

OUR IMPACT

APRIL - SEPTEMBER 2020

Photo - Canley Community Centre - Awarded £6,500



Photo - Langar Aid - Awarded £3,000

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INTRODUCTION

Welcome to our report on how the Heart of England Community Foundation has responded to the impact of COVID-19 in our West Midlands communities over the initial first 6 months.

The unprecedented global pandemic has impacted on the lives of every person, every sector, every community across the world and, for all of us, a crisis we have never faced in our lifetimes.

As an independent place-based charity, part of our role is to respond to a local emergency or crisis, so for the first time in the charity's 25 year history we knew we had to galvanise support quickly to enable us to offer vital funds to local organisations on the ground.

The response of the general public, local trusts and foundations, both existing and new donors was incredible and we raised over £400,000 in just a few weeks, we adapted the way we work to ensure money was distributed quickly, efficiently and reached those organisations providing integral services to some of our most vulnerable communities.

Alongside our own campaign we were fortunate to deliver a significant amount of funding from the National Emergency Trust and Central Government which has enabled us, so far, to have awarded almost £4 million pounds to over 600 groups supporting over 800,000 people.

This report provides an insight into where the funds have been distributed, how they have been spent but most importantly some of the heart-warming feedback we have received.

I would like to take this opportunity to say a heart-felt thank you to everyone who has supported us so far through this devastating pandemic.

Tina Costello
Chief Executive Officer

TIMELINE

MARCH

16 - Launched Coronavirus Resilience Appeal

23 - Launched the Coronavirus Resilience Fund

31 - £96,728.68 raised from public, new, existing, & private donors

APRIL

3 - Received £2,001,605.00 from National Emergencies Fund

9 - Awarded first £100k

29 - £500k awarded to 167 organisations

30 - £195,770.37 raised from public, new, existing, & private donors

MAY

5 - Launched the Doing Things Differently Fund

26 - £1 million awarded to 284 organisations

JUNE

30 - £1,897,980 awarded to 394 organisations

JULY

1 - 100 days of the Coronavirus Resilience Fund - [Watch our 100 day highlight video!](#)

3 - £2 Million awarded to 405 organisations

24 - Received £1,076,711 from DCMS

AUGUST

31 - £2,599,792 awarded to 477 organisations

SEPTEMBER

18 - £3 million awarded to 520 organisations

30 - £147,626.81 raised from public, new, existing, and private donors

GEOGRAPHICAL BREAKDOWN

Coronavirus Resilience Fund

Area	Grants	Amount	Average
Birmingham	158	£546,607.00	£3,478.52
Black County	94	£323,015.00	£3,436.32
Coventry	67	£254,833.00	£3,803.47
Solihull	26	£76,010.00	£2,923.46
Warwickshire	59	£238,769.00	£4,046.93
Total	404	£1,442,234.00	£3,569.00

Black Country Breakdown

Dudley	15	£36,620.00	£2,574.66
Wolverhampton	28	£115,770.00	£4,134.64
Walsall	26	£102,360.00	£3,936.92
Sandwell	25	£66,265.00	£2,650.60

Doing Things Differently Fund

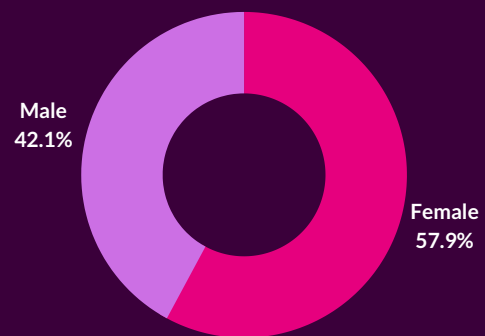
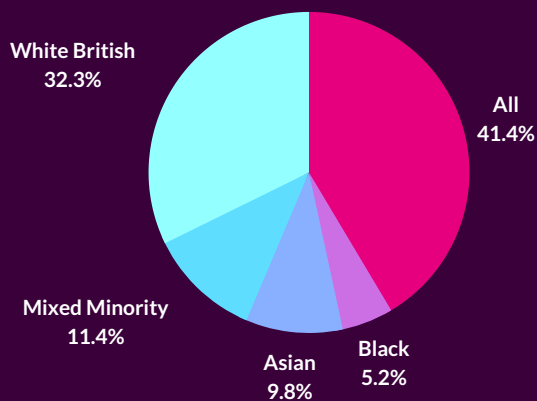
Area	Grants	Amount	Average
Birmingham	65	£873,570.00	£13,439.53
Black County	24	£288,662.00	£12,027.58
Coventry	15	£171,200.00	£11,413.33
Solihull	5	£57,950.00	£11,590.00
Warwickshire	24	£281,295.00	£11,720.62
All	1	£15,000.00	£15,000.00
Total	134	£1,687,677.00	£12,531.84

Black Country Breakdown

Dudley	7	£78,156.00	£11,165.14
Wolverhampton	4	£43,180.00	£10,765.00
Walsall	3	£45,756.00	£15,252.00
Sandwell	10	£121,570.00	£12,157.00

Coronavirus Resilience Fund and Doing Things Differently Fund Combined

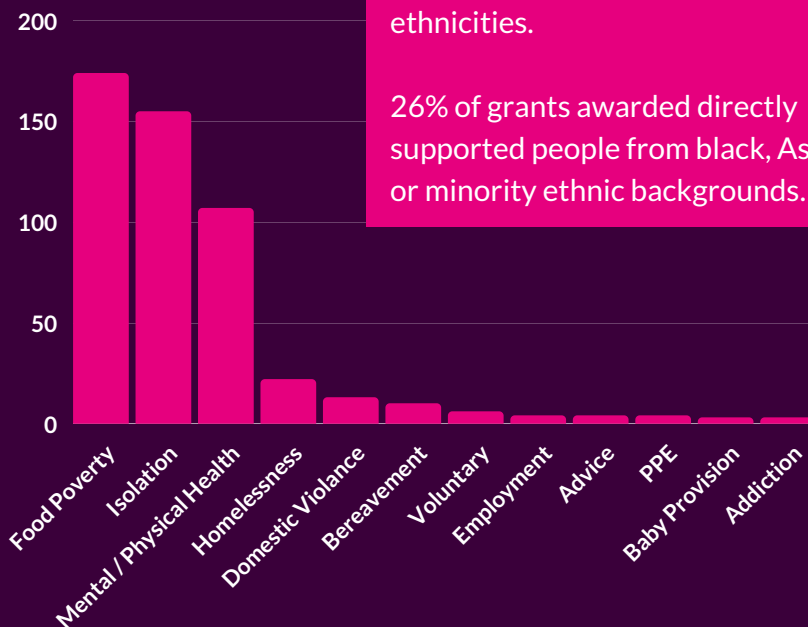
Area	Grants	Amount	Average
Birmingham	223	£1,423,177.00	£6,381.96
Black County	118	£611,677.00	£5,183.70
Coventry	82	£426,033.00	£5,195.52
Solihull	31	£133,960.00	£4,321.29
Warwickshire	83	£520,064.00	£6,265.83
All	1	£15,000.00	£15,000.00
Total	538	£3,129,911.00	£5,817.68



41.4% of the Foundation's awards went to projects working with all ethnicities.

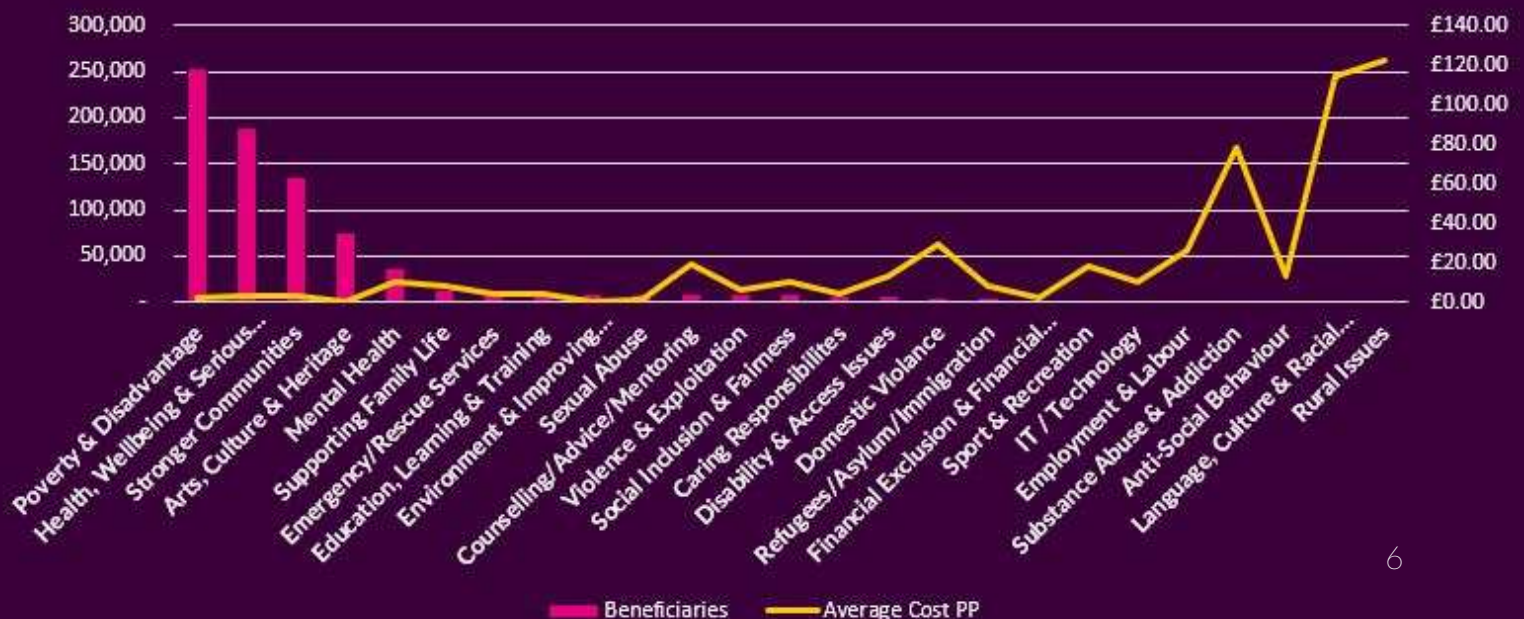
26% of grants awarded directly supported people from black, Asian or minority ethnic backgrounds.

57.9% of grants the Foundation awarded supported females as its main beneficiary gender.



The majority of grants awarded supported food poverty, isolation, mental and physical health.

This chart below shows the number of beneficiaries per project theme against the average cost per person within that theme. Generally, the projects with the most beneficiaries have the better financial returns. The cost to support food banks, in terms of the number of beneficiaries that come out of that project, is considerable lower than supporting rural issues.



JUST STRAIGHT TALK

JST were awarded £3,000 from the Coronavirus Resilience Fund to support those who were vulnerable, shielding or isolated. One of those supported was Clare.

With zero access to the internet before lockdown she relied heavily on the library for accessing information. Getting support from JST it was discovered that she lived on a very tight budget with much of her money being spent on her pet, she was putting the guinea pig before her own needs.

They thought she could start growing her own veg, despite her apprehension she was keen to give it a whirl, equipped with seeds, a growing tray and some compost it was go-time!

JST were delighted with the progress and it was clear Clare would be the ideal recipient of some additional money.

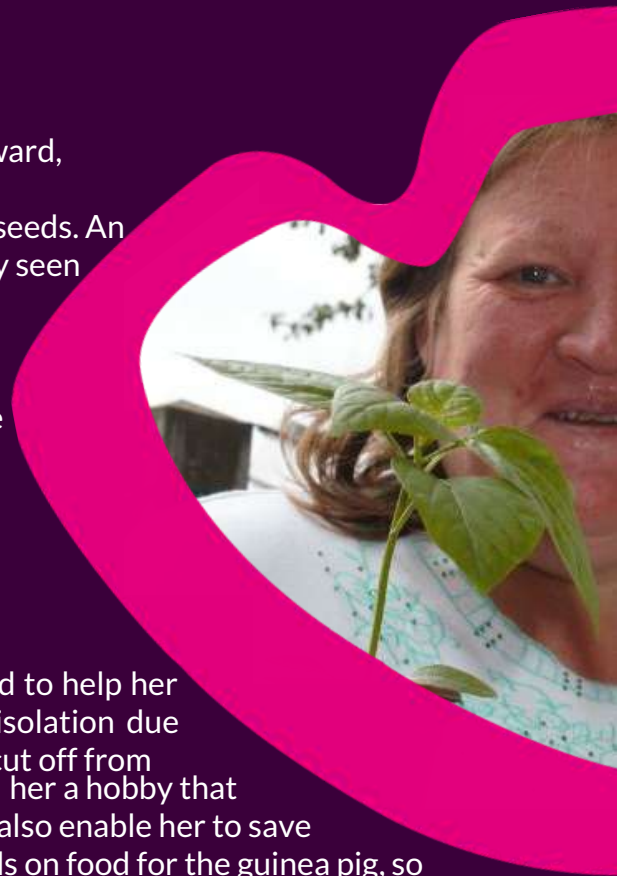
Using funds from JST's award, she was armed with tools, more compost and seeds. An investment that's not only seen her food bill shrink but has encouraged her to start volunteering at a local garden centre as she aims to get her own allotment.

Shona Gilsenan from JST said:

"This money was intended to help her through the struggle of isolation due to living alone and being cut off from the outside world, to give her a hobby that would keep her busy and also enable her to save money on what she spends on food for the guinea pig, so she can afford food for herself.

"But this money has given all of that and more, it's given her confidence, ambition and skills she can use for life and I'm very excited about where this opportunity can lead."

It's amazing to see the impact of such a small amount of money.



HEART CARE & HEALTHY LIVING



Heart Care and Healthy Living received £3,000; this grant enabled them to continue to support their members remotely following the closure of their two centres.

Heart Care worked hard during the lockdown to support vulnerable patients suffering from heart and lung diseases by providing over the phone support and information on social media and their website.

Many patients are elderly and alone and the pandemic has affected their physical and mental health. However, the team have been able to provide support, health advice and signpost to any other services that might be of help to them.

One of their beneficiaries is Betty. She's 84 and has been taking part in their home exercise programme.

Having recently come out of hospital with heart problems she had no further follow up appointments pencilled in, feeling abandoned fortunately one of Heart Care's nurses made contact. Since then the team has scheduled regular calls with Betty saying:

"The calls and chats have been a great help. It felt like a lifeline!"

TRJFP

The Real Junk Food Project (TRJFP) were awarded £3,000 from the Foundation's Coronavirus Resilience Fund. Denise, a resident who is considered as high risk, said:

"I've been extremely grateful that the people at TRJFP started doing doorstep drop off deliveries as soon as Covid-19 restrictions were put in place.

"This has been a real lifeline and a big help for me it's minimized the amount of shopping I have had to do myself. It also really helped my mental health.

"I'd a lovely surprise of a doorstep delivery with lots of produce including fresh fruit and vegetables. My first doorstep delivery even had fresh flowers, so lovely it cheered me up no end to know I had community support!

"Thank you to the Foundation, your support has helped others support me on a personal level.

"Thank you for the grant to TRJFP, without their support and deliveries during the pandemic I really don't know how I would have managed."



AROUND AGAIN



Around Again run a social supermarket in North Solihull, they offer a low-priced membership model which tackles food poverty in the area.

They were awarded £1,500 from the Foundation's Coronavirus Resilience Fund to cut their membership costs; ensuring their service reaches the most vulnerable.

We spoke to Dean, who couldn't be more thankful for the support Around Again have given him:

"Without people like Around Again I don't know what me and my children would've done. Believe me, I was the biggest hypocrite of charities, but what they've done for

me and my family is beyond anybody's imagination, we wouldn't have survived without them!"

Dean and his three young children are recently back in housing, but the government lock-down is testing their resolve:

"The current situation is a nightmare. but every one of the staff are fantastic, I haven't got any family directly by me so it's great to go down and have a chat to them. It gives me a bit of a break and they're just really, really nice people.

"The trouble they've saved me has been fantastic, I tell you what amazes me – it seems such a small group, but they do an awful lot!

"The people working down there are a breath of fresh air to people like me, I can't praise them enough!"

SURVEY

321 groups responded to the Foundation's COVID-19 survey, here are the results.

97.2%

of organisations said this funding made a very BIG difference in their community.

96.6%

found the application process positive.

90%

of organisations said that the funds were VERY important.

88.8%

identified the need for ADDITIONAL funds.

264

organisations said this funding made a very BIG difference in their community.

59.8%

said the grant benefitted their community's MENTAL WELLBEING.

23.1%

said the grant benefitted their community's PHYSICAL WELLBEING.

17.1%

said the grant benefitted their community FINANCIALLY.

7.8%

felt unprepared for the future.

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DONORS

Without the generosity of our donors our impact in the West Midlands would not have been possible.



Emma Brodie, Senior Communities Specialist:

"Supporting the Coronavirus Resilience Fund was one of the ways to prove that Coventry Building Society stood together with Coventry and Warwickshire; working with the Foundation was the best way to do that!"

"Heart of England Community Foundation were one of the first organisations to jump into action and a financial response was the best way for us to get involved, there was no point in waiting around. Vital community groups, and the people, they support needed help instantly!"

"As an organisation we were confident that the Foundation would use our money well to serve some of the most vulnerable people in our communities and we were right."

"Since our initial support of the Coronavirus Resilience Fund, we've been able to adapt the criteria of our original fund with the Foundation. We're delighted that the Coventry Building Society Fund will continue to support those people struggling in the current pandemic."



Anna Jeys, Executive Editor, Birmingham Live:

"We were delighted to team up with Heart of England Community Foundation as part of our #BrumKind campaign. Their ambition to make grants available through the Coronavirus Resilience Fund aligned with our desire to make a difference in our communities when they needed help the most."

"As an organisation we were among the first contributors, putting in funds from our company's charity into the emergency fund."

"This was because the fund's values were rooted in our own - to promote community spirit, the sense of unity and shared desire to look after and shield our most vulnerable during a very difficult time."

"We continued to track the progress of initiatives throughout lockdown and beyond and could see the huge difference it has made for thousands of people across Birmingham and the Black Country."



The Heart of England Community Foundation would like to thank everyone who has supported its response to COVID-19 with special thanks to:

29th May Fund	National Emergencies Trust
Alan Edwards Higgs Charitable Trust	Nigel Shanahan
Band Hatton Button	Orbit
Barrow Cadbury Trust	SEGRO
Birmingham LGBT	Sir Dominic Cadbury
Birmingham Live	Sir Robert Gooch Charitable Trust
Community Energy Warwickshire	South Birmingham Friends Institute
Coventry Building Society	Stella Symons Charitable Trust
Coventry Telegraph	The Edward & Dorothy Cadbury Trust
Deutsche Bank	Uber
Edward Cadbury Trust	UBS
Eveson Trust	UKCF
Exasoft Group	Wesleyan Assurance
gbpartnerships	Worshipful of Weavers
Harry Payne Fund	Wright Hassle Charitable Trust
IM Properties	Youell Family Fund

SUMMARY

We are very proud of the way we have responded to this pandemic; the whole Foundation team have demonstrated commitment and care for our West Midlands communities, but we know it does not end here.

The pandemic is still with us and the future remains uncertain as to when life will return to relative normality.

As we approach the winter months, we envisage this will be one of the toughest winters some people have experienced so our communities still need us and we want to help!

HOW CAN YOU HELP?

Our Winter Wellbeing Fund will aim to offer flexible funding to enable our groups to tell us what their needs are and how we can support them over the next six months.

You can donate by visiting: www.heartofenglandcf.co.uk/winter-wellbeing/

If you want to raise funds through fundraising challenges you can set up a fundraising page and link back to the Foundation.

Alternatively why not support your community another way and #DoMoreLocal?

We are encouraging people to:

- Volunteer at local charities or grassroots organisations
- Donate clothes, presents and food to those less fortunate
- Check up on vulnerable people including neighbours, friends and family

Or if you just want to know more about us and our work please visit our [website](http://www.heartofenglandcf.co.uk) or get in touch with our Chief Executive: tina@heartofenglandcf.co.uk



Photo - Women Empowering Women - Awarded £3,000



25 YEARS OF LOCAL GIVING.

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