

# H&F GIVING

*Formerly 'United in Hammersmith & Fulham'*

## IMPACT REPORT

2020-21



*"H&F Giving improves  
lives and makes change  
happen by connecting  
donors with  
local people in need."*

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# MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR

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This year will forever be marked as pivotal in our minds.

In our borough, high levels of need skyrocketed. Income inequality was exacerbated, and people could be seen rough sleeping or queuing for food banks. Hardship also surged behind closed doors, as children experienced tech poverty, and women fell victim to domestic violence. Unemployment and ill health also increased in many ways.

Supporting people was more important than ever. That is why we launched and distributed from one of the first coronavirus appeals and grant programmes in the capital, if not the entire UK. Our tiny team of one raised more than £130,000 in gifts in the first few weeks, enabling the provision of emergency food packages, extra mental health services, and much, much more, to help people cope.

We were proud this was recognised by Sir Kenneth Olisa, Lord-Lieutenant of Greater London, in a letter to the Director.

However, we knew that more had to be done, which is why we continued to fund local solutions to benefit and uplift the lives of all locally.

*"Supporting people was more important than ever."*

We adapted our Warmer Together campaign to help ensure 500 hot Christmas lunches could reach isolating older people, and partnered with the council to distribute £140,000 in grants for children and young people in need of basic essentials.

We also facilitated significant employee volunteering and in-kind support, including directing hundreds of packed lunches to children in poverty.

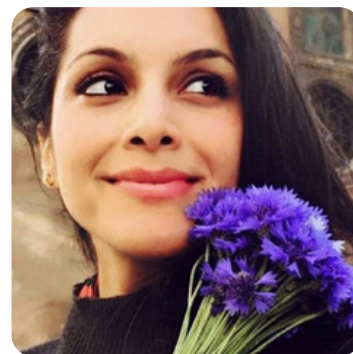
Most of all, we tried to listen and respond to those most in need, which meant improving our data systems so we can further focus on impact.

After the important Black Lives Matter movement hit the news, we considered our own shortcomings, and so we sought to diversify our board - an ongoing process - and hired six representative community members to establish a grant awarding committee.

Now, as we look back at this journey that Chair Kevin McGrath OBE took us on as our first ever chair, we welcome you to stay with us as H&F Giving, with our incredibly motivated team that looks to create even longer term change for marginalised local people.



**Joanna Kennedy**  
Chair of the Board of Trustees



**Savraj Kaur**  
Executive Director

# OUR YEAR IN A SNAPSHOT

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WE BEGAN TO  
IMPROVE OUR BOARD  
REPRESENTATION BY  
RECRUITING MORE  
DIVERSE EXPERTS

WE FORGED DYNAMIC  
NEW PARTNERSHIPS TO  
IMPROVE OUR  
BOROUGH



WE ENCOURAGED THE  
COMMUNITY TO HELP THOSE  
IN NEED DURING INCREDIBLY  
CHALLENGING TIMES

**771**

activities funded

**£276,000**

**GRANTED TO LOCAL PROJECTS**

FOR CHILDREN & FAMILIES  
LIVING IN POVERTY

**32%**



**£132,000**

RAISED FOR RAPID RESPONSE  
ONE OF THE U.K'S FIRST COVID-19  
APPEALS TO GO LIVE





Hestia supplied tablet PCs to women and children who have fled abuse, to enable digital access and home schooling.

*"We are very appreciative of the support of local people and businesses via H&F Giving."*

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**PAULA MURPHY**  
Director, Hestia



# CORONAVIRUS EMERGENCY RESPONSE

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**In March 2020, as the UK struggled with rising coronavirus rates and we began to see the devastating effects it was having on our community, we knew we had to do something – and fast.**

We launched the Community Coronavirus Appeal to enable local individuals, businesses and foundations across the borough to support those most in need.

The council partnered with us, and the community responded with incredible compassion and generosity to support local organisations working tirelessly to keep everyone safe, fed and well.

Thanks to this generosity, we were able to distribute £132,000 in funds to more than 100 groups working with people who faced risk because of the pandemic.

As a result, a huge amount of extra help was ensured for residents who were housebound, forced to isolate, or experiencing difficulties. This came in the form of culturally sensitive food packages, tech provision, employment support, mental health services, and more.

Many thanks to local individuals, companies, trusts and foundations, including **Fever Tree Ltd.** for kindly giving during these challenging times.



A volunteer at the White City Interfaith Partnership, providing essential food packages to those in need.

*"If we work together, we can bring things into the neighbourhood that will lift everybody."*

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**BEN HUMPHRIES**

**Co-Leader, White City Interfaith Partnership  
between Church of England, Roman Catholic  
Church and Islamic Communities**

# HARDSHIP GRANTS

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**As we passed months of consecutive lockdowns, winter – a time when budgets are usually stretched anyway – proved tougher than ever for some families. Our Winter Wellbeing Community Fund focused on addressing some of their most pressing needs.**

The fund was supplied by H&F Council, who sourced it from central government as part of a larger programme, with a focus on supporting struggling families with children over the winter months.

Groups could apply for help in providing essentials, including food, toiletries, white goods and utility bills. We received almost half a million pounds worth of applications, which reflected the extent of local charity need.

As such, £143,000 granted went to 32 local projects, including leaders from the three faith communities, who pooled their energies and resources to support those struggling as a result of poverty and educational disadvantage.

Cllr Sue Fennimore, Deputy Leader of H&F Council, praised the hard work of all projects and H&F Giving: “By helping to channel grants to grassroots activities it could be used most effectively.”

Many thanks to **H&F Council**, as well as our panellists who ensured rapid distribution in what was our biggest grant programme yet.



Volunteers who helped to prepare and deliver Christmas meals for over 500 older residents.

*"This great initiative ensures that many local residents who might otherwise be on their own or not having a proper meal, will be enjoying a fantastic Christmas lunch."*

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**VI CHU & BEN ANDERSON**  
**W12 Centre Manager, and Landsec**  
**Social Sustainability Manager**

# H&F'S BIG CHRISTMAS LUNCH

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**We transformed our usual 'Warmer Together' fundraising campaign to create a socially distanced, friendly Christmas Lunch for those who would normally attend an event at the town hall.**

More than 500 older local residents enjoyed a delicious and freshly cooked Christmas meal after we met our target to raise £16,000.

The operation itself was managed by H&F Council and supported by the Smile Brigade, who prepared the meals in their community kitchen along with volunteers, as well as local e-Cargo Bikes who made eco-friendly deliveries on 25 December.

Cllr Ben Coleman, H&F Cabinet Member for Health and Adult Social Care, said: "We're determined that nobody should be left out at Christmas and have worked hard to ensure we can still support them with a hot meal delivered to their home."

A huge thanks to the **McGrath Charitable Trust** who match funded almost £5,000 of individual donations, and to **Landsec** for its £5,000 boost. Thanks also to the **Hurlingham Club** who donated the turkeys, and **H&F GoodGym** and other volunteers for rolling up their sleeves to peel spuds, and more.





St Andrew's offers a drop-in service for the homeless, providing hot meals, free toiletries and second-hand clothing.

*"The funding has enabled us not only to continue, but to provide a generous and welcoming service which has been a life-line to our guests."*

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**THE REVD LESLEY BILINDA**  
Vicar, St Andrew's Church, Fulham Fields

# SMALL TAP, BIG CHANGE

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**More people were at risk of homelessness this year. That's why we continued to support Hammersmith BID's 'Small Tap, Big Change', an initiative which aims to combat challenges associated with rough sleeping in Hammersmith & Fulham.**

Donations from the council, a trust and individual collections via text and web donations replaced our traditional 'tap' donations as shops closed. As a result, we raised £12,000 to be split between Barons Court Project, Glass Door, St Andrew's Church and The Upper Room.

Between them, these local homeless charities offered safe spaces and wraparound services including food, essentials, legal advice, and an antidote to those feeling the effects of loneliness and isolation.

Savraj Kaur, Executive Director of H&F Giving, said: "All four organisations have served those who do not have the comfort of somewhere to safely 'stay home' in, and are under growing pressure to meet increased demand."

Many thanks to **Vintners Charitable Foundation** and a local corporate for their larger gifts, as well as to all the volunteers who helped provide the four charities support to continue during difficult times.





A local resident receiving a refurbished bike as part of the Pedal Gives Back scheme.

*"We have turned a dream into reality – upcycling abandoned bikes and donating them to those most in need."*

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**NICKY REDFORD**  
Co-Founder, Pedal Back Cycling

# PEDAL GIVES BACK

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**We partnered with Pedal Back Cycling of Fulham to begin a 2-year project which will see 100 free bicycles directed to locals who are living in poverty. The bikes have been donated by South Western Railway and upcycled professionally.**

The process has seen local community groups refer residents to join a waiting list to receive a suitable upcycled bike when it becomes available. Once a match is found, the budding cyclist is given free training to smoothly get back on the roads, and invited to join a supportive cycling community.

The scheme aims to boost the mental health and wellbeing of those who have struggled to access outdoor spaces during the pandemic, as well as provide a safe, alternative way to travel across the borough and beyond.

It was welcomed by Cllr Wesley Harcourt, H&F Cabinet Member for the Environment, who said: “This is an impressive example of collaboration between a charity and a cycle shop... targeting the help to those who need it most.”

One mother was referred by Solidarity Sports. Director Sean Mendez said: “Thanks to the partnership for very kindly donating a refurbished bike to one of our mums. This is such a great initiative.”

Many thanks to **South Western Railway** for providing bikes which need a new home, and to **Groundwork London** for a 2-year grant to fund the scheme.



Immediate Media packed more than 300 food boxes for local children at risk of holiday hunger.

*"We want to help the community we work in and look forward to working with everyone again."*

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**ALI FOSTER-GROSE**  
Director of Events, Immediate Media

# CURRENT AFFAIRS

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**In addition to fundraising and distributing grants, our small team keenly stepped up to respond to unexpected events quickly, as we monitored changes in the political climate and current affairs. We often could not do this without the kind offer of support from corporates, trusts and the local authority.**

With approximately 20% of children in the borough eligible for and claiming free school meals, Marcus Rashford's campaign to eliminate holiday hunger during lockdown spurred many into action.

This included Immediate Media of Brook Green, who asked us how they could use their café to prepare extra meals for those who had fallen through the gaps. Within days, we facilitated their reaching 330 children from groups including Dad's House, which helps single dads with the practicalities of raising their children alone.

Then, days after International Women's Day and in the middle of Women's History Month, Sarah Everard's disappearance and murder sent shockwaves through the community, bringing up feelings of trauma for many women and girls all over the country. We responded by sourcing £10,000 from council funds, and directing this to Advance Charity, that works locally for a violence-free world for women.

A huge thanks to **Immediate Media, 245 Hammersmith,** and other local corporates for consistently stepping up to help those on their doorsteps, at times that are hardest.



Our six Community Grants Panellists who will be assisting with allocating funds to local initiatives.

*"It fills me with immense pride to know that I will be able to give back even more to the borough that has given so much to me."*

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TREY CAMPBELL-SIMON  
Panellist, H&F Giving

# RECRUITING REPRESENTATION

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**As we saw the world erupt in protests and pleas for justice, the summer of 2020 brought the Black Lives Matter movement to the forefront of our lives, leading us to reflect on the diversity within our own organisation.**

Although an ongoing process, we realised that, in order to ensure fair representation of and give voice to the many cultures that form part of our rich and diverse community, we needed to make changes.

In March 2021, we launched our first ever Community Grants Panel, distributing decision making power to local people. Six residents were selected, each of whom bring their own unique insights and experience to represent the needs of the people in the borough.

The successful panellists received full training and, over a period of 18 months, will be making independent decisions to allocate pots of funding to support community initiatives.

All panellists work part-time and are paid the London Living Wage for their training, and for assessing and distributing each round of grants, thanks to funding from **City Bridge Trust**.



# FINANCIAL SUMMARY

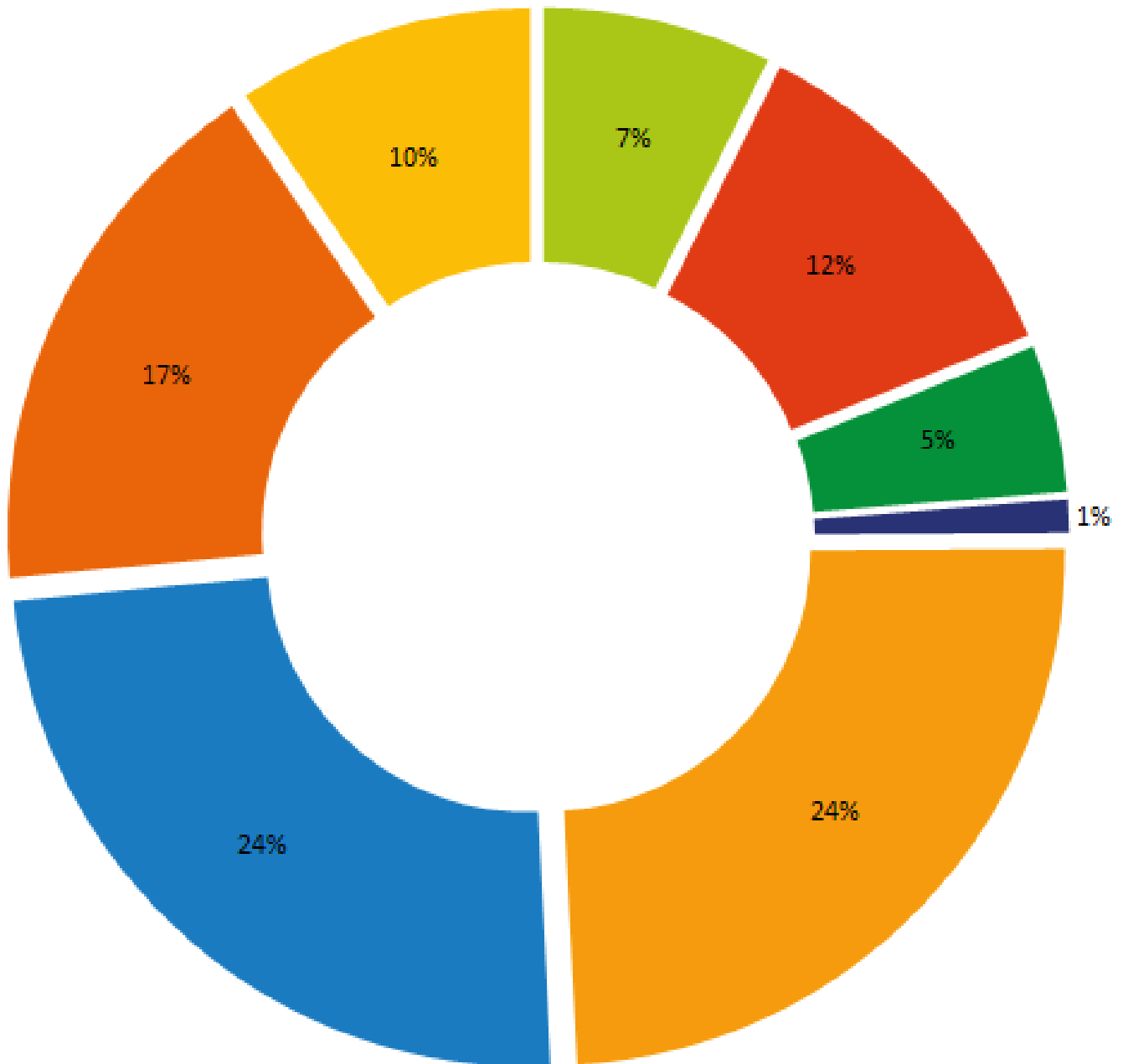
## *Statement of Financial Activities*

*1 April 2020 – 31 March 2021*

		Unrestricted funds	Restricted funds	Year ended 31 March 2021	Period ended 31 March 2020
	Note	£	£	£	£
<b>Income from:</b>					
Donations and Grants	2	74,347	312,262	386,608	43,031
<b>Total</b>		<b>74,347</b>	<b>312,262</b>	<b>386,608</b>	<b>43,031</b>
<b>Expenditure on:</b>					
Charitable activities	3	66,056	276,058	342,114	56,692
<b>Total</b>		<b>66,056</b>	<b>276,058</b>	<b>342,114</b>	<b>56,692</b>
<b>Net income / (expenditure)</b>		<b>8,291</b>	<b>36,204</b>	<b>44,495</b>	<b>(13,661)</b>
<b>Net Movement in funds</b>		<b>8,291</b>	<b>36,204</b>	<b>44,495</b>	<b>(13,661)</b>
<b>Reconciliation of funds</b>					
Funds brought forward		18,206	16,008	34,214	47,875
<b>Total Funds carried forward</b>		<b>26,497</b>	<b>52,212</b>	<b>78,709</b>	<b>34,214</b>



# Proportion of activities for 276,000GBP of grants awarded



— £66,240 - Isolation & Loneliness  
— £66,240 - Mental Health & Wellbeing  
— £46,920 - Provision of Essentials  
— £33,120 - Community Cohesion

— £27,600 - Volunteering  
— £19,320 - Advice Services  
— £13,800 - Educational Support  
— £2,760 - ESOL / Language Support

*"Amidst the challenges of  
this year, our mission has  
remained stronger than  
ever."*

# LOOKING AHEAD

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**Amidst the challenges of this year, our mission has remained stronger than ever. We went to extraordinary efforts to support our community during the pandemic and are proud of how well we have responded to an increased demand for our local service.**

For many groups in the borough, particularly those afraid of closure and lack of funding, we were the only source of support during the lockdown period. We even helped to keep some alive.

We are proud of this, and will expand on our existing work to make our borough an even better neighbourhood to all those who frequent it.

This year, we will continue to:

- Become a more diverse and representative charity
- Invite financial support from individuals, businesses and trusts
- Ensure funds reach causes that are most in need at any given time
- Build stronger relationships and partnerships that make use of everyone's expertise and ability to effect change
- Introduce new ways in which both data and the experiences of local people inform us of our future work
- Celebrate our successes by sharing stories of local people

Anyone can enquire about how to get involved with our mission, today. Please see the contact details at the back of this report for how you can get in touch.

*"Without you, we would never have been able to offer the funding and response activities."*

H&F Giving expresses its gratitude to everyone who contributed to our work in the past year. The achievements described in this report were the result of individual, foundation and corporate giving. In particular, we express appreciation to all the groups in the borough who worked hard to serve those in need. Without you, we would never have been able to offer the funding and response activities in one of the most poignant times for public service in our lifetimes.

# *With huge thanks.*

## **OUR FUNDERS**

City Bridge Trust  
DEBK Fulham Charity  
Groundwork London  
Hammersmith United Charities  
Hammersmith & Fulham Council  
The McGrath Charitable Trust

## **OUR PATRONS**

Baroness Blower  
Lord Dubs  
David Goodhew  
Andy Slaughter MP  
Lord Willets

## **OUR TRUSTEES**

Elise Brown  
Helen Fagan  
Richard Greenleaf  
Chris Hammond  
Julian Hillman  
Vivienne Lukey  
Kevin McGrath  
Sue O'Neill  
Michail Tzouvelekis

... and more.



[hfgiving.org.uk](https://hfgiving.org.uk)

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Registered charity no. 1187649