



heart of england  
COMMUNITY FOUNDATION

**WORKING  
WITH YOU  
SUPPORTING  
LOCAL  
COMMUNITIES**

A black and white photograph of two women standing on a balcony. The woman on the left is wearing a dark jacket and light-colored pants. The woman on the right is wearing a white knit hat with a pom-pom, a patterned cardigan, and a white top. They are both smiling and looking towards the camera. The balcony has a dark railing. The background shows a brick wall and a glass door. A large pink diagonal overlay covers the bottom half of the image.

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# WHO WE ARE

## VISION & MISSION

Our **vision** is to help the West Midlands and Warwickshire communities live happier, healthier lives. To achieve this, our **mission** is to connect generous donors who care, with community causes that make a difference.

Heart of England Community Foundation (HoECF) is the largest independent grant giving charity in the West Midlands and Warwickshire. An affiliated member of the UK Community Foundation (UKCF), the national network for all accredited Community Foundations across the UK. The Foundation has distributed more than £31m since 1995, benefitting an estimated 5.4 million local lives.

Awarding grants to non-profit, local voluntary and community groups, many of the organisations we support fall under the radar of national funders. Knowing local people have the knowledge and understanding of local issues, HoECF gives communities the opportunity to make positive change.

With extensive grant making experience, forward thinking, and committed donors, the Foundation is able to create impact and legacies across the region through tailored approaches, ensuring each donor achieves their wishes.

## OUR VALUES

**TRUST** → We are trusted by all those who work with us

**CARE** → We care passionately about our communities, our donors, and our team

**FAIRNESS** → We promote equality and diversity in everything we do

**AMBITION** → We give our communities the strength to achieve their aspirations

**FUN** → We take our work seriously with some fun along the way

# WORKING WITH US

- ♥ HoECF makes charitable giving simple, effective and fun.
- ♥ We can work with you to create a bespoke programme.
- ♥ We manage the whole process ensuring your funds are received by the right organisations, managed through our robust governance.
- ♥ Our experienced and knowledgeable staff support donors every step of the way, ensuring they can enjoy the positive impact of their giving.
- ♥ We're quality accredited which demonstrates our strong governance, financial operations and due diligence.

**Every**   
**you invest in**  
**the Foundation**  
**93p**  
**goes directly**  
**back to the communities**  
**you care about!**

**If you want to invest locally we are the organisation for you!**



## WHAT WE PROVIDE

**Value for money**  
**Flexible options to work with us**  
**Knowledge of the region**  
**Easy & convenient service**  
**Access to local organisations**  
**Grant making expertise**

**Maximised & targeted giving**  
**Impact at local level**  
**Peace of mind**  
**Support with CSR\* goals**  
**PR opportunities**  
**Trusted partnership**  
**Input on decision making**



## WHAT DONORS GET

\*CSR = Corporate Social Responsibility

# WHO WORKS WITH US

## THE WESLEYAN FOUNDATION



“Sincere thanks to our wonderful partners at the Heart of England Community Foundation. Tina Costello and her team continue to work tirelessly to make every penny of Wesleyan’s investment into our communities count. This year has been no different and they have supported the distribution of funds which will impact over 45,000 individuals across the UK.”

- Nathan Wallis, Chief of Staff, Wesleyan

“As a Midlander, I wanted to help local charities and good causes where relatively small sums of money can have a large and immediate impact on individuals. HoECF answered all these requirements perfectly. I discovered it would be possible to establish my own Foundation under its auspices. This would result in lower set up and running costs, and no administrative burden compared with doing it myself. I would benefit enormously from working with a really friendly team of charity professionals.”

- Graham Griffiths, Private Donor

“Using HoECF allows us to draw on their vast experience and local understanding to ensure that financial support was going to those grassroots organisations that do such great work in their communities. HoECF acts as a connector for us and really allows us to engage with those organisations and see for ourselves the difference that our grants are making to those communities.”

- Kerry Amory, Social Value Coordinator, IM Properties



## STELLANTIS CORPORATE PATRON



“The work that HoECF do, in support of local charities and the community, is very inspiring and humbling. With the grants ranging vastly in both financial size and types of service, including food poverty, human trafficking victims and children’s services, all within the local area, the HoECF team support invaluable lifelines to people trying to help others. At Stellantis, here in the UK, we feel privileged to be able to support with an endowment and office space for the team to work from. They really do amazing work.”

- Alison Jones, Stellantis Senior Vice President and Country Manager UK

“The Foundation produces insightful reports about all our grant giving for us, so we can see exactly what groups and projects are being supported and how our grants make a difference to the communities we serve. They are an absolute pleasure to work with, and I would say any company looking to improve the way it gives grants or funds out to projects should get in touch with them.”

- Anna Cuskin, Corporate Responsibility Manager, Coventry Building Society

# GIVING OPTIONS

## TRANSFER AN EXISTING TRUST OR CHARITY

An existing charity can be consolidated within Heart of England Community Foundation's investment portfolio with ease. The former trustees can still be involved in the decision making if they wish.

## ENDOWMENT

Leaving a legacy for communities, places and people is one of the most rewarding, generous and kindest ways of giving. By choosing HoECF to administer a legacy, donors have the satisfaction of knowing their giving will tackle needs and disadvantages for generations to come.

## CHARITABLE FOUNDATION

Working with HoECF negates the need to set up your own foundation as you can establish it within our charitable governance. We do all of the back-office administration including due diligence on all applications applying to your foundation, but you can make the decisions on where your donation will have the most impact.

## IMMEDIATE IMPACT FUND

HoECF has managed funds on behalf of the public and private sector, individuals, and families for over 26 years. With expert grant making systems already in place we can work with donors to create and deliver a fund within a short timescale. Taking care of all of the administration, donors can decide their level of involvement.

## PROPERTY OR LAND

HoECF can work with individuals or other trusts and foundations wishing to donate property or land for the benefit of West Midlands and Warwickshire communities.

## DONATIONS

The Foundation is always grateful for support received and anyone who wants to contribute one off donations can via:

- 02477 800 520
- [heartofenglandcf.co.uk/giving](http://heartofenglandcf.co.uk/giving)

## PAYROLL GIVING

Offering the opportunity for employees to donate regularly from their pay to the Foundation. This money could support a fund which benefits the community, it can engage employees and help businesses achieve their Corporate Social Responsibility ambitions.

## PARTNERSHIP OPPORTUNITIES

It is not all financial, if there is an opportunity for HoECF to raise its profile and work with an organisation to improve the lives of people in the region, get in touch!

Examples include *Make Good Grow*, who connect skilled volunteers with grassroots organisations and *easyfundraising*, who help organisations diversify their income streams by allowing shoppers to contribute when purchasing items online.



# THINGS TO CONSIDER

**Before speaking to the Foundation, we would like you to consider:**

- Do you want to donate financially or donate 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 in giving?
- Does publicity matter to you?

**Thinking of working with the Foundation? Get in touch:**



02477 800 520



[info@heartofenglandcf.co.uk](mailto:info@heartofenglandcf.co.uk)



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



**#DO MORE**

**LOCAL**

**Heart of England Community Foundation**

c/o Stellantis, Pinley House, 2 Sunbeam Way, CV3 1ND

**t:** 02477 800 520

**e:** [info@heartofenglandcf.co.uk](mailto:info@heartofenglandcf.co.uk)

**w:** [www.heartofenglandcf.co.uk](http://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

**Facebook:** @HoECF

**Instagram:** @heartofenglandcf

**LinkedIn:** @Heart of England Community Foundation

**Youtube:** Heart of England Community Foundation