



# Our Services.

Amplified Charitable Giving

A man with short brown hair and black-rimmed glasses, wearing a black sweater over a blue and white checkered shirt, holds the left side of a large white sign. He has a gold watch on his left wrist. A woman with long brown hair, wearing a black top with a colorful floral pattern, holds the right side of the sign. They are standing in a modern office with white walls, exposed ceiling pipes, and a bulletin board in the background. The sign they are holding has the text 'DEVELOPING STRONG, LOCAL COMMUNITIES.' in bold, multi-colored capital letters.

**DEVELOPING  
STRONG, LOCAL  
COMMUNITIES.**





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## Our Vision:

**LETS MAKE OUR  
COMMUNITIES EVEN BETTER  
PLACES TO LIVE, WORK & PLAY.**

The contents of this publication are for your guidance only.

Please contact the Foundation to discuss your personal circumstances in confidence and please be aware that we are unable to provide financial, legal or tax advice. To gain this type of information you should consult with an appropriate professional financial or legal advisor. Or alternatively take a look online: <https://www.gov.uk/donating-to-charity>

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# Who we are

**Heart of England Community Foundation** is an independent charity which exists to inspire local giving and tackle disadvantage across the West Midlands. We are an affiliated member of UKCF, a network of community foundations covering the UK which together, are responsible for distributing £65 million annually to local communities.



We make grants to non profit organisations, enabling local people to tackle local issues creating social impact. Our grants are typically worth between £500 and £75,000. each We raise donations by working with individuals, families, businesses and other trusts, foundations and funders who want to make a difference locally.

The funds we manage are generally valued at over £25,000. Unlike many national funders, we operate on a local level and therefore have a unique understanding of our communities. We make it easy for people to give money and easy for organisations to apply; ensuring that our funding is directed to where its impact has greatest potential.

**SINCE 1995  
WE HAVE DISTRIBUTED  
OVER £14 MILLION  
TO LOCAL CHARITIES  
AND GOOD CAUSES  
BENEFITTING AN  
ESTIMATED 1 MILLION  
PEOPLE.**

**“COMMUNITY  
FOUNDATIONS  
ARE A BEST  
KEPT SECRET.”**

Baroness Prashar,  
House of Lords, June 2015.



# Working with us

We make charity giving simple and fun. We remove the hassle of setting up your own Charitable Foundation or Trust by working with you to develop and implement effective philanthropy on a local scale. There are some key benefits of working with the Foundation; here are some of them...

## **WE ADDRESS COMMUNITY NEED.**

Across the West Midlands the needs of many local people are hidden from view. Our local knowledge helps identify organisations which are tackling social issues and we can reach people who might not otherwise access support.

## **EASE AND CONVENIENCE.**

The resource needed to register and manage an independent charitable trust can be huge. All that we require is a simple agreement between you and ourselves to get things started.

## **WE WILL BE HERE FOREVER.**

Since 1995 we have been building a diverse endowment portfolio which is invested ethically, enabling us to tackle the issues our communities face today and providing a lasting, legacy of giving for future generations.

## **UNRIVALLED FLEXIBILITY.**

We provide a tailor-made service when you donate to us. Working closely with you we define every aspect of your giving, the social issues you want to address and the outcomes you want to achieve.

## **TRUSTED PROFESSIONALS.**

Our Board of Trustees is made up of senior professionals from the public and private sector. Our employees are skilled and experienced professionals with expertise in grant making, charitable giving and third sector leadership.











# Consultation

## Lets talk about your giving!

We offer all donors a free of charge, consultation to discuss your giving options and select the most appropriate journey for you. This usually happens at the very start of your relationship with us, although you can request a consultation at any point in time. Meeting with us to discuss your thoughts and plans gives us insight into your reason for giving, desired outcomes and donation priorities, enabling us to create a tailor-made service that meets your needs.

Depending on the complexity and size of your donation, the consultation phase can take one meeting, several meetings and sometimes several months. You will usually meet with a senior member of staff from the Foundation and sometimes Trustees including our Treasurer and Chairperson depending on the type of donation.



### What do we mean by Consultation?

We will gain an understanding of the issues and disadvantage you want to tackle with your gift and what kind of impact you want to have. Consultation also affords you an opportunity to ask us questions and get an in-depth overview of how we operate. Consultation is the beginning of your friendship with the Foundation.







**DO YOU WANT  
TO DONATE CASH  
OR ASSETS ?**

**HOW MUCH  
WOULD YOU LIKE  
TO DONATE ?**

**DO YOU HAVE A  
SPECIFIC CAUSE  
OR GEOGRAPHY  
IN MIND ?**

**HOW INVOLVED  
WOULD YOU LIKE  
TO BE ?**

**DOES PUBLICITY  
MATTER TO YOU ?**

If you would like to discuss your charity giving with us, arrange a convenient time to have a chat or meet with you or even to find out some more information please contact us on (024) 7688 3297.



# Choosing a Giving Option

By choosing to work with us to manage your charitable giving, you can begin tackling the issues and challenges you care about today, whilst providing a lasting impact for communities tomorrow.

We can help you decide what type of giving matches your circumstances and fits with your ethos, values and vision. The Foundation typically accepts large cash or asset donations, but we also provide a series of flexible options for those looking to donate on a smaller scale.

## ESTABLISH A NAMED FUND.

**Heart of England Community Foundation has managed funds on behalf of individuals, families and businesses for over 20 years.**

Setting up a fund with us is straightforward and a simpler alternative to creating your own charitable Trust or Foundation. We take care of all the administration, grant making, financial management, statutory reporting and monitoring.

Working with you, we can turn your ambitions into reality, creating a fund that delivers precisely what you want it to.

Whether you want to tackle local issues or donate in memory of a loved one, you are able to decide the level of your involvement from helping to decide who will receive funding to using our expertise to distribute grants to your preferred areas of interest.

When you set up your 'named fund' with us, you can choose the type of fund you wish to establish and depending on your circumstances this will be an **Endowment Fund**, **Flow Through Fund**, or a **Hybrid Fund**.



### Endowment Fund

An Endowment Fund means that your donation is safeguarded permanently within our investment portfolio.

Your donation is a legacy for communities that will last forever.

Each year a percentage of the yield which is earned on the investment is distributed as grant funding whilst the investment itself remains untouched.

### Flow Through Fund

Flow through funding is for the here and now.

You can choose to distribute your flow through funds over one year or multiple years.

We distribute your donation as grant funding immediately either via a new grants programme or through one of our existing programmes.

### Hybrid Fund

A hybrid fund affords you the benefits of both Endowment and Flow Through.

We invest part of your donation but also retain some for immediate distribution to community projects.

This option provides more of flexibility.





## Case Study

### Coventry Building Society

Coventry Building Society has donated over £1million to charity since 1998. In 2012 they had their first consultation with us and since then, we've played a big part in their charitable giving!

In 2012 'The Coventry' decided to outsource the management of their Charitable Foundation to make their grant making more efficient. They set up a Flow Through Fund with us and since then we have been awarding grants to charities and other non-profit organisations across the UK, enabling communities to grow stronger and more self-sustainable.

Their annual grant making programme operates on a national level and we manage this on their behalf in partnership with other community foundations from across the UK. We distribute circa £70,000 per annum for Coventry Building Society, funding activities ranging from soup kitchens to cycling projects and everything in between.



**THE BEST THING ABOUT  
WORKING WITH THE  
HEART OF ENGLAND IS  
THE KNOWLEDGE THE  
GRANTS PANEL HAS ABOUT  
THE NEEDS OF THEIR LOCAL  
COMMUNITIES.**

Anna Cuskin, Corporate Responsibility Manager  
Coventry Building Society.

If you would like to discuss setting up a named fund or would like to find out some more information about outsourced grant making or how we could work with you please contact us on (024) 7688 3297.







# Choosing a Giving Option

## TRANSFER AN EXISTING FUND.

**The Charities Commission has given advanced permissions to Community Foundations to undertake the transfer of trust assets from dormant, ineffective and moribund trusts so that their funds can be better used.**

Over recent years we have seen a rise in the number of charitable trusts and other charities enquiring about transferring their existing assets to us. There are several reasons why trustees would consider the Foundation as an alternative option to manage the assets going forward for example:

- The trustees want to sustain the legacy of the trust.
- The trustees want to modernise the objectives of the trust.
- The income of the trust is no longer sufficient to support effective grant making.
- The trustees wish to retire or simply hand over responsibility for the business of the trust.

When taking over trusts and charities we offer comprehensive management and grant making services all of which can be 'tailored' to meet your charities exact needs and requirements.

An existing trust fund can be consolidated within the Heart of England Community Foundation's portfolio with ease. The trustees will still be able to have the degree of control and involvement they require. This could include meeting to award grants.

Once transferred, the trust or charity will have no loss of identity or purpose and will benefit from expert asset management and specialist fund support.

Our Grants Team will ensure that your grant making is effective and consistent with the overall objectives. You will be kept up to date with the impact your funding is having and you will also have the opportunity to visit projects to gain first hand experience of the causes you support.



### Setup & Timeframe

We will work with you to establish the criteria for your fund and this will be detailed in a legal agreement between both parties.

Your time commitment will be significantly reduced once the transfer is completed.

### Legal Control

We take care and control of all statutory reporting to the Charities Commission including Annual Reporting, Investments and Accounts.

### Grant Making

Our professional team identify and assess suitable grant applications and provide expert analysis of community needs.

We verify that funded projects make an impact and report back to donors on the difference made.

### Profile

Your charity or trust will have no loss of profile or identity by working with the Foundation.

Becoming a named fund within our portfolio means that we will advertise grants, awards and donations from your fund as if they were your own.



## Case Study

### The Harry Payne Trust

In 2014 we worked with the Harry Payne Trust whose Trustees were seeking an alternative managing body to safeguard the Trusts legacy and were concerned about succession.

The Trustees of the Harry Payne Trust met with our CEO and Board to discuss their concerns around the future succession of the Trust and successfully negotiated to hand over the £1.5m investment capital and annual grant making to the Foundation.

Harry Payne's trustees remain an active part of the grant making activities, convening regularly to award grant funding, leaving the day to day management of the Trust to the Foundation.

Since taking over the management of the Trust, the Foundation awarded over £160,000 in the first 2 years to a vast range of voluntary organisations in keeping with the Trusts main aims and priorities.

The future of the Trust is now secured and the memory of philanthropist Harry Payne, a talented shoe repairer and cobbler from Birmingham will live on within our Foundation in perpetuity.

If you would like to discuss transferring the assets of your Charity or Trust to the Foundation or would like to find out some more information about trust transfers, outsourced grant making or how we could work with you please contact us on (024) 7688 3297.



# Choosing a Giving Option

**LEAVE A  
GIFT FOR  
THE FUTURE.**

**Leaving a legacy for the communities, places and people that you care about is one of the most rewarding, generous and kindest ways of giving. By choosing our Community Foundation to administer your legacy you will have the satisfaction of knowing that your money will be used to support future generations; tackling needs and disadvantage for local people.**

Our commitment to building a permanent and multi-purpose endowment for the local community means that the Foundation is highly sustainable and will continue to fulfil your charitable wishes in perpetuity with care and diligence. The Foundation can work with your relatives and/or professional adviser to ensure that your wishes and interests are met and the Foundation will ensure that your legacy lives on for the communities that you wish to support.

We can accept the following types of Legacy Gifts:

- Pecuniary: A specified sum of money.
- Specific: A specified item, such as shares or property.
- Residuary: All or part of the Estate after any pecuniary legacies have been paid.
- Reversionary: The residue of the Estate after the death of a surviving spouse.

## Case Study

### Youell Family Fund



**Alfred Youell MBE, ONZM was patron of Heart of England Community Foundation between 2002 and 2012. A lifelong philanthropist, local builder and property developer, he contributed significantly to the growth of our Foundation during his life and remains our largest donor to date.**

Since the millennium, we have managed the Youell Foundation and Youell Family Fund both of which enable Alfred's legacy of giving to continue by awarding grants to projects and initiatives supporting some of the most disadvantaged people in our communities. Mr Youell also donated two, disused barns to the Foundation which we transformed into commercial properties. Mr Youell's wife Valerie remains a most valued supporter of our work.





## **DONATING PROPERTY OR LAND.**

**Heart of England Community Foundation can work with individuals or businesses wishing to donate properties or land to us for the benefit of our communities.**

We own two donated properties in Coventry which we have renovated and now lease on a commercial basis. The income from these properties has enabled the Foundation to develop a self-sustaining financial model, allowing us to award even more grants to community projects.

Gifting properties or land to charity has become even more attractive for individuals and businesses as you can gain tax relief on the gift. This relief is in addition to the existing relief on capital gains for gifts to charity. Donating property or land assets enables the Foundation to continue to diversify its income source and ultimately distribute any income from property and assets to projects and communities in need.

**Donors are able to put their shares to good use for local communities by selling them and donating the value raised to our Community Foundation.**

You could put any shares you own to good use by donating the value of the shares to the Foundation once these have been sold. Often this can be more tax-effective than giving cash.

For more information about donating the value of your shares please visit our website [www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk) or call us on 024 76 88 32 97.

## **DONATING SHARE PROFITS.**

## **REGULAR OR ONE-OFF CASH DONATIONS**

We are always so grateful for the support we receive and we're really proud of the efforts of those who join our mission to make our communities a better place for everyone. Sometimes people choose to make a one off or regular donation to our foundation and there are a number of ways that you could do this:

Donate Online:  
Call us:

[www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk)  
024 7688 3297







# Fees & Legal



Working with the Heart of England Community Foundation is an efficient, smart and fun way of managing your philanthropy and local giving. As a charity, we pride ourselves in having low operating costs ensuring that the majority of the donations we receive are pass-ported onto the communities that need funding.

As a charity, the Foundation charges fees for its services as a contribution towards the running costs of the organisation. In return donors receive a super-professional services comprising: fund administration, set-up, design and management, community out-reach, grant-management expertise, monitoring, reporting, impact assessment, due diligence and reporting services.

A breakdown of our fees for the funds that we manage is as follows:

Type of Fund	Minimum Donation	Typical Annual Fee
Endowment Fund	£25,000	1 - 1.5% *
Flow Through Fund	£10,000	10%
Hybrid Fund	£25,000	P.O.A - variable \$
One-off Donation	n/a	10%

\* Our Endowment Fund fee is a charge of 1–1.5% annually. This fee is taken from annual yield and is based on the capital value of the fund at 31 March each year.

\$ Our Hybrid Fund fees are variable but will normally comprise of an annual endowment fee and an annual flow through fee. These fees will be set during your consultation with foundation staff.

Subject to compliance with HMRC regulations, cash donations from UK taxpayers are eligible for Gift Aid, which means that the Foundation can claim an additional 25% of the value of the gift (at current rates). Gift Aid received is added to funds alongside the original donation. Higher-rate tax payers may be able to claim additional tax relief on their donations

A fund with the Community Foundation is not a distinct legal structure like a charitable trust or charity.

It is a vehicle for giving as defined within your **Fund Agreement** with us. This agreement covers how you wish your donation to be used.

In the case of Named Funds, a donor gives assets to the Foundation and we then account for them as a separate fund.

Depending on the size and type of the fund; the donor may retain benefits such as setting criteria for the fund's use and being involved in the decision making process for awarding grants from the fund's revenue.

It should be noted that all assets donated to establish, grow or contribute to funds at Heart of England Community Foundation are irrevocable gifts.

Unless specifically stated within your Fund Agreement, the Foundation and our Board of Trustees carry all legal responsibility for ensuring that donations are used for charitable purposes in line with any restrictions agreed with donors.

For a full copy of our **Gift Acceptance Policy** please go to [www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk)





# Corporate Partners &



# Supporters



## WE NEED YOU!

Businesses across the West Midlands kindly support us each year in a variety of different ways.

Would you like to help the Foundation to support communities across the West Midlands?

### Why not become a Corporate Supporter?

If you aren't ready to establish a named fund with us, there are some alternative opportunities to get involved with.

We have a tiered, Corporate Supporters Programme which enables us to run our events and publications throughout the year. In return your business will receive benefits such as brand and product exposure at our events, in our printed publications, fundraising campaigns and through our online platforms including website and social media.

<b>GOLD SUPPORTER</b>	<b>£3,000 p/yr.</b>
<b>SILVER SUPPORTER</b>	<b>£2,000 p/yr.</b>
<b>BRONZE SUPPORTER</b>	<b>£1,000 p/yr.</b>

Alternatively your business may be interested in getting more hands on; perhaps **hosting a gala fundraising dinner**, undertaking a personal charity challenge such as **running a marathon or ironman** or perhaps **hosting a quiz evening, networking event or open mic night**; whatever you'd like to do, we will work with you and will be thrilled with your support!

For more information about our corporate supporter package or our events programme and campaigns please visit our website [www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk) or call 024 7688 3264.

## CONTACT US

If you're thinking of donating to charity, want to work with the Foundation and would like to discuss your options with us we'd love to hear from you...

...You can:

- Call (024) 7688 3297
- Email [info@heartofenglandcf.co.uk](mailto:info@heartofenglandcf.co.uk)
- Write Heart of England  
Community Foundation  
c / o PSA Group  
Torrington Avenue  
Tile Hill, Coventry  
West Midlands, CV4 9AP
- Online [www.heartofenglandcf.co.uk](http://www.heartofenglandcf.co.uk)



UK COMMUNITY  
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MEMBER

heart of england  
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Registered with  
FUNDRAISING  
REGULATOR

Registered Charity No: 1117345