

2020/21

THE GUIDE TO

NEW TRUSTS

9th edition

Lauren Shaw
and Jessica Threlfall



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Foreword

Securing funds from grant-making charities has become increasingly competitive, particularly since years of austerity have reduced statutory funding for vital services. There is an increasing need to innovate and diversify income. Charities need to be more creative to stand out from the crowd, blending both the science and the art of preparing grant applications, while continually identifying new sources of potential funding. Directory of Social Change's *The Guide to New Trusts* is the culmination of an incredible amount of research brought together in one place, which saves staff, trustees and volunteers a large amount of time and gives us confidence that we aren't missing out on important information on emerging funders.

Our daughter Ella-Jayne was born with a congenital heart defect and spent half of her short life in the paediatric intensive care unit at Southampton Children's Hospital. She died with us at home, aged just eight months. We were heartbroken. We are professional actors and love our careers, but we had a renewed purpose to help other critically ill children and their families. We founded The Murray Parish Trust in 2014 and, since then, we have secured £4 million towards projects which lie beyond the scope of the NHS, aiming to advance healthcare for critically ill or injured children and young people. We have dedicated our life to driving the charity on a voluntary basis, supported by a small, part-time team that we meet weekly around our kitchen table. As much as 90% of the

funds we raise are directed to projects which now benefit more than 40,000 children and young people annually.

We are deeply proud of these significant achievements that have been made in Ella-Jayne's name. Yet we are still at the very beginning of our journey in developing relationships with grant-makers. We believe it is our intuitive focus on *relationships* that have helped us build a new children's emergency department, expand the paediatric intensive care unit, fund a specialist intensive care cot, support the UK's first 3D model printer for newborns with heart defects, fund a specialist hospital gurney for children in the air ambulance and spearhead a nationwide network of psychological support for children and families who have experienced trauma. Our current £5.5 million appeal is for a new intra-operative MRI Suite to transform children's brain surgery in central southern England.

Developing relationships with newly established grant-making charities offers our small trust the chance to diversify and grow sustainable income. The current funding environment is challenging for everyone but especially for a charity that aims to enhance the NHS, which is increasingly listed as ineligible area of funding by grant-making organisations. As we embark upon our most ambitious appeal in Ella-Jayne's memory, identifying new prospective funders is a critical component of our fundraising strategy.

Sarah Parish and James Murray

Founders and Trustees, The Murray Parish Trust

Introduction

Welcome to the ninth edition of *The Guide to New Trusts*. In this book you will find over 100 new grant-making charities which were registered with the Charity Commission for England and Wales (CCEW), the Office of the Scottish Charity Regulator (OSCR) or the Charity Commission for Northern Ireland (CCNI) between April 2019 and March 2020. None of the charities have previously appeared in any of DSC's funding guides. In this edition, we continued our search for new grant-makers in Northern Ireland but unfortunately only one that had registered with the CCNI met the criteria set by this guide. We hope that future editions will include more Northern Irish charities as the CCNI continues to develop.

In order to make this guide as relevant as possible for our readers, the focus of our research was directed towards grant-makers with broad charitable purposes, that operate across a large geographical area. Consequently, many of the funders in this guide operate predominantly in the UK and

are described as having 'general charitable purposes'. Attention was also given to specific charitable causes, such as education, health and social welfare. In theory, this increases the likelihood that readers will find their organisations to be eligible for funding from several of the listed grant-makers. Figure 1 outlines the distribution of causes to which these new funders contribute or will consider contributing to.

In previous editions, charities that make grants in support of purposes that may be overlooked have been detailed. These could include purposes such as environmental protection or access to the arts. We have continued this practice as it gives the guide the broadest possible scope and makes it inclusive of as many causes as possible.

As figure 2 shows, even though the charities included in the guide cover a broad area of benefit, most of the head offices are based in London and the South East.

Unfortunately, many of the issues we have encountered when preparing previous editions of this guide have

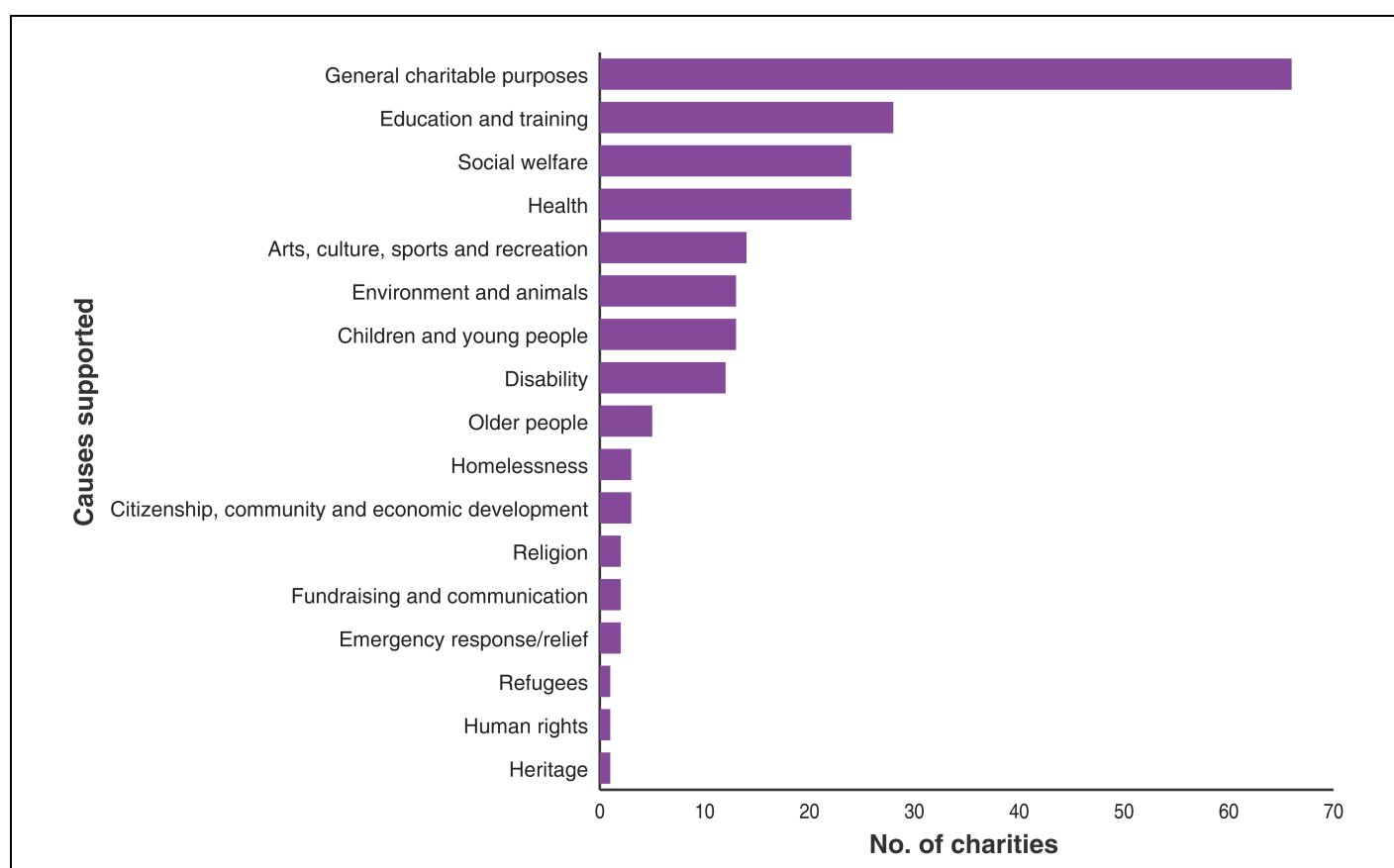


Figure 1: The causes supported by the funders in this guide. Note that many of these charities will consider supporting more than one cause.

About the Directory of Social Change

At the Directory of Social Change (DSC), we believe that the world is made better by people coming together to serve their communities and each other. For us, an independent voluntary sector is at the heart of that social change and we exist to support charities, voluntary organisations and community groups in the work they do. Our role is to:

- ▮ **Provide practical information** on a range of topics from fundraising to project management in both our printed publications and e-books
- ▮ **Offer training** through public courses, events and in-house services
- ▮ **Research funders** and maintain a subscription database, *Funds Online*, with details on funding from grant-making charities, companies and government sources
- ▮ **Offer bespoke research** to voluntary sector organisations in order to evaluate projects, identify new opportunities and help make sense of existing data
- ▮ **Stimulate debate and campaign** on key issues that affect the voluntary sector, particularly to champion the concerns of smaller charities

DSC We are a registered charity ourselves but we self-fund most of our work. We charge for services, but cross-subsidise those which charities particularly need and cannot easily afford.

Visit our website **www.dsc.org.uk** to see how we can help you to help others and have a look at **www.fundsonline.org.uk** to see how DSC could improve your fundraising. Alternatively, call our friendly team at **020 7697 4200** to chat about your needs or drop us a line at **cs@dsc.org.uk**.

References


CCEW (2017), *Taken on Trust: The awareness and effectiveness of charity trustees in England and Wales* [PDF], Charity Commission for England and Wales, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/658775/Trustee_Awareness_Report__final__print_.pdf, accessed 21 July 2020.

Samaritans (2018), *Suicide statistics report: Latest statistics for the UK and Republic of Ireland* [PDF], Samaritans, <https://media.samaritans.org/documents/samaritans-suicide-statistics-report-2018.pdf>, accessed 21 July 2020.

Grant-makers in alphabetical order

2104 Charity Foundation

 General charitable purposes

 England and Wales

CC number: 1187902

Trustees: Coutts & Co.; Gillian Hays; Richard John Hayes.

Correspondent: The Trustees, c/o Coutts & Co., 1st Floor, Avon Street, Bristol BS2 0PT (tel: 0345 304 2424; email: couttscharities@coutts.com)

This foundation was registered with the Charity Commission in February 2020. The trust's corporate trustee, Coutts & Co., is a private bank and wealth management company with several offices across England.

According to its Charity Commission record, the foundation will award grants to other charities for general charitable purposes.


Applications

Contact the foundation for more information.

Sources of information

Charity Commission record.

Alara Foundation


 Homelessness, loneliness, domestic abuse, social injustice, sex trafficking

 UK

CC number: 1183849

Trustees: Simrin Choudhrie; Kate Mann; Layla-Jane Stacey.

Correspondent: The Trustees, 51 Ebury Mews, London SW1W 9NY (tel: 07885 403988; email: hello@alarafoundation.com)

 <https://www.alarafoundation.com>

This foundation was registered with the Charity Commission in June 2019. According to its website, the foundation will aim to support causes related to social injustice, homelessness, loneliness, domestic abuse and people who have been directly affected by sex trafficking and their children.

Applications


Contact the foundation for more information.

Sources of information

Charity Commission record; funder's website.

Usman Al-Ghani Memorial Trust Ltd

 General charitable purposes, disability, social welfare

 England

CC number: 1187194

Trustees: Hajrah Ayub; Noor Nesa Azam.


Correspondent: The Trustees, 11A Empire Parade, Empire Way, HA9 0RQ (tel: 020 8432 2070; email: info@as-associates.co.uk)

This trust was registered with the Charity Commission record in January 2020. According to its Charity Commission record, the trust will give grants, items or services to individuals, other charities and organisations that have a focus on relieving poverty, disability and other charitable purposes.

Sources of information

Charity Commission record.

Ambergate Charitable Trust

 Social welfare, disability, older people, young people, advancement of health

 UK

CC number: 1187659

Trustees: Catherine Cullen; Daniella Cullen; Francesca Cullen; John Cullen; Luke Cullen.

Correspondent: The Trustees, c/o Irwin Mitchell LLP, Thomas Eggar House, Friary Lane, Chichester PO19 1UF (tel: 01243 813208; email: darran.fawcett@irwinmitchell.com)

This trust registered with the Charity Commission in January 2020. According to its Charity Commission record, the trust will make grants to individuals as well as other charities and organisations. The trust will support causes that provide relief to those who are in need due to illness, age, youth, disability, financial hardship or towards the advancement of health.


Applications


Contact the trust for more information.

Sources of information

Charity Commission record.

The Mia Austin Foundation

 General charitable purposes, health, social welfare, disability, older people, young people

 England and Wales

CC number: 1187309

Trustees: Ben Thexton; Richard Austin; Sophie Austin.

Correspondent: The Trustees, 20 Glenwood Drive, Wirral CH61 4UG

What else can DSC do for you?

Let us help you to be the best you possibly can be. DSC equips individuals and organisations with expert skills and information to help them provide better services and outcomes for their beneficiaries. With the latest techniques, best practice and funding resources all brought to you by our team of experts, you will not only boost your income but also exceed your expectations.

Publications

We produce fundraising directories and research reports, as well as accessible 'how to' guides and best practice handbooks, all to help you help others.

Training

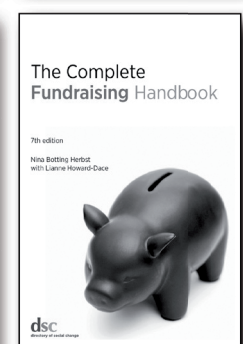
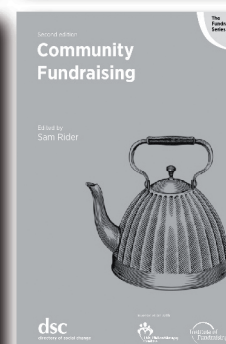
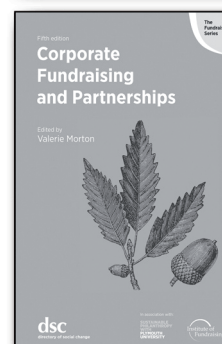
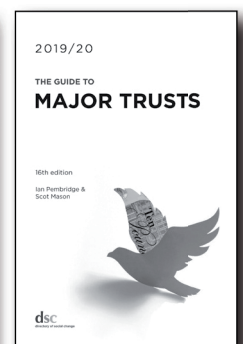
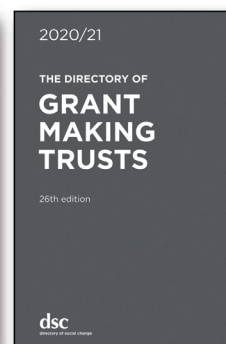
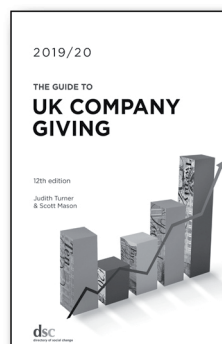
The voluntary sector's best-selling training, with courses covering a wide range of topics, including fundraising, management, communication and governance.

In-house training

All DSC courses are available on your premises, delivered by expert trainers and facilitators. We also offer coaching, consultancy, mentoring and support.

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Funds Online

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THE GUIDE TO NEW TRUSTS

Finding new grant-makers is a time-consuming and intricate business. *The Guide to New Trusts* takes the legwork out of the process to help you beat a short path to new funders who might support your cause.

The grant-makers in this guide, all registered in 2019/20, were chosen for their wide geographical area of operation and the breadth of their giving criteria, making them relevant to a large number of charities.

At a glance, you can find essential, up-to-date information on:

- Grant-makers' aims and objectives
- The causes or types of project they do and do not fund
- Contact details, policies and application guidelines
- Any available social media accounts

This new edition contains a diverse range of opportunities, including some grant-making charities established by entrepreneurs, investment bankers, wine growers, a national firm of house builders and a famous musician. It also reports on the progress and current giving practices of a few of the most effective grant-makers from previous editions.

As the UK's leading guide to the latest grant-making charities, this is a vital resource for anyone looking for potential new funding for their organisation.

'I have been a grants fundraiser at Caring For Life for 22 years and find this attractively presented guide to be an invaluable resource for researching new grant-making organisations. The detailed information on each grant-maker is presented in a clear and concise way and the indexes are an added bonus, saving valuable research time. We wouldn't be without it!'

Liz Brownnutt, Grants Fundraising Officer, Caring For Life

'I have worked for a number of Scottish and UK charities and always found this book an excellent resource. It is often difficult to find new supporters, and this book has definitely helped me find a fair number of funders over the years and raise a significant amount of money for a range of charities.'

Jenny Seftor, Senior Philanthropy Manager, NSPCC Scotland