

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: The Kensington and Chelsea Foundation	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Kensington & Chelsea	
Contact person: Ms Susan Dolton	Position: Director
Website: http://thekandcfoundation.com	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1125940
When was your organisation established? 15/09/2008	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Strengthening London's Voluntary Sector
Which of the programme outcome(s) does your application aim to achieve? More organisations with improved capabilities in monitoring, evaluation and impact reporting More organisations with improved capabilities in monitoring, evaluation and impact reporting
Please describe the purpose of your funding request in one sentence. To grow our Business strategy to enable us to support and strengthen more local voluntary groups.
When will the funding be required? 01/01/2017
How much funding are you requesting? Year 1: £49,500 Year 2: £50,500 Year 3: £0 Total: £100,000

Aims of your organisation:

1. We raise funds and in kind support for the local voluntary sector and local good causes
2. We raise awareness of the contrasts and inequalities that exist in the Royal Borough
3. We work with local agencies to ensure we have up to date expertise and knowledge about local needs and charitable opportunities
4. We respect and champion local charities and community groups working to address local needs
5. We work entrepreneurially and proactively to respond to changing circumstances
6. We provide local residents, schools and businesses with an excellent service in relation to them supporting local charities through giving money, in kind support and time and talent
7. We mobilise new energy and resources to address local challenges
8. We listen to and learn from our donors, supporters and charity partners and provide them with a long term programme of engagement
9. Everything we do has local impact, improving lives in and the community of Kensington & Chelsea

Main activities of your organisation:

We highlight the inequalities that exist in Kensington & Chelsea and help local people, schools and businesses to make a positive difference to the community by making it easy for them to support local charities with money, goods and time and talent.

We champion local charities and their work and highlight the difference they make to local lives. We raise money for them and we nurture relationships with them with local residents, schools and businesses.

We make it easy for donors to get involved and help forge relationships. We also help local voluntary organisations to demonstrate their impact to donors through simple reporting mechanisms which we handle on their behalf.

We create our own campaigns to address particular needs, working with local voluntary groups to deliver them. These include Winter Warmth, Summer Sparks and later this year we will launch a new campaign to address local isolation called Hands Across the Borough

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
3	2	11	4

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	Two years

Summary of grant request

The Kensington & Chelsea Foundation raises support from local people, businesses and schools to improve lives in the Royal Borough. Our aim is for everyone in K&C, wherever they live or whatever their circumstances, to be able to thrive.

Despite having the highest house prices in the country, parts of the Borough are deprived. We champion the work of charities fighting hard to address local big issues such as child poverty, isolation, people living with disabilities or mental health concerns, homelessness, lack of employment prospects and the health and well-being of local families.

Since 2008, we have raised £3.4 million to support 142 charities but there is still great need and we want to do more. This project aims to **grow our existing Business and Community Together work** which is part of our new **Reaching Out and Reaching More Strategy**.

We have had success to date with large local businesses in fundraising, in-kind and volunteer support, from companies including Harrods, Cadogan Estates, Capco, dmg media and the Royal Garden Hotel. Similarly from smaller businesses including restaurants, Snaps and Rye and The Shed. In-kind support ranges from volunteering to providing high-quality second hand goods including IT equipment and furniture which we re-house with local voluntary groups. Everything we do is to support the local voluntary sector.

Through this project we will make it easier for businesses to connect to the local voluntary sector. We will achieve this through clear messaging about what the local needs are, investigate what local businesses are interested in, what they can offer and partner them with local charities.

We will bring businesses together and grow our "Business Charity Champion" network so that there is a much more joined up feel and understanding about the bigger impact that businesses can make together. We will do this through our new 'Hands Across the Borough' campaign which we will launch to **20 key businesses on 2 November 2016** at Cadogan. We will demonstrate how businesses can make a difference locally through donating funds, time and development opportunities for their employees with local charities. We will manage and steward relationships to maximum effect between businesses and charities.

Experience shows us that a 'campaign' based approach focuses both local need and the local response. We have researched the top 100 businesses locally and it is these we will focus on initially with the aim of bringing in significant resources.

At the same time, we recognise the need to connect everyone across our community and so have started a 'street by street' approach to smaller businesses. Working with a volunteer we have 'piloted' this and brought in 70 new business contacts for our database over a 4-week period. We will repeat this exercise with volunteers in the next two-year period. Our aim is for all businesses in the Borough to feel they can get involved in whatever way they are able.

We know that businesses need confidence before they commit and we have a well-earned and trusted reputation to give businesses the reassurance they need. Our due diligence, monitoring and reporting processes demonstrate to them the impact of their commitment to the local voluntary sector which encourages further and deeper engagement.

Our achievable aim is to be the organisation all businesses partner with to successfully achieve their localised corporate responsibility objectives in the Royal Borough. We will provide a one-stop solution for them so they can get to the heart of the local voluntary sector and help address its most pressing issues.

CBT's funding will mean we can be at the centre of forging crucial partnerships between local businesses and charities.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

N/A

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

To raise more funds and in-kind donations from businesses to strengthen the local voluntary sector through charitable donations, campaigns, events, membership and sponsorship, totalling £570k by the end of the two-year project.

To develop relationships with 20 new businesses which bring in funds and/or in-kind donations over £1k to be distributed to 20 charities by the end of the two-year project.

To facilitate partnerships between local charities and businesses to include fundraising, donations of in-kind goods and mentoring and development opportunities to strengthen the local voluntary sector.

To hold four events to bring together businesses and charities across our community and to build our Business Charity Champions Network.

To produce and publish four business-focused Newsletters to be distributed to 4,000 local businesses to raise awareness of our work, the local charity sector and to build our Business Charity Champions Network by the end of the two-year project.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

More local businesses have a greater awareness of the needs that exist in the Royal Borough and our role in helping them realise their local corporate responsibility strategy. Local businesses have a better understanding of pressing local issues and the range of local charities addressing them.

Through our project more local charities have their work strengthened by receiving more funds and in-kind donations from the businesses community, to help extend their work and increase their positive impact on the wider community.

Raise more funds and in-kind donations from the business community and redistribute it strategically to charities working across the Royal Borough so that more local individuals, families and communities both directly and indirectly enjoy an overall improved quality of living in Kensington & Chelsea.

To develop a robust and growing Business Charity Champion Network of local businesses.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

We see our work with businesses as a an area with real potential for growth. We intend to not only raise funds and in kind support for the local voluntary sector as part of our strategy, but also to demonstrate the central role played by our organisation to businesses and raise core costs from them to fund the work's continuance.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

16,000

In which Greater London borough(s) or areas of London will your beneficiaries live?

Kensington & Chelsea (100%)

What age group(s) will benefit?

All ages

What gender will beneficiaries be?

All

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

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

11-20%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Head of Business & Community Together post & on costs	43,000	44,200	0	87,200
Business marketing and print material	2,000	1,300	0	3,300
Business events and networking	3,000	3,500	0	6,500
Part of Director's salary and on costs (20%)	15,000	15,000	0	30,000
Volunteer expenses	1,500	1,500	0	1,500
Accommodation and overheads (small %)	1,000	1,000	0	1,000
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	65,500	66,500	0	132,000
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Director's core costs - Hans Rausing Trust	15,000	15,000	0	0
Accommodation core costs from membership	1,000	1,000	0	0
n/a	0	0	0	0
n/a	0	0	0	0

TOTAL:	16,000	16,000	0	0
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
n/a	0	0	0	0

TOTAL:	0	0	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Head of Business & Community Together post & on costs	43,000	44,200	0	87,200
Business marketing and print material	2,000	1,300	0	3,300
Business events and networking	3,000	3,500	0	6,500
Volunteer expenses	1,500	1,500	0	3,000
	0	0	0	0

TOTAL:	49,000	50,500	0	100,000
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Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: March	Year: 2015
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Income received from:	£
Voluntary income	550,482
Activities for generating funds	137,118
Investment income	48
Income from charitable activities	172,118
Other sources	0
Total Income:	859,766

Expenditure:	£
Charitable activities	626,255
Governance costs	11,429
Cost of generating funds	142,930
Other	0
Total Expenditure:	780,614
Net (deficit)/surplus:	79,152
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	0

Asset position at year end	£
Fixed assets	0
Investments	0
Net current assets	242,720
Long-term liabilities	0
*Total Assets (A):	242,720

Reserves at year end	£
Restricted funds	95,689
Endowment Funds	0
Unrestricted funds	147,031
*Total Reserves (B):	242,720

*** Please note that total Assets (A) and Total Reserves (B) should be the same.**

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
1-10%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

N/A

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	20,950	49,000	20,000
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	0	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Martin Charitable Trust	91,000	68,000	0
Hans & Julia Rausing Trust	0	63,500	55,000
DMGT	30,000	30,000	30,000
Transforming Local Infrastructure	45,765	22,883	0
B&J	20,000	15,000	5,000

Declaration

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

Please confirm: Yes Full Name: **Susan Diane Dolton**

Role within **Director**
Organisation: