



The unique  
power of  
local giving

[heartofenglandcf.org](http://heartofenglandcf.org)

A registered charity 1117345

# Local giving matters

Communities understand what they need. They know their neighbourhoods, they understand the gaps in support, and they know which organisations can be trusted to address those gaps. The challenge communities face is not knowledge but resources, the ability to act on what they know and need.

Real change in communities happens quietly, often invisibly. It happens before policy catches up. It happens through people showing up for each other every day, building something that matters, keeping something special going together.

Across the West Midlands and Warwickshire, the organisations doing the most vital work are often small and under-resourced. They're embedded in their neighbourhoods. They have the trust of the people they serve. And they understand what their communities actually need. Yet they struggle to access funding at scale because they lack visibility beyond their immediate area.

Local giving addresses this differently than national funding can. It connects people who care about their neighbourhoods with the organisations doing essential work in those same places. Local giving builds long-term, trusted relationships and enables sustained commitment over time. It creates space for genuine partnership.

For thirty years, Heart of England Community Foundation has been facilitating these connections. We work with donors, local authorities and funders to understand what matters to them, then we connect that generosity with organisations and causes doing work that aligns with those values. We ensure giving becomes a legacy that continues.

Your community has both pieces of this puzzle. It has organisations doing remarkable work, local groups that understand their communities deeply but struggle to access funding. And it has people with resources who want to support their communities but aren't sure where to start or who to trust.

What's needed is the partnership that connects them.

# What we can offer you

## Insight into local giving priorities

We have 30 years of data and learning showing which organisations communities trust, where giving flows, and where new investment could make the greatest difference. We can brief you on philanthropic activity in your constituency and help identify gaps that need funding.

## Activating new partners and fund holders

We want to build relationships with hundreds of local people, families and businesses who care about local giving. We would love to work with you to uncover new partners whose values align with local community needs, and also work alongside you to activate new partnerships with local authorities.

## Strategic alignment with Government policy

Local philanthropy amplifies government priorities like Pride in Place and Better Futures Fund. We can help you connect neighbourhood priorities with funding opportunities, creating visible outcomes that demonstrate what devolved decision-making achieves.

## Amplifying community leadership

When you champion local giving, you demonstrate that communities have agency and that local solutions work. This is powerful politically, locally and socially, connecting your direct support to residents and constituents.

## Why local giving can accelerate change

Government programmes can be transformational. Philanthropic giving amplifies them.

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### Speed

Government funding enables systemic change. Local giving responds quickly to emerging priorities that communities identify.

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### Flexibility

Philanthropic funding supports the integrated, holistic work that statutory funding can't always cover.

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### Trust

Community groups have trust with local donors. When both government and funding partners back a project, change can feel real and sustained.

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### Momentum

Multiple funders backing one vision create momentum and signal that community ideas matter.



# How we support people to give locally

Sometimes, donating to charity or giving locally can feel complicated. You want to make sure your money reaches organisations that genuinely make a difference. You want flexibility in how much time you invest. And you want to know, over time, what your giving has achieved.

**The Community Foundation can be a partner in this journey.**

We work with you to understand what matters to you, then we help guide your giving based on over thirty years of knowledge about where need is most urgent and which organisations are creating the change you want to see.

You choose how involved you want to be in that process. Some donors want us to advise them on a structured giving plan; others prefer to work closely with us, exploring options together and staying connected to the impact.





# Ways to give

## Contribute to an existing fund

You choose the cause. We connect you with trusted groups doing the best work. Your giving goes to work immediately, alongside others with the same values.

ONE-OFF OR REGULAR GIVING

## Start your own named fund

You have a vision for change. We help shape it with our knowledge of what's needed and who can deliver. We manage the detail. You focus on impact.

TYPICALLY FROM £25,000

## Leave a lasting legacy gift

A gift in your will means your values shape your community for generations to come. We invest it wisely based on your wishes and direct it where it matters most.

## Give with other supporters

Join others who care about what you do. Support a collective fund in the cause you choose. Give once or regularly. Generosity multiplied creates momentum.

## Community Foundation Funds

### Immediate Impact Fund

Your gift goes to work right away. The funds flow through to organisations each year, creating immediate change in communities that need it now.

### Endowment Fund

Your gift is invested for the long term. Each year, the investment generates income that supports organisations and causes. Your generosity works for generations.

### Hybrid Fund

Part of your gift works immediately. Part is invested for the future. You get both: impact now and lasting legacy.

**£65  
million**

awarded  
since 1995

**14,000**

charities and  
good causes  
supported





# Over 30 years of local giving

Since 1995, Heart of England Community Foundation has distributed over £65 million to 14,000 charities and good causes across the West Midlands and Warwickshire.

Recent highlights from our work this year

**£5.6m**

awarded  
in total

**827**

grants and  
donations  
given

**74**

funds  
managed

**196,000**

people estimated  
to benefit from  
our funding

**£2.6m**

awarded for  
stronger  
communities and  
wellbeing causes

**+£21m**

million in  
endowment  
funds

# What local giving makes possible

## Radio Lollipop, Birmingham



Radio Lollipop is dedicated to the healing power of play, providing joy and laughter to hospitalised children. With one in four children admitted to a hospital before the age of 14, Radio Lollipop offers critical respite from medical treatments, allowing children to request songs, win prizes, and hear their voices on the radio.

Recently, Radio Lollipop Birmingham received an £11,950 grant from the Inclusive Communities Fund to purchase a LolliTrollie—a hi-tech mobile radio station designed by founder Hedley Finn OBE. It includes bubbles, disco lights, fibre optics, a balloon pump, karaoke and sensory equipment for deaf and blind children. The trolley brings entertainment directly to young patients on the wards at Birmingham Children's Hospital.

"The support from Heart of England Community Foundation provides a really important step for us to expand our Radio Lollipop service. The LolliTrollie will provide an important and exciting dimension to our play, fully immersing children into a sensory world of sound, music, touch and light."

Wendy Ferguson, Director of Radio Lollipop



These are just a selection of the hundreds of local projects we support each year

Discover more stories about the power of local giving on our website



## Net Zero Stratford CIC, Stratford-upon-Avon



In the centre of Stratford-upon-Avon, in a community hall in one of the town's most deprived neighbourhoods, something special happens each week. Volunteers gather to cook for the community using surplus food that would otherwise have gone to waste. Since August 2023, the free community kitchen has served 3,212 meals.

The kitchen is run by a dedicated part-time manager who handles volunteer recruitment, rota planning, and food safety training. His creativity and energy keep people coming back. To date, 6.7 tonnes of food has been collected and redistributed, preventing the release of over 16 tonnes of CO<sub>2</sub> equivalent emissions. Support from the Community Energy Warwickshire Fund and the Coventry, Warwickshire and Solihull Communities Fund (£10,609 combined) has given the kitchen the stability to plan ahead and build something lasting.

"It's really important that the community kitchen is open to everyone, as that means there's no stigma attending. Everyone deserves to be waited on sometimes."

Stephen Norrie, Net Zero Stratford's Managing Director

# A partnership for local impact

We believe that you have a unique platform. Communities are thinking about their futures. There is so much local energy across communities in the West Midlands and Warwickshire. This is the moment to champion local giving.

We see your role as threefold.

1

## **Champion local giving**

To communities, to businesses, to councillors and community leaders. Make the case that when communities have both vision and resources, transformation happens. Signal that their ideas matter.

2

## **Convene with influence**

Bring together your communities emerging priorities with local donors and philanthropists who want to invest. You may have a platform no one else has.

3

## **Partner with us**

We manage relationships, assess organisations, distribute funds, monitor impact. You provide the championing and convening. Together we show what local communities can achieve.

## Connect with us and stay in touch

If you'd like to explore how we can work together to support your local giving we'd be delighted to talk.

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