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FOR LONDON

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# The London Community Foundation

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FOREVER

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## If you want to make a difference in London, this is where to start.

**The London Community Foundation** is dedicated to funding community-based action that improves the lives of London's most disadvantaged. Child poverty, unemployment, isolation, homelessness, domestic violence and gang crime are just some of the issues we are tackling.

With the generosity and involvement of our donors, we have invested over £30 million in supporting more than 5,000 charitable projects across the capital.

Whether you are an individual, company, trust or local authority, LCF can help you make an impact on an issue you care about. £500 or £5 million to give? It doesn't matter. From joining one of our crowd funding initiatives to setting up your own Fund to creating a legacy for the future, we will help you make a difference in your city.

**We are your Community Foundation**  
— please join us.

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**‘If you live in London it is very easy just to see the good bits. Friends’ houses, the parks, the shops, the beautiful buildings, the river — in other words, places where everyone is successful and in control of their lives. But spending some time with The London Community Foundation brought home to me that, if only you look sideways, you see so many parts of London where people need serious help or support for a variety of reasons.’ *Sue Phipps***

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supported by:

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# Corporate Giving

‘There is a huge swathe of charitable activity that lies below the radar of most corporate and philanthropic giving. We’ve used The London Community Foundation’s expertise and reach to support some fantastic smaller organisations working at the frontline of their communities, dealing with a whole range of local issues such as addiction, homelessness, gang violence, domestic abuse, literacy, disability and mental health. It’s where a small amount can make a significant impact.’

**Lesley King-Lewis, Director, Man Group Charitable Trust**

Whether you have an established CSR plan and team or are newer to the field, we can offer you a simple, flexible and effective way of making a difference in your community.

Whilst companies work with us for a number of reasons, the majority use The London Community Foundation to reach smaller charities and community projects that they may not have been able to reach otherwise.

Our Donor Advised Funds Plus start at £25,000 and allow you to create a bespoke community programme which matches your interests with needs on the ground. Or from £5,000 you can choose the Donor Advised Fund which allows you to support your favourite existing charities as well as a range of grassroots projects recommended by us.

If you wish to give nationally, we would be happy to structure a programme through our membership body, the UK wide Community Foundation Network.

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## Corporate giving in action: Street Talk

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*‘My life seemed that it would never change and that it was nothing but violence and drugs. When you are living that life you can’t see any way out at all. That’s because your life is so bad and so dangerous that you only see the next ten minutes. I don’t remember who told me about the counsellor or how I even went to see her. I got into the habit of talking to her and it was probably the first time anyone had talked to me about me. I have changed a lot of things about the way I live. I live in a hostel now and I feel safe. I’ve got plans for the future and I think I’m going to try to get into nursing. That is my dream. I didn’t have any dreams at all before because I was just trying to get through the day without getting hurt.’*

**Street Talk** in Camden received £5,000 through the Deutsche Bank Small Grants Fund. The grant paid for a specialist advisor on education, training and employment at Street Talk’s Kings Cross day centre for homeless and vulnerable women, a majority of whom were involved in street prostitution. 88 women were supported through this grant, including this 19 year-old born in Sudan:

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## On corporate giving: an interview with Kate Cavelle, Deutsche Bank

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‘Throughout the relationship, we’ve been reminded that relatively small amounts of money can have a huge impact. That’s something you forget about when writing big cheques.’



### Why did you set up a Fund at LCF?

We recognised that it was hard for us as a company to support really small grassroots organisations; ones that tend to be closest to their beneficiaries and most responsive to local issues. We didn’t have the capacity. But by tapping into LCF’s expertise and networks, we could reach people and groups at this level, whilst ensuring that the Fund and grants made from it would sit within our overall Corporate Citizenship strategy in the UK.

### How have you found it?

Wonderful — it has been a brilliant partnership both in terms of the relationship management and the projects we have supported. In fact, it’s got better and better — as LCF has come to know us more, they have increasingly sourced projects that really fit our objectives. Through the relationship, we’ve been reminded that relatively small amounts of money can have a huge impact...and that’s something you forget about when writing big cheques.

In 2005 Deutsche Bank set up a Small Grants Fund in partnership with LCF and over the years 91 grants have been made with a total value of over £320,000. In 2008 they set up the Deutsche Bank Grassroots Endowment Fund at LCF which benefited from £ for £ match funding through the Grassroots Grants challenge scheme.

Deutsche Bank’s Corporate Social Responsibility activities aim to make a positive and tangible difference within disadvantaged communities all over the world. In the UK, the Bank’s Corporate Citizenship team support initiatives aiming to build stronger relationships between Deutsche Bank, its employees and the surrounding communities. To this end, investments of over £3.5 million are made and 1200 volunteers utilised to support programmes that are geared towards raising aspirations, building confidence, creating opportunities and breaking down barriers for some of the most disadvantaged individuals in society.

*Kate Cavelle is Director of Corporate Citizenship UK*

# Individual and Family Philanthropy

‘The Foundation has access to a wide range of groups, struggling to make a difference in their local communities with very limited financial support. Most importantly for us, LCF assesses the charities and presents a range of options to us. We’ve worked with LCF for four years now and have been very pleased with the way our relationship has developed.’

**Simon and Lynn Dodds**

For individuals and families, The London Community Foundation hosts a range of tax effective giving options which maximise the impact you can make with your gift, and enable you to benefit from our knowledge, reach and expertise.

You may want to give across a broad range of causes or perhaps there is an issue or geographic area that really interests you. Either way, we can help.

Our Donor Advised Funds Plus start at £25,000 and enable us to create a bespoke programme which matches needs on the ground with your interests. Or from £5,000 you can choose the Donor Advised Fund which allows you to support your favourite existing charities as well as a range of grassroots projects recommended by us.

From £500 you can become a member of our 500 for London initiative (see page 10) or if you wish to use your donations to leverage more money for charity, then visit page 16 to find out about our Catalyst Fund.

## Family philanthropy in action: Global Generation



**Global Generation** received a grant of £800 through Murray Smith and Fenella Griffin’s Urban Drift Fund. The charity develops environmental awareness amongst young people and helps them to generate change in their communities.

Co-founder and Director Jane Riddiford, explains their ethos:

*‘Most kids learn about climate change in school these days but it’s often from a starting place which says ‘you have to do something*

*because climate change is going to happen and the world’s going to come to an end!’ It’s a siege mentality. We start with the idea that these kids have more potential than they know to make a difference.*

*We have evolved a methodology called I, we and the planet’ which is about shifting from a ‘me-centred’ culture to a ‘we-centred’ culture. The main focus of our workshops is responsibility for the future and that includes everything from climate change to local food growing.’*

## Joining in: an interview with Murray Smith and Fenella Griffin

‘Through LCF we can see the many diverse groups across London, working for change in different ways — often on a constant shoestring working to deliver above expectation.’

**Tell us about your relationship with LCF and the groups you support.**

We’ve been involved with The London Community Foundation for a few years and the team are real, committed and great to work with. Through LCF we can see the many diverse groups across London, working for change in different ways. The nature of change can be radical or subtle, but it’s clear that by ‘joining in’ with groups, even with small contributions, interesting things can happen to support the process. We like that.

We named the Fund ‘Urban Drift’ to communicate the idea of its potential for movement around the city — which is exactly what it is doing. We began by funding Global Generation’s portable gardens projects in Kings Cross. This year we are supporting the creation of a rain-water harvesting system for Transition Town Brixton’s local permaculture site.

**Why did you set up a Fund at LCF?**

We really liked the focus on supporting local London-based initiatives, and at the time we had the opportunity to have our donations matched through the Grassroots Grants programme. LCF’s knowledge of and relationships with local community groups was both broad and deep, which gave us the opportunity to widen our own awareness of what goes on within our city.

The Fund is modest — it joins in with what people are already trying to do — and the grants we make from it are small, but hopefully effective catalysts to stimulate ideas and extend possibilities.



**You’re supporting environmental causes. Can you explain why this area interests you?**

Our interest in the environment comes from our backgrounds as architects and designers. We believe that people’s well-being is fundamentally interconnected with the place in which they live and its environmental quality. Significant areas of the public realm and lower-profile city spaces can lack quality, investment, sense of ownership or an effective sense of purpose. But it’s often these spaces that can be energised to create visible benefits for individuals and communities, whilst addressing significant issues through the process — like identity, sustainability, stewardship and empowerment.

# Leave a Legacy

‘In 2006 we lost a baby. We wanted some of our money, which she might, in time, have inherited, to be used to establish a Fund which could both be a lasting memorial to her and help those who are less fortunate than she might have been. We live and work in Greater London and she too would have been a Londoner. We therefore felt it was right that her legacy should benefit London. The Grassroots Endowment scheme meant that for every £1 of our after-tax income which we gave under Gift Aid, the Fund which we established in her memory received £3.33. This enabled us to create a meaningful Fund, to be stewarded by the Community Foundation, to achieve our aims.’ **Anonymous donor**

Establishing a Legacy or Endowment Fund is the ideal way of making a lasting difference to your community. Starting at £25,000 it can be set up with regular donations throughout your lifetime or by a gift in your will. Your Fund is invested and the gain provides for charitable activity year on year.

You can name your Fund and specify the areas you wish to give to. You can even nominate successor advisors (children or loved ones) who will continue to be involved in your Fund in the future.

The Legacy Fund is an ideal way of ensuring that your original gift keeps on giving.

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## A legacy in action: The Women’s Centre in Sutton

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**The Women’s Centre in Sutton** received a grant of £2,580 from The Gordon Family Fund. The centre offers support for women in a range of areas including mental health, domestic violence and depression. They have a day-time drop-in centre and they also run IT courses, ‘English as an Additional Language’ classes, counselling and other forms of support.

Once a week, the Centre has a Mother and Toddler group. Victoria, who has been coming to the Centre for three years and has three young children, told LCF about how it has helped her:

*‘The Women’s Centre is extremely special. It is very small and intimate and nobody judges you. It’s great for the children because they have lots to do; they play games, they do arts and crafts — they love it. But it is also a place where I can talk to people, or I can just sit quietly if that’s what I want to do. I can get help with practical things as well as having support through counselling and talking. I think it’s unique. At other playgroups I go to, I am running around all the time after the kids — here I can sit down for a chat and a cup of tea and the children have a great time with lots of fun and structured play. Without realising it, they are learning.’*

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## Funds and family: an interview with Grant Gordon

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‘When you think in terms of the city in which we live, we are conscious of the huge contrast between ‘the haves’ and the ‘have-nots’. Our Fund enables us to feel that we can make a little bit of impact on the lives of less fortunate people that we live shoulder to shoulder with; in a small way making some lives better.’



family, this is a way for us to do enjoyable things together. The Fund brings us together and gives the family something to participate in collectively but with everyone able to express their own opinion. We’re privileged to have been able to set up this Fund. All of us have our own interest in philanthropy, and through the Fund we can express our respective views but the outcome is ultimately a collective decision.

We work as a family team and have discussions twice a year, when we review progress, talk about how things are done and review the aims and goals of the family Fund. At these meetings it is good to get support and advice from LCF, as it gives a professional view and opinion to feed into the discussions; it really helps having totally objective advice.

**You have your own charitable trust. Can you explain why you decided to do part of your giving through The London Community Foundation? What benefits does it provide for you?**

When you think in terms of the city in which we live, we are conscious of the huge contrast between ‘the haves’ and ‘the have-nots’. Our Fund enables us to feel that we can make a little bit of impact on the lives of less fortunate people that we live shoulder to shoulder with; in a small way making some lives better. The Community Foundation has the on the ground connections and local knowledge of the social issues of the day which can help us to make that difference.

**What sort of things have you supported through your Fund and why?**

As this is a family Fund we wanted to engage the whole family and particularly our three daughters in its activities. The area of focus came from the girls who wanted to support projects working with older people, particularly those facing issues around isolation, helping them to stay in touch with society and living connected lives.

**Why did you choose to set up an endowment Fund at the Foundation?**

The benefit of having an endowment is that you can spread the impact over the years – to ensure that funding will be available to support whatever causes you feel committed to over a period of time. It also means you can provide consistency with your giving.

**Your family is heavily involved in the Fund. Tell us more about how it works.**

In today’s busy society, people have their own lives to live and with a grown up

# Crowd Funding with 500 for London

‘The irony of an economic downturn is that services and programmes are cut when they are most needed. A campaign such as 500 for London is a great way to encourage people to refocus on their communities and rally round in these difficult times. I specifically opted for the Youth at Risk Fund as I believe early intervention to be one of the most powerful but under utilised tools we have.’ **Fiona Humphrey**

You don’t have to be a millionaire or a major FTSE 100 company to make a difference to your city. £1.37 a day (£500 a year) is all it costs to become a member of 500 for London and by pooling your donations with others, you’ll make an impact that goes way beyond what you could do alone.

The idea is simple. We are seeking 500 people and companies to give £500 a year to one of three Funds for London: Youth at Risk, Combating Violence Against Women and Urban Greening. Each Fund supports a range of charities achieving extraordinary things often with very limited resources. You can choose your Fund and see what you give to, you can learn about the issues involved, and you can join a circle of people who care about similar things...all for the price of half a latte a day.

‘Chance UK are delighted with the continued support from The London Community Foundation and their 500 for London appeal. I think it is important at a time when small community-based services are being lost to austerity measures that we remind people you do not have to be rich to be a philanthropist.’

**Gracia McGrath O.B.E.**  
Chief Executive, Chance UK

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## Crowd funding in action: Chance UK

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**Chance UK** is one of the many projects supported by 500 for London members. A grant of £1,000 was made to support their core costs.

Chance UK is an early intervention organisation which offers one-to-one mentoring for children aged 5-11 with behavioural difficulties. Many are on the verge of being permanently excluded from school. Chance UK’s early innovative programme aims to avoid exclusion, temper behavioural difficulties and raise

self-esteem in the young people they help. An independent evaluation of Chance UK in 2008 showed that 98% of children showed reductions in levels of behavioural difficulty, and 51% showed no behavioural difficulty at all by the end of the mentoring year. Chance UK began in 1995 working with 20 children in Islington. They are now a bigger charity, and have succeeded in creating a unique model of mentoring and partnership which they can share with local communities all across the UK.

# Trust Management

‘The quality of the service has been outstanding, both in terms of background research on organisations, follow-up help and advice to smaller organisations that apply, and in terms of monitoring and evaluation of the projects and programmes. The advice from LCF is always independent, informed and takes account of local and regional issues. I would recommend them unreservedly.’

**Des Malone, Board Member, Deptford Challenge Trust**

As a grantmaking Trust you may wish to consider outsourcing part or all of your grantmaking to LCF.

We support a variety of partners in this way providing basic administrative support or a full service package where you can benefit from our knowledge, reach and expertise.

You may have an established strategy and be seeking help with the implementation. You may be reviewing plans and seeking advice on where to focus future support. Or with worries about sustainability, you may be looking to wind up your Trust and find a guardian of the assets who will continue to fulfil its objectives. Either way, LCF has a range of flexible options suited to your circumstance. Call us to find out more.

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## Trust management in action: 999 Club

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**The 999 Club** in Lewisham received £45,000 over three years from the Deptford Challenge Trust to support its core costs. The charity supports over 2500 vulnerable people each year, primarily those who are homeless, affected by mental health issues, ex-offenders and the elderly. The Club has an open door policy and is a place where people can find friendship over isolation and somewhere for people to return to for a respite from life on the streets. It’s staffed entirely by local people, and it provides a vital source of comfort and support to its users.

‘When we approached LCF and the Deptford Challenge Trust we were going through quite a difficult time. There had been a change of management and the previous administration had left quite suddenly and left things in quite a mess. DCT came in brilliantly at that time and helped give us stability. That’s what was so good about funding from DCT, it gave us breathing space and time to get things into order. It helped us to find other sources of funding and we were able to secure match funding from corporate sponsors.’

**Andrew Mitchell, 999 Club**



# Area-Based Giving

‘Bromley Community Fund provides, in my opinion, the most exciting and positive opportunity that I have come across to help and support the variety of small local charities and other voluntary organisations in a way that is simply not available elsewhere.’

**Richard Lane, OBE**

From our early days, we have been passionate about enabling local people to make a difference to the communities in which they live. Our Area-Based Funds respond to local appetite for giving and the needs faced by communities in those regions. They are as diverse as the areas they cover with some being set up by single donors and others rooted in collaboration across sectors. Our largest area based Fund is the Lambeth Community Fund which brings donors together across the borough to tackle worklessness in their communities.

Area based Funds set up by single donors (individuals, companies or local authorities) start at £25,000 and enable you to target your giving to a particular geography. Area-Based Funds based on collaboration between donors currently exist in Lambeth, Bromley, Westminster and Wandsworth.

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## Local issues, local assets: Building communities in Coldharbour

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Our community development initiative in Lambeth’s Coldharbour encourages residents to contribute their skills, ideas and time to improving the area for the whole community. We are also working with donors to bring external investment into the area by providing services and facilities that help to tackle local issues.

Using an Asset-Based Community Development approach we are working with residents on the ground to turn

their ideas into reality, and we will be piloting community-led commissioning, supporting residents to shape the services delivered in their area.

*‘It’s just shocking how much hidden talent there is in the area, but no connected working. This event is a chance to make a start!’*

**Participant at the Loughborough Speaks community consultation, Spring 2011**

# Local and Central Government

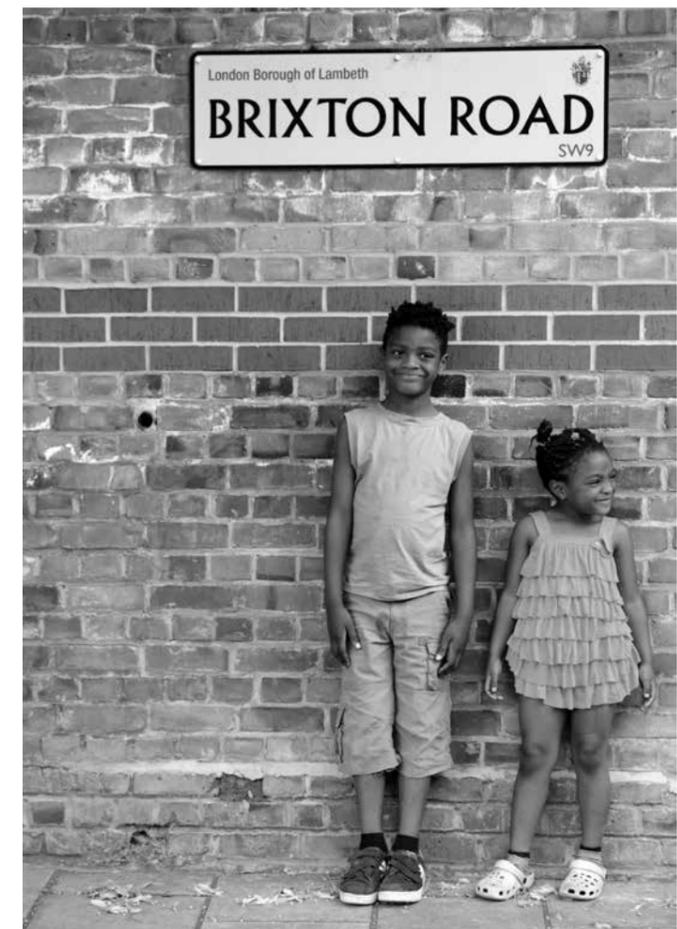
‘LCF is a great organisation to work with. They work in a principled and value-driven manner. The staff are consistently imaginative, innovative and professional. They have a strong and visible commitment to strengthening local communities and to promoting equality of access. In that sense they are a perfect example of the sort of organisation that we want to work with. Going forward I am sure that this will come into even greater focus. With emerging ideas about how to build strong, active and resourceful communities the experience and ethos that LCF bring will be critical. I have been grateful for our collaboration in the past and am certain that this will strengthen in the future.’

**Local Authority Representative**

The Community Foundation has a long history of running general and specific grant programmes on behalf of central and local government as well as other statutory bodies.

As a statutory funder you can benefit from the Community Foundation’s knowledge, reach, and expertise to target funding within communities. We provide due diligence and independent, objective assessment of groups alongside publicity and outreach, financial management and monitoring and evaluation. We also provide commissioning services and are piloting community led commissioning in particular geographic areas.

Programmes can be tailored to include different streams of funding, local advisory panels, capacity building support and match funding incentives.



# Donor Circles and Fundraising Funds

‘One of the basic premises of Women in the City is to support the progress of women, and we’re delighted when we can help future talent to gain a better understanding of career choices. We are pleased to have set up the Women in the City Foundation Fund with The London Community Foundation. LCF is helping us reach into the community to support future generations to gain a better understanding of their career options and to make better informed and more aspirational career choices.’ **Gwen Rhys, Founder, Women in the City**

With a small amount of money to give, people often feel that their efforts can be a drop in the ocean.

We don’t believe that. We believe that every action counts and sometimes the best way to boost the impact of what you do is to get others to do the same.

That’s why we’re happy to support Donor Circles and Fundraising Funds. LCF can manage the money which you raise and assist in distributing it where it is needed most. Donor Circles and Fundraising Funds normally begin at £10,000 but can be built up over time in order to reach this amount.

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## Donor circles in action: Give Shoreditch

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**Give Inc.**, a social enterprise which aims to make it easier for people to give, set up Give Shoreditch, a Fundraising Fund with LCF. For nine days Give Inc. ran a pop-up coffee shop outside Shoreditch Parish church, providing an easy way for people in Shoreditch to give back to their community and to make their local area a better place for people in need. This Fund is administered by LCF, which means Give Shoreditch is able to use a tax-effective vehicle for pooling donations. They can be confident that the grants they choose to make from the Fund go to projects which have also been approved by LCF’s experienced team.

*‘A pop-up coffee shop offered a low hurdle for the local community to be generous. Shoreditch is an area where rich live beside poor and this provided a means of helping the community. LCF makes the donations accountable by ensuring that the donations are given for the specific purpose that they’re aimed at, and goes to the exact people it’s meant to help.’*  
**Miles Blackley, Church of England Minister and Social Entrepreneur**

# Special Initiatives and Campaigns

‘We bought our flat in 2002 and it was our first home, which my husband and I worked really hard for. We literally left the flat while it was burning. We lost everything, all our possessions, all our memory articles, videos of our babies, a plant my husband had bought 15 years ago on our first wedding anniversary because he had only a pound in his pocket at the time...our wedding photos, other photos, documents etc...but most of all our home, where we felt safe. We have lost our safe haven. My children have lost their home. Thank you all so much — it’s a big relief to get some help to buy the children beds. I am extremely grateful for everyone’s kindness.’ **Anonymous recipient of grant**

The London Community Foundation has been working in London since 1995, and during this time we have worked in communities across the capital. We love London, and understanding its needs is central to what we’re about. Which is why, from time to time, The London Community Foundation runs campaigns focussing upon particular issues which are affecting the city.



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## Special Appeal: We Love London

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In August 2011 Londoners were affected by riots across the city. Many families, individuals and businesses were left without their homes, possessions and livelihoods. Seeing members of the public join together after the riots, brooms in hand, to clean away the debris in affected streets was a reassuring sight. It reminded us all that neighbourhood spirit can be strong amongst our communities despite the challenges they face.

Faced with disruption and conflict Londoners showed they could stand together and promote a better future. To this end we set up the ‘We Love London’ appeal to support the individuals and small businesses worst affected by the riots. Through the generosity of our donors we were able to provide them with support quickly, when they needed it most.

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## Campaign: Surviving Winter

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Across London, a growing population of older people live in fear of cold weather, anxious that they cannot afford to pay for the rising cost of fuel to keep them warm. Many are alone, grieving for lost partners and friends, seemingly forgotten by the outside world and finding it increasingly difficult to get out and about.

Funds raised through the ‘Surviving Winter’ appeal supported small organisations to tackle fuel poverty and provided hardship grants to individuals affected. The London Appeal was part of a national effort co-ordinated by Community Foundations across the UK which raised over £2 million.

# The Catalyst Fund: make your donations go further

‘I see the Catalyst Fund as an opportunity to enhance one’s giving through what I think of as “charitable gearing.” I know that the money I donate to the Catalyst Fund is, in turn, helping The London Community Foundation to find more donors and to help more recipients.’ **Nick Hammond**

Not many people or organisations look kindly on supporting a charity’s development and fundraising costs, but in an era of declining funds and growing needs, it is one of the most strategic investments you can make.

A key purpose of The London Community Foundation is to increase the levels of giving in London for Londoners. But we can only do that with the support of our Catalysts. Their donations fund our efforts to raise more money for communities throughout London. For every £1 invested in this work over the past three years, we have raised a further £26 on top, delivered to frontline charities and community groups.

Membership of the Catalyst Fund starts at £1,000 and will enable you to play a vital role in raising more funds for those who live on the margins of our city.

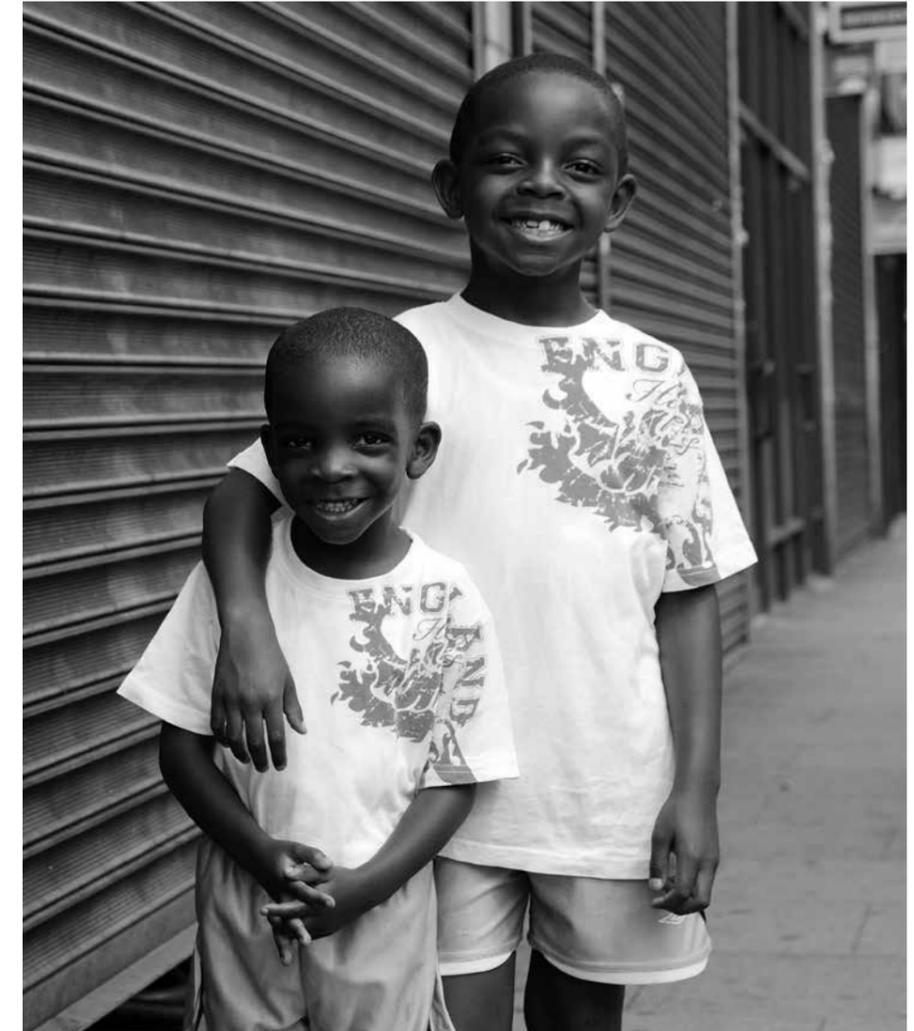


# Not just interested in London?

Some of our donors want to give outside of London, and being part of a national network means we have people on hand to help. Community Foundations are becoming the vehicle of choice for community philanthropy and charitable activity.

Community Foundations, born in the US in 1914, are now a global movement with over 1000 in 46 countries across the world — all are independent charitable foundations dedicated to growing philanthropy within their areas and improving the lives of local people. In the UK, we are proud to be Quality Accredited members of the UK Community Foundation Network which means that if you are interested in giving nationally or elsewhere, we can help point you in the right direction.

Community Foundation Network (CFN) aims to promote the concept of Community Foundations in the UK, stimulate their growth and support best practice.



**‘I am enormously grateful for the expertise, generosity of spirit and professionalism of the amazing group of people at The London Community Foundation. And I know that there are lots of other small charities who have benefited as much as we have from their work.’ Pippa Hockton, Director of Street Talk**



**We hope that you have  
enjoyed reading about  
The London Community  
Foundation. If you feel  
inspired to find out more,  
please get in touch.**

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