



Big changes start **locally**

Impact review 2018 – 2019

“The team at Virgin Money Foundation have taken the time to get to know us and develop an understanding of our culture and values.”

2018 grant survey respondent

Jack Drum Arts in Crook, Durham were awarded a grant of £57,588 through the #iwill Take Action Fund.

Welcome

Welcome to our latest report detailing the work of the Virgin Money Foundation (‘The Foundation’) during 2018 / 19. Within this report you will read about the funding we have distributed and the ways in which this funding has been put to work to create positive change in local communities.

In 2018 we launched the fourth and final year of the North East Fund, our inaugural grant fund delivered with the DCMS. As we awarded our final grants through this fund, reports were coming in telling us about the work carried out as a result of the Fund. They were the stories of young people gaining work and with it confidence and ambition. They were stories of people being supported to move out of a cycle of insecure short term accommodation and into a place they could call home. They were the stories of new community businesses that had been designed with local people and established through the Fund. The Fund has made a measurable difference across every local authority in the North East, providing much needed resource to excellent community initiatives. In its final year the Fund was still very much in demand and out of recognition of the high standard of applications received we spent £1.26million through the Fund this year.

The year had many other highlights, working with a panel of talented young people to award grants through the #iwill Take Action Fund being a significant one. Over the course of 2018/19 we have backed young people to be the change makers and place shapers in their community. Our grants through this fund range from grants to significant youth organisations to a grant to enable a young person to lead a youth campaign around the PSHE curriculum. The spectrum of #iwill Take Action grants are testament to the energy and drive of young people to improve the world they live in.

During the year the Think Big, Social Enterprise Incubator we co-funded with the National Lottery Community Fund supported its cohort of nine social enterprises to plan for sustainable growth. We saw through this programme the acute need for high quality support for social entrepreneurs and the appetite across the charity sector for learning and development, with up to 100 charity leaders gathering for the Think Big Masterclasses hosted at the Foundation. In addition to the specific programme offered by the incubator, the Foundation has continued to deliver upon its commitment to offer skilled volunteers to funded organisations alongside our grants. Within the case studies in this report you will hear about staff from Virgin Money who have joined charity boards, mentors that have been recruited and the impact this support has had.

Beyond the North East community buildings are being refurbished and social enterprises are opening their doors as a result of our Making A Splash grants and in cities across the country we are seeing the tangible impact a small grant can have when it is spent on tools for an allotment, stock for a baby bank or to fund a local festival.

We have the privilege of reading stories from our funded charities on a daily basis, we hope you enjoy the selection detailed in this report.



Edward Wakefield
Chair of Trustees



Nancy Doyle-Hall
Executive Director

North East Fund Overview

The North East Fund, delivered in partnership with the DCMS, supports organisations that promote long-term change in those communities that need it most by:

- **Enabling** people facing homelessness to find an affordable home or people at risk of homelessness to find an affordable home.
- **Supporting** young people to find a job, secure a job and overcome any hurdles to sustaining their employment.
- **Supporting** new and existing social enterprises to innovate, become sustainable and create local jobs.

All of the applications recommended for funding come from organisations that can demonstrate a commitment to making a difference to the lives of people living in communities across the North East of England that need the money the most. 100% of the

funding distributed supported activity in places listed in the top 20% on the Index of Multiple Deprivation.

The 2018/19 North East Fund opened in May and closed to applications in November, having received 135 applications for requests totalling £5,118,238. The average was for £37,912. 35 grants were approved for funding. The total amount awarded by the Virgin Money Foundation was **£1,261,437**.

The 2018/19 Fund benefited from co-funding from the Clay Hill Trust, who awarded grants alongside the Virgin Money Foundation. We would like to extend our thanks to both the DCMS and Clay Hill Trust for their roles in this fund.

Tees Music Alliance were awarded a grant of £29,760 for The Working Kitchen, offering training and real life work experience to young people from Stockton.



Community Campus 87

Community Campus 87 Ltd. was formed in 1987 by a group of housing advice workers in response to the ever deepening housing crisis faced by vulnerable young people in Teesside at that time. The organisation began work in Middlesbrough and has expanded into Hartlepool, Stockton and Redcar over the last two decades.

It provides affordable housing by bringing empty homes back into use and it currently owns 70 properties including its headquarters, a three storey converted nightclub in Stockton. It provides rented accommodation to over 100 people at any one time and employs a staff team of around 40 to support them.

It also runs a construction business which provides training opportunities for some of the young people it houses and generates income for the charity.

Through the North East Fund Community Campus 87 was awarded

£42,525 to employ an additional site supervisor to increase the number of young people it could work with on any construction project. The charity provides a range of construction training which can range from formal apprenticeships in tandem with the local college, to day placements which allow individuals to try out construction work. Community Campus 87 has developed links with Land Aid and with British Land which has commercial links with a number of large regeneration sites in Teesside.

The supervisor's role is to oversee the provision of construction based learning and connect the young people to the wider training opportunities and pastoral support that Community Campus 87 provides.

Alongside the award, one of our colleagues at Virgin Money has become a Trustee at the charity – volunteering his time and considerable expertise in Human Resources to further strengthen Community Campus 87.

“The time spent at Campus was important in my personal development and laid the foundation for where I am now, so much so I applied for a Trainee support worker post and am now employed in a support work role!”

Participant on the Keep it Don't Loose it programme

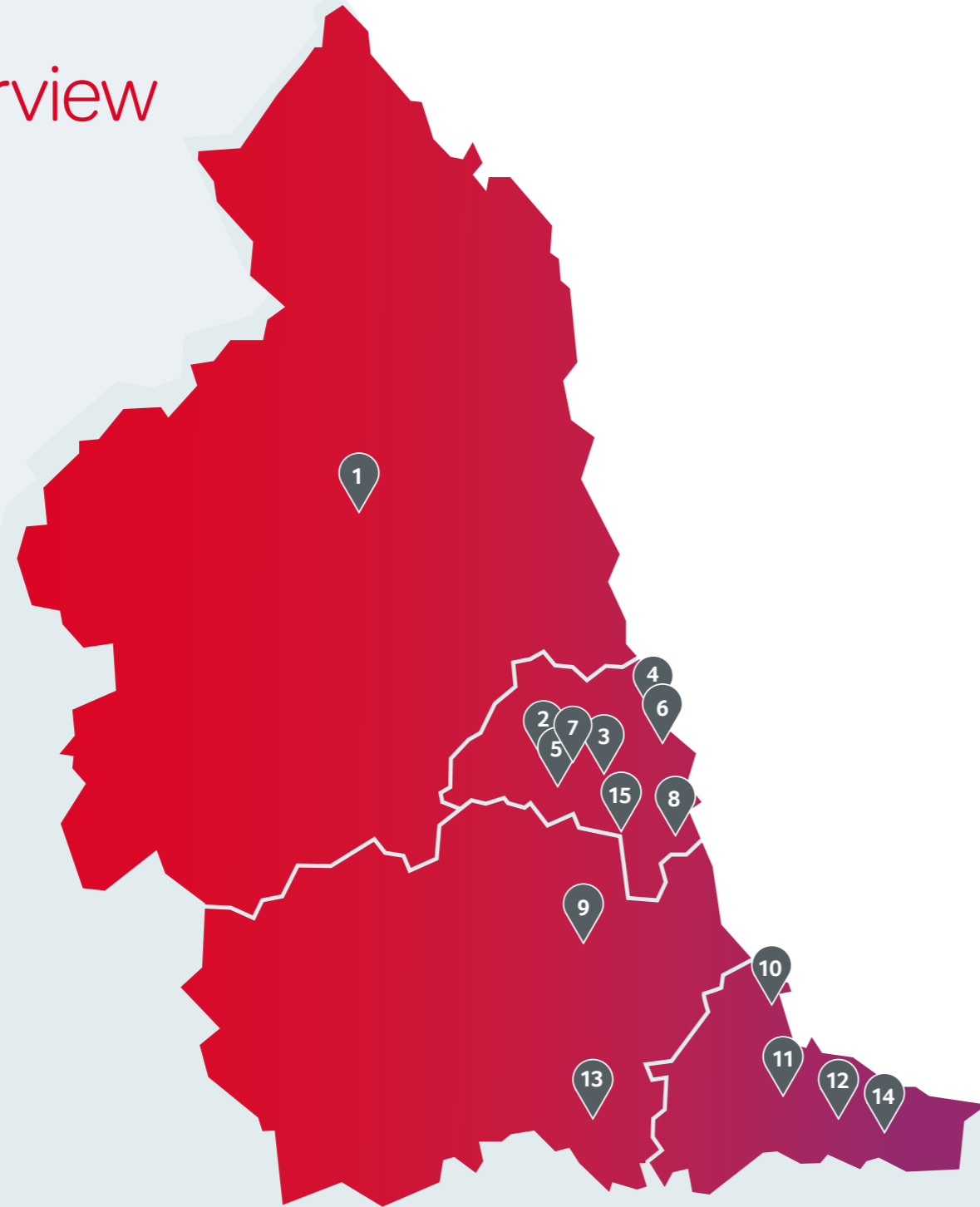
Community Campus 87, working across Teesside, was awarded a grant of £42,525 through the North East Fund to provide construction skills training.



North East Fund Overview

North East Fund 2018/19

- | | |
|--|--|
| 1. Northumberland
Youth : 2 | 9. Durham
Youth: 1
Homelessness : 2 |
| 2. Newcastle
Youth : 1 Homelessness : 1 | 10. Hartlepool
Homelessness : 1 |
| 3. North East wide
Homelessness : 1
Social Enterprise : 1 | 11. Middlesbrough
Youth : 1
Homelessness : 2 |
| 4. North Tyneside
Youth : 2
Homelessness : 1 | 12. Across Tees Valley
Youth : 3 |
| 5. Gateshead
Youth : 1
Social Enterprise: 1 | 13. Darlington
Youth : 1 |
| 6. South Tyneside
Youth : 2
Homelessness : 1 | 14. Redcar and Cleveland
Homelessness : 1
Social Enterprise : 1 |
| 7. Across Tyne and Wear
Youth : 1
Homelessness : 1 | 15. Stockton
Youth : 1
Homelessness : 1 |
| 8. Sunderland
Youth : 2
Homelessness : 2 | |



Outcomes

The North East Fund was open from August 2015 to November 2018. Through the Fund we made grants totalling £4,224,568. To date that has resulted in:



young people into a job



people housed

39 new jobs created in homelessness and youth employment organisations



91 jobs sustained in homelessness and youth employment organisation



65 jobs created in the social enterprises we have funded, 25 of which directly funded by the Foundation



Total awarded 2018
£1,261,437



Handcrafted Projects were awarded a grant of £47,620 to renovate derelict houses to provide tailored supported accommodation to care leavers.

Ripple Fund

Cornerstone Housing

Cornerstone Housing is the brainchild of Steve Vasey. Steve originally set up a successful plumbing business in County Durham. As his business grew he bought residential properties to provide a pension.

A change in career saw him go to university to train as a counsellor working with a number of charities in this role. As his second career progressed he began to let his properties to more and more vulnerable people - finally setting up a charity in Willington an ex-mining community in County Durham, to offer housing, counselling and meaningful work to some of his more vulnerable tenants. Over the last few years the charity has grown in a sustainable manner, generating income from rents, woodwork sales and training.

Cornerstone runs a social enterprise which manufactures and sells wooden furniture. Users are encouraged to participate as a way of improving their skills and building a CV. As importantly they are made to feel that they are part of the enterprise and that their contribution and views are recognised and valued. The furniture is sold at shops in Willington and Hartlepool and at country fairs, market stalls and through a couple of garden centres.

Cornerstone was awarded £116,000 over two years to employ a workshop manager, to hire additional premises and to purchase new equipment. Steve's aim is to create more jobs for those accessing the charity by developing and expanding the workshop production.

As well as the award, Steve has been matched with an experienced business mentor of whom Steve says: "Mark has had a considerable impact. He has streamlined our accounts system and helped us to

understand how to use the figures for analysis. He is still in the process of helping us form a long-term strategic plan to help develop our business plan and funding strategies. He has been in to show the board how to use the new accounts system, helping them to be a more integral part of future business planning and has highlighted areas for strengthening our board structure. We have been very grateful for the many fruitful hours he has contributed to our cause."



Cornerstone Housing based in Willington, County Durham were awarded a grant of £116,000 through the Ripple Fund.

Ripple Fund

Think Big Incubator

Key Fund Investments were awarded a grant of £56,500 to run a social enterprise incubator in the North East.

A florist employing people with a history of offending and addiction, a wood re-use and recycling centre and a fleet of mopeds for people to get to work are just a few of the ideas that earned nine social enterprises and charities from across the North East a place on the Think Big Social Enterprise Incubator programme.

GLT Partners delivered the nine-month programme on behalf of the Key Fund, with funding coming from the National Lottery Community Fund and the Virgin Money Foundation.

The programme provided one-to-one support, access to specialist mentors and attendance at five full day Masterclasses on developing a product, marketing, growth, investment and avoiding burnout.

The free Masterclass morning sessions were open to North East based social enterprises and charities looking to grow, launch new products or services and featured guest speakers who are expert in their field.



Newcastle Wood Recycling based in Walker, Newcastle. A member of the Think Big North East Social Enterprise Incubator programme.

Photo credit: Simon Viet-Wilson

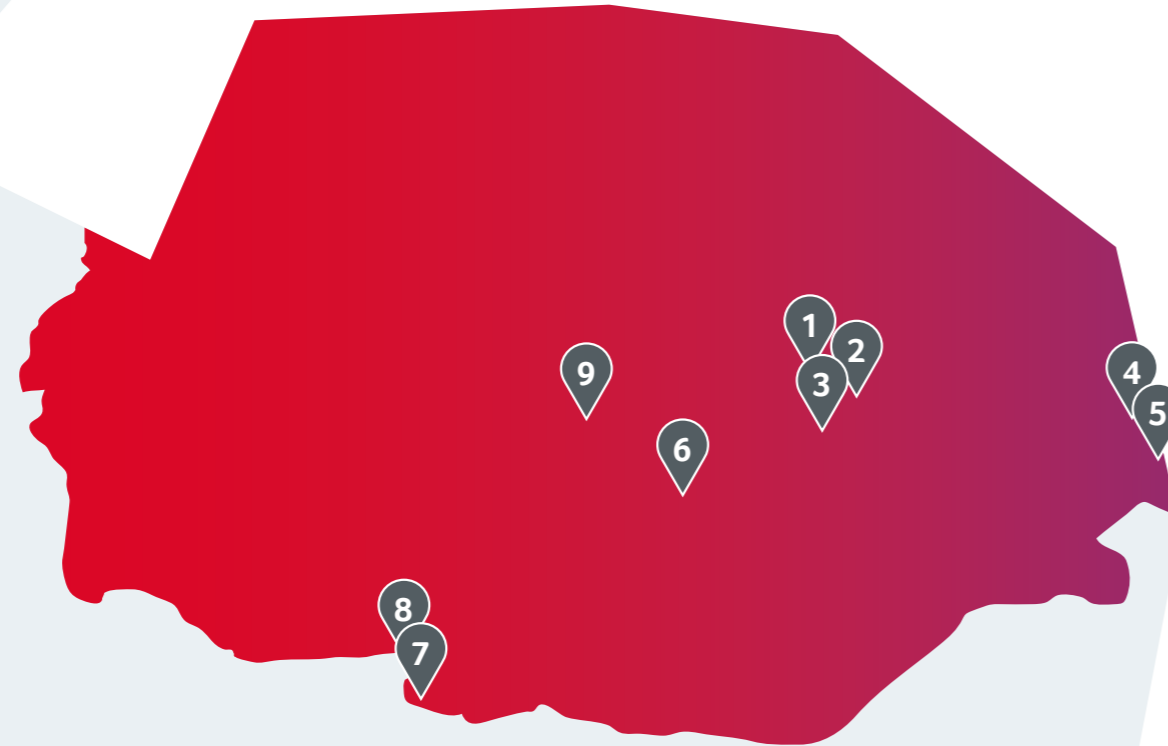
"Being accepted onto the Think Big Incubator couldn't have come at a better time for me. We have been through so many challenges during the programme and their support has been second to none. I'm not actually sure where we would be now without this."


Making a Splash

The Making a Splash grants programme supported voluntary, community and social enterprises across Norfolk that wanted to find new ways of generating income or working in the community.

During 2018, nine grants were awarded. We paired funded organisations with a skilled Virgin Money volunteer based in Norfolk so they could maximise the benefit of their relationship with the Virgin Money Foundation.

- 1. The Garage Trust**
Norwich £50,000
- 2. Norwich Mustard**
Norwich £5,000
- 3. The Feed**
Norwich £50,000
- 4. The SeaChange Trust**
Great Yarmouth £50,000
- 5. Great Yarmouth Community Trust**
Great Yarmouth £49,158
- 6. Appleseed Social Enterprise**
Wymondham (East Norwich) £48,630
- 7. Charles Burrell Centre Ltd**
Thetford £49,725
- 8. Keystone Development Trust**
Thetford £49,996
- 9. Norfolk Pro Help**
Across Norfolk £30,000



 We are absolutely delighted to have the support of the Virgin Money Foundation. This transformational project will make a real difference in a community that deserves it, help us reach even more people and support the sustainability of our work in the community. This grant is a catalyst for bigger things and is sure to bring in more investment as a result.

Joe Mackintosh, Director at SeaChange Arts



The Feed

The Feed received a grant of £50,000 over two years to contribute towards the cost of operating a café in Norwich. The café also acts as a training venue and a commercial kitchen providing buffet lunches to businesses in the centre of the town.

The Feed supports people who have faced homelessness, drug and alcohol addiction, mental health problems or who have a history of offending. It provides training in food preparation and customer service in the hospitality sector. The Feed grew out of a community project to provide a holistic solution to homelessness. When it applied to the Foundation it was operating from a market stall and a training kitchen located a few miles outside Norwich City centre.

Lucy Webb, the Feed's General Manager said: "We were awarded our grant from The Virgin Money Foundation last year and it has made such a difference to our social enterprise. It has enabled us to open our lovely community café and training



The Feed were awarded a grant of £50,000 through the Making a Splash Fund to set up a commercial kitchen and café that offers training for homeless people in Norwich.

centre in Norwich and employ a centre manager who has been driving both the café and the catering business forward. In July we had our best ever month in the café and we have been able to run a training course in our centre every month since January. In that time over 40 people with greater needs than others, have been through our four week training course and have received work experience in our café and kitchens, giving them valuable experience in a working environment

and building their confidence and motivation towards gaining fulfilling employment. It really has been a fantastic year for us!"

The Feed applied for funding to contribute towards the cost of opening a new training centre and a coffee shop in premises on Prince of Wales Road in the centre of the City. As a result of the grant the unit has been transformed turning the space into a café and a training and

catering kitchen producing sandwich buffets for commercial business in the centre of the City. All the food is prepared fresh to order and delivered in attractive branded packaging.

Sales are growing in the café with breakfast proving very popular and recent months have seen record sales for the commercial catering. The Feed has also been awarded a grant to employ an employment support worker which will help them to work with the large number of catering outlets in and around Norwich to maximise the work experience and employment available to the trainees.

Norwich has a large number of people who are street homeless, with particularly high levels of drug and alcohol problems. People who have experienced homelessness will often have a range of complex needs. Having been given accommodation it is important that they are also kept busy. The Feed builds their self-confidence and motivation and gives them practical skills from which they can move into employment. It also has very close links with a number of employers.

#iwill Take Action Fund

Unfolding Theatre based in Newcastle were awarded two grants through the #iwill Take Action Fund for the Multiverse Arcade totalling £28,000.

Photo credit: North East News

#iwill Take Action Fund

Through the #iwill Take Action Fund we asked young people 'What do you see when you look at your neighbourhood?' 'When you look hard at the problems in your community, what's your vision for how it could be and what do you want to do about it?'

Young people from Newcastle told us about the numbers of young people in coercive and controlling relationships and how they wanted to train up young volunteers to support young people to understand what healthy relationships look like. Young people from Sunderland told us about the mistrust between people from different religions and how they wanted young people to come together to change this. Young people from Middlesbrough told us about the obesity levels in Teesside and how they wanted to train up young health ambassadors to take the lead in educating people about healthy lifestyles.

Working alongside a Youth Advisory Panel we have backed young people's ideas by distributing 28 grants to 26 organisations. The types of volunteering and campaigning that young people wanted to do were reflective of the community the young people lived in, the issues their community faced and the unique ability of young people from that place to come up with innovative, exciting, committed responses to those issues.

We are excited by the quality of the social action funded through the #iwill Take Action Fund and extend our thanks to the Youth Advisory Panel, National Lottery Community Fund, DCMS and the #iwill campaign.

Proudly supporting youth social action



Department for Digital, Culture Media & Sport



money foundation

#iwill Take Action Fund

The #iwill Take Action Fund was open from August 2017 to December 2018. Through the Fund we made grants totalling £1,525,356. To date that has resulted in:

- 2,523 young people taking a lead in designing and delivering social action
- The social action has benefited and involved 22,853 members of their wider community
- Young people have committed 6,714 hours to make positive change in their community.



- 1. Newcastle**
Culture : 1 Health : 3 Physical Environment : 1
- 2. North East wide**
All : 1 Culture : 1
- 3. North Tyneside**
Culture : 1 Health : 1
- 4. South Tyneside**
Physical environment : 1
- 5. Across Tyne and Wear**
Culture : 1 Health : 1
- 6. Sunderland**
Culture
- 7. Durham**
Culture : 1
- 8. Hartlepool**
Health : 1 Physical environment : 1
- 9. Middlesbrough**
Culture : 1 Health : 1
- 10. Across Tees Valley**
Culture : 1
- 11. Darlington**
Health : 1
- 12. Redcar and Cleveland**
Health : 1

Total grants awarded

£1,525,356

Northbourne Youth Initiative

Northbourne Youth Initiative, based on the Northbourne Estate in Elswick, Newcastle, works with young people and their families. It was awarded a grant of £48,020 for Health Heroes, a project led and delivered by young people to improve the health and lifestyles of 8-17 year olds in Elswick and the surrounding areas. The project works to increase physical activity in nature and healthy eating with an overarching theme of wellness and mindfulness.



Northbourne Youth Initiative based in Elswick, Newcastle were awarded a grant of £48,020 through the #iwill Take Action Fund. Photo Credit: Marion Botella

Northbourne Youth Initiative first applied to the Foundation in July 2018 but following their assessment visit weren't awarded a full grant. Hannah, a member of the Foundation's Youth Advisory Panel attended the assessment and along with the grant manager felt that the beginnings of a great project were there but that the young people needed more time and space to develop the idea. A development grant of £1,000 was awarded for Northbourne Youth Initiative to take a group of 10 young people on a residential to do just that. At

the residential they focused on what was important to them and what difference they wanted to make as well as taking some wellness and mindfulness classes. Following the residential Northbourne applied for a second time.

Three young women presented their ideas at the second assessment visit. They were passionate and were invested in the project's success. They had covered the walls of Northbourne Youth Initiative with a timeline of activity

and explained each section. Having given their presentation they invited questions. It was clear this was a project designed and planned by young people and which would be entirely led by young people for the benefit of the wider community. At the next Board meeting the Virgin Money Foundation Trustees unanimously approved the full grant.

After months of preparation and training, Health Heroes was officially launched at an event in July 2019

with activities planned to cover the summer holidays including forest school, sports sessions, healthy cooking classes and outdoor yoga. The programme has lots of interactive and engaging activities which will allow young people and their families to either volunteer or take part as a participant. Long-term, Northbourne Youth Initiative plans to recruit additional Health Heroes to continue the programme and sustain the delivery of projects.

Heart of the Community Fund

The Heart of the Community Fund launched in Glasgow in February 2018. It awards small grants to charities located close to Virgin Money Lounges. Virgin Money customers participate in the fund, voting for community organisations in their city to receive an award. Through the fund to date we have made grants to 81 organisations, totalling £47,250.

In February 2018 the Heart of the Community Fund was launched in Glasgow. Over the year the fund was rolled out across the Virgin Money Lounges in Edinburgh, Sheffield, Manchester, Norwich, Cardiff and London. In each city, every two months, three community groups were awarded grants. Recipients were voted for by Virgin Money Lounge members. The charity with the most votes was awarded £1,000- with awards of £500 and £250 for the runners-up.



1. Glasgow - Interfaith Glasgow £250

Interfaith Glasgow promotes and facilitates engagement between different faith and belief communities to help create a better connected, safer, and more harmonious city for all.

The award was used to support the Weekend Club Project which provides activities over the weekend for refugees, asylum seekers and migrants.

2. Edinburgh - Pilton Youth and Children's Project £500

Pilton Youth and Children's Project run a wide range of activities for young people offering them a safe place to learn new skills.

The award was used to provide hot healthy meals for children during their school holiday programme.

3. Sheffield - Friends of Ecclesfield Library £250

Friends of Ecclesfield Library is a Social Hub run entirely by volunteers. They offer a wide range of free activities benefiting the wider community.

The award was used towards a series of educational and fun sessions for young children from spooky science workshops to learning all about sound waves.

4. Manchester - TLC St Lukes £1,000

TLC St Luke's works with the community to provide a safe space, reduce social isolation and build their confidence and self-esteem through a range of activities including arts and crafts, literacy lessons and baking groups.

The award was used to support a series of cookery workshops which focussed on cooking healthy foods on a budget.



5. Norwich Baby Bank - Norfolk £1,000

Baby Bank Norfolk is a small charity offering essential items to babies and families in need.

The award was used to purchase 100 Moses basket mattresses to support families in Norwich at times of particular hardship.

6. Cardiff - Recovery Cymru £1,000

Recovery Cymru are a peer support and self-help community for people overcoming addictions.

The award enabled them to purchase new furniture and redecorate the centre to make it more welcoming for new members.



7. London - Chabad Islington £500

Chabad Islington is a Jewish community-led organisation, who provide an open door to all people no matter their affiliation or background.

The award was used to fund an arts zone at their annual Summer Fete which included a crafts corner and face painting for children.



It has been a pleasure working with the Foundation, and I have very much felt that the work we do, we do together, without the divide of ‘funded’ and ‘funder.’ It isn’t, at the end of the day, about money, but about building a more equitable and just society.



John Ellison
700 Club

360 data on all grants awarded <https://virginmoneyfoundation.org.uk/grants-awarded/>

Front cover – West End Women and Girls Centre in Elswick, Newcastle, were awarded a grant of £57,982 through the #iwill Take Action Fund.

Photo credit: Images throughout Bigger Picture Agency

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Registered in England and Wales Company No: 9457101. Charity No. 1161290.
Registered Office: Jubilee House, Gosforth, Newcastle upon Tyne, United Kingdom, NE3 4PL.

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