

# Annual Review

2020/2021



**HCF**  
Hertfordshire Community Foundation

# Welcome from the Chair and Foundation Director



*Henry*  
Henry Holland-Hibbert  
HCF Chair



*Helen*  
Helen Gray  
Foundation Director

As the pandemic took a grip on the world, here in Hertfordshire our efforts turned immediately to local response. How could HCF step up and make a real difference to local groups and organisations at a time of crisis? As lockdown hit, HCF began taking calls from well-established grassroots groups who instantly recognised the dire consequences of the situation. Facing increased demand for support and dramatic cuts in income, HCF launched an emergency response fund within 48 hours and in parallel an emergency appeal began. By the end of the financial year over £2 million in grant aid had been distributed reaching over 85,000 local people.

It has been a year like no other, and a year in which the local voluntary and charity sector has truly shone. We have seen an increase in collaboration across the sector, numerous examples of innovation and countless examples of local people doing extraordinary things. From charity workers helping the homeless off the streets to volunteers providing counselling services to those struggling with increased isolation and declining mental health.

HCF's ability to respond to the pandemic was only possible thanks to the generosity of our supporters. Special thanks go to our

fundholders, the Police and Crime Commissioner, Hertfordshire County Council and to the National Emergencies Trust. Thanks also go to everyone who raised funds locally through beard growing, scarf knitting and even a sponsored silence. We have all been humbled and inspired.

We are acutely aware that the local voluntary and charity sector continues to face a challenging time. Demand for services remains high when emergency response funding streams are likely to dry up. HCF knows it has a challenge ahead to sustain and grow its grant making and increase its impact in Hertfordshire. Growing HCF's endowment funds is now one of our key priorities. If you know of anyone who may like to become part of HCF's supporter network we would love to hear from you.

HCF's ability to make an impact in the county is the result of an extraordinary team effort by a group of dedicated staff, trustees and donors. Our gratitude goes to our loyal team as we work to make Hertfordshire a better county for everyone.

Despite these challenging times, generosity and care for our community continues to inspire hope in what we can accomplish together.

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Cover Image:

**Jedidiah** provides food to struggling families via discreetly packaged food parcels delivered to schools.



*“HCF manages over 100 named funds established by local families, businesses and individuals. Collectively these funds provide financial support to some of Hertfordshire’s most vulnerable people. Growing HCF’s endowment is imperative to ensure HCF can meet need today and in the future for generations to come. If you know anybody that may wish to explore local philanthropy, we would be delighted to hear from you.”*

Helen Gray  
HCF Foundation Director

# Understanding our county's challenges

## Hertfordshire Matters

Hertfordshire is generally perceived as an affluent county. However, this hides the reality for many. HCF's Hertfordshire Matters research offers local insight into the needs and challenges facing Hertfordshire residents. The report draws on the latest Indices of Multiple

Deprivation data to help us to understand and highlight the need in the county. The research underpins our grant making strategy and supports the advice we give to local philanthropists.

Regrettably social need has been exacerbated by the ongoing impact

of the pandemic. We know that in particular problems resulting from domestic abuse, poor mental health, isolation, poverty, housing, substance abuse and digital exclusion have all increased. We also know that some individuals and communities have been disproportionately affected.



Our latest Hertfordshire Matters report was published in 2020 and can be downloaded from our website.



Many refugees have no recourse to public funds and are not entitled to work due to their immigration status. This leaves people unable to afford food and other essential items, especially during the pandemic. The volunteer led Watford & Three Rivers Refugee Partnership provides food and personal hygiene products to families struggling to afford them. A grant from HCF's 'Hertfordshire County Council's Winter grant programme' meant they could purchase food meeting their clients' dietary and religious requirements.



St Albans City Youth Community Football Club provides sporting opportunities to junior, senior and disabled players, in a positive and friendly environment. Funding from HCF enabled the club to deliver sports training and group support to over 1,000 young club members at home during the lockdowns.

## 2020/2021 in numbers

Thanks to the generosity of our new and existing donors we were able to:

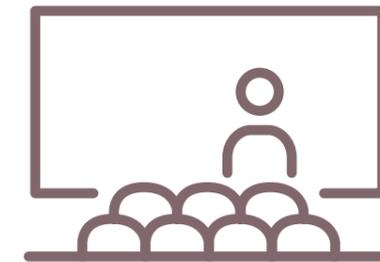
Award **£2,212,782** in grant support, the 3rd consecutive year in which grants awarded exceeded £1m



Reach and support in excess of **85,000** beneficiaries



Provide **146** grants to individuals and families living in crisis



Provide training to **1,000+** volunteers who stepped forward to support the pandemic response efforts

Train **170** attendees across 10 'Better Boards' workshops



Provide **420** grants to **276** groups and organisations



Deliver our fourth Building Effectiveness development programme, adapted to run online, supporting **8** organisations

Offer 1:1 advice and guidance to **22** organisations through our team of advisors

Support **21** individuals qualifying with a Level 3 Award in Education & Training



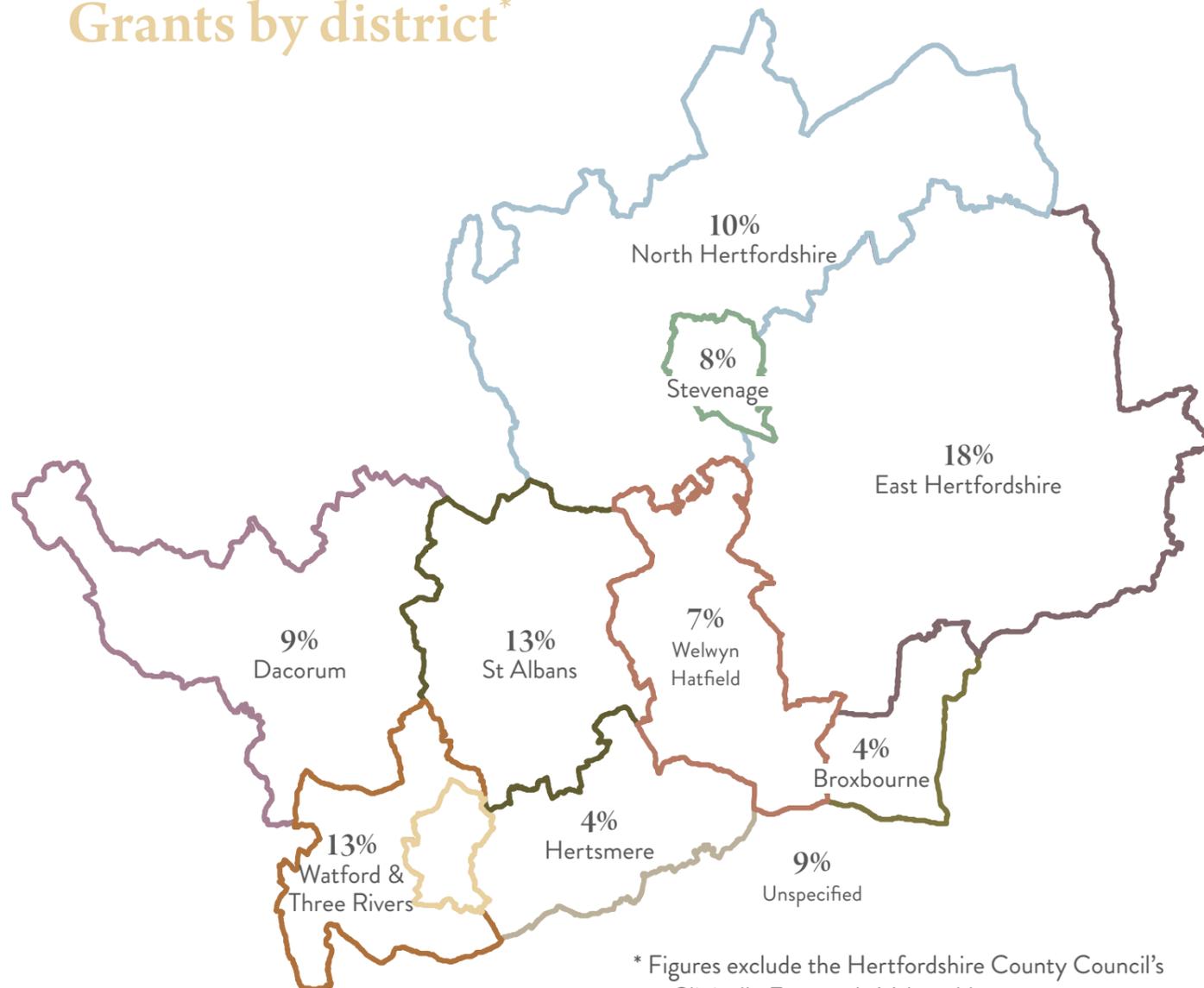
Provide **27** online training courses to **307** attendees



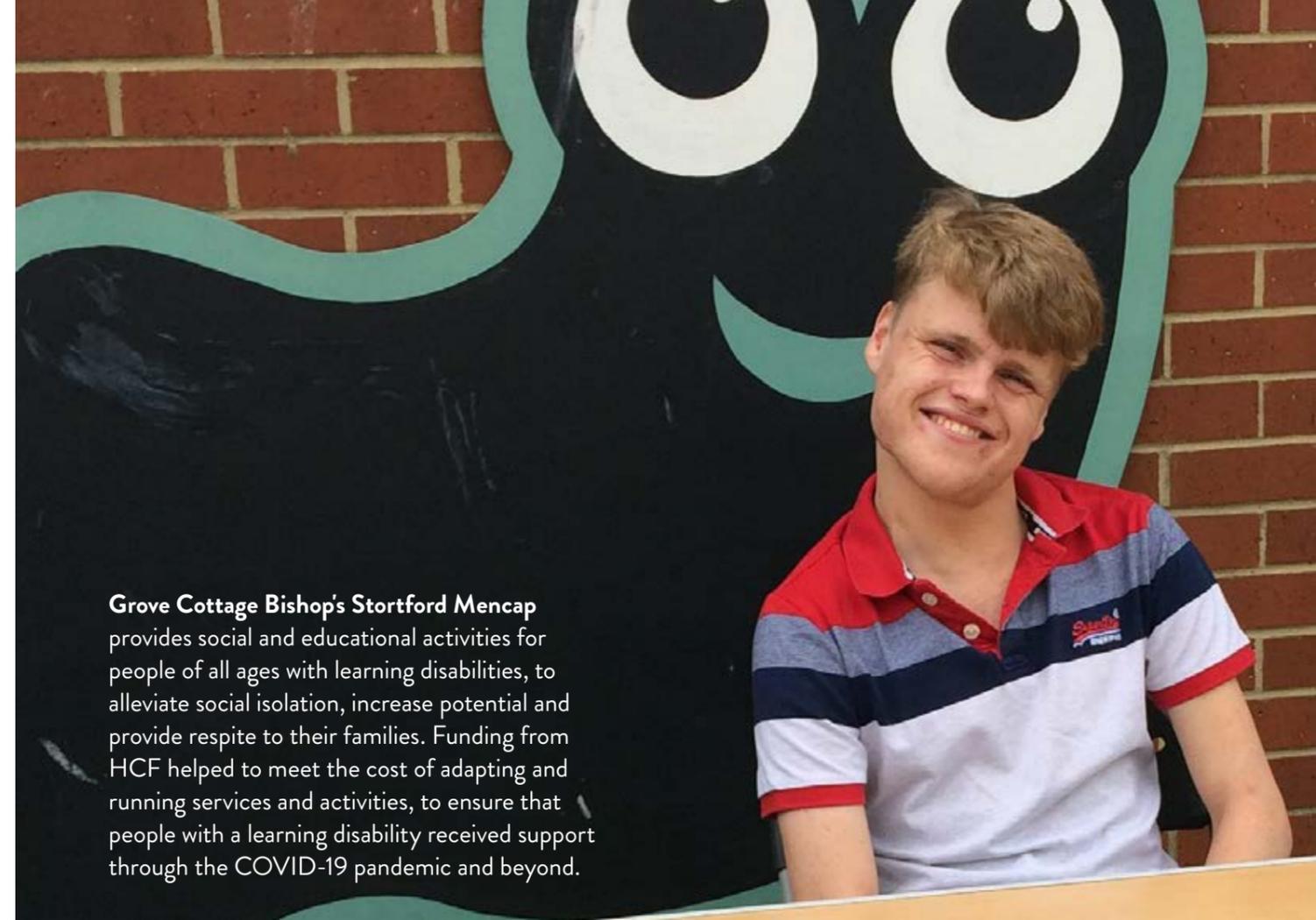
## Grants by size



## Grants by district\*



\* Figures exclude the Hertfordshire County Council's Clinically Extremely Vulnerable grant programme



### Grove Cottage Bishop's Stortford Mencap

provides social and educational activities for people of all ages with learning disabilities, to alleviate social isolation, increase potential and provide respite to their families. Funding from HCF helped to meet the cost of adapting and running services and activities, to ensure that people with a learning disability received support through the COVID-19 pandemic and beyond.

## Grants by theme



# Looking back on 2020/2021

Being blind didn't stop Joy Spriggs (89 years old) from creating a woollen masterpiece from her care home in Hoddeson. She knitted a 2m long "technicolour dream scarf" (a social distance length scarf) to raise over £2,000 for local people in need.



Although the mass participation event was cancelled, 6 brave people put their training to the test and took part in the first ever virtual London Marathon on behalf of HCF. The team, including Peter Smythe (pictured), raised over £4,900. If you would like to run the 2022 London Marathon for HCF please call 01707 251 351 or email [office@hertscf.org.uk](mailto:office@hertscf.org.uk) to register your interest.

The 2020/21 High Sheriff of Hertfordshire and HCF Chair, Henry Holland-Hibbert, publicly recognised and rewarded eight Hertfordshire voluntary organisations at the 2021 High Sheriff Awards ceremony held online on 11 March 2021. Winners included DRUM which was recognised for the way it adapted its services during the pandemic, supporting high-risk individuals and preventing isolation.



Eleven amateur photographers donated their spectacular wildlife images to raise funds for HCF. Co-ordinated by HCF Ambassador Henrietta Buxton, the photos featured in an online exhibition, Herts in Focus. While the exhibition was originally planned to be in person, due to the pandemic it was successfully moved online. Prints of the photos were sold and over £7,700 was raised for HCF. To view the stunning images as well as the latest exhibition featuring places and landscapes of Hertfordshire, please visit [www.hertsinfocus.com](http://www.hertsinfocus.com).

Over the past exceptionally difficult year local people responded to make a huge difference to their communities. There are a multitude of inspiring stories and examples of generosity, one of which is 10-year-old Ava Ling who chose to do a sponsored silence for 24 hours in aid of HCF.



*"I am notorious for being very loud and talkative. My parents always joked I would never be able to stay silent as I can't stay quiet for 24 seconds, let alone 24 hours! So, I decided to prove them wrong, whilst helping our community. It was very tough doing the silence, especially when my brother was winding me up. I can't tell you how hard it was playing monopoly without talking!"*

Ava Ling



Local golfer Will Baxter vowed not to cut his hair or beard until he birdied the 4th hole at Bishop's Stortford Golf Course. After almost forty unsuccessful attempts he finally succeeded. His efforts raised funds for the Go4it fund, a charitable endowment fund managed by HCF in memory of Ivan Purdie.



HCF was pleased to support the Lord-Lieutenant's 2020 Hospice Fund, set up in response to the impact of the pandemic. The fund provided much needed support to local hospices and a huge thanks go to McMullen Brewery and Pubs who raised over £6,000 by asking regulars to donate the cost of a pint while pubs remained closed. McMullen colleagues embraced the challenge and many undertook 5km in return for £5 donations to help the hospices whose revenue streams were dramatically reduced when their retail outlets had to close.

Together with Essex, Northamptonshire and Tyne and Wear Community Foundations, HCF embraced in a 'next generation philanthropy' webinar on 24 February 2021. Aimed at professional advisors the webinar discussed how younger generations can engage with philanthropy and how community foundations can play a key role. We were delighted to welcome Emma Watson, Head of Financial Planning at Rathbones Investment Managers, as one of the panel speakers.





Our 2020/21 winter appeal raised over £15,000 helping to alleviate fuel and food poverty in Hertfordshire. Donations included funds raised by Patrick Perry who sold home grown, organic Christmas trees in support of local residents facing food and fuel poverty over the winter months. In addition, HCF was delighted to support

Hertfordshire County Council's Winter Grants programme, helping distribute a further £100,000 to those in need. If you would like to support our 2021/22 winter appeal, please email [office@hertscf.org.uk](mailto:office@hertscf.org.uk). The 2021 Christmas tree sale will take place on 4, 5, 11, 12 and 18 December. Further information can be found on our website.



During the year we were delighted to welcome two new endowment fund holders. Cllr Susie Gordon established the 'The Robert Gordon Fund' in memory of her late husband Robert who was the Leader of Hertfordshire County Council from 2007, a councillor from 1989 and an important political figure. The fund will support groups and organisations in Hertfordshire helping to tackle social need. In addition, the fund will be used to support local projects involving dogs to assist vulnerable residents to engage with their local community.

Nine charitable organisations took part in the 2020/21 Building Effectiveness programme. Delivered in partnership with the Cranfield Trust the selected organisations were taken through an intensive programme focussing on key development areas. As a result, participants became more strategic and resilient, attributes that are needed in the sector now more than ever. For further details and to apply please contact [louise.marron@hertscf.org.uk](mailto:louise.marron@hertscf.org.uk)



We were also delighted to establish the 'Paul Morris OBE Hertsmer Community Fund'. Paul will use his fund to support groups and organisations in the Hertsmer Borough area helping to tackle and support local social issues.

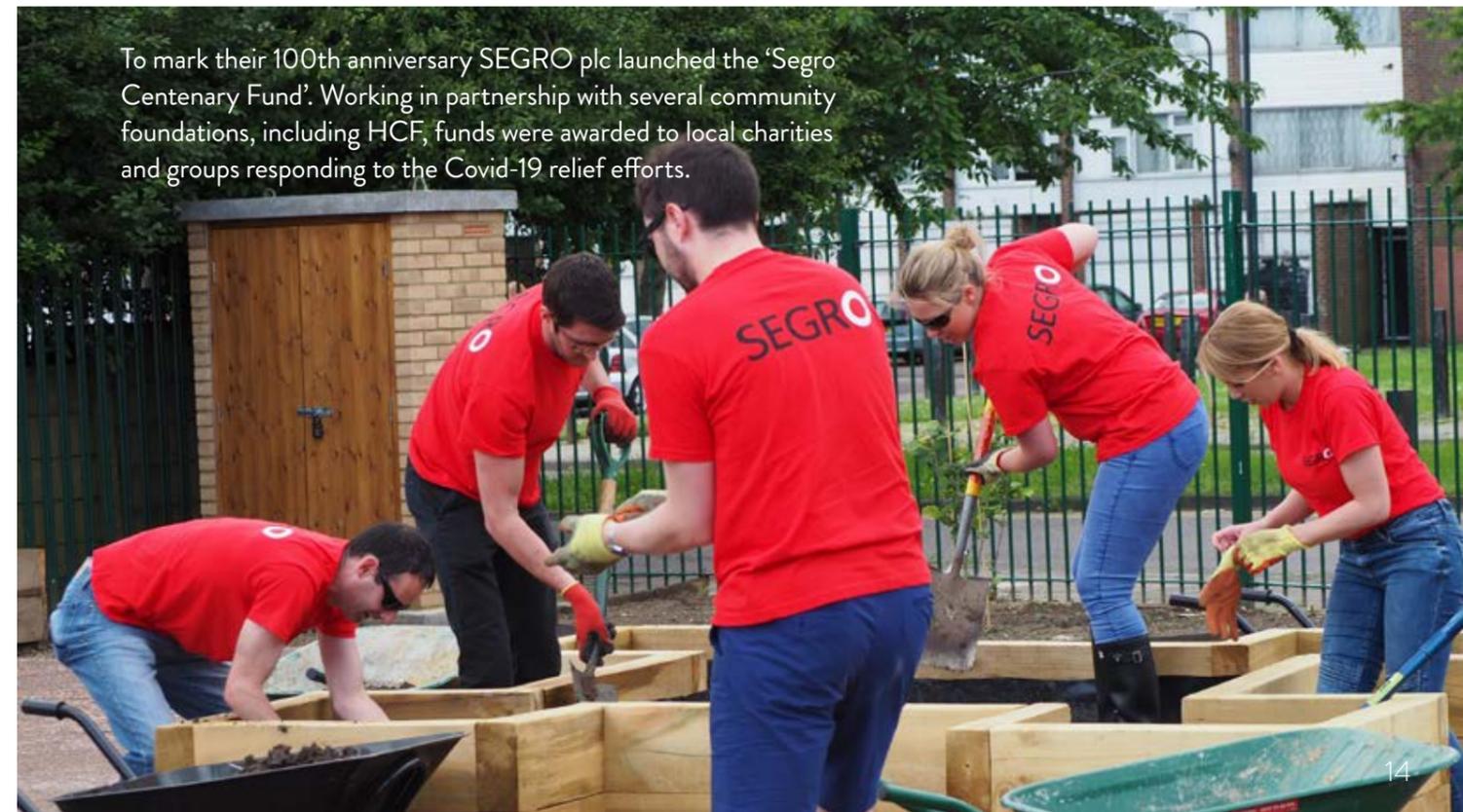


In Partnership with #TeamHerts Volunteering, HCF Training & Development delivered the 2nd annual Hertfordshire Trustee Conference in November 2020. Focusing on driving change, the conference attracted over 100 online participants and covered gender equality, engaging young trustees and managing digital change. Speakers included Precious Sithole, CEO of Social Practice ENT, who discussed how to achieve gender equality for women of colour at board level.

During the year HCF was delighted to award the first 'St Albans Care Leavers Fund' grant. The fund was established by former St Albans Mayor, Cllr Aislinn Lee, to support disadvantaged young adults in a way that a parent would lend a helping hand to their child. We were delighted that this fund provided its first grant to a young adult to purchase a new cooker in March 2021. Subsequent grants have included funding to purchase a bike to enable a young adult to commute to work. For further details please visit the grants section of HCF's website.



In partnership with HCC and Crowdfunder Ltd, HCF was pleased to support a pilot project to launch and support a Hertfordshire crowdfunder platform. With three funding streams provided by HCC, Hertsmer Borough Council and East Herts Council, over 20 projects were supported. To find out more visit the grants section of HCF's website.



To mark their 100th anniversary SEGRO plc launched the 'Segro Centenary Fund'. Working in partnership with several community foundations, including HCF, funds were awarded to local charities and groups responding to the Covid-19 relief efforts.

# JEDIDIAH \*

\* Meaning God's Beloved  
Food Support for Children & Families

**Jedidiah** was setup during lockdown to provide a helping hand to those going through a tough time and HCF was pleased to support their valuable work through a series of grants. The volunteer run group has subsequently expanded to feed over 5,000 families every fortnight. Food parcels are discreetly packaged and delivered to schools to distribute to local families.



## Our impact in 2020/2021

From lunch clubs for older residents combatting loneliness and isolation, to support services for those affected by rape or abuse, local charities provide a lifeline for the people they support. Thanks to the

support of generous donors and fundholders, HCF was able to provide emergency relief funding to a broad range of local groups providing front line services to those directly impacted by the pandemic.



### Reducing loneliness and isolation

**Age Concern Bishops Stortford** combats loneliness by providing a warm, safe and friendly environment for older people in the area. Grants from HCF enabled their volunteers to undertake welfare checks and provide telephone befriending, shopping and prescription delivery services for older people living alone or unsupported.



### Supporting the homeless

**Emmaus St Albans** supports formerly homeless people by providing a home and meaningful work. HCF provided a £5,000 grant towards the development of a computer suite and training room to enable their residents to apply for employment, bid on properties and complete training and education qualifications. Following the prolonged closure of their retail stores the charity began to struggle financially. Further HCF grants assisted in meeting the charity's core costs whilst they began delivering food to foodbanks and emergency furniture packages to rough sleepers being housed by the council.

### Meeting local need

**Khalsa Youth Football Academy** uses football to tackle anti-social behaviour, challenge stereotypes and racism and reduce crime. During the pandemic they refocused to meet local needs. Grants from HCF assisted in building partnerships with local authorities and businesses to help to reduce drug related crime as well as to support vulnerable people through the provision of weekly hot ethnic meals and wellbeing checks.

## Community cohesion

**Knebworth Covid Response Team** is a volunteer led group setup in response to the pandemic to support older people and those at risk due to low incomes. They wanted to help local residents to cope with the significant changes affecting their daily lives. HCF grants contributed towards the provision of hot meals and telephone befriending for vulnerable people.





## Confidential counselling

**Watford Women's Centre** empowers women through education, support and development. They offer holistic services including a domestic abuse service, wellbeing courses and counselling. An HCF grant of £10,000 helped them to respond to the significant rise in demand for mental health support during the pandemic. Their counsellors were able to support vulnerable women, those with poor mental health and victims of domestic abuse and childhood trauma during this difficult time.



## Online safety

The pandemic and resulting lockdowns meant an unprecedented increase in the use of technology. Whilst the internet is a fantastic tool it can expose vulnerable adults and children to harm. **Techsafe** addresses online safety through the delivery of training and workshops to children, parents and schools. Grants from HCF supported the production of a range of resources to help equip Hertfordshire parents with the skills and online risk management strategies needed to help prevent dangerous online safety issues.



## Sport for good

**West Herts ABC and Educational Support** is a community boxing/youth club. As a sport for good project, they encourage young people to make positive choices through the provision of boxing and fitness training. As the pandemic hit they had to close their doors. However, grants from HCF allowed them to cover their core costs including their premise's rental costs, so that they could continue to improve the fitness and health of local people of all backgrounds and faiths in a safe, inclusive environment once restrictions eased.



## Care in managing grief

Issues surrounding bereavement are very pertinent to the pandemic. Not only have people lost loved ones to Covid-19 but restrictions meant people were unable to say goodbye or access their normal support networks. Demand for **Cruse Bereavement Care's** expert support has grown steadily over the past year. Funding from HCF helped them to move to home working at the start of the first lockdown. Subsequent grants from the NET and Anglian Water funds facilitated the training of new volunteers helping reduce waiting lists for support.



**Earthworks** nurtures people with learning disabilities through social and therapeutic horticulture. Funding from HCF enabled site modifications to ensure they could resume day services safely and limit the possibility of COVID-19 transmission.

# Why give through HCF

## Give where you live

It is easy to assume that Hertfordshire is a universally affluent county, but pockets of deprivation exist in every borough. Without exception, all identified social issues have been exacerbated by the ongoing impact of Covid-19 and so it has never been a better time to consider supporting your local community.

Small local charities and voluntary groups are at the heart of our communities. They have a deep and unrivalled understanding of the issues that they seek to address. Many are run by volunteers and, unlike larger charities, they have a limited ability to fundraise. Events over

the past year have highlighted the invaluable contribution made by these groups and organisations to the county.

At Hertfordshire Community Foundation we make local giving easy. We know the local charities and groups in Hertfordshire and what they are capable of achieving with the right help. Together with our donors, we provide support to tackle the specific problems facing our communities to improve the lives of Hertfordshire's most vulnerable people. Every penny donated to Hertfordshire Community Foundation stays in Hertfordshire.

## Our donors benefit from:

- Expert philanthropic advice to meet individual giving goals
- Access to specific local projects, causes and initiatives that match their areas of interest
- Expert knowledge of the needs of Hertfordshire communities
- End to end management of the grant making process
- Full due diligence and monitoring to ensure real impact

In addition to our grant making we also provide training and development opportunities to the local voluntary sector. This includes delivering training programmes to develop fundamental skills as well as mentoring and development programmes that support the longer-term development and sustainability of the sector.

For further information or to arrange an informal conversation please contact [helen.gray@hertscf.org.uk](mailto:helen.gray@hertscf.org.uk)



**St Luke's** is a special educational needs school for children with learning disabilities and complex needs. The school is part of the Blue Tangerine Federation incorporating three SEN schools. Special needs schools often struggle to find money for things beyond essential staffing. HCF funding helped to convert a storage room into a classroom and fund a music therapy teacher to work across all 3 schools in the Federation.

# How to give

Charitable giving through HCF is one of the easiest ways to support causes that are close to your heart, in a way that suits you. HCF looks

after all the paperwork, takes care of the accounting and makes informed recommendations based on your giving requirements.



## Support Love Herts

You can make one off or regular donations to the Love Herts appeal. This appeal pools together donations of all sizes to support a range of causes reflecting the needs of our county.



## Set up a named fund

A fund in your name is a simple and effective alternative to setting up your own charity or trust. It gives you the opportunity to choose the cause and projects that you wish to support, with the support of local expertise to ensure that your giving is effective and used wisely.



## Trust transfers

We work with charitable trusts to find solutions to help unlock dormant funds that have become inactive over the years.



## Become a Friend

By becoming a Friend of HCF your regular donations support small, grassroots community organisations that work hard to improve the quality of life for people across the county.



## Give online

Our Just Giving page is a quick and easy way to make a one-off donation or regular payment to HCF. To make an online donation simply visit [www.hertscf.org.uk](http://www.hertscf.org.uk).



## Provide sponsorship or in-kind support

Giving doesn't always have to involve making a financial contribution. Your time, skills or networks can all help the work we do.



## Leave a gift in your will

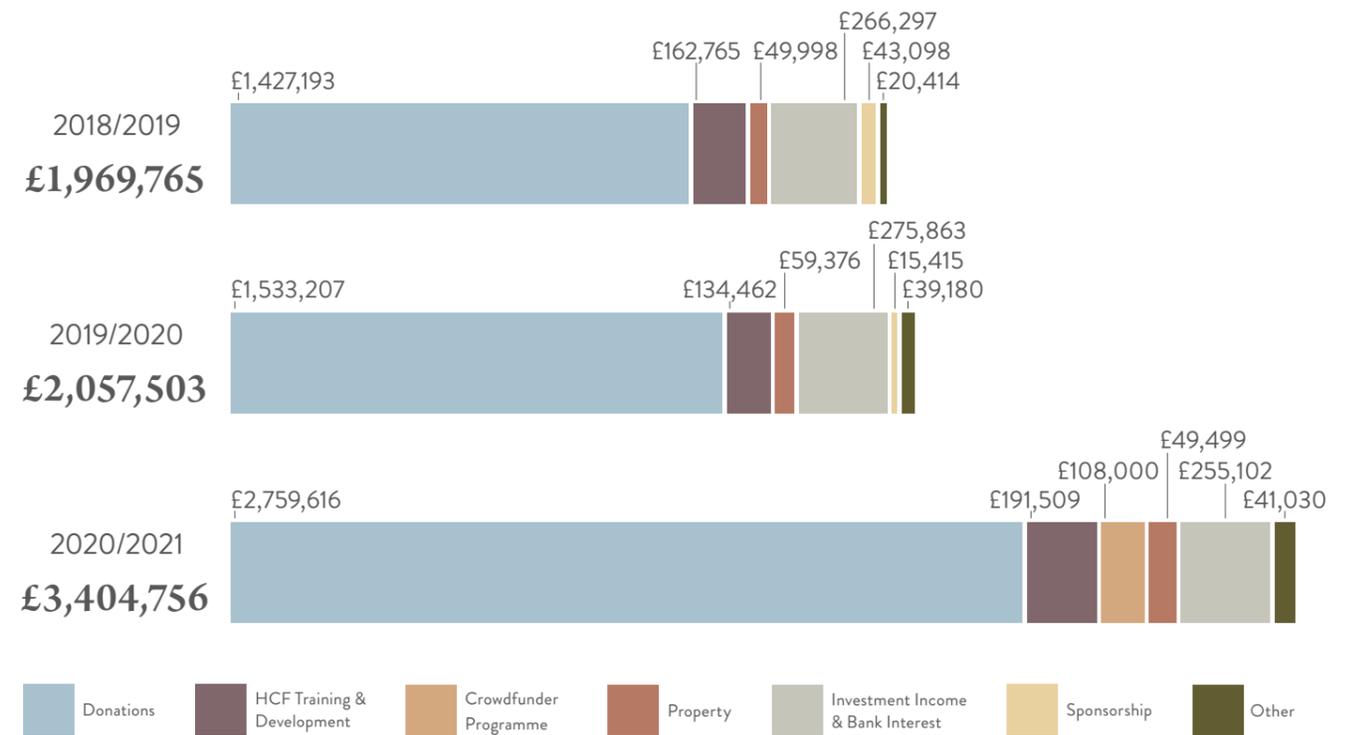
Leaving a legacy in your will is a simple way to go on helping your community for generations to come. You may choose to allocate your gift to one of our existing funds to support specific causes or local areas that are important to you.

**HCF offers flexible and customised solutions for your charitable giving.**

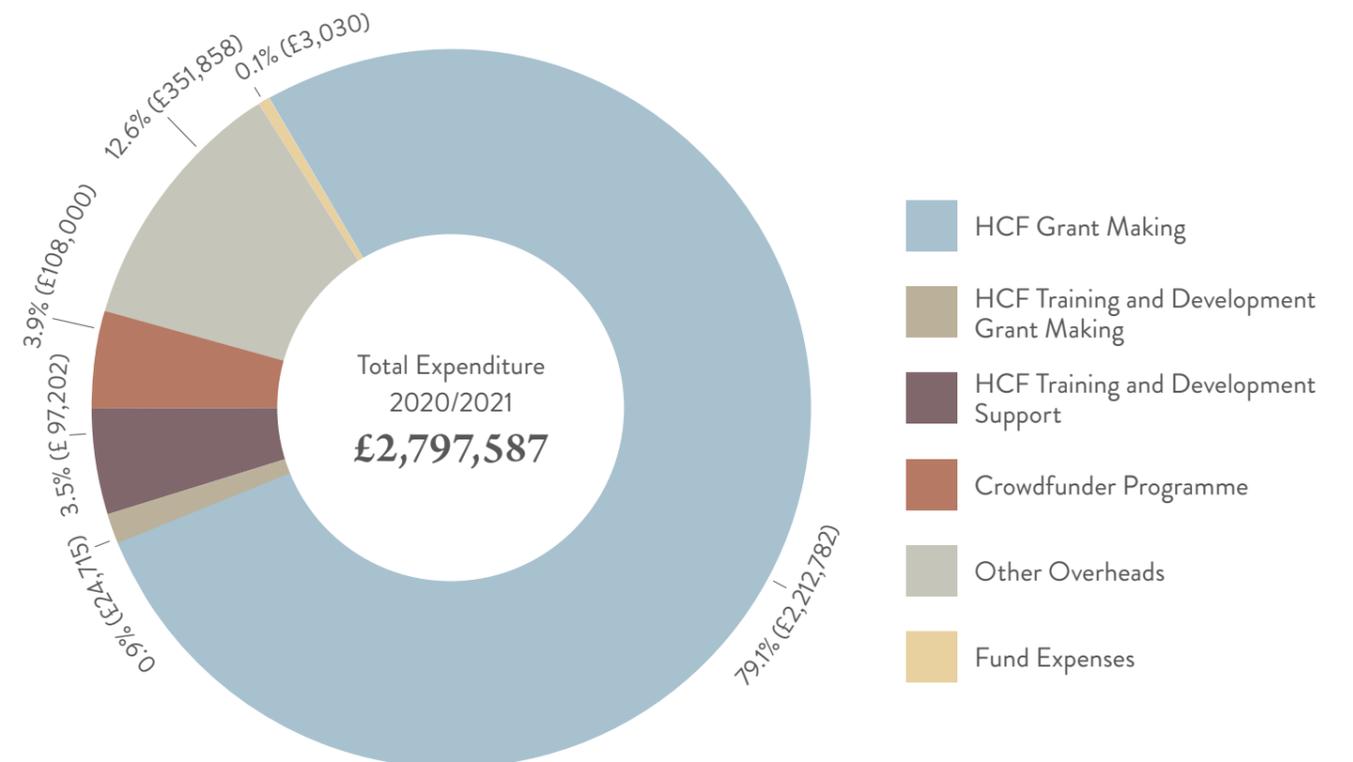
For further information please contact [helen.gray@hertscf.org.uk](mailto:helen.gray@hertscf.org.uk)

# Financial overview

## Income trends



## Expenditure (2020/2021)



The surplus of income over expenditure is largely due to increases in the value of endowment funds and the significant increase in grant making programmes. Surplus income is reinvested to maximise future grant making. To view a copy of HCF's full accounts please visit our website.





### Charitable Trusts

Blandford Trust  
 Burton Charitable Trust  
 CEF Ocado Foundation  
 Chaldean Charitable Trust  
 Connell Trust Fund  
 Cosaraf Charitable Foundation  
 David & Jennie Kirk Charitable Trust

David Wentworth-Stanley Charitable Trust  
 Donald Byford D Charitable Trust  
 Frank Litchfield Trust  
 Gretna Charitable Trust  
 Harpenden Building Society Charitable Trust

Laing Family Trusts  
 Macs Hart Trust  
 Masonic Charitable Foundation  
 Salisbury Charitable Trust  
 The Antony Hornby Charitable Trust

### 2020 Virtual London Marathon runners

Priya Clarke  
 Mass Fraulo  
 Emma Graham  
 Ray Mackennon  
 Brian McManus

Seatal Patel  
 Kate Poole  
 Carole Sheldrick  
 Peter Smyth  
 Luke Waller

### Fundholders

Affinity Water  
 Alphonse Fund  
 Arrowsmith Family Fund  
 Austin's Cahrity Trust  
 Bishop's Stortford Hospitals League of Friends Fund  
 Blandford Trust  
 Britvic Fund  
 Bryan Family Fund  
 Burton Fund  
 Buxton Family Fund  
 Cereal Partners  
 Charles Forster Legacy Fund  
 Chauncy Charity Fund  
 Chris & Fionna Grigg Fund  
 Cogs Trust  
 Connell Family Fund  
 Corbett Family Fund  
 COSARAF Fund  
 Dacorum Community Trust  
 David Laing Family Fund  
 David Poutney Fund  
 East Herts Community Chest  
 Elliston Family Fund  
 Fearon Family Fund  
 Frank Litchfield Fund  
 Friends of Bushey Seniors Fund  
 Go4it Fund  
 GPW & SKW Fund  
 Graham Rowlandson Fund

Great Munden Rural Fund  
 Griffin Family Fund  
 Hadley Trust  
 Harpenden Building Society  
 Hertfordshire Children's Fund  
 Herts in Trust  
 High Sheriff's of Hertfordshire Fund  
 Howard Family Fund  
 Hulm Woolcott Fund  
 John Groom Fund  
 Keith Cockman Fund  
 Matt Scales Fund for Aspiring Musicians  
 Myers Clark Fund  
 Nigel Copping Fund  
 Oaken Fund  
 Pamela Reed Fund  
 Paul Morris OBE Hertsmere Community Fund  
 Office of the Police and Crime Commissioner for Hertfordshire  
 Peter Woodpecker Fund  
 Price Waterhouse Coopers Fund  
 Quercus Fund  
 Richard Heighton Fund  
 Robert Gordon Fund  
 Ron Groves Memorial Fund  
 Savage Family Fund  
 Segro Fund

Shredded Wheat Fund  
 St Albans Fund for the Future  
 St Albans Mayor's Bursary Fund  
 Stefanou Foundation Fund  
 Stevenage Community Trust  
 Sue and Dave Smith Fund  
 The 3T's Family Fund  
 Tilley Family Fund  
 Trenchard Family Fund  
 Trower Family Fund  
 Watford Football Club Charity Fund  
 Wendy Thomas Youth Development Fund  
 Wooden Spoon Fund  
 Savage Family Fund  
 Segro Fund  
 Slough Estates  
 St Albans Fund for the Future  
 St Albans Mayor's Bursary Fund  
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 Trenchard Family Fund  
 Trower Family Fund  
 Watford FC Charity Fund  
 Wendy Thomas Youth Development Fund  
 Wooden Spoon GRE Fund

# Our people

## President

Robert Voss CBE, CStJ, Lord Lieutenant of Hertfordshire

## Patron

The Countess of Verulam

## Trustees

Henry Holland-Hibbert  
Anna Bates  
Sally Burton DL  
Jill Burridge  
Cllr Terry Douris  
Suzy Harvey DL

Will Hobhouse  
Gus Machado  
John Saner  
Simon Tilley  
Suzanne Westlake  
James Williams MBE

## Staff

Helen Gray  
Georgina Bowden  
Simone Deans  
Helen Doubal  
Nicky Fawcett  
Louise Marron  
Danielle Hood  
Linn Moyster  
Maureen Palmer  
Ana Siewniak  
Nicola Stokes  
Jack Tang

Foundation Director  
Grants Manager  
Office Manager  
Head of Grants  
Grants Manager – HAPpy programme  
Project Manager - HCF Training & Development  
Marketing Officer  
Finance Manager  
Grants Administrator  
Project Officer - HCF Training & Development  
Grants Manager  
Training & Development Kickstart apprentice

## Volunteers

Our activities are enhanced by the help of volunteers for which we are hugely grateful. We would especially like to thank:

Henrietta Buxton  
Biagio Fraulo  
Nick Powesland  
Theo Tilley  
Alex Wiltshire

## Accreditation



**New Hope Watford** works with people experiencing homelessness in the Watford area by providing both street outreach and accommodation services. They aim to support residents to ultimately live independently. Funding from the Police and Crime Commissioner's Fund for Hertfordshire aided daily activities at their Sanctuary to give residents engaging activities during the day, instead of wandering around the town centre.





Hertfordshire Community Foundation

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[www.hertscf.org.uk](http://www.hertscf.org.uk)

Company registration No: 08794474

Charity No: 1156082