Berkshire Community Foundation

Impact Report 2022























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Who we are





Since 1985 we have worked across Berkshire to raise and distribute money directly to vital local causes. We are a member of UK Community Foundations; a network of 47 accredited Community Foundations across the UK.

We work alongside philanthropic individuals, families, businesses and organisations to target funds and provide expertise to ensure the maximum positive impact.

Each year we award grants to a wide range of local projects and organisations. We provide advice, networking and skills support, and raise the profile of local charities and community groups addressing vital needs across Berkshire, including fuel and food poverty, homelessness, health and isolation.

£1.2
million distributed in grants



Supported
181
local charities and volunteer groups

Funded
268
community projects across Berkshire

155,000 people helped





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About the UN Sustainable Development Goals

Together with other Community Foundations, we aim to ensure our grantmaking contributes towards the United Nation's Sustainable Development Goals (SDGs). A large part of our work goes towards tackling key SDGs at local level.









SUSTAINABLE GOALS





























Message from the President

James Puxley, Lord Lieutenant of the Royal County of Berkshire



"I would like to congratulate the whole team at Berkshire Community Foundation for such outstanding achievements over the last year. Following a record-breaking year for grant making in response to the pandemic, BCF has once again been able to award in excess of £1 million

in grants. Funding which supported 268 projects across Berkshire, covering a multitude of needs; a small selection of which you can read about in this document.

Beyond the distribution of funds, the Foundation continues to play a key role in supporting charities and voluntary groups by organising online community events, holding the annual Charity Symposium and supporting the Lieutenancy Office with the nominations for the Queen's Award for Voluntary Service (QAVS), the MBE for the voluntary sector.

The year ahead brings to us new challenges and changes as the long-term effects of the pandemic

continue to be felt and the impact of world events on our economy presents everyday challenges to our residents and communities. I would like to thank all our loyal supporters and welcome the many new ones who have joined with Berkshire Community Foundation to make a real difference to their community and I look forward to another successful year ahead."



Message from the Chair

Stephen Howard, Chair of the Board of Trustees



"Having taken over as Chair of Berkshire Community Foundation from Chris Dodson in 2021, I am delighted to say that our work has continued to positively impact communities and deliver effective philanthropy in increasingly uncertain times. The last financial year saw the second largest distribution of funds in our history and I would like to thank our team and our marvellous trustees who deliver our grants programmes so effectively.

We work with wonderful individuals, trusts and companies to target philanthropic resources to combat the continuing and changing needs of people and communities in Berkshire. Connecting such people who care with causes that matter remains our mission and I hope to see more people and organisations partner with us in this endeavour in the months and years ahead. Thank you to all those we already work

with for helping us to be a leading force for good across Berkshire and in doing so, see their charitable aims coming to fruition.

We are also able to bring people together to celebrate the achievements of what is a varied and talented charitable and voluntary sector. An example of this was when HRH The Earl of Wessex spent a wonderful afternoon at Ascot Racecourse meeting volunteers who give so much of themselves in the service of others. This document includes stories of the power of such local people helping others in need which is what all of us at the Foundation work towards."

Addressing the long-term impacts of the pandemic

BCF is delighted to report on another successful year in which we have granted £1.2 million to 181 organisations in 268 grants. This represents the second largest amount of grants funding distributed in a financial year in our history. The first being the previous exceptional year in which we responded to the impact of the coronavirus crisis and the Reading terror attack. That is an indication of the continuing demand being placed on the wonderful organisations who continue to deal with the long-term impacts of the pandemic as well as addressing the on-going economic and social challenges.

The breakdown of the types of work funded and the types of beneficiaries helped show that all areas of society continue to be affected. The top five beneficiary groups supported and issues funded in the last year are shown below and exhibit the continuing issues as communities recover from lockdown, economic uncertainty and the adverse effect of isolation.

Top 5 beneficiary groups

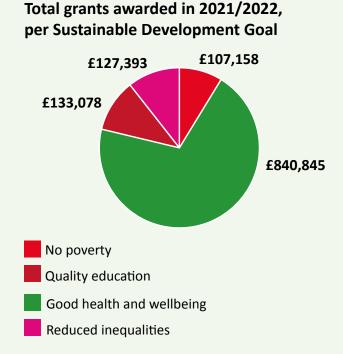
- 1. Children & young people
- 2. People with mental health issues
- 3. Local residents
- 4. Families/parents/lone parents
- 5. Older people

Top 5 issues addressed

- 1. Mental health
- 2. Health, wellbeing and serious illness
- 3. Arts, culture and heritage
- 4. Poverty & disadvantage
- 5. Education, learning and training

Funding for arts, culture and heritage has received a boost this year due to the Arts Council England Jubilee fund to celebrate the Platinum Jubilee. This is an example of our work to generate more resources for our communities from within Berkshire and by bringing in funds from outside the county through our strategic aim of growing philanthropy in and for Berkshire.





Case studies



Living Paintings Trust



Living Paintings Trust work to relieve the social and educational isolation of blind and partially sighted people of all ages, through running a free library of Touch and See books.

A £5,000 grant enabled the Trust to adapt their Touch and See library into a free postal service. They built a new Library Management System which ensured that they could work with schools to send books directly to pupils' homes, in order to make home-schooling accessible for blind children. Living Paintings also launched a telephone buddy service with the aim of tackling the loneliness that came with the pandemic, specifically aimed at elderly people.





94% of those supported said that Living Painting Trust's work has improved their quality of life

Now available
Multiple copies of new
and popular children's
Touch and See titles



Established in 1976, Dash provides specialist support to adults and children experiencing mental health issues, modern slavery, immigration, trafficking and homelessness. They provide victims access to free legal help, safety devices and programmes to feel empowered and break the cycle of abuse.

Our grant helped fund Dash's frontline services, in response to Covid-19. The grant funded helpdesk support, programmes such as Healthy Relationships, therapeutic support and donations of safety devices including mobile phones, doorjammer devices and lock changes to clients in financial need. Dash also delivered training to 16 Reckitt Mental Health First Aiders, teaching them how to support employees experiencing domestic abuse in the workplace.



Funding has saved lives and allowed victims the opportunity to feel safe and supported during the unprecedented rise in domestic abuse

Over 100 people helped

Tackling the digital divide

The need to be digitally savvy is more important than ever before, especially since the pandemic of 2020. The online world has played a vital role in communicating with loved ones, purchasing essential goods during periods of isolation, feeling part of a community and so much more. With that in mind, the below case studies demonstrate how essential it is to be 'connected' and how beneficial the help is.



St Vincent & The Grenadines and Friends Association (Reading)

St Vincent & The Grenadines and Friends Association were awarded £2,000 as part of their Eradicate Digital Poverty project, to help promote social inclusion among the elderly in Reading.

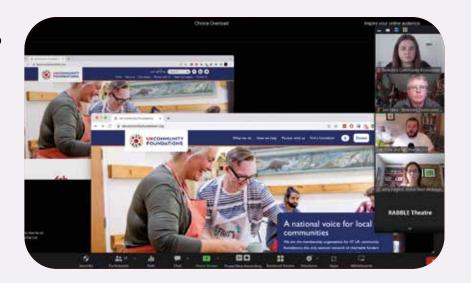
Through the purchase of 12 laptops and training to use them, members were able to participate in group sessions, carry out every day online banking tasks, shop online and keep in touch with friends and family.



Colin Grist from Few and Far talks better websites

We recently hosted a successful community event, presented by web designer and developer, Colin Grist. Attended by a number of charities, Colin shared his easy-to-implement tips on improving their website performance.

Colin comes from creative studio Few and Far, who have provided bespoke website audits to over 40 charities and community foundations over the years. He has helped these organisations better inspire their audiences and increase donations, through smarter website performance. Tips included making donation buttons easy to spot, thinking about mobile users' experiences and adhering to accessibility guidelines.



"This has been an AMAZING session, thank you so much! I feel more confident in knowing what I am looking for!!"

Supporting the voluntary sector

Along with hosting our popular annual charity symposium, designed to bring local charities and voluntary groups together to learn and network, BCF have also been involved in a number of community events. These include best practices to improve donations online, top tips for grant applications and vital resources for grant applicants online.

Annual Symposium

Our annual symposium was held at the end of 2021 and we welcomed over 70 attendees from local Berkshire charities and voluntary groups to Green Park, Reading.

Presentations from guest speakers included handy pointers on fundraising by professional fundraiser, Emma Lerche-Thomsen, and a charity law update from Nick Burrows from solicitors Blandy & Blandy. There were also opportunities to interact with colleagues in workshops designed to help overcome barriers and managing finances.

Throughout the day, fun networking activities and delicious refreshments were on offer.



"I really appreciate this opportunity to network with other local organisations and to speak to the BCF Team in person. The whole event was really well run and so packed with excellent, relevant information, speakers and workshops, that it was definitely time well spent. Looking forward to the next one!"

Volunteer Celebration event

BCF was delighted to welcome His Royal Highness The Earl of Wessex to a celebration event at Ascot Racecourse. This was held to thank volunteers across Berkshire for their priceless contributions throughout the COVID-19 pandemic.

Sponsored by BCF corporate partners Ascot Racecourse, Mars Wrigley and Reckitt, the event saw 200 volunteers and representatives from over 80 charities and community groups gather to enjoy afternoon tea, whilst being entertained by magician Jamie Raven.



Helping donors to come together for good

We are proud to have worked with our generous supporters over the last year. Wonderful examples of this generosity include; the Lexicon Charity Fund which supported five local charities in Bracknell in celebration of the Lexicon's 5th Birthday; a partnership with Wellington College supporting projects helping young people to access opportunities; a partnership with Wokingham United Charities targeting the causes of poverty. We also held our Annual Showcase including The High Sheriff Awards and a well-attended Together for Women event. See below.







Together for Women event



'Together for Women' launched in 2019 to tackle women's issues, ranging from domestic abuse and homelessness to financial hardship, exploitation and modern slavery.

In November 2021 we ran our 'Together for Women' event at

Monkey Island Estate in Bray, attended by The Right Honourable Theresa May, MP for Maidenhead and former Prime Minister of the UK, and sponsored by local businesses including CCLA, Conference Contacts, Monkey Island Estate and Reckitt.

In England and Wales, an estimated 6.9% of women, aged 16 years and over, experienced domestic abuse in the year ending March 2022. This equates to an estimated 1.7 million women.[1] Whilst anyone can be a victim or survivor of domestic abuse, out of the 114 domestic homicides recorded in 2020-21, 75 of those were female victims. [2]

"Sadly, domestic abuse and violence can happen to anyone, whatever their background or social circle. But there is always hope and the resilience and tenacity of women cannot be underestimated. When women come together to tackle these big issues together, so much is possible. I'm excited to see what the Together for Women initiative achieves in the coming years."

Caron Kipping, Divorce and Separation Coach and author of 'Recognition to recovery: How to leave your abusive ex behind for good'.







- [1] Crime Survey for England and Wales Office for National Statistics
- [2] Homicide in England and Wales Office for National Statistics

Supporting the Berkshire Lieutenancy and High Sheriff's offices

BCF works with the office of Mr James Puxley, Lord Lieutenant of the Royal County of Berkshire; the King's personal representative within the Royal County of Berkshire.

We also support the annually appointed High Sheriff of Berkshire, through our network of close relationships and understanding the key needs within local communities.

Every year we encourage nominations for the Queen's Award for Voluntary Service – the highest award given to volunteer groups in the UK for outstanding work.





High Sheriff Awards at our Annual Showcase

In March 2022, we ran our annual Showcase event at Ascot Racecourse, which was attended by representatives from many of our local charities and groups. It was a time of celebration, as the event included the High Sheriff Awards, presented by Berkshire's High Sheriff 2021-2022, Willie Hartley Russell. The awards celebrated volunteers, charities and community groups who devote their time to helping others in the Berkshire community.

Nine awards were presented at the event:

- Meryl Praill, Newbury Soup Kitchen
- Rob Deeks, Aik Saath Together As One
- Deep Kaur Kailey, Without Shape Without Form
- Roland Staines, Forbury Gardens
- Robert Corton, South Central Probation Service
- Julie Blogg, Lambourn Junction Food Bank
- Mike Moss, Hearing Dogs for Deaf People
- Caron Kipping, The DASH Charity
- Elsa Horne, High Sheriff's Police Cadet



Maximise your local impact

Community is the beating heart of Berkshire. With local charities and voluntary groups in need of assistance to ensure our community continues to thrive, there are many ways you can be a force for good.

Why give through Berkshire Community Foundation?

We are a trusted philanthropy partner, here to help you navigate an uncertain and changing landscape, to identify what local communities most need and what can create the most impact.

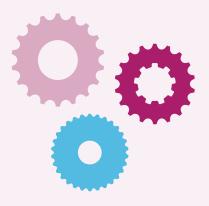
With decades of experience and expertise, BCF serves as a bridge connecting people, businesses and organisations wanting to help local communities, with charities and volunteer organisations that perform vital services in the Royal County of Berkshire.

We ensure that any form of

philanthropy, whether from an individual or an organisation, brings greatest benefit to those most in need. We work in partnership with companies, individuals, families and charitable trusts to target funds and provide expertise to ensure the maximum positive impact.

We offer support in many forms, from philanthropic financial services for donors, performing mutually beneficial introductions between donors and charities, the granting of funds to reach areas of most need in Berkshire, and sharing insights on the most pressing community

and social issues and needs in the county, as well as the areas with most potential for change.











Community Impact Survey

Our Community Impact Survey helps us to better understand the community landscape across Berkshire by asking for first hand testimony from the charities, community groups and volunteer groups on the frontline. The survey asked:

What are the key characteristics of the charities and groups that make up the voluntary sector in Berkshire?

The sheer variety of charities and volunteer groups currently operating in Berkshire is an indication of the flourishing and growing nature of the voluntary sector. The range of

needs they cater for is very large with more than 22 types of issues addressed by the respondents. Almost half of charities represented in this survey were small with incomes of less than £100,000 a year. Being small can often help a charity be more flexible in response to changing needs and funders' expectations. But it also means they are more vulnerable to a rapidly evolving funding landscape and more dependent on volunteers and local goodwill to carry out their work.

What are the most pressing needs or issues emerging in 2022 that

people in Berkshire are facing?

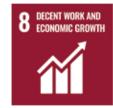
The emerging needs in Berkshire's local communities are mental health, isolation and poverty whilst ongoing issues such as physical health and unemployment have been exacerbated by the pandemic. There are also concerns about the increasing impact of the digital divide as a growing number of basic services and functions such as remote learning and working, access to social care or applying for support from local authorities and charities are becoming predominantly accessible through online channels only.





















How are charities and community groups in Berkshire addressing the funding shortfall being experienced across the UK's voluntary sector?

A large number of respondents are seeing a funding shortfall and are calling for more flexible funding for the voluntary sector whilst local need escalates and costs rise. Some stated that they are struggling to stay open and cater for their beneficiaries. Whilst the shift online has resulted in financial savings for some, on the whole a growing need for their services is driving up the need to secure funding. 87% of the respondents are trying to address the funding shortfall by preparing more funding applications. Other responses include working more collaboratively with other organisations, applying for larger

grants, organising more fundraising events and requesting multi-year funding where possible.

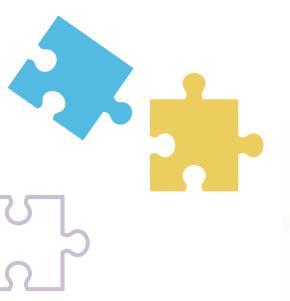
How can BCF improve its services as a funder and convener, to better support Berkshire's charitable sector?

70% of respondents ranked BCF as good or very good for our application process, the frequency of our grants rounds, the speed of our decision process, information sharing and the availability and helpfulness of our team. We are delighted that our approach is appreciated and valued by the organisations we serve but there is always room for improvement and the areas we have identified are the sharing of prompt feedback on applications and increasing the

variety of organisation types and causes that can be funded.

In summary

There are continuing emerging needs around mental health, isolation and poverty and the digital divide is creating increasing concerns for those without online access. The funding shortfall, coupled with increasing demand and increasing costs, is negatively affecting the confidence of groups in their ability to continue to serve their beneficiaries. BCF will continue to review our grant making in light of the survey results in order to support our local charities in the best way that we can, as they tackle the needs in our communities.





Ways to give

Giving to BCF is the easiest and most effective way of supporting local charities and community groups as we are uniquely positioned to be able to support the local causes in Berkshire that matter most to our donors. Whether it is a specific issue or in a certain area of the County, we help local people and businesses to direct their charitable giving and see the impact that giving makes.

Whatever you want to support, whatever you are able to give, whether you are an individual or a business, we offer a range of ways that your wishes can be met:

Support an Existing Fund. This is a wonderful way of ensuring that your giving, large or small, flexibly supports whatever needs have been identified in any given time. You can be sure that the BCF team will have done their research and will ensure that your generosity is used to maximum effect.

Set up a Named Fund. If you have more to give, then a fund in your name might be the best way to maximise your impact. This gives you the opportunity to choose the causes and projects you care about the most and be directly involved in delivering your philanthropy. Named Funds are a cost-effective alternative to setting up your own charitable trust or foundation and also a wonderful way to create your legacy via a gift in your will that will make a significant difference to things you care about after you are gone.

Join our Business Philanthropy Club. This is a vehicle for local businesses to collectively give effective, targeted funding to grassroots organisations and projects in their local communities. The Business Philanthropy Club has membership levels designed to fit in with the aims and budget of your business and can include the provision of volunteering opportunities for your employees. Meet your charitable aims and have some fun along the way.

Charitable Trusts. We work with local charitable trusts to find solutions to the issues they face in making sure the support they give has maximum impact. Trusts use our services to:

- Find suitable beneficiaries where they have found it difficult to do so
- Join up with other funds to make a bigger impact
- Provide a long-term home for their assets when it is hard to recruit new Trustees.





Donor spotlight

Berkshire-based life sciences business, Sanofi, have set up a Named Fund with us to deliver Immediate Impact in the areas of health and wellbeing, supporting minority groups, children and the elderly, and environmental projects, such as recycling waste and reducing plastic pollution.

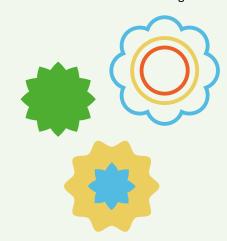
sanofi

Hugo Fry, Managing Director of Sanofi UK, commented: "During these unprecedented times it's never been more important to look after each other in our communities, and local charities working hard on the ground across Berkshire are absolutely essential to keeping people safe and well. We are grateful for the work of the BCF and proud to support its critically important mission and the small charities that help enhance the lives of vulnerable individuals or families in our community."

One of the groups The Sanofi Fund has supported is Parents and Children Together (PACT), an adoption and family support charity that builds and strengthens hundreds of families every year.

"Thank you to Sanofi for their generous support of our work helping vulnerable women to combat food poverty and in helping them further develop skills and confidence in cooking healthy food for themselves and their children. They have less money to buy food and that is having a negative impact on their health and wellbeing, and that of their families. This grant

helped 50 women and their families through food parcels and 'Healthy Eating on a Budget' virtual and in-person cooking workshops." Jeanie Herbert PACT House Manager





About our donors

We work with a wide range of donors – ranging from individuals and caring local businesses, to local authorities, trusts and foundations and other organisations – to ensure that every pound spent on social investment generates maximum benefit for communities and people in Berkshire.

These include businesses with a strong presence in the county, ranging from retail landmarks The Oracle and The Lexicon, to the legendary Ascot Racecourse, through to large companies such as Reckitt, SEGRO, Mars and Redwood Technologies. As well as professional services firms like Beaufort Financial.

One invaluable sponsor and donor is Ascot Racecourse Ltd. Jacqui Greet, Corporate Social Responsibility Manager, had the following to say about our relationship with them:

"Our partnership with BCF forms an integral part of our "Ascot Racecourse Supports" programme. Their dedicated and knowledgeable team help keep us informed of the immediate needs facing our county and their expert guidance links us to individuals and those most in need of support; in addition to working with us on many community initiatives. For any organisation looking for ways to make an impact in their local community, look no further."

Arts Council England Let's Create Jubilee Fund

BCF was one of the community foundations distributing the Arts Council England Let's Create Jubilee Fund.

A £5 million programme, set up to support community and voluntary organisations in England, the fund was designed to develop creative and cultural activities as part of Her Late Majesty The Queen's Platinum Jubilee celebrations in June 2022.

We were delighted to support 15 such projects with the allocation for Berkshire.



Autism Berkshire







As part of the Arts Council England Let's Create Jubilee Fund, BCF awarded over £7,000 to Autism Berkshire.

In conjunction with creative arts champions, Reading-based charity Jelly, this grant was used to provide a day of art workshops in June for autistic children and young people from Berkshire.

Children created their own Jubilee-themed artworks which were incorporated into the design of a new piece of public art. This is now on permanent display in Prospect Park Pavilion, Reading.





Laurel Park Netball Club

LPNC was founded over 10 years ago by Lisa Wise. Her vision was to make netball accessible to members of the local community, regardless of their background or ability, and to help club members develop netball and life skills. Lisa sadly passed away in 2017 after a short battle with cancer, but her vision has been continued by the LPNC committee.

Netball is gaining traction with all ages and is currently one of the fastest growing sports in the UK. LPNC provides the local community based in Earley and surrounding areas, including Shinfield, Winnersh and Arborfield, with an opportunity to participate. This helps improve community visibility of netball across Berkshire and South England.





SAS International

We have been delighted to work with SAS International as their charity partner over the past few years. As well as providing funds, the team at SAS have supported our Christmas Appeal donating products supporting Berkshire Woman's Aid, West Berkshire Foodbank, St Kitts & Nevis Association in Slough and Pilgrim's Hearts Homelessness Charity. When we asked how much they had collected we were told 'It's absolutely loads!!.' Items included: baby clothing and toiletries, women's toiletries, tinned food, dry food, gloves and slippers.

Earlier this year, 24 employees took part in their 'SAS Who Dares Wins' challenge by walking, running and cycling distances from 50 miles all the way to 150 miles to raise funds for our work. We were delighted to attend the awards ceremony to present medals to the winners and thank them for quite literally going the extra mile to help others in their communities.







Made By Sport #ClubsInCrisis fund

BCF was delighted to open a new Clubs In Crisis fund for grant applications last year, aimed at supporting grassroots sports clubs and organisations in Berkshire.

The new fund was created through a partnership with Made By Sport and Cash4Clubs, to provide over £4 million for sports and sports development organisations across the UK. This was distributed through the UK-wide network of Community Foundations, who have unrivalled expertise on local community needs and impactful fund allocation.



Get to know our Trustees

Led by Stephen Howard, our new Chair of the Board of Trustees, our trustees are a passionate group of people with different backgrounds and areas of expertise, brought together by a desire to contribute and make a real difference in Berkshire's local communities.

ROYAL PATRON

Her Royal Highness Princess Beatrice of York

CORPORATE PATRON

Panasonic UK Ltd.

PRESIDENT

James Puxley, Lord-Lieutenant for the Royal County of Berkshire

VICE PRESIDENTS

Graham Barker, Vice Lord-Lieutenant Dr Richard Bennett Lord Brownlow CVO DL Chris Dodson OBE DL Lady Elizabeth Godsal MBE DL Willie Hartley Russell MVO DL Harry Henderson DL The Rt Hon the Lord Iliffe DL Sir Hugh Stevenson Lady Catherine Stevenson DL Sean Taylor DL

TRUSTEES

Stephen Howard, Chair of Trustees Debra Allcock Tyler Alexander Barfield Darren Browne Nick Burrows Julie Elliott Margaret Haines MVO Camilla Horwood Jane Potter Sue Roberts Sean Taylor DL

Our team

The team at BCF is a small but dedicated group of people. We work every day to maximise the impact we can make on the communities we serve.



Geraldine Lejeune OBE DL, CEO



Jon Yates, CEO



Ben Saxon, Finance Manager



Joanie Koh, Marketing and Communications Manager



Alice Piercy,
Interim Marketing and
Communications Manager



Ellie Philpott, Community Impact Manager



Rosanne Hall, Office Manager



Viviana Salmon, Community Impact Officer

Website resources

Our website is continuously being improved and updated with information and resources for donors and grant applicants. We regularly share case studies and stories of groups we have supported, and our team are ever ready to assist.

Every funding opportunity comes with a simple eligibility quiz to help groups understand if they're eligible to apply. Grant applications and monitoring forms are filled out online, through an easier and more streamlined process.

With thanks to Reckitt's generous support, we have produced a short film which explains how we connect people who care with local causes that matter, and why it's so important. https://youtu.be/rbJq9UStuGQ

Visit and let us know what you think: www.berkshirecf.org



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Twitter: @berkshirecf



YouTube: Berkshire Community Foundation



Instagram: berkshirecommunityfoundation

Give back to Berkshire with us



Report and accounts available on www.berkshirecf.org

Tribute

All at BCF were sorry to hear of the passing of Chris Khoo DL, a great supporter of BCF over many years.

Our thoughts are with his family and friends.



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