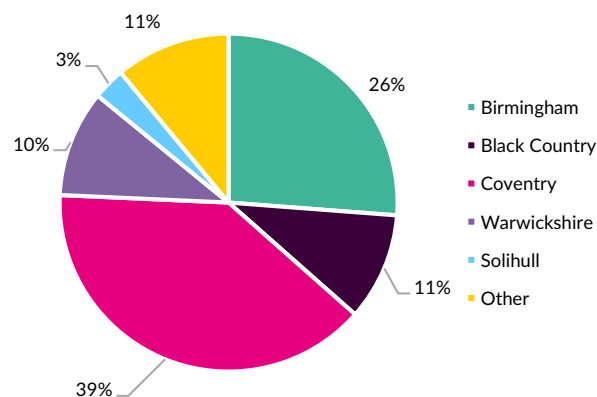


FIG: 6 Amount (£) awarded as combined region / city or town area



Primary project themes.

The projects we fund tackle and support a wide array of social issues and themes. This means that our project portfolio is diverse, wide reaching and multi-purpose. The following table outlines the types of projects we have funded by primary theme and how much investment we have provided:

FIG: 7 Amount (£) awarded per primary project theme.

Project Theme	Amount Awarded 2016/17	No. of Grants Awarded 2016/17	% of total value	% of total grants	Average Grant
Anti-social behaviour	3,000.00	3	0.17	0.30	1,000
Arts, culture and heritage	28,286.10	18	1.59	1.78	1,571
Building skills & improving access to employment	4,809.43	5	0.27	0.49	962
Bullying	4,631.00	3	0.26	0.30	1,544
Caring responsibilities	12,090.00	8	0.68	0.79	1,511
Community Support and Development	250,695.99	97	14.13	9.57	2,584
Counselling / Advice / Mentoring	30,527.83	22	1.72	2.17	1,388
Disability and Access issues	35,465.00	21	2.00	2.07	1,689
Discrimination	13,474.37	5	0.76	0.49	2,695
Domestic violence	3,500.00	3	0.20	0.30	1,167
Education, learning and training	286,820.99	44	16.16	4.34	6,519
Employment and Labour	8,115.00	3	0.46	0.30	2,705
Environment, recycling, renewable energy & improving surroundings	15,044.60	10	0.85	0.99	1,504
Financial exclusion and financial illiteracy	5,000.00	2	0.28	0.20	2,500
Gangs	1,000.00	1	0.06	0.10	1,000
Health, wellbeing and serious illness	222,314.25	68	12.53	6.71	3,269
Homelessness	107,468.00	13	6.06	1.28	8,267
IT / Technology	15,268.59	6	0.86	0.59	2,545
Language, culture and racial integration	163,434.78	9	9.21	0.89	18,159
Mental health	94,490.00	6	5.32	0.59	15,748
Poverty and disadvantage	50,910.23	15	2.87	1.48	3,394
Reducing isolation	7,920.00	7	0.45	0.69	1,131
Refugees/Asylum/Immigration	58,678.00	9	3.31	0.89	6,520
Religion	4,998.16	1	0.28	0.10	4,998
Rural issues	7,500.00	2	0.42	0.20	3,750
Social Enterprise	500.00	1	0.03	0.10	500
Social Inclusion and fairness	44,940.98	20	2.53	1.97	2,247
Sports and Recreation	41,021.98	31	2.31	3.06	1,323
Substance abuse and addiction	2,000.00	1	0.11	0.10	2,000
Supporting family life	17,105.00	10	0.96	0.99	1,711
Tackling crime and promoting safety	8,707.00	5	0.49	0.49	1,741
Transport Issues	500.00	1	0.03	0.10	500
Violence and Exploitation	75,000.00	1	4.23	0.10	75,000
Volunteering	5,675.00	3	0.32	0.30	1,892
Other ***	143,588.24	560	8.09	55.23	256
Totals	1,774,480.52	1,014	100	100	1,750

*** 'Other' represents a proportion of our grant making / social investment portfolio where full tangible data cannot be gathered. Sometimes data is not captured from these projects because of the type of grant or donation which has been awarded. For example, most of our donor directed grants are not interrogated via a traditional application assessment and some projects are not required to complete monitoring. Funds such as 29th May Charitable Trust and Orbit Hardship Fund fall into this category.

■ = Top 5 primary project themes

The top 5 project themes.

A total of £831,381 was awarded to 262 projects covering the top five project themes during the year. This equates to 25% of the total number of grants awards and we made.

FIG: 8 Amount (£) awarded to top 5 project themes

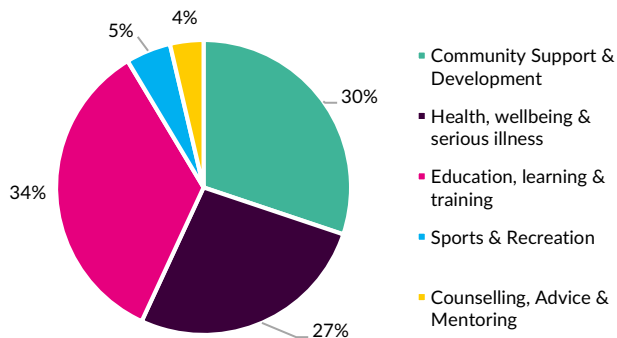


FIG: 9 No. of grants awarded to top 5 project themes

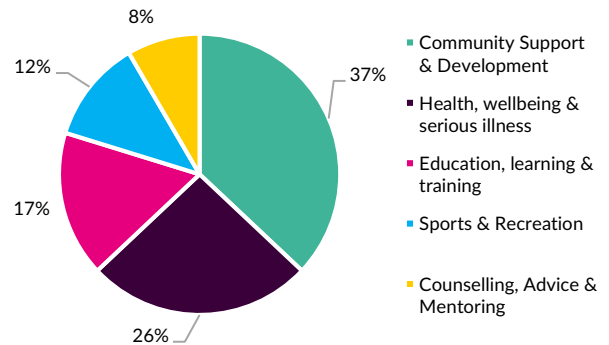


Fig 8 & 9 indicates that we distributed more funding to projects with a clear focus on the Education, learning and training (£286,820) theme than any other type of project last year.

In comparison when we awarded the most number of grants to projects supporting community development (97 grants).

Project Beneficiaries.

1. Breakdown by Age

FIG: 10

Primary Beneficiary Age Groups	Amount Awarded 2016/17 (£)	Total Grants Awarded 2016/17	% of Total Funds 2016/17	% of Total Grants 2016/17	Average Grant
Early Years (0 - 4)	10,000.00	9	0.6	0.9	1,111
Children (5 - 12)	86,652.27	65	4.9	6.4	1,333
Young People (13 - 18)	219,745.31	77	12.4	7.6	2,854
Young Adults (19 - 25)	675,173.00	27	38.0	2.7	25,006
Adults (26 - 65)	235,125.30	85	13.3	8.4	2,766
Seniors (65 +)	181,938.74	79	10.3	7.8	2,303
All Ages	222,257.66	112	12.5	11.0	1,984
No Data ****	143,588.24	560	8.1	55.2	256
Totals	1,774,480.52	1014	100	100	1,750

Fig 10 shows the primary age group of the beneficiaries engaging in the projects which we have funded. Many projects we fund engage with beneficiaries covering a wide range of ages as shown under 'All Ages'. The table shows that we have invested over £991k in projects supporting children and young people. A substantial proportion of this funding is attributed to our Jumping Through Hoops Programme.

2. Breakdown by ethnicity

FIG: 11

Beneficiary Ethnicity	Amount Awarded 2016/17	No. of Grants Awarded 2016/17	% of total value	% of total grants	Average Grant
African	17,296.00	7	0.97	0.69	2,471
Asian & Asian British	64,146.75	12	3.61	1.18	5,346
Asian & White	6,676.00	4	0.38	0.39	1,669
Bangladeshi	11,093.00	4	0.63	0.39	2,773
Black & Black British	7,890.00	4	0.44	0.39	1,973
Black Caribbean & White	8,200.00	3	0.46	0.30	2,733
Caribbean	21,139.90	7	1.19	0.69	3,020
Eastern European	800.00	1	0.05	0.10	800
Indian	4,000.00	2	0.23	0.20	2,000
Multiple Ethnicities	1,225,280.18	312	69.05	30.7	3,927
Pakistani	11,750.00	4	0.66	0.39	2,938
White British	213,624.45	89	12.04	8.78	2,400
White East European	38,996.00	5	2.20	0.49	7,799
No Data ****	143,588.24	560	8.09	55.2	256
Totals	1,774,480.52	1,014	100	100	1,750

Fig 11 shows that most of the projects we funded supported multiple ethnicity groups within the delivery of the project.



Heart of England Community Foundation

c/o PSA Group, Torrington Avenue, Tile Hill
Coventry, West Midlands, CV4 9AP

t: +44 (0) 24 7688 3297

e: info@heartofenglandcf.co.uk

w: www.heartofenglandcf.co.uk

A registered Charity in England & Wales number: 1117345
A company limited by guarantee registered in England & Wales company number: 5999452

Twitter: HoECF

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