

Named Funds

A named fund is a ring-fenced charitable fund held by HCF on your behalf. Named funds are a great way to make a larger, long-term investment in the community. Many individuals and businesses choose to set up a named fund to become directly involved in community philanthropy, without the cost and administration of setting up a new charitable trust.

Named funds are created for a variety of reasons: in memory of a loved one, to campaign for a cause close to your heart, to demonstrate impactful corporate social responsibility (CSR), or simply because you want to help. Whatever the reason, a named fund is often the most effective way of carrying out great charitable intentions.

Depending on your wishes and the size of your fund you can decide how involved you are in decisions about how the fund is used. The fund can be named after you, a family member, a friend, a company or anything that is personal to you. We are experienced at working with professional advisors and their clients, philanthropic individuals or groups, bereaved families, steering committees and corporate organisations looking for an effective CSR strategy.

Benefits of a named fund

- **Authenticity:** fundholders enjoy the peace of mind of knowing that the fund is part of HCF's trusted, verified and established infrastructure, whose processes have been endorsed by the Charity Commission.
- **Efficiency:** donors avoid unnecessary hassle and wasted time, as HCF is responsible for all the administration, reporting and governance as required by the Charity Commission and HMRC.
- **Growth:** the monetary value of donations is maximised through professional investment management of the pooled funds of all our donors, together with HCF's eligibility to reclaim Gift Aid.
- **Impact:** charitable gifts have a wider and deeper impact in the community, as fundholders benefit from HCF's local knowledge and understanding of the charitable sector.
- **Longevity:** charitable gifts invested in named funds will benefit the community in perpetuity.

How it works

You make an initial donation to set up the fund. This donation can be built up over a period of time. HCF claims gift aid (if applicable) and invests the donation via one of its trusted investment fund managers. As soon as the fund generates sufficient income, grants can be awarded on an annual or biennial basis helping tackle need and deprivation in Hertfordshire. Once established, named funds can provide ongoing support year after year.

What our fund holders say

“The service that Hertfordshire Community Foundation offers is flexible and cost effective. Our fund has been tailored to our needs and the Foundation's knowledge of local charitable groups helps our staff committee make informed decisions on where we target our support.”

Paul Marsden, Chief Executive, Harpenden Building Society

“We have been working with Hertfordshire Community Foundation for over ten years and it has been an incredibly rewarding and enjoyable experience. The work they do and the advice they provide in enabling us to support a range of charities across the county is simply tremendous.”

Edward Rowlandson - Graham Rowlandson Foundation

“I didn't realise quite how many voluntary groups get together every week, all throughout Hertfordshire, with the pure intent of helping others. I find the selfless giving of time and energy by so many in our county for the benefit of others to be truly inspiring. If my involvement in HCF can help some of these amazing initiatives to keep on doing what they are doing, or even better expand their work, then I will be very happy.”

Simon Tilley – Fund Holder and Trustee

Next steps

If you would like to find out more about how to set up a named fund or have any questions please contact us using the details below.