



## Doing Well by Doing Good

We understand that a healthy community is a healthy place to do business.

We help companies to create a positive impact in the local community where their key stakeholders live and work.

We can offer your community investment programme brand building opportunities, real impact, extensive reach and enhanced profile.

***Doing Well by Doing Good* is a new service for companies with a commitment to investing in local communities.**

**This service provides you with bespoke community investment programmes designed to add value to the people who work for you, the people who invest in you and the people who buy your products and services.**

### BRAND BUILDING

We design and deliver corporate community investment programmes that address the issues that matter to you and that connect you to qualities that build your brand such as innovation, creativity, resourcefulness.

### REAL IMPACT

We connect your company with local charities whose impact will be evident to your staff, customers and other stakeholders because our reports will talk about issues that they know about and they may be able to see and feel the difference that is being made.

### ENHANCED REACH

We work with local communities who reach around 98% of the UK's population and so we can support your programmes wherever your business markets are.

### POSITIVE PROFILE

We provide companies with a service that provides clear and positive messages to all requests for support and we eliminate the risks of poorly assessed local "opportunities".

### QUALITY ASSURED

We are independently quality-accredited to standards endorsed by the Charity Commission - the first charity network in England and Wales to achieve this status.

# What are the features of our *Doing Well by Doing Good* service?

**Programme Design:** We work with you to understand your motivations and requirements and design a programme to address your objectives, criteria, timelines, outcomes, budget and geographical locations. Using our knowledge of the issues and needs in local communities, we will work with you to help to achieve the changes that you want your investment to achieve and how these can be aligned to corporate values such as *'innovation'; resilience' and 'vibrancy'*.

**Reporting and Impact Assessment:** We monitor project objectives through regular assessment of grant milestones, outcomes and outputs. We provide you with programme-wide reports on the grants that have been made and the changes that they have made to local communities. We arrange site visits for you and your stakeholders to witness first hand the impact of your investment.

**Promotion:** We work with you on the promotion and marketing of your programme to maximise eligible applications whilst providing local publicity opportunities to enhance your reputation to customers, shareholders and potential employees. We can also offer you corporate branding and visibility through e-marketing and events.

**Programme and Performance Management:** We provide you with a single point of contact for your programme and maximise its performance through our close working partnerships with the community foundations and our other delivery partners.

**Coverage:** Our grants reach 95% of the UK's population and supports around 120,000 voluntary and community groups working to strengthen local communities across the UK

**Trusted partner:** Our services have been tested by some of the UK highest profile funders, investing over the last 5 years over £1/4 billion of community investment on behalf of 1,700 clients including the Government, Big Lottery Fund, and Comic Relief.

## We also offer:

**Capacity Building and Grant Support Services:** We provide full support to potential grantees in developing and submitting their applications thereby helping to strengthen and sustain them for the future.

**Assessment Process:** Widely regarded as expert grant-makers, we provide assessment services which grade applications through pre-determined scoring criteria.

**Short-listing and Decision Making Panels:** We conduct eligibility checks, short-list and make recommendations with supporting evidence for review by decision-making grant panels which can involve you and your stakeholders.

**Due Diligence:** We ensure scrupulous due diligence is completed on all approved applicants including fraud protection.



## Which issues are important to you?

We work with voluntary groups to identify economic and social priorities needed to enhance, sustain and grow our communities.

Our skill is to match your company with issues and values that you want to be associated with and we manage the process to the mutual benefit of all parties. Some examples of the issues that we have found solutions to are shown below.

### Communities

Allianz is one of several companies providing money for immediate distribution to causes in Hampshire. Anna Roberts of the **Southampton Children's Play Association** says 'A high proportion of children accessing our project live in high rise flats and many of them have limited access to physical and mental activity. With this grant we can now help our children to experience a range of activities such as the joys of growing their own vegetables in the great outdoors.'

### Health and Wellbeing

One of the criteria of a global food manufacturing company's grants programme is health. Through the Cambridgeshire Community Foundation, the company supported the **Goldhay Community Centre** which works to maintain healthy lifestyles for elderly people. The Centre provides tailored exercises to help increase balance and suppleness, and to help prevent falls.

### Tackling disadvantage and exclusion

Community Foundation for Merseyside leads on a programme in partnership with Merseyside Police to fund and support local youth crime prevention initiatives. **Merseyside Young Transformers Programme** has succeeded in reducing crime in the local area by 11.6%.

### Education and Skills

Comic Relief is supporting **The Greater Lever Voice** project through the Community Foundation for Greater Manchester to meet the vocational, educational and social needs of young people who are NEETs (Not in Employment, Education or Training). Qualifications obtained include AQA training in subjects such as health & safety, budgeting and healthy eating as well as CV writing and job interview techniques.

### Environment

The Big Lottery Fund is supporting the **Lanarkshire Community Support Gardening Project** to create therapeutic volunteering and training project based around horticulture and maintenance for people with disabilities. Key achievements to date have been volunteering and training opportunities for 22 adults with learning disabilities as well as referrals to local colleges.

### Arts, culture and heritage

**Making Music, Changing Lives** is a volunteer-led community group which brings music to the lives of children in deprived areas of Cardiff. Taking the world-famous Simon Bolivar Orchestra which has transformed the lives of street children in Venezuela as a model, the project works with the Royal Welsh College of Music to provide concerts, free tuition and run a community orchestra, grant-aided by the Community Foundation in Wales.

## Why do our clients choose us?

*'Real change is happening. Groups filled with enthusiasm for the tasks they have taken on and are more confident of their abilities. They have an enhanced sense of their own worth.'*

**The Big Lottery Fund's independent evaluator of the Fair Share Trust**

*"CDF recognises and values the expertise of Community Foundation Network (CFN) in raising endowments and we are therefore pleased to be working together on the endowment match challenge. CFN's support will help local funders raise endowments that will benefit our communities for generations to come."*

**CDF March 2010**

*'Mars has been a supporter of our local communities for decades. We recognise the importance of developing relationships with community partners not only to help us on our journey to improve the Mars in the Community programme by sharing expertise, but also build our corporate reputation and engage our associates.'*

**Mars Chocolate UK Ltd, Mars Petcare UK Ltd and Mars Food UK Ltd.**

*'The 2007-8 Sport Relief grants programme delivered by CFN and community foundations used sport innovatively to change lives and tackle social disadvantage. ... (It) succeeded in local community groups attracting more investment into their communities – for every £100 Sport Relief grant awarded, £77 was attracted in additional funding.'*

**Independent evaluation commissioned by Comic Relief which chose us as a partner because of our understanding of local context and need at a grassroots level and to ensure that the grants reach people across the UK.**

For further information on programmes please contact Lesley Talbot, Director of Programmes and Development on [ltalbot@communityfoundations.org.uk](mailto:ltalbot@communityfoundations.org.uk) or 07506 751477.

**"A smart way to support local communities over the long term."  
Rolls-Royce**

Collaboration  
Benefits  
Resources | Skills | Action

MARS  
in the  
Community



Supported by  
The National Lottery  
through the Big Lottery Fund



fair  
share



grassroots  
grants