



GRASSROOTS

Lincolnshire Community Bank

SPRING 2009

The Lincolnshire Chambers of Commerce ran a Grassroots article **Your Community Needs You!** in their February magazine **Give Locally – small gifts can make a big difference.**

Local giving may be easier and more effective than you'd realised. Besides the tax advantages, you can get lots of help from your local Community Foundation to top-up your gift and maximise its impact.

The County's biggest independent grant maker can help. The Lincolnshire Community Foundation is here to help you and your community. We're a grant maker giving away over £4 million since 2003 from the Humber to the Wash, from the coastal strip to the Nottinghamshire borders. It all goes to worthy causes and people in need. *All our giving is local* (whereas 95% of general charitable giving goes to national charities). We favour small groups, volunteering rather than lots of paid staff, a "can-do" attitude and a self-help

culture. Our aim is to develop self-dependency, grant making based on permanent endowment and regular gifts:

The first Foundation, Cleveland, Ohio, established in 1906, supports a population twice the size of Lincolnshire making \$85 million of grants a year from a \$2.2 billion permanent pot.

Regular giving is easiest direct from PAYE earnings but only 4.5% of the UK population payroll-give compared to 35% in the USA.

A case study – one of the 1,000 projects we've funded.

You can make a big difference with a fairly small donation.

The 80 acre community wood at Hill Holt, Norton Disney, is a powerful case study. We gave it its first £5,000 grant in 2003. Now Hill Holt is a thriving not-for-profit business. It has 12 rangers teaching forestry to excluded kids and young offenders, countryside management contracts with the Council and £500,000 annual turnover. The business is so high profile that it's attracted visits from Prince Charles, David Cameron and many others. Now Hill Holt is leading the way in eco construction: they head up a network of designers, builders and trainers and they are nearing completion of a conference centre in the woods featuring rammed earth walls, a green roof and a "witches hat" reciprocal roof, recycled materials including sustainable timber from nearby Skellingthorpe Wood and cork from managed forests in Portugal and Spain. Hill Holt also heads up a network of builders, architects and trainers developing the eco village concept.



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The changing climate – local communities in need.

Communities are changing: income is static, costs are spiralling, credit is tight, families are often fractured and dysfunctional. Communities in need can still get help and grants from local and national government and from



Bicker Windfarm Grants

the Lottery. But that too is changing. Councils are cutting staff (and they employ over 30,000 in Lincolnshire) and budgets, whilst the Lottery has had to commit huge amounts of funding to the Olympics rather than to charities.

So, we need to support ourselves. That's where the Community Foundation philosophy applies:

- *small grants making a big difference*
- *funding from the grassroots up*
- *money spent on volunteering rather than expensive staff*
- *sustainable funding from endowment and regular income*
- *long term plans - £1 a week from every Lincolnshire worker would raise nearly £20 million every year!*

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Grimsby car-theft snooker: We like to be innovative. Consider car crime. One of our assessors, a former policeman, told us about a lad in Grimsby, charged with “taking without consent” who asked for over a hundred similar offences to be taken into account. He'd been part of a novel crime ring that invented the car theft snooker game: you steal a red car, then a colour, then a red and so on. The cost in insurance claims was over a million pounds based on just one 14 year old boy! The Foundation promoted the case to 10 leading insurers. They came up with £20,000 in cash and equipment to spend on youth projects.

Let's work together.

The Foundation has three main products that might interest you:

our payroll giving plans; the “Grassroots Challenge” where we can double all incoming donations; the “Lincolnshire 100” where one hundred patrons donate £1,000 a year for three years resulting, with concessions and top-up, in a grant pot of nearly £600,000.

Call Foundation Director, Gordon Hunter (01529 307749), if you'd like to know more.

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Payroll Giving

Out of the UK's 22 million PAYE earners, circa 700,000 people give direct from their pay packets. Last year, payroll gifts totalled £109 million. Employers topped up with £13 million. Often they cover the 3rd party cost of administering deductions; payroll giving agencies charge around 4% for each transaction. Just 4.5% of the UK workforce give direct from their pay packet. In contrast, in the USA, where charity depends more on communities than the state, the rate is 35%!

Another thing about payroll giving is that it's geared to national charities.

The Lincolnshire plan is to set up something local so that staff can give, via a local agency channelling money into Grassroots Grants, to local causes.

To give you an idea of how it works for a small to medium sized business, Taylor Wessing Law (London & Cambridge) raises an impressive £50,000 pa with 30% of their 700 staff contributing, on average, £40 per month.

We're already talking to local businesses and to professional firms able to process payroll and become an approved "payroll giving agency". Employers who sign up can qualify for bronze, silver and gold kitemarks.

The Lincolnshire One Hundred

We're recruiting 100 of the County's leaders and opinion makers. They will, collectively, support scores of grassroots groups whose volunteers help people in need: the old, isolated, disabled and disadvantaged. The Lincolnshire 100 comprises a hundred donors giving £1,000 a year over three years. With gift aid and grassroots top up, that swells to a permanent pot of nearly £600,000 to be used as the basis for making small grants.

Green Endowment

We have formed a consortium to build a dedicated environmental pot. We are working with community project Hill Holt Wood and the Mental Health Trust. Our aim is to use the recently donated 40 acre "Big Wood" at Norton Disney to host "green exercise" for GP referrals, including people recovering from long term mental health conditions. Hill Holt also offers eco burial with unexpected extra benefits:

Burial costs at around £400 qualify for gift aid and grassroots top-up and can contribute up to £750 to green endowment.

Our target is a starting endowment of circa £225,000 through grant aid and a grassroots top up. Thereafter there will be endowment contributions from operating surplus.

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Sports Grant Making

The Foundation has managed Sport Relief for the last four years. It has been very successful, distributing £120,000 to non mainstream and disability groups through a specialist sports partnership panel. Sad to report, then, that in all likelihood the programme will be closed down from April 2009.

STOP PRESS!!

Breaking News: We are negotiating a revised Sport Relief programme!!

Better news is that we have found a part replacement through our first dedicated Grassroots Pot: we now manage Playing Fields Association Funds. We



doubled up their starting contribution to create a £50,000 pot and we have the power to add through Parish Councils and the unlocking of dormant Trusts.

From that basis, we can make annual small grants of £2,500 towards equipment and fittings. The fieldwork costs at £500 pa are miniscule. The programme is managed by a panel of Playing Fields trustees directed by Chairman Jean Morris from South Kyme.

Grassroots Grants Year 1

Sue Fortune is one of the most experienced and effective of all UK Foundation grant managers. She has overseen £4 million worth of grant making in her six years with the Foundation.

Grassroots like many other programmes was a huge challenge. It started late - a 12 month scheme had to be crammed into a 7 month year – and Sue had to locate and activate dozens of small groups at a very local level. Sue describes the Year 1 challenges and achievements below:

Deadlines were very tight. We had just about a month to promote the first round. But, through our super contacts, we spread the word and sent out over a hundred packs in the first 4 weeks. We offered lots of support to the applicants – a third were new to the bidding process.

To date, after 4 months, we've distributed over £185,000 to 71 groups - average grant £2,600 (we expect that figure to fall). Themes include kids, disabled people, migrant workers, travellers, older people; cultural, heritage and green projects. Here's some examples:

- The Community Larder in Abbey Ward, Lincoln: £2,500 a year to feed nutritious meals to poor and disadvantaged people; 500 meals a month, ever increasing with the credit crunch.
- Alford University of the 3rd Age: £3,000 for computing and basic skills teaching for older people.
- A small grant (£260) towards venue and volunteer costs for a Disability Forum.
- £2,880 to a PTA to fund a Breakfast Club looking after children out-of-hours.
- Burgh Community Nature Reserve: £5,000 to establish allotments for over a hundred locals.
- They don't have to be large cheques to well-staffed groups – small grants can make a big difference.

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