

Our Strategy 2026 - 2030



A MESSAGE FROM OUR CEO



TINA COSTELLO

“The Foundation recognises the challenges faced by the voluntary and community sector, so we have refined our strategy to better reflect our ambitions and purpose. Developing closer relationships with the voluntary and community sector will deepen our knowledge of the issues facing our communities, and working collaboratively we can all build a thriving and inclusive West Midlands and Warwickshire. We are the leading, independent grant making foundation in the region and have proudly awarded over £65 million to over 14,000 great causes since 1995”



OUR MISSION

To create a thriving, generous and inclusive West Midlands and Warwickshire today and for future generations by inspiring philanthropy, investing in communities and influencing change.

OUR VISION

A West Midlands and Warwickshire where every community thrives and everyone belongs.



OUR VALUES





OUR STRATEGY

Within the next four years we will look to...

1. **INSPIRE** local philanthropy

By unlocking generosity and encouraging investment in the places people care about.

- Attract new donors who believe in the power of local giving
- Grow our long term investments to £30m by 2030



2. **INVEST** in communities

By investing in communities we are supporting the grassroots organisations that make a difference every day.

- Distribute £25m in grants by 2030.
- Establish a robust data strategy that combines qualitative and quantitative insights to measure impact against regional needs and inform evidence-based grant-making.
- Partner with communities and organisations to maximise impact across the region.



3. INFLUENCE Regional Change

By investing in communities we are supporting the grassroots organisations that make a difference every day.

- Lead community conversations to address key local issues and drive action.
- Champion grassroots organisations, advocating for their needs and role in creating change.
- Showcase our impact to inspire greater philanthropy across the region.



OPERATIONAL EXCELLENCE

Our strategic aims of Inspire, Invest and Influence will be underpinned by operational excellence in:

- Governance
- People
- Process
- Technology
- Finance
- Marketing and Communication





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