

MEETING: 30/10/2013

Ref: 11983

ASSESSMENT CATEGORY - Strengthening the Third Sector

The Kensington and Chelsea Foundation

Adv: Ciaran Rafferty

Amount requested: £114,000

Base: Kensington & Chelsea

Amount recommended: £114,000

Benefit: Kensington & Chelsea

Purpose of grant request: To stimulate ongoing support for charities in Kensington & Chelsea from local businesses - including volunteering programmes, corporate philanthropy and pro-bono advice - in order to build capacity.

Background

The Kensington & Chelsea Foundation (KCF) was established in 2008 as a mechanism for connecting those in the borough who are disadvantaged with those who have the resources (financial, skills, capacity) to assist. In effect, KCF encourages and enables the "haves" to help the "have nots". It's an impressive model and not dissimilar to *Islington Giving* which you currently support. Your Committee has previously expressed a view that, in the comparatively wealthier boroughs, more could be done locally to support local charities. KCF does exactly that. Whilst the bulk of its work is to raise funds from philanthropic individuals and businesses it also connects volunteer professionals who have skills of particular value to local charities. In 2012/13 KCF organised 97 business volunteers to help a wide variety of charities whilst also raising £279,838 in cash (£210k of it from local businesses) for redistribution to worthy causes.

Funding History

None.

Current Application

In 2012 KCF received funding for one year from the Government's Transforming Local Infrastructure scheme to employ a Corporate Engagement Manager who would build the capacity of local charities through harnessing the skills and expertise from the business community. Sometimes what follows the physical engagement between the two parties is a financial one though, even if the volunteers don't donate cash, their work in improving the skill-set and capacity within the organisations leads to their being more attractive to donors. From this work alone KCF has raised £54,000 in cash and £48,000 in kind in the past year. With the original time-limited funding now expired, the organisation is keen for the work to continue, hence this application which asks you to support the salary costs on a tapering basis over three years.

Financial Observations

Audited accounts for the year ended 31st March 2013 show a deficit of £76,279 (18% of turnover), comprising deficits of £74,370 on unrestricted funds and £1,909 on restricted funds. The charity advises that this deficit was due to the organisation spending funds received in previous financial years.

The deficit reduced unrestricted reserves held at 31st March 2013 to £31,493 which equates to 26.5 days' worth of total current year expenditure. However, as the primary purpose of the organisation is to raise and distribute funds, the organisation has clarified that it does not include such funds when calculating its reserves policy but instead aims to hold three months' worth of expenditure on "core costs and projects" (rather than on *total* expenditure, i.e inclusive of the funds to be redistributed). Free unrestricted reserves of £31,493 would therefore equate to 2.7 months' worth of "core" expenditure.

The budget for 2013/14 shows a deficit of £12,349 (2.9% of turnover) comprising a deficit of £15,076 on restricted funds partially offset by a surplus of £2,727 on unrestricted funds. Total income is expected to be £420,954, of which £234,383 (56%) had been confirmed as at 30th September 2013.

Generating funds – The Q8 in the application form shows income from generating funds of £75,345, whereas the total cost of generating funds is reported as £183,296. However, when examined, the amount actually spent in the year on fundraising events was £54,729.

Officer's Appraisal

The KCF model is an exemplary one, harnessing and redistributing skills and finances within a borough to aid its disadvantaged communities. 100% of all donations received are passed on to the local charities and community groups. It helped shape *Islington Giving* (which perhaps has had a higher profile) and is growing steadily in terms of its charitable funds raised and its ability to underpin the longer term sustainability of the organisations it supports. This project will build on a very successful pilot scheme and will increase and improve volunteering in the borough by proactively encouraging and enabling businesses to increase their volunteering efforts with local charities of which they might otherwise be unaware.

Recommendation

£114,000 over three years (£40,000; £38,000; £36,000) for the salary and related costs of a full-time Corporate Engagement Manager.



The City Bridge Trust

Charity Registration Number: 1035628

Working with Londoners: Application for a grant

Please read the guidance notes before completing this form

Reference:
(office use only)

11983

Date Received:

5 July 13

Programme
Area:

7

1. About your organisation

Name of organisation applying for grant: The Kensington & Chelsea Foundation	
If the organisation is part of a larger organisation, what is its name? N/A	
Address for correspondence Lighthouse West London, 111 - 117 Lancaster Road London	
Postcode: W11 1QT	
Is this your home address? No	
Contact person: Ms Diana Spiegelberg	Position: Director
Phone: 020 7229 5499	Fax: n/a
E-mail: dspiegelberg@thekandcfoundation.com	
Website: www.thekandcfoundation.com	
Legal status of organisation: Charitable trust	
If registered, please give charity number: 1125940	
Year and month organisation established: September 2008	

2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)? Strengthening the Third Sector
Purpose for which funds are requested: (25 words maximum) To stimulate ongoing support for charities in Kensington & Chelsea from local businesses - including volunteering programmes, corporate philanthropy and pro-bono advice - in order to build capacity.
How much funding is requested? Year 1: £40,000. Year 2: £38,000 Year 3: £36,000 Total: £114,000

3. Aims of your organisation

The Kensington & Chelsea Foundation connects local residents, businesses and schools with local charities, generating community engagement in order to make life better for all who live and work in the Borough. The Foundation aims to:

- 1) Raise awareness of the contrasts and needs that exist within Kensington & Chelsea and draw attention to local charities.
- 2) Stimulate local giving in order to address the social, economic, health and welfare gaps that divide the borough.
- 3) Strengthen local charities and community groups by generating income for them and building their skills and capacity by establishing new connections, securing pro-bono advice and skilled employee volunteers.
- 4) Bring local donors together to share knowledge and experience of local giving.

4. Main activities of your organisation

- 1) Provide residents and business with a source of expert knowledge about the local voluntary sector and opportunities for charitable giving.
- 2) Generate financial gifts and other support from local residents and businesses for local charities. ie Unlocking new resources for the local voluntary sector.
- 3) Facilitate introductions between different constituencies across Kensington & Chelsea - this includes organising tours to small local charities, networking events, seminars and training days.
- 4) Work with individual residents and businesses to tailor philanthropy programmes and community engagement opportunities. eg Volunteering programmes
- 5) Build capacity within charities through business volunteering, coaching and mentoring.
- 6) Schools Programme - working with school partners to promote civic responsibility and involvement with local charities through events, competitions, talks and fundraising.
- 7) Run awareness raising and fundraising campaigns around particular issues that are of relevance to a number of charities, eg the annual Winter Warmth Campaign, which supports isolated elderly residents with fuel payments.

5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
1	3	7	15

6. How do you support your volunteers?

We attend the first meeting between volunteers and placement charities and keep in touch with them throughout the placement period, getting regular feedback from both sides. As part of this project, we will develop a volunteer handbook for business

7. Property occupied by your organisation

Is the main property owned or leased/rented by your organisation?	If leased/rented, how long is the outstanding lease/rental agreement?
Lease	Rolling lease

8. Finance

From your most recent audited or independently examined accounts, complete the following:

Financial year ended – **31** Month: **March**

Year: **2013**

Income received from:	£
Voluntary income	343,045
Activities for generating funds	75,345
Investment income	130
Income from charitable activities	0
Other sources	0
Total Income	418,520

Expenditure:	£
Charitable activities	310,843
Governance costs	660
Cost of generating funds	183,296
Other	0
Total Expenditure	494,799
Net (Deficit)/Surplus:	(76,279)
Other Recognised Gains/(Losses)	0
Net Movement in Funds	(76,279)

Asset position at year end	£
Fixed assets	0
Investments	0
Net current assets	76,430
Long-term liabilities	0
*Total A	76,430

Reserves at year end	£
Endowment funds	0
Restricted funds	44,937
Unrestricted funds	31,493
*Total B	76,430

* Total A and Total B must be the same and should be taken from your balance sheet

9. Statutory funding

For the financial year above, what % of your income was from statutory sources?
c.15%

10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:

Month/Year: - / -	Ref:	Grant received: £	OR application rejected <input type="checkbox"/>
Month/Year: - / -	Ref:	Grant received: £	OR application rejected <input type="checkbox"/>
Month/Year: - / -	Ref:	Grant received: £	OR application rejected <input type="checkbox"/>

12. Previous funding received

Funding received by your organisation from the following sources during the last **THREE** years:
(i) City of London (other than the City Bridge Trust) **(ii)** London boroughs **(iii)** London Councils (formerly ALG)
(iv) Health authorities **(v)** Central government departments **(vi)** Other statutory bodies (e.g. Housing Corporation, Arts Council) - List source, years and annual amounts:

	Year: 2010	Year: 2011	Year: 2012
(i)	0	0	0
(ii) Kensington & Chelsea Borough	2,000	25,575	20,950
(iii)	0	0	0
(iv) Primary Care Trust	25,000	25,000	20,000
(v) Transforming Local Infrastruct	0	0	45,765
(vi) NOTE YEAR 2012 IS 2012/2013			

13. Previous grants received

Grants received by your organisation from charitable trusts and foundations (other than the City Bridge Trust) during the last **TWO** years. List source, years and annual amounts:

	Year: 2011	Year: 2012
Westway Dev Trust	20,000	20,000
Emily Hughes-Hallett Fund	0	50,000
Martin Charitable Trust	0	91,000
B&J Lloyd Charitable Trust	0	20,000
Yo! Foundation	10,000	10,000
Knightbridge School Foundation	13,000	13,000

14. What steps is your organisation taking to reduce its carbon footprint?

UFA

The Foundation has a minimal carbon footprint as a result of our very specific local remit. Therefore, our travel is almost entirely by foot or by bus.

In the office all paper is recycled and we use scrap paper for printing wherever possible. We produce some printed materials (eg ambassadors' packs) and have recently produced some t-shirts for the first time. In all cases we are careful to ensure that the material we use is from sustainable sources. As much as possible we have switched to paperless communication and recently introduced a quarterly e-newsletter for our "Friends" and other stakeholders.

15. Purpose

Complete this section whatever the amount of grant requested. **In addition**, if the request is for £25,000 or more in total, a fuller proposal should be sent with this form. Also, if your application is for all or part of new or existing post(s), please enclose a copy of the relevant job description(s) including the salary level.

In order to provide the right information, please refer to guidance note 15 before completing this section.

Kensington & Chelsea is home to some of the country's wealthiest, but also has London's second most deprived ward. 51% of children attend private schools, but of those attending state schools, the proportion receiving free school meals is double the national average.

More than 400 small local charities exist in the borough to address these inequalities, but many of them are unknown to local residents and businesses. This proposal establishes connections and builds social capital through corporate engagement and skilled employee volunteering, strengthening capacity within the voluntary sector.

The need has been highlighted over the last year through the Transforming Local Infrastructure consortium project. This enabled the Foundation to employ a Corporate Engagement Manager (ending September 2013) to stimulate local community engagement and philanthropy amongst the Borough's business community. As a result, the Foundation raised an additional £54,000 cash and £48,000 in kind support from local businesses for local charities and recruited over 100 business volunteers for 30 local charities. The success of this pilot demands extension. Our experience suggests that we are only scratching the surface – many corporate relationships are in early stages and require more time for cultivation in order to be converted into tangible benefit for local charities.

Our objectives:

1. Build capacity within local charities by harnessing skills and expertise from the business community. Measured through feedback from both sides.
2. Increase quantity and quality of business volunteering within local charities. Recruit 90 business volunteers into 30 charities each year.
3. Leverage investment into the local voluntary sector. Based on our experience over the last twelve months, we are aiming for £110,000, including in kind donations, growing by 5% each year.
4. Secure long-term support. 60% of businesses to continue engagement with local charities year on year. 80% of participating employees / charity organisations to feel positive above the volunteering experience and its benefits.

If funding is secured, future work will be primarily delivered by extending the Corporate Engagement Manager's contract, who will focus on the following:

- Ongoing cultivation of existing business relationships.
- Systematic approach to reaching out to new businesses outside our current networks.
- Working with both individual businesses and their employees and local charities to shape bespoke programmes and partnerships in line with CSR objectives and charities' needs
- Providing a one-stop service for groups of businesses/retail associations to support local charities.
- Close collaboration and dialogue with voluntary sector partners to respond to need.

By Dec 2016 the Corporate Engagement Manager's costs would be covered through corporate membership subscriptions, sponsorship and fees for managing CSR programmes.

The Foundation is ideally placed to deliver this programme because of our connecting role locally, our relationships with business leaders and the proven results of Transforming Local Infrastructure work. Most importantly, volunteering is a catalyst for further involvement and no other organisation in the borough is set up to respond to the full range of opportunities that may follow once the door has been opened by volunteering. This includes corporate philanthropy and employment training.

The Foundation exists to strengthen the third sector, working especially with small charities lacking resource and capacity in-house. We are champions of diversity, working with many BME-led groups and all learnings would be shared through our events programme.

16. Explain how you will monitor and evaluate both your own outcomes and those of the programme under which you are applying.

At the beginning of the programme, the Foundation will use Survey Monkey to establish baseline figures from amongst voluntary sector organisations on our database. How many business volunteers are they working with and what their experience has been, and how does this compare with other kinds of volunteering. This process will be repeated at the mid-way point and at the end.

With input from peers in other boroughs, the Foundation will devise a survey for charities, volunteers and their employers to complete at the end of every placement to track the experience, outcomes and impact as an indicator of how volunteering standards change or vary over the three years – and in order for us to refine and adapt how we work.

This feedback form can be used to monitor progress against the Foundation’s own specific objectives. Our ongoing relationship management skills will enable us to track the wider outcomes, eg donations and other support to have followed from the volunteering.

The Foundation has a rigorous reporting procedure in place for monitoring the results and impact of any funds that it raises for local charities.

17. Beneficiaries

In line with our anti-fraud policies, we may, in exceptional circumstances, require you to provide contact details of your beneficiaries (see Guidance Notes).

How many people will benefit from the grant per year? **6,000**

What age group will benefit? **All - no specific age group**

In which local authority is your organisation based?
Royal Borough of Kensington & Chelsea

Which borough(s) of Greater London will benefit from this grant?
(if more than one, please give % for each)
Royal Borough of Kensington & Chelsea

At what address will the activity be located? **Multiple**

What will the ethnic grouping(s) of the beneficiaries be?

	%		%
White - British		Black - Caribbean	
White - Irish		Black - African	
White - Other (please describe)		Black - Other (please describe)	
Asian - Indian		Black - British	
Asian - Pakistani		Chinese	
Asian - Bangladeshi			
Asian - Other (please describe)		Other (please describe)	
Open to everyone			100

What proportion of the beneficiaries will be disabled people?
25%

18. Funding required for the project

What is the total cost of the proposed activity/project?
(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Corporate Engagement Manager + on costs	40,000	41,159	42,394	123,553
Corporate Friends print	2,200	500	700	3,400
Skills Surgeries (6 x £200)	1,200	1,300	1,400	3,900
Business/voluntary sector events (@£500)	2000	2,200	2,400	6,600
Volunteer expenses for Foundation events	1,280	1300	1350	3,930
TOTAL	46,680	46,459	48,244	141,383

What income has already been raised? (List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
THE BUDGET WOULD BALANCE BY SECURING:				
Event income - surgeries/networking	3,480	3,659	4,000	11,139
Corporate Friends and Patrons	3,200	4,800	8,244	16,244
TOTAL	6,680	8,459	12,244	27,383

What other funders are currently considering the proposal?

Funders	£
NB THESE FIGURES DON'T INCLUDE CHARITY INCOME GENERATION TARGET	
TOTAL	N/A

19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Corporate Engagement Manager and on cost	40,000	38,000	36,000	114,000
TOTAL	40,000	38,000	36,000	114,000

20. Funding requested from the Trust (continued)

When will the funding be required? **From December 2013. Whilst the current funding for the Corporate Engagement Manager's post runs out at the end of September, we are in discussions with RBKC about a short term grant to bridge the result of this application.**

Is the activity to continue beyond the period for which funding is requested?
If so, how will it be resourced? **Within three years we intend that the costs of the volunteering work and Corporate Engagement Manager post will be covered through corporate partnerships, both fee-based work for devising and managing local CSR programmes and our corporate memberships.**

If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? **N/A**

21. Referee

Please provide us with the contact details of a current or recent funder of your organisation who is willing to act as a referee.

Referee

Name: Emma Carlton Smith - Chairman

Organisation: The Martin Family Charitable Trust

Address:

**c/o Martins Properties
36 Walpole Street
London
SW3 4QS**

Tel: 020 7730 5092

E-mail: emma@martins-properties.co.uk

Declaration on behalf of applicant organisation

I, **Diana Spiegelberg** (your name)

am an authorised representative of

The Kensington & Chelsea Foundation (your organisation)

within which I am **Director** (your position)

To the best of my knowledge, all the information that I have provided in this application form is correct. I fully understand that the City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Signature



Date **3 July 2013**

How your information will be used by the Trust

City Bridge Trust (which is administered as part of the Bridge House Estates by the City of London Corporation) processes personal data in compliance with the Data Protection Act 1998. The Trust obtains and uses information, including personal data, as part of the process of assessing grant applications and monitoring the use of grants. The information you provide on the application form may be made public as part of the assessment of this application. In addition, the Trust may share this information with third parties, including other funders, its external consultants and external auditors, police and regulatory bodies for the purpose of determining, preventing or detecting crime; or ensuring that no organisation is receiving duplicate funding; or the validation of contracts; or where this is otherwise required by law.

By signing and submitting your application form you give your explicit consent for us to use data relating to your application as set out above.

Our contact details for enquiries about how we process your information are:

The City Bridge Trust, City of London, PO Box 270, Guildhall, London EC2P 2EJ. Telephone: 020 7332 3710

Concerns over fraud and corruption

Should you, at any time, have concerns of fraud and corruption within your organisation relating to the grant, then please raise your concerns with us using our Whistle Blowing facilities. You may use our Audit team's 24 hour answer phone number, 020 7332 3663, to report the details or email raiseyourconcern@cityoflondon.gov.uk

Return the completed form to: The City Bridge Trust

City of London

PO Box 270

Guildhall

London EC2P 2EJ

Please

- **do not send this application by fax or e-mail** – unless applying online, applications must be posted to the Trust
- **do send the information in the checklist** – if items are missing, your application will be returned to you
- **do send only the information in the checklist** – if further information is required, we will contact you
- **do ensure you have signed and dated this form** – we cannot accept forms which have not been signed and dated
- **do use the correct postage** – the completed form and additional materials are likely to exceed 100g in weight