



Working in Partnership with Professional Advisors

Helping you to exceed your clients' expectations and deepening the client advisor relationship

Established in 2003, Worcestershire Community Foundation is an independent, grant making charity. As the central platform for giving in the county, we are part of a national network of community foundations whose aim is to improve the quality of life for local residents by facilitating local giving.

Over the past decade, the Foundation has become a major funder to Worcestershire's voluntary and community sector. From providing funding to support a handful of community groups in 2003, we have now helped hundreds of small charities and groups since our creation, with our donors' grant making nearly £1,000,000.

Quality accreditation and governance

Worcestershire Community Foundation is Quality Accredited by UK Community Foundations. Formally acknowledged and recognised by the Charity Commission for England and Wales, Quality Accreditation is a programme which endorses and encourages best practice by Community Foundations. Achieving Quality Accreditation demonstrates that a Community Foundation delivers to a standard and assures quality and accountability.

We view corporate governance as one of our most important responsibilities. Public confidence in the transparency and accountability of the work of charities has never been more important. Our promise to our donors is that, whatever the size and nature of their contribution, they can be sure it is going where it is needed and will do the most good.

Need in Worcestershire

It doesn't make easy reading, but it is important to highlight the extent of deprivation which exists in Worcestershire. Our beautiful and much visited county, which has so much to offer, still faces many challenges of disadvantage and social need – and much of it is hidden.

Popular notions of poverty and deprivation in Britain often assume they are problems confined to inner city areas and large housing estates. The reality can be very different. Social need is on a far larger scale than many are aware of. Income deprivation affecting children, for example, is particularly concentrated in the larger towns in Worcestershire. ➤



Nearly 80,000 people in Worcestershire live in income deprivation at the most minimal living standard provided by welfare benefits and well below the 'poverty line'. There are thirteen Lower Super Output Areas (LSOA's) which fall within the top 10% most deprived area and above nationally average, with associated multiple and complex needs attached. The number of people aged over 65 with a limiting long-term illness in Worcestershire is above the national average and on track to continue rising between 2011 and 2021 by 31%, from 54,500 to 71,400. Over 35,000 people currently live in fuel poverty and over 600 children have received counselling following sexual abuse in the last three years. In addition to this the predominantly rural nature of the county amplifies some problems and creates additional ones such as personal isolation and transport issues.

Worcestershire Community Foundation was established to help address these issues and other emerging needs. Through our research and understanding of local issues, our purpose is to enable donors to undertake informed and targeted grant making to the causes they care about.

Our work with you

As individuals understanding of social needs and their role in supporting their own communities increases, there is growing interest to learn more about philanthropy and charitable giving and the options available to them. Good advice in this area is important.

Working together we can provide a fully inclusive offering to help you meet your clients' charitable goals and exceed their expectations in terms of the range of options available to them. Whether you are a lawyer, accountant, financial planner, investment advisor or have a specific interest in the technical aspects of planned giving, by combining your expertise with our experience in advising on philanthropy, together, we can ensure that your clients' charitable giving meets the causes they wish to support.

We provide a range of options for private clients who are interested in:

- Leaving a legacy or gift in their will
- Transferring the burden of running a charitable trust
- Setting up a personal fund
- Setting up an 'In Memory' fund

You will find information on these aspects of charitable giving within this pack.

Corporate Donors

We offer similar support to corporate donors (including businesses of all sizes, solicitors, accountants and land agents etc.) who have an interest in the local community and are interested in putting their corporate social responsibility into practice.

Charitable Trusts

We can also take on existing charitable trusts that are ineffective on account of difficulties in identifying beneficiaries or attracting new trustees. We provide a range of options from assisting with grant making to taking over legal responsibilities for the trust completely, yet with clients retaining an interest. You can find out more about that in our information on Charitable Trust Transfers.

Benefit to your Clients

Community Foundations are an ideal vehicle for philanthropists to put some structure around their giving in a tax efficient way. It offers a flexible alternative to creating conventional charitable trusts or a foundation, which can prove complicated and costly to set up and administer. The administrative and governance burden on trustees of running a conventional charitable trust is ever increasing which, understandably, can be off-putting to many clients.

We offer a practical solution, making charitable giving to local causes stress free, easy and enjoyable for clients, whether the amounts they set aside are large or relatively modest.

In line with the Charity Commission's advice (see insert), our purpose is to ensure that donors are aware of the full range of options available.

Whether your client is looking to establish a personal fund through a lifetime donation or a legacy in their will, or wishes to reduce the administrative burden of an existing trust, we can work with you and your client to find the best solution.

By working with Worcestershire Community Foundation, you and your clients can benefit in a number of ways:

- **We are local** – your clients' funds will be used to support the local community in which they live and work. They can visit projects and see for themselves the positive impact that their charitable giving achieves.
- **We are impartial** – you may be reluctant to recommend specific charities to your clients for reasons of impartiality. We do not favour any particular cause or theme.
- **We are flexible** – with a named family fund (which operates in a similar way to a charitable trust), your clients choose the causes they wish to support. Grants can be made to charitable causes and not just registered charities (for example, improving health and wellbeing or access to learning and improving skills and employability). Clients can change their focus at any time which enables them to respond quickly to emerging social need. Clients can be involved as little or as much as they like.
- **We are quick and efficient** – we can set up a named fund after one meeting rather than waiting several months or longer to register as a charitable trust.
- **We make giving easy** – we promote the fund and invite applications from community groups to fund their project, review grant applications, provide summaries of the projects, check validity and that the charity's or community group's project falls within the Foundation's charitable objectives. We arrange for the donations to be made from the fund and undertake monitoring to ensure the money has been spent on the project and to measure the impact it has made.
- **We are knowledgeable** – we have unparalleled knowledge of local community need and can match your clients' interests to specific projects, causes and initiatives. ➤

- **Your clients decide which projects to support** – we encourage donors to have full involvement in decision-making including which community projects to support and the level of funding. Ultimately, responsibility lies with the trustees of Worcestershire Community Foundation and grants can only be made following their ratification.
- **We help clients give tax-effectively** – as a registered charity we are an ideal vehicle for all methods of tax-effective giving, offering significant tax benefits for your clients including relief from income tax, capital gains tax, inheritance tax and corporation tax. We can also accept gifts in cash, shares, land, property or other assets which can also be made tax efficiently.
- **We are here to stay** – if a client leaves a legacy in a will today, it is possible that the charity or cause they wanted to fund is either no longer in existence or in need of assistance by the time their will comes into effect. With a named fund, our trustees have discretion over the distribution of gifts left to them. We can ensure that the original intentions of your client are carried out without having to approach the Charity Commission for a variance of the original deeds of a trust or intentions in a will.
- **We are transparent** – we ask for a contribution towards our administration costs for managing a fund which varies depending on the size and type of fund and we agree this, up front, with donors. We operate with a very low overall administrative overhead, which means that more money can go out in grants to the community.
- **We carry the financial and legal responsibility** – setting up a personal charitable trust can be time consuming and costly to establish and administer. The onus on trustees is increasing – to invest and monitor the investment of funds, to ensure regulations are followed in grant making, to meet the stringent needs of accounting requirements under SORP as well as the independent scrutiny of the accounts. With a named fund at Worcestershire Community Foundation, all these responsibilities lie with our trustees.
- **Above all, our offering is personalised** and very flexible so we will be able to find a solution that meets, and maybe even exceeds, your clients' needs and expectations, which we know will strengthen and deepen your relationship with them.

To find out more about how we can work in partnership with you please email Peter MacKenzie-Shaw Peter.wcf@comfirst.org.uk or contact by phone on **07980 605948**

