

2022/23

THE GUIDE TO

NEW TRUSTS

11th edition

Muna Farah
and Jessica Threlfall



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Foreword

It is a privilege to be asked by the Directory of Social Change to write the foreword for *The Guide to New Trusts*. As a fundraiser for nearly 20 years, I realise the value in information and knowledge, and this publication remains an essential guide for fundraisers.

Trust fundraising has always been a crucial part of many charities' funding streams. This need for support from grant-making charities has been heightened over the previous two years of the COVID-19 pandemic with the decline of some funding streams like community and events fundraising. Naturally, increasing competition in trust fundraising puts pressure on the charity sector, and we all need to be responsible for ensuring that our charities spend their money wisely and are able to communicate effectively with each other across the sector. As a small organisation, Roald Dahl's Marvellous Children's Charity, founded by Roald Dahl's widow back in 1991, works with many different trusts of all sizes. Our core work is to provide specialist nurses and support for seriously ill children across the UK in partnership with the NHS, and we are mindful of all the many causes – both local and national – that exist in

the healthcare world. For us, creating relationships and partnerships is the key to success. We can only do so much on our own, but partner together and we become much stronger – creating greater impact for those that we serve.

Identifying partners, funders and supporters is essential for all charities that are on the frontline of fundraising. We believe that targeting our approaches effectively saves both time and money – resources that can be spent on our charitable programme delivery. And while the pressures have mounted on trusts and foundations, it's heartening to see that these organisations have stepped up. In a survey by the Association of Charitable Foundations run in 2021, 45% of trusts and foundations surveyed planned to maintain the giving levels of 2020, and 41% planned to increase them.¹ This should give great heart to fundraisers and spur them on to create new relations and partnerships that deliver the impact that the organisation wants and its beneficiaries need. This guide is a brilliant tool for finding partners to work with and help create a stronger charity sector.

**Tom Dixon, Head of Fundraising and Communications,
Roald Dahl's Marvellous Children's Charity**

¹ *Rising to the Challenge: Charitable foundations' responses to Coronavirus and their forecast for the future* [PDF], Association of Charitable Foundations, 2021, www.acf.org.uk/common/Uploaded%20files/About%20us/News/Rising_to_the_Challenge_-_ACF_Coronavirus_Report_FINAL.pdf, p. 14, accessed 7 March 2022.

Introduction

Welcome to the 11th 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) or the Office of the Scottish Charity Regulator (OSCR) between April 2021 and March 2022. None of the charities have previously appeared in any of the funding guides published by the Directory of Social Change (DSC). In this edition, we continued our search for new grant-makers in Northern Ireland, but unfortunately none of the charities that had registered with the Charity Commission for Northern Ireland (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 Great Britain and are described as having ‘general charitable purposes’.

Attention was also given to charitable causes such as education, health and social welfare.

A small number of grant-makers listed in this guide focus on more specific purposes such as the arts, the environment, sport and community development. We have included these grant-makers in the guide because, although they concentrate on particular issues, these issues are beneficial to a sufficient proportion of the public to warrant inclusion. 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.

As figure 2 shows, even though the charities included in this guide cover a broad area of benefit, many of the head offices are based in Southern England, particularly in London.

Unfortunately, many of the issues we have encountered when preparing previous editions of this guide have continued to be present. The most notable of these is the lack of detailed information available for newly registered

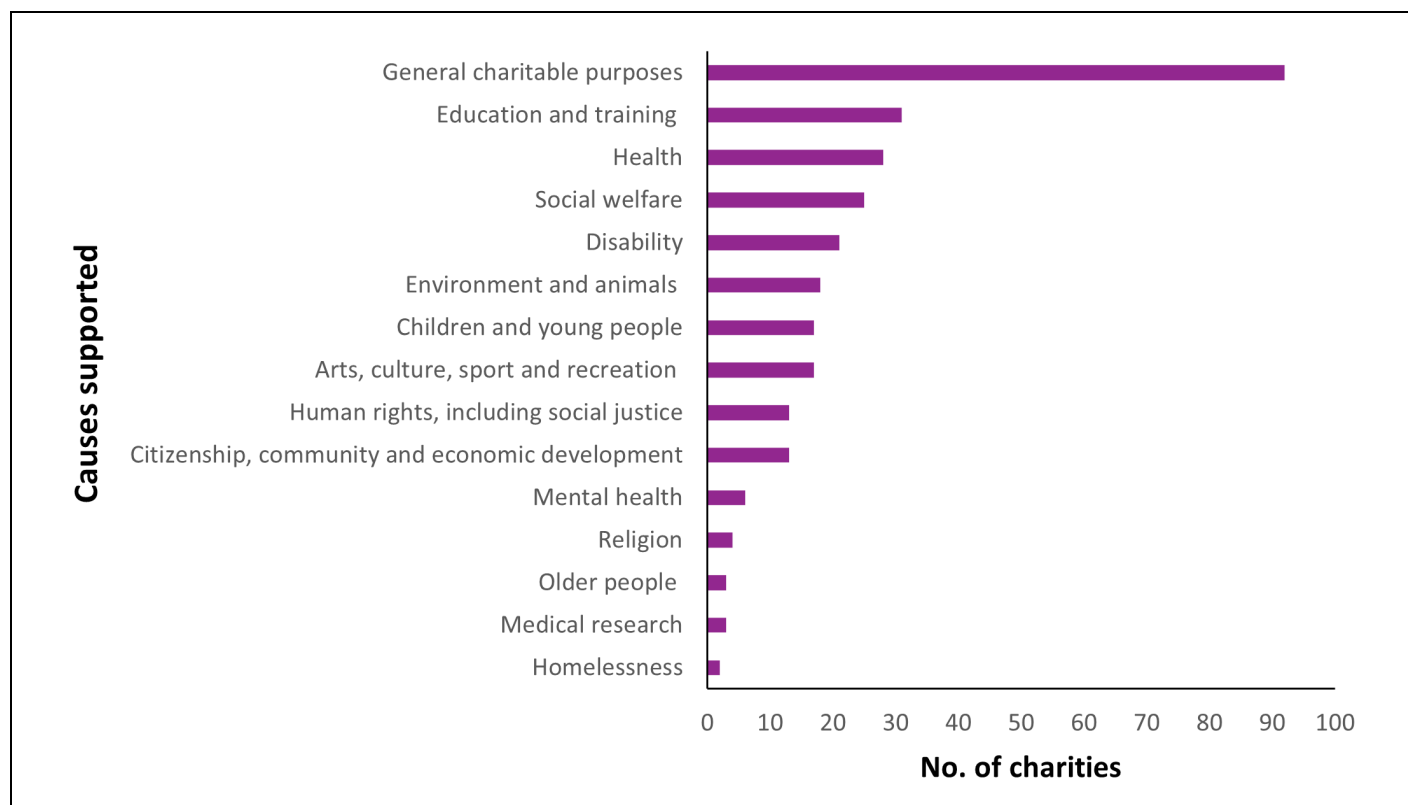


Figure 1: The causes supported by the funders in this guide. Note that many of these charities will consider supporting more than one cause.



Figure 2: The locations of the head offices of charities featured in this guide.

charities in general. Although the online registers of CCEW and OSCR are helpful in providing a platform from which we are able to launch deeper investigations elsewhere, we often found that this was, in fact, the final and only source of information. Where we were able to discover more information, we found that practices deviated somewhat from those activities listed on the regulators' registers. This may be because trustees have intentions of carrying out certain objectives or activities in the future, and so the registers' details are broader than those which are being undertaken at the present time.

In previous editions – and in line with DSC's calls for funders to be more transparent – we have stressed the value of online resources. Websites, and even social media accounts, used by a number of the charities listed in this guide allowed us to determine their relevance to our readers. From these sources, we were often able to tell: if the broader practices listed at the time of registration with CCEW or OSCR had since become more refined; if funders were actively making grants in support of charities; if an application process or specific eligibility criteria were already in place; and, more generally, how established the charity was. Where available, we have included the social media account information of the grant-makers listed, as these accounts can be an extra source of up-to-date information for fundraisers. It should be noted, however, that only a small number of funders included in this guide have a Twitter, Facebook or Instagram account, largely due to being newly established charities.

Of the grant-makers for which we were unable to acquire sufficient detail online, we were sometimes able to obtain further information directly. We would encourage new funders to use social media as a means to provide extra details, such as intended focus areas and eligibility criteria.

When funders do provide the correct information, ineligible applications can be reduced and thus valuable resources can be saved by both the applicant and the grant-maker.

In conclusion, the need for greater transparency in the grant-making sector continues. Although online resources have come some way in facilitating this, many grant-makers (for various reasons) do not make their grant-making practices easily accessible.

The grant-making charities in this book

This 11th edition of the guide is the third one to be published amid the COVID-19 pandemic. Despite the huge socio-economic disruption the pandemic has caused, an encouraging number of charities were registered with the CCEW and OSCR between April 2021 and March 2022. This figure is only slightly lower than in the same period last year (between April 2020 and March 2021). This may suggest that the determination to support those in need has not diminished in the face of the pandemic.

During our research, we did encounter a small number of charities established to provide COVID-19-specific support; however, due to their narrow objects and sometimes time-sensitive funding objectives, these funders were not included in the guide. One exception was made for Covid Reflections, a project that was initially established to capture the experiences of the pandemic through art, poetry, writing and other creative forms of expression. The collection will be collated into a print and online publication, the profits from which will be distributed among a diverse range of national and local charities, supporting those who have been negatively impacted by the COVID-19 pandemic.

The grant-makers featured in this guide have been established by a wide range of individuals, families and companies. This list includes: footballers, high-street stores, dentists, solicitors, an iconic fashion brand, a singer/songwriter, a British screenwriter/playwright and many more. The trend for companies establishing a grant-making charity, in order to funnel their corporate social responsibility activities, continues in this guide. Some of these companies offer in-kind support and pro bono work in addition to financial donations. For example, as well as supporting charities financially, the footwear and clothing company Dr. Martens encourages its employees to volunteer for causes close to their hearts.

Poignantly, a number of charities have been formed in memory of friends or family members to support charitable causes based on the interests and values of that individual, and as a way to continue their legacy. One example is the Jordan Sinnott Foundation Trust that was established in memory of Matlock Town football player Jordan Sinnott, who passed away in January 2020. The trust wishes to keep his memory alive by helping children and young people access healthy recreation so they can enrich their lives through sport.

Some of the settlers and trustees of these new charities have past involvement in formalised charitable giving, while others are relatively new to it. Interestingly, from the charities listed in this guide, 62% of trustees are men and 37% are women, which is a less equal ratio than in the

previous edition of this guide (57:43). The gender ratio in our sample of charities is more equal than that found in a report commissioned by the Office for Civil Society and CCEW (CCEW, 2017), which reported that men outnumber women trustees on boards by two to one. Please note, we feel it is important to highlight the limitations of obtaining this figure. We are interested in measuring the diversity on trustee boards and the gender ratio is one we can somewhat gauge. We recognise, however, that this does include making certain assumptions. While we acknowledge this, we still feel that including the gender ratio of trustees is a helpful observation and we make every effort to measure it as accurately as we can.

Of the grant-makers we have included in this guide, 51% are registered with CCEW or OSCR as charitable incorporated organisations (CIOs), which indicates that this legal structure is proving popular. Along with other charitable organisations listed here, these CIOs will have the capacity to develop into substantial charitable companies.

Of the charities listed in this guide, 6% are registered with OSCR; however, the majority of the grant-makers included have indicated that they intend to give to a large geographical area of benefit. No charities in this guide were registered with CCNI. While CCNI registers several new charities annually, the majority of charities registered this year had fairly selective focus areas, which were deemed not to be relevant to the readers of this guide. As we continue following the registration of new funders in Northern Ireland, we hope to feature more Northern Irish charities in future editions of this guide.

It should also be noted that, although they have the potential to give more widely, many of the corporate charities listed in this edition tend to give priority to causes and organisations in the area in which the companies' offices and operations are located.

Figure 1 shows the range of causes supported by the grant-makers we have listed in this guide. In comparison to previous editions, we see a small increase in support for those with disabilities, with 19% of the charities noting that they support this cause, in contrast to 12% in the previous edition. People with disabilities are one of the groups that have been disproportionately affected by the COVID-19 pandemic. In December 2021, 74% of people with disabilities reported that their cost of living had increased in the last month compared to 64% of people without disabilities. They were also twice as likely to report disruption to non-COVID-19-related healthcare and treatments (ONS, 2022). As the impact of the COVID-19 pandemic becomes more apparent, it further highlights the importance of the work carried out by the grant-makers in this guide. The number of funders supporting vulnerable groups indicates how the charity sector, in many cases, plugs gaps left by government funding cuts. Local authorities are being forced to limit spending on much needed services as austerity measures and the financial pressures caused by the COVID-19 pandemic continue to affect sectors across the UK. However, the grant-makers included in this guide show how the spirit of philanthropy continues to support charities in meeting the vital needs of others.

Where are they now?

Card Factory Foundation

The foundation was registered with the Charity Commission in September 2018 as the corporate charity of Card Factory, a national retailer of greetings cards. The foundation was included in the eighth edition of this guide (published in 2019). At the time, the foundation's Charity Commission record stated that it had three funds. The Community Fund supported charitable causes in communities in which Card Factory operates – including Yorkshire, where the company is based. The Match Fund supported employees' fundraising with matched funding, and The Family Fund supported employees and their families in times of hardship.

Since then, the foundation has maintained those three funds. The Community Fund awards grants of up to £2,500 to support projects that benefit the communities of Card Factory's colleagues and stores. The Match Fund awards grants of up to £2,500 to employees who have raised a minimum of £50 for charitable causes. The Family Fund, now renamed Helping Hand, gives grants of up to £2,000 to employees who are experiencing hardship and life-changing events.

The foundation has donated a total of £563,500 to the same five organisations since its establishment. According to its 2020/21 annual report, during the year the foundation donated a total of £131,500 between the Alzheimer's Society, British Heart Foundation, Make a Wish, Macmillan and NSPCC. In addition, it awarded £130,300 in COVID-19 grants to organisations in 2020/21.

B&Q Foundation

This foundation was registered with the Charity Commission in May 2019 as the corporate charity of B&Q, a DIY and home improvement retailing company. The foundation was included in the ninth edition of this guide (published in 2020). At the time, the foundation's Charity Commission record stated that the foundation's objects were to support people in the UK and the Republic of Ireland who were in need as a result of financial hardship, ill health, disability and so on. It aimed to do this by making grants to registered charities that provide, maintain, repair and improve housing and community spaces, or provide housing advice and support.

Since then, according to its website, the foundation has donated over £1.3million to more than 250 projects and helped over 200,000 people. The B&Q Foundation typically awards one-off grants of up to £5,000. An example given on the foundation's website is a £5,000 grant to The Sick Children's Trust, which was used to 'decorate the family bedrooms at Eckersley House so it can continue to offer a comfortable, homely sanctuary away from the wards'.

The Hamish Ogston Foundation

This foundation was registered with the Charity Commission in May 2019 and is named after Hamish Ogston, a successful entrepreneur who has co-founded several different businesses throughout his career. This foundation was included in the ninth edition of this guide (published in 2020). At the time of writing, the foundation aimed to invest in effective charities by making grants of at

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least £1.5 million per request for causes relating to health (eliminating disparities in access to treatment), heritage (preservation of buildings and craftsmanship with historic value) and music (supporting the UK great musical traditions through training programmes).

Since then, the foundation has donated £8.5 million to organisations that align with its four key funding principles:

- ▶ **Encouraging an entrepreneurial mindset:** striving to ensure that chosen projects remain viable in the long term
- ▶ **Maximising the benefit:** ensuring that no money is wasted and all donations are used cost-effectively to achieve an outcome (the foundation has set a minimum threshold of £1.5 million per grant)
- ▶ **Addressing the North-South divide:** helping to re-balance the economic divide between the Southern England and other parts of the UK
- ▶ **Focusing on a discrete activity:** relying on easily monitored outcomes to ensure projects have a visible and lasting difference

According to its 2020/21 annual report, the foundation awarded £6.3 million in grants to more than 12 organisations during the year, with the majority of donations (£5.5 million) going towards heritage projects.

How to approach grant-making charities

As noted in the introduction, few of the charities listed in the guide had guidelines or application procedures in place at the time of writing (April 2022); however, some may have subsequently formalised and publicised this information.

Based on DSC's in-depth research into grant-making charities over many years, for publications such as *The Directory of Grant Making Trusts* and *The Guide to Major Trusts*, here are some top tips to help you make your funding request:

- 1 If there are guidelines available, do read them carefully. It is worth reiterating that while few of the funders listed had guidelines in place – ones that they wished to make publicly available at least – these charities are new and may evolve quickly. Check to find out if there are any guidelines currently available before you proceed.
- 2 Do you meet the funder's eligibility criteria? If not, move on and find one where you do.
- 3 If the funder provides an application form, make sure that you complete it as fully as you can – incomplete application forms are likely to be the first to be filtered out.
- 4 If there is an online application form, prepare your proposal in a separate file beforehand, as some online forms cannot be saved to return to later.
- 5 Where no application form is available, be concise in your written letter of application and include your latest annual report and accounts.
- 6 Don't enclose any unnecessary materials at this stage of the application – most funders don't have time to read them. If they are interested in your proposal, they will request this material at a later stage.

- 7 If the funder does not have specific guidelines, try to ensure that you are at least familiar with any geographical preference that it may have.
- 8 An initial telephone call or an email could save both you and the funder a lot of time and effort in the long run if your proposal is unsuitable or the charity is currently oversubscribed. Bear in mind that many grant-makers don't have paid staff and rely on volunteers and/or trustees to deal with applications.
- 9 In general, application letters should be no more than two sides of A4, although some grant-makers advise on the length of application they will accept. Being clear and concise is the key to getting your application read.
- 10 Don't use jargon or specialist language that a layperson may not understand. Initially, you must be able to communicate what you want to achieve using straightforward language and concepts. (A more specialist funder, such as one that funds medical research, may require a more specialist explanation, although the principle of being concise still applies.)
- 11 The proposal should be written by someone who has a thorough understanding of your organisation and the project for which you are requesting funds. This person should be the named contact (in the event that a potential funder requires further information).
- 12 You must be able to demonstrate a need for the funding and be able to relate this directly to how it will help you serve your beneficiaries. Give an example of the change it will make to their lives.
- 13 Be realistic about how much you are asking for. Provide the grant-maker with a simple budget, including estimations of expected costs.
- 14 Don't rely on a positive response from a single funder – apply to as many as are relevant so that you can maximise your chances. Ensure your application is tailored towards the funding criteria of the individual grant-maker and highlights how your project fits in with its aims.
- 15 If you don't receive a positive response from newly registered grant-makers, it might be worth noting those that are relevant and contacting them when they're more organised or defined.
- 16 Don't be disheartened if you don't receive a reply – on to the next application! Some funders acknowledge receipt of every application they receive, but most only contact successful applicants or those that they are interested in.

Although pressure on funding continues to be a concern for many charities, new sources are still emerging. We hope that some of those featured here can offer support to your organisation or project, or even commit to a long-term partnership.

If you have any comments, suggestions or feedback on this new guide, please contact DSC's Research Team at research@dsc.org.uk. We would be particularly interested in hearing about any success stories after approaching any of these charities, or if you discover new information about them which you would like to share.

All in the Research Team wish you the very best of luck.

Acknowledgements

We would like to give special thanks to the Roald Dahl's Marvellous Children's Charity for providing the foreword for this edition.

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 our 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

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 4526 5995** to chat about your needs or drop us a line at cs@dsc.org.uk.


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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 17 March 2022.

ONS (2022), 'Coronavirus and the social impacts on disabled people in Great Britain: March 2020 to December 2021' [web page], Office for National Statistics, www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/disability/articles/coronavirusandthesocialimpactsondisabledpeopleingreatbritain/march2020todecember2021, accessed 17 March 2022.

Grant-makers in alphabetical order

1692


 Education, employment, enterprise, creativity, personal development, accountability and social mobility

 England and Wales

CC number: 1195338

Trustees: Clive Ellington; Abdikarim Farah; Nadine Clarke; Raheem Sterling.

Correspondent: The Trustees, Saffery Champness, 71 Queen Victoria Street, London EC4V 4BE (tel: 07790 227770; email: info@16ninetytwo.com)

 <https://raheemsterlingfoundation.org>

This foundation, registered with the Charity Commission in January 2021, is the official foundation of England and Manchester City footballer Raheem Sterling. According to its Charity Commission record, its main objectives are to support children and young people, aged 25 and under, who are in need due to ill health, financial hardship, youth, disability or other disadvantages.

According to an article published in November 2021 on the official Manchester City website, this foundation 'is powered by The Power of 7. This notion is not only a reflection on Raheem's shirt number at Manchester City, but incorporates the vital parts of the foundation's core approach: education, employment, enterprise, creativity, personal development, accountability, and social mobility.'

This foundation has already partnered with The Promise Foundation, which is an organisation that provides advice and mentoring to young people and students between the ages of 13 and 18. This partnership will deliver mentoring programmes across the borough starting at the Ark Elvin Academy. It has also partnered with Headspace, an online company that specializes in mental

health and meditation. This partnership will provide mental health education and meditation for underprivileged communities.


Applications


Contact the foundation for more information.

Sources of information

Charity Commission record; Manchester City (website).

The Access Foundation


 General charitable purposes, with particular interest in tackling the digital divide

 UK and overseas

CC number: 1194267

Trustees: Ian Little; Piers McLeish; Kevin Misselbrook; Robert Parkinson.

Correspondent: The Trustees, The Access Foundation, 3 Marlborough Park, Southdown Road, Harpenden, Hertfordshire AL5 1NL (tel: 01582 465100; email: Applications@TheAccessGroupFoundation.com)

 <https://theaccessgroupfoundation.com/about>

This foundation, registered with the Charity Commission in April 2021, is the corporate charity of The Access Group, a business management software company that has offices across the UK and the world. Many of the foundation's trustees are also directors of the company. According to its website, the foundation will provide grants under the following objectives:

- ▶ Digital opportunities – projects that focus on addressing the digital divide by making computing facilities, support and/or learning available to disadvantaged and vulnerable people

- ▶ Chosen Charity – supporting organisations that have been shortlisted or chosen as The Access Group charities of the year
- ▶ Emotional connection – supporting charities for whom there is a strong emotional connection with a member of staff of The Access Group


Applications

Applications can be completed on the foundation's website.

Sources of information

Charity Commission record; funder's website; The Access Group (website).

The David and Jennifer Adams Foundation

 The advancement of health, the saving of lives and the relief of those in need by reason of ill health or disability

 England and Wales

CC number: 1195012

Trustees: Gillian Barnes; Lucinda Carmichael; David Adams; Jennifer Adams.

Correspondent: The Trustees, The Coach House, Passenham, Milton Keynes MK19 6DH (tel: 01908 562219; email: passenham@aol.com)

The David and Jennifer Adams Foundation was registered with the Charity Commission in July 2021. According to its Charity Commission record, the foundation 'supports the advancement of health, the saving of lives, and the relief of those in need by reason of ill health or disability, by making grants and donations to other charitable organisations such as the air ambulance and other organisations within the public healthcare sector such as public hospices, hospital trusts and voluntary bodies for the public benefit within England and Wales'.

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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 2021/22, 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 offers a diverse range of opportunities, with grant-making charities established by individuals, families and companies. The list includes an eclectic blend of founders and trustees including entrepreneurs, retailers, premier league footballers and a screenwriter.

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.

'The Guide to New Trusts has proved to be an invaluable tool for our charity, it has enabled us to secure funding from organisations that we would never have known about otherwise. Funding we secured with the help of the guide enabled us to continue delivering critical youth provision – a really worthwhile investment.'

Louise Dukalski, Funding and HR Officer, Priority Youth Project

'I find The Guide to New Trusts to be very beneficial in helping us to secure funds for our essential work at the hospice.'

Lorna McCafferty, Trusts, Legacy and Individual Manager, St Andrew's Hospice