

OUR STRATEGY.

2017-2020

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Tina Costello & Phil Ewing

EVEN STRONGER.

Introduction by
Tina Costello, Chief Executive & Phil Ewing, Chairman

By 2020 we plan to grow our endowment to £20 million and distribute over £10 million in funding between now and then. We will develop our local knowledge to support communities and donors effectively, continuing to build our organisation, making us even stronger.

We champion local giving, working with donors who have the passion and resources to make a difference to the communities on our doorstep.

In recent years the Foundation has grown significantly, supporting thousands of community projects. It's incredible that when we started in 1995 with a bursary of only £3,000, we would have distributed over £14 million twenty-two years later, yet here we are.

It is thanks to the generosity of our donors, the hard work of our trustees and staff and the support of our friends and ambassadors that we've been able to support so many grassroots community initiatives.

The next step is to grow our work, our influence, profile and impact and pursue our mission across new areas of interest in Birmingham and the Black Country.

We will continue to support our home areas of Coventry, Warwickshire and Solihull with even more vigour. This three-year strategy sets out our vision for the future and our plans to grow our operations to meet increased needs and demands.

This is a hugely exciting time in the life of the Foundation and over the next three years we will make our communities even better places to live, work and play.

A photograph of two women standing indoors, clapping their hands. The woman on the left is wearing a blue dress and a white headscarf, with henna on her hands. The woman on the right is wearing a black and red patterned dress and large earrings. In the background, there are posters on a wall, one of which says 'Courses', and a purple balloon.

**OUR
VISION**

**CONNECTING
DONORS WITH
LOCAL
PROJECTS TO
DEVELOP
THRIVING
COMMUNITIES.**



OUR MISSION

**WE SEEK MONEY
FROM PEOPLE
WHO WANT TO
MAKE AN IMPACT**

**WE AWARD IT TO
COMMUNITY &
VOLUNTARY
GROUPS WHO
NEED IT.**

When we designed our strategy we asked ourselves what we needed to do to inspire local giving and create thriving communities.

There are 4 key aims that we need to achieve and we call these our strategic objectives.

We need to ensure that we :

Understand our communities better

Work with donors to find the resources to meet local needs

Invest in organisations best placed to tackle local needs

Maintain robust governance to achieve effectiveness

WHAT'S OUR STRATEGY?

UNDERSTANDING OUR COMMUNITIES BETTER.

Having a strong understanding of the needs of our communities is essential in helping us to decide how we should use our resources. Our research will help to shape our work and outcomes.

Over the next three years we will:

- > Ensure our decisions are informed by research about local community needs.
- > Develop and share our research to help communities become stronger.

WORKING WITH DONORS TO FIND RESOURCES TO MEET LOCAL NEEDS.

We champion local giving, seeking resources to support local community activity. We develop new relationships and strengthen existing ones; helping donors support local communities across the West Midlands.

Over the next three years we will:

- > Grow our endowment to £20M.
- > Increase our brand awareness.
- > Ensure that our services are high quality, flexible and good value for money.
- > Develop new relationships and a group of committed champions.

INVESTING IN LOCAL ORGANISATIONS.

Our communities are brimming with organisations with the skills, the talent and the passion to make a difference locally. We are committed to supporting these organisations to tackle local needs with our funding.

Over the next three years we will:

- > Invest £10.5M into our local communities.
- > Use research to encourage fair distribution of our funding across the West Midlands.
- > Ensure our grant programmes are diverse and reflect different community needs.

MAINTAINING ROBUST GOVERNANCE TO ACHIEVE EFFECTIVENESS.

We need to know that our work is effective and impactful. We want all of our stakeholders to have the greatest trust in our ability to deliver for local communities.

Over the next three years we will:

- > Evaluate our work - to influence our future direction and ensure we're effective.
- > Recruit and retain the best people, continuously evaluating their performance.
- > Ensure we're robust and self-examining.
- > Maintain financial stability through strong management of our funds.

**WANT TO KNOW MORE?
CONTACT US.**

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