



Oxfordshire
Community Foundation
Local people helping local people

OUR IMPACT
2014

WHAT DO WE DO AND WHY?

Oxfordshire Community Foundation is a charitable organisation that connects donors with dynamic local causes that make change happen.

Our organisation is one of 48 community foundations across the UK, and over 1,700 similar foundations across the world. We work with our generous donors to build a permanent, flexible and growing source of local charitable funding that will directly address the needs of Oxfordshire's most vulnerable.

OUR VISION:

For communities in Oxfordshire to thrive, and for disadvantage and social exclusion to be a thing of the past

OUR MISSION:

Harness wealth, wisdom and skills to deliver community investment in Oxfordshire



www.oxfordshire.org

A REAL INVESTMENT IN OXFORDSHIRE

Following a year of unprecedented success, we have big ambitions for a better Oxfordshire as the community foundation shifts up a gear.

2014 has been a wonderful, ground-breaking year for our community foundation. We received our highest ever amount in annual donations – topping a million pounds. And what a great time to be doing it – just as we are marking 100 years since the world's first community foundation was created in Cleveland, Ohio.

This milestone has been something of an inspiration to us. In Cleveland, the foundation has generated not only an impressive 976 million dollars' worth of gifts from the public, but an extraordinary four billion dollars in community investment. They have multiplied the value of their

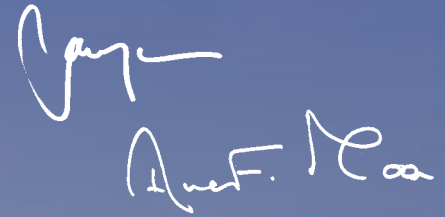
investments four times – and all of this in a city that has a smaller population than we do in Oxfordshire.

It is in this expert 'gearing' that the community foundation model really comes into its own. In Oxfordshire, we have exceeded all of our targets thanks to our donors, who have really got behind initiatives such as the government's Community First match-funding challenge. This has enabled us to turn their generous gifts into remarkable contributions that will help community organisations for years to come.

But we are ambitious, and want to be doing so much more. We know this is possible because other community foundations right here in the UK have been making progress similar to Cleveland's. If we can grow our community investment in the same way they have, we think we can make

an even greater impact on lives of the most vulnerable in our county. In this report, we are delighted to share with you how we plan to do so.

Thank you so much for your support.



**Jayne Woodley, CEO
and Anna Moon, Chair**



THE TWO OXFORDSHIRES

Oxfordshire is a place of great wealth and great beauty: a thriving economy and technology industry, two world-class universities, elegant towns and stunning countryside. But when you look below the surface, there are areas of the county where poverty and social exclusion are some of the worst in the UK.

There are 18 areas that are in the **top 20% most deprived nationally**

There is a **drop in life expectancy of 10 years** in areas 10 minutes apart

There are some areas where 40–50% of adults have **no educational qualifications**

15,000 of the county's isolated older people are living **below the poverty line**

11.7% of children live in poverty in Oxfordshire; 9% in severe poverty

More people sleep rough in Oxford than anywhere else in the UK, excluding Central London



Sources: Director of Public Health Annual Report for Oxfordshire; Oxfordshire Insight; Age UK Oxfordshire; Oxford Homeless Pathways

WHAT WE'RE DOING TO HELP

In 2013–14, we were proud to support a wide variety of deserving local community initiatives, benefiting Oxfordshire residents of all ages, ethnicities and abilities. We awarded £205,713 in grants to 123 different community groups; here are just a few highlights.



CELEBRATING 100 YEARS OF COMMUNITY FOUNDATIONS

Since the first community foundation was created 100 years ago, the movement has grown to include over 1,700 foundations in 51 countries worldwide, with 48 in the UK alone.



Philanthropy pioneer Fred Goff was a man with vision. He discovered that many of his nineteenth-century

predecessors had left benevolent wills and significant sums of money to benefit causes that had since become obsolete. Goff realised that a better way to ensure a community's future was to create a fund that was held by its citizens in perpetuity, used at their discretion to address the needs of the day. This was the philosophy behind his establishment of the first ever community foundation in Ohio.

The first foundation in the UK was in Swindon, founded in 1975, and the model has become increasingly widespread as truly local charitable giving has experienced a resurgence.

Community foundations across the UK

- Nearly £500 million is being managed, in aggregate, by community foundations across the country.
- Community foundations are now the largest private grant-maker in the UK, supporting over 20,000 community-based charities and groups each year.
- UK community foundations aim to grow their total combined endowment to £1 billion by 2020 – and Oxfordshire needs to contribute £10 million to help reach this objective.



Quality accredited by
UK Community Foundations
to standards endorsed by
the Charity Commission



THE POTENTIAL IN OXFORDSHIRE

At OCF, we're building our ability to make our community a better place. Nonetheless, given the potential for charitable investment in the county, we think there is so much more we could do:

- **We are currently holding £2.9 million in investments. But surely Oxfordshire can do better than Norfolk, Cumbria and County Durham, whose community foundations each hold more than £10 million in charitable funds?**
- **We have awarded £4 million in grants since we started in 1995, benefiting 2,385 local projects. However, Kent Community Foundation awarded the same amount in just 12 months during 2013–14!**
- **We are the 12th fastest growing community foundation in the UK – but we want to overtake Cambridgeshire, Buckinghamshire and Lincolnshire, all of whom are growing faster than we are in Oxfordshire.**

In the coming years, we want to grow Oxfordshire's nest egg, and reach the same league as some of our peers.



A MANIFESTO FOR THE NEXT GENERAL ELECTION

The UK Community Foundations (UKCF) umbrella organisation has published a series of recommendations for the next government elected in 2015. Here are some highlights:

Create a new match-funded scheme

- From 2011 to 2014, philanthropists have been encouraged to donate more thanks to the 50% funding boost provided by the government's Community First Endowment Challenge. UKCF wants the next parliament to build on this momentum by starting a new challenge.

Enable tax-efficient lifetime legacies

- Lifetime legacies would enable donors to pledge part of their estate to charity, whilst still retaining the benefit of the income during their lifetime, allowing them to be extremely tax efficient. UKCF wants the next government to establish a clear system to promote this.

Reduce the number of new private trusts

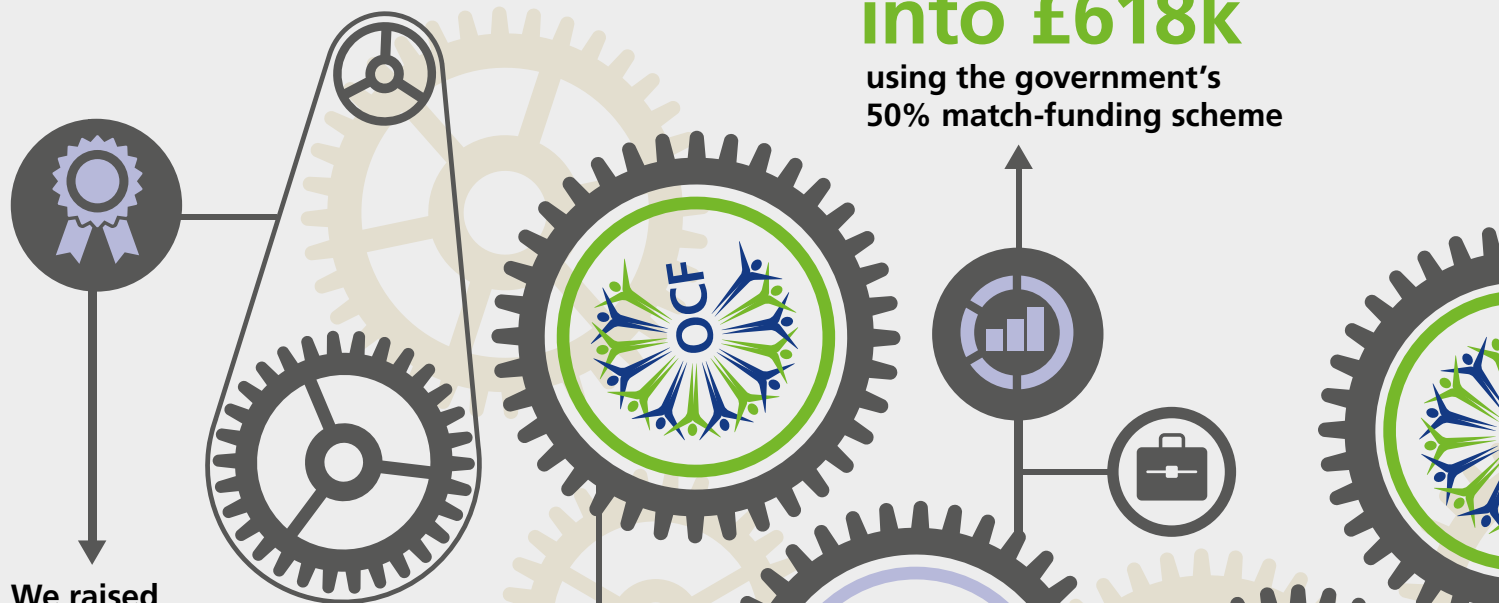
- Setting up a personal charity or private trust creates a lot of work in terms of governance and infrastructure, whereas donor-advised funds are much more efficient. UKCF wants the Charity Commission to actively encourage the creation of more donor-advised funds and fewer private trusts.

2013–14: OUR YEAR IN NUMBERS

We turned

£412k
into £618k

using the government's
50% match-funding scheme



We raised

£1,072,000

in gifts from
our generous
philanthropists

– the highest level ever
achieved in a 12
month period



We set up

6 new
named
funds

saving donors the time
and difficulty of creating
their own charity



We awarded

£205,713

in grants to 123 organisations

that help vulnerable people of all
ages, abilities and backgrounds

We have grown our charitable endowment fund by

146%

over the past 12 months, and it now stands at £2.9 million

1 in 4

of Oxfordshire's residents is estimated to either benefit directly from one of our grants, or know someone who has

We provided a

10x

return on investment

delivering more than £10 in combined grant-making and new endowment donations for every £1 of running costs

We moved up the UK Community Foundations success table

16 places

CHAMPIONING PHILANTHROPY IN OXFORDSHIRE



None of our work would be possible without the support of our wonderful donors and patrons. Our community has benefited not only from their extraordinary generosity, but also from the part they play as ambassadors for our cause and as role models to their peers. Their belief in our work is what allows us to grow a sustainable legacy for Oxfordshire.

OCF president and patrons



Tim Stevenson OBE is our president, and Lord Lieutenant of Oxfordshire. He is a passionate advocate for the need for community investment in Oxfordshire.



In October 2014, we were very sad to hear of the passing of **His Grace the 11th Duke of Marlborough**, who had been our patron since we were formed in 1995, and was always a faithful supporter of our work.



Sir Hugo Brunner KCVO is a former Lord Lieutenant of Oxfordshire, and continues to be a sterling proponent of our work.



The Ponsonby family

The late Sir Ashley Ponsonby was OCF's original founding president, and Lord Lieutenant of Oxfordshire 1980–96. His vision was that the foundation would promote small local causes that might otherwise struggle to have their voice heard. Without him, many organisations doing vital community work may have been ignored by larger funding bodies. We are delighted to have the ongoing support of Sir Ashley's family, in particular his sons Charles and Luke.



The Fleming family

Long-term supporters of OCF, Robin Fleming CBE and his family made the first gift that enabled us to start our endowment fund. Their unwavering support ever since has been the backbone of our growth over the past 19 years. We are delighted that Robin's son, Rory, has agreed to host an event for OCF at the Fleming Collection in London in 2015.



The Buxton and Wood families

Dr Robin Buxton MBE DL is a renowned ecologist, and along with his mother Lady Audrey Wood and stepfather Sir Martin Wood, is a founding donor to the new Future-Building Fund. The family manage the Patsy Wood Trust in memory of Robin's half-sister, who passed away in 2007, and have provided valued support to OCF over the years.



David and Claudia Harding Foundation

David Harding is founder of Winton Capital Management, now one of the world's largest hedge fund companies. Through their private foundation, David and his wife Claudia have recently added a local element to their substantial philanthropic portfolio by making a significant contribution to our endowment fund, which was uplifted by a further 50% through the Community First match scheme.



Anonymous fund

Sometimes, our donors wish to remain anonymous. One of our newest philanthropy fellows started working with us after selling their business. Wanting to build on their existing charitable endeavours, they have used our Community First match to boost an already significant donation. This themed fund will focus on sustainability, to benefit our community and its people, animals and environment.

OUR NAMED FUNDS

Potential donors and fundraisers can set up a named fund with the community foundation. Named funds eliminate the time and bureaucracy associated with creating a new charity. Working under the foundation's umbrella, fundholders gain access to OCF's professional advice, local knowledge and established infrastructure.



Jane MacTaggart Fund

Jane makes an annual donation to her fund, using it to award grants themed around the causes that she feels most passionate about: mental health, depression and women's issues.



Her Majesty's Diamond Jubilee Legacy Fund for East Oxford

Initiated by Imam Monawar Hussain, this fund supports disadvantaged people in East Oxford, with a focus on working across cultures.



Meech Centenary Trust

Manufacturing experts Meech have set up a fund to help young people to find work or get back into education in and around West Oxfordshire.



Midcounties Co-operative Community Fund

The MCCF funds local projects working wherever there is a Midcounties store, and where at least one individual from the group benefiting is a member.



What Martha Did Next

Single mother Anne-Marie Cockburn set up this fund in memory of her daughter Martha, who died in 2013 (aged 15) after swallowing half a gram of MDMA powder.



Maggie Evans Fund

Maggie's family created this fund in her memory. The fund is used to help children discover a love of stories, languages and reading – which were Maggie's own passions.



Legacy for a Legend

This fund was set up in memory of Paul Thompson, who died from a sudden cardiac event. The fund is used for first aid training and to install defibrillators in community areas.



Coventry Building Society Community Fund

This fund aims to improve the quality of life for disadvantaged people living in deprived areas, especially children or the elderly, and those with disabilities or mental illness.



Withy King

Law firm Withy King enables us to continue our work by making a contribution towards our core costs, thereby sharing in OCF's success.



Charity Mentors

This fund helps local professionals and businesses share their expertise and skill with community enterprises in Oxfordshire.



Future-Building Fund

Established by a core group of committed and generous donors, this new fund helps social organisations and charities to become more resilient and sustainable. Strategic grants of up to £75,000 are awarded for projects that demonstrate realistic plans for increasing reach and impact well into the future, and the panel provide their support for a period of up to two years.

OUR FINANCES

OCF had an exceptional year in 2013–14, with an unprecedented number of donations. These have increased our endowment fund to just shy of £3 million.



This is largely as a result of momentum built up over the last three years, which has achieved 179% growth in our endowment funds. We have also grown our annual level of philanthropic donations for grant-making by 100%, to £644,000 over the same period.

This is significant progress when considered against a backdrop of economic austerity and public sector funding cutbacks – yet clear evidence of an organisation with an ambitious and engaging strategy to remain financially independent and sustainable.

“It is more difficult to give money away intelligently than to earn it in the first place.”

Andrew Carnegie

OCF AND THE CHARITY COMMISSION

- Oxfordshire Community Foundation is a **Charitable Incorporated Organisation (CIO)**, Registered Number 1151621.
- In January 2014, OCF received the Charity Commission-endorsed **Quality Assurance (QA3)** rating, confirming that our organisation operates in a systematic and highly accountable way, with an external veracity and trustworthiness.



OUR INVESTMENT PORTFOLIO

OCF's capital funds are invested through CCLA and Brompton Asset Management. CCLA is the investment fund manager for any donations allocated to our Community First Endowment Match Challenge, which has enabled us to add 50p for every £1 invested.

Total return gross investment performance across all our funds, net of costs for year ended 2014, was 5.5%.

CCLA
GOOD INVESTMENT

RETURN ON PHILANTHROPIC INVESTMENT

OCF is an efficient enterprise, employing just four dedicated staff in modest offices. This means that the return on philanthropic investment (RoP) we are able to deliver for our donors is notable, and growing significantly year on year:

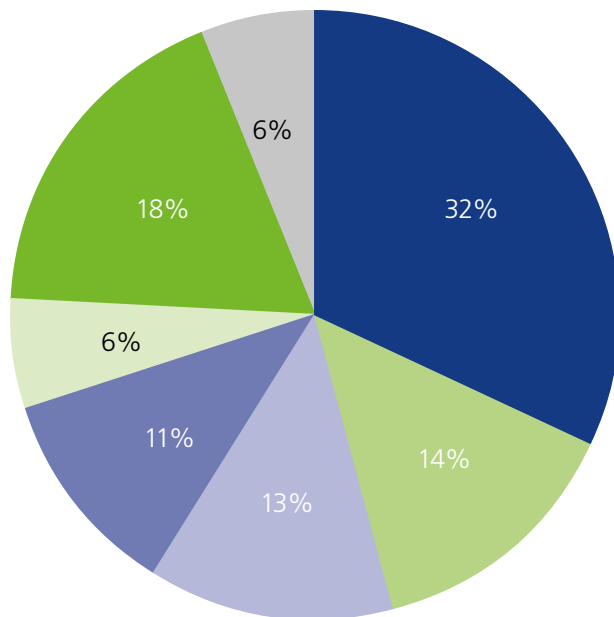
	2012–13	2013–14	2014–15 (projected)
1 Donations*	£323,426	£901,826	£1,071,000
2 Grant-making	£211,611	£205,731	£342,262
3 Impact (1+2)	£535,037	£1,107,557	£1,413,262
4 Staff costs	£112,910	£109,458	£113,023
RoP (3÷4)	5 x	10 x	13 x

* Specifically to endowment

EXTRACTS FROM ACCOUNTS

Funds	2012–13	2013–14	2014–15 (projected)
Unrestricted	£319,620	£221,246	£118,000
Restricted	£159,045	£180,642	£1,035,642
Endowment	£1,971,571	£2,873,397	£3,944,397
Grant-making	£211,611	£205,731	£342,262

OCF accounts are audited by Wenn Townsend Chartered Accountants, Oxford. Full accounts can be found on our website along with a full list of all grants made in the financial year 2013–14. OCF manages a wide range of grant-making programmes, each of which vary in the amount of funding available, criteria and maximum size of grant possible.



GRANT DISTRIBUTION BY OXFORDSHIRE CONSTITUENCY

Oxford East	32%
Oxford West and Abingdon	14%
Banbury	13%
Witney	11%
Henley	6%
Wantage	18%
All constituencies	6%

THE FUTURE'S BRIGHT...

We have enjoyed a truly great year in 2014. But we're always looking ahead too – and we're constantly seeking new ideas. Let us know if there's something you would like to see.

FORTHCOMING EVENTS



Oxford Union debates

We held our first event at the prestigious Oxford Union in 2014, and we're planning more lively debate in 2015.



Business challenges

We've been involved in several challenges for business teams, from sports days to a corporate choir. Watch this space for more of the same.



Philanthropy seminars

Our CEO impressed crowds at Said Business School at the 2014 Catalyst for Collaboration event, and we'll be hosting more seminars in the coming months.



21st birthday at Broughton Castle

To celebrate our promising start and stellar future, we will be holding a birthday extravaganza at the ancient seat of the Fiennes family in 2016.

HAPPY BIRTHDAY TO US!

WE TURN 21 IN 2016

By 2016, OCF would like to:

- Be amongst the top five community foundations in the UK (we're already number 12 of 48 in terms of growth)
- Grow our endowment to £6 million, on track for £10 million by 2020
- Build stronger community leadership and unrivalled partnership working via our philanthropy fellowship work
- Award bigger and more strategic grants based on thorough research into the state of the charity sector in Oxfordshire



THE HIGH SHERIFF'S CHALLENGE

During 2014, we've been working with Oxfordshire's High Sheriff, Tony Stratton, who has set a series of challenges for 22 enthusiastic Oxfordshire businesses. And we'd love to get more companies involved in 2015.



Each company has pledged up to £7,500 to take part in the High Sheriff's Challenge. In return, they have the opportunity to enter participants for:

- An **Olympic Challenge** at Iffley Road Sports Ground (the venue for Roger Bannister's iconic four-minute mile), with awards presented by renowned sportsmen Matt Dawson and Greg Searle
- The **High Sheriff's Choir**, conducted by John Lubbock of the Orchestra of St John's, in the splendid surroundings of Blenheim Palace
- A day **shadowing their local police force** in the field, by private invitation of the Chief Constable
- A **business lecture** at the Said Business School, delivered by prominent businessman Allan Leighton, former ASDA CEO

The funds raised are managed by OCF and will be distributed between three charities: Music for Autism, Access Sport and OCF itself.



Next year's High Sheriff, Tom Birch Reynardson, is keen to build on this success and to establish a dedicated High Sheriff's Fund under OCF's umbrella. This would focus on initiatives that encourage a reduction in crime in our county.

CHIC
OUTLET
SHOPPING
BICESTER VILLAGE

BLACKWELL'S

BOOKER
Group plc

ByBox

CPM

debbie & andrew's

FOUR
PILLARS
HOTELS
With us, you're at home

Grant Thornton
An instinct for growth™

Infineum

Lucy

Meech

Milton Park

Oxford
Immunotec
Harnessing the power of T cell responses

S&P
INSTITUTE

Sainsbury's

savills

scottfraser

smeg
technology with style

the quantic group
DELIVERING GROWTH LEADERSHIP

UNIPART
GROUP

VERTEX

vsl
PARTNERS

COULD YOU BE PART OF OUR FUTURE?

We're always looking for passionate, skilled people to help us drive our ambitions. Why not join us?



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hunts

Brochure produced in collaboration with Hunts, who are also OCF supporters. In 2013 a team from Hunts completed the Three Peaks Challenge, raising money for OCF.

