

**SEGRO**

100 YEARS OF THE EXTRAORDINARY

heart of england  
COMMUNITY FOUNDATION

# SEGRO CENTENARY FUND

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**"WITHOUT THE GRANT  
WE'D HAVE HAD TO  
REFUSE SUPPORT TO  
MANY OF THE FAMILIES  
WE'RE HELPING."**

# INTRODUCTION

Launching a £10,000,000 fund in April 2020, SEGRO a leading owner, manager and developer of warehousing and industry space, created the Centenary Fund.

Over the next decade SEGRO will make a positive impact in communities throughout the UK and Europe.

The initial year of funding was allocated to projects providing emergency relief and those addressing the long-term impact of COVID-19.

**David Sleath, Chief Executive of SEGRO, said:**

“The SEGRO Centenary Fund is one way of recognising the vital role our communities have played in our success over the last 100 years and making sure we give something back by helping thousands of people now and over the next decade.

“Many of the areas where we invest are characterised by high levels of unemployment and social deprivation. We understand the long term need to ensure people from all backgrounds have the skills, training and opportunities to secure meaningful employment. These are the areas where we are focusing the SEGRO Centenary Fund and where we feel we can make a significant difference to people’s lives.

“However, in the near term, we cannot ignore the potentially devastating and long-lasting socio-economic impacts of the COVID-19 pandemic. Accordingly, we are accelerating the launch of the Centenary Fund and broadening its purpose to help address urgent needs in our communities during this time of crisis.”

**Tina Costello, Chief Executive of Heart of England Community Foundation, said:**

“We’re delighted to be working with SEGRO on the Centenary Fund which will help us address some of the most pressing challenges we’re seeing in the West Midlands. The need for funding to support the emerging issues surrounding COVID-19 is huge but it’s important that funds are channelled correctly. The Foundation will ensure grants are awarded efficiently and effectively to the organisations making a real impact in our communities.”

Partnering with the Heart of England Community Foundation, SEGRO’s Centenary Fund awarded over £41,000 in grants which provided vital support and positively impacted the lives of more than 3,200 vulnerable people in Coventry.

# PROJECT OVERVIEW



## Carriers of Hope

With government restrictions forcing a change in the charity's operation, Carriers of Hope were awarded £3,000 to support those in need with essential items throughout the pandemic.



## Arty Folks

Supporting the welfare of 30 young people with complex issues in Coventry, Arty Folks were awarded £1,815 to ensure their members didn't become isolated.

The funding enabled their staff to safely visit their members reducing the increasing risk of self-neglect and harm.

## Feeding Coventry

Supporting the increased demand of emergency food provision in Coventry, Feeding Coventry were awarded £3,000 to open a community supermarket.

They also distributed emergency food parcels to primary school children and older adults who were self-isolating.



## Mercia MS Therapy Centre

Supporting the adaptation of their service, Mercia MS Therapy Centre were awarded £3,000. Funding was used to continue their support to members online and over the phone during COVID-19 which was essential.

They provided online physiotherapy, counselling and exercise programmes and made sure vulnerable members received their shopping.



# FUNDED

Group	Project Description	Amount	Beneficiaries
Arty Folks	Funding will allow them to reconnect with isolated service users by providing doorstep visits over the next 3 months.	£1,815.00	30
Carriers of Hope	Funding will provide essential items to vulnerable and isolated individuals.	£3,000.00	1,000
Feeding Coventry	Funding helped launch a community supermarket and provided food parcels to children and isolated adults.	£3,000.00	600
Foleshill Baptist Church	Funding will support children and families struggling with the current crisis.	£3,000.00	150
HOPE Coventry	Funding will provide their over 50 members with food parcels, pre-cooked meals and medicine deliveries.	£3,000.00	280
Kings Church - Coventry	Funding will provide food deliveries to those who are self-isolating and those with no income.	£3,000.00	100
Mercia MS Therapy Centre	Funding will provide online therapy and counselling support as well as essential item delivery.	£3,000.00	150
The Enterprise Club for Disabled Children	Funding will ensure their members stay connected, with mail, phone calls and activities throughout the pandemic.	£1,500.00	150
St Francis of Assisi Church	Funding will pay for the employment of a Support Worker to provide 1-2-1 employability support to people referred from their foodbank.	£8,814.00	200
Together for Change Coventry & Warks.	Funding will allow them to continue their work online including befriending, ESOL classes as well as a foodbank and the delivery of essential items to those who are isolated.	£5,000.00	320
Willenhall Community Forum	Funding will enable them to continue their food hub and food provision service for the community.	£3,000.00	200
Wild Earth	Funding will provide resilience packs to young people with anxiety issues.	£2,950.00	50
<b>TOTAL:</b>		<b>£41,079.00</b>	<b>3,230</b>

# HEADLINE STATS

## BENEFICIARIES:

3,230



## MOST SUPPORTED THEME:

PEOPLE LIVING IN POVERTY



## PRIMARY ETHNICITIES SUPPORTED:

ALL ETHNICITIES: 69%

BLACK & MINORITY ETHNIC GROUPS: 23%

WHITE BRITISH: 8%



## PRIMARY AGES SUPPORT:

ALL AGES: 38%

26 - 65: 31%

19 - 25: 23%

65 AND OVER: 8%





# 25 YEARS OF LOCAL GIVING.

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