

Appendix 5

Gateshead Fund (Capacity Building Fund) Advisory Group Research Project 18th November 2016

Report from Community Foundation Tyne & Wear and Northumberland

1. Purpose of Report

To outline the progress of the research project designed to grow and develop the Gateshead Fund.

2. Summary

Work has commenced on a plan for the development of the Gateshead Fund, and a timeline of activities developed.

3. Background

An agreement for the development and administration of the Gateshead Fund (Capacity Building Fund) by the Community Foundation for Tyne & Wear and Northumberland was established in August 2016. This covered a research project to explore the potential to grow and develop the Gateshead Fund.

4. Research Project

4.1. The aim of the project

Alongside overseeing the grant-making of The Gateshead Fund, the Community Foundation Tyne & Wear and Northumberland will be exploring the potential for growing the Gateshead Fund through partnerships and activities that engage:

- Public sector partners, including dormant trusts and employees
- The corporate sector, directly and via employees
- Individual philanthropists
- Gateshead residents
- Individuals further afield who may be willing to support specific projects in the borough e.g. through crowdfunding

As outlined in our original proposal, it is critical that the Council and other partners are realistic about the prospects of combining individual and corporate giving with public funds. This field is relatively untested in the UK and, in the current climate, it is challenging to get over the perception that private gifts would add value and not just offset cuts. There is also a risk of criticism that any Council-backed scheme could be seen to divert donations away from existing fundraising done by charities in the borough.

With this in mind, we will be engaging potential partners and supporters in the order laid out below. Over the course of the first three stages we will also engage with existing donors to our own Give2 Gateshead Endowment Fund, which

include representatives from all three groups. The aim is to develop a picture of the potential support before going ahead with any specific fundraising or development activity.

4.2 The 'pitch'

Gateshead Council are a major founding contributor to the fund and so a catalyst for further supporters. This is an innovative approach to supporting the voluntary and community sector in Gateshead. In discussions with potential supporters of the fund we will initially be using, testing and developing the sample case for support outlined in our proposal.

"The Gateshead Fund is an innovative approach lead by the Council to helping the many voluntary and community groups which help make our borough a great place to live and work. Public money has reduced, making community-led activities more vital than ever. With your help, this is where the Gateshead Fund comes in. The Council believes it can have a greater impact by pooling resources and joining forces with the borough's people, businesses and partner bodies to help charities and community groups across the patch."

We will discuss ways for potential supporters to get involved, to show 'what can they give to'. We will discuss the range of opportunities that sit within the current fund and how they can be aligned with their own interests. This could mean aligning them with specific elements e.g. volunteering or supporting sporting excellence or finding other areas in which they feel they can make the best use of their resources. It could also mean that their support comes in ways other than financial e.g. by providing volunteers, expertise or other in kind support. We will also be listening to what interests them and find ways to align them to the Fund.

These discussions, alongside the outcomes from the grant-making, will give us the opportunity to update and develop the case for support.

4.3 The sectors we will research

We will initially be researching the following sectors:

Public sector

We will research opportunities for additional contributions based on shared, borough-wide issues being addressed by public sector partners, for example, health and wellbeing, housing and regeneration. Other opportunities we will research include:

- Dormant and ineffective trust funds that sit within the Council, NHS or other public bodies being revitalised as part of the Fund.
- Piggy-backing on existing charity efforts within public bodies e.g. the Mayor's Charity of the Year.
- Levies from activities like private developments in the borough.

This will require commitment and input from Gateshead Council officers to aid us in clarifying which elements they feel are worth pursuing, and which align appropriately with other corporate priorities, and the pinpointing the right contacts to meet and discuss opportunities with.

Businesses

Other than public bodies, the strongest target for donations will be businesses based, or working extensively in, the borough. We will engage with:

- Companies with which the Council or other partners have a pre-existing relationship or are developing relationships with as part of inward investment.
- The borough's top 50 businesses including and researching an appetite for a 'club' or 'circle' into which corporates could engage and be recognised for.
- Business networks to encourage their support for the fund with their members and partners.

As with public sector partners, Gateshead Council officer support is vital providing intelligence on and introduction in these areas, especially the economic development/inward investment teams.

Individuals – stage 1

The initial research on potential individual donations to the fund will be linked to the above elements as the Council, public sector partners and businesses could play a key role in championing the Fund as large employers in their own right. Payroll giving would be one avenue to explore, and we will raise this opportunity during the wider conversations.

High-net-worth individuals (HNWIs) are the core donor audience with whom the Community Foundation already works and we will engage with our own contacts to discuss their opinion of supporting a pooled fund for Gateshead. Again, support from the Council and other partners would be vital in developing a further pipeline of contacts and making introductions.

Individuals – Stage 2

Getting buy-in from the wider general public will likely be the most challenging and the hardest to research. Asking for pooled donations to a general fund without evidence of what groups the fund has supported and the stories around them is difficult. As a result, this will be the last area we will look at to allow time for that evidence to be collected. We will then develop the case for support and the tools to engage individuals. Initially we plan to look at three specific strands:

- A donation platform - the Fund should have a simple, straightforward mechanism for accepting general donations.
- Crowdfunding – this will include experience from other crowdfunding campaigns we will be involved in during the same period
- A Gateshead 'challenge' - led by a specific call or opportunity in the borough e.g. an anniversary, the Mayors Charity
- Utilising our own Give 2 Fund – looking at how we may use our own fund for those individuals who may feel uncomfortable giving to a 'council' fund.

4.4 Timeline and outcomes

Sector	Partner	Activity and Outcome	Timeline
Public	Gateshead Council	Determine potential public sector partners, potential dormant trusts, existing charitable promotions and opportunities arising from levies. Develop marketing pitch before approaching partners.	Activity - Nov-Dec 16 Reporting - Jan 2017 Also update activity plan
Public	Public Sector Organisations	Meet and market engagement opportunities. Collate list of potential supporters and their interests and those unwilling support and reasons why. Develop initial products and partnerships	Activity - Dec 16-Jan 17 Reporting - Jan 2017 Also update activity plan
Business	Gateshead Council	Determine potential business supporters and networks including attending Economic, Housing and Growth business breakfasts to approach at next stage.	Activity – Nov-Dec 16 Reporting – Jan 2017 Also update activity plan
Business	Identified Businesses	Meet and market engagement opportunities. Collate list of potential supporters and their interests and those unwilling support and reasons why. Develop products for support.	Activity – Jan-May 2017 Reporting – June/July 2017 Also update activity plan
Individual (stage 1)	Gateshead Council and public sector partners	Identify appetite for support promoting fund and implementing payroll giving	Activity - Dec 16-Jan 17 Reporting - Jan 2017
Individual (stage 1)	Gateshead Council and Community Foundation donors	Identify High Net Worth Individuals	Activity – Jan-May 17 Reporting – June/July 2017
Individuals (Stage 2)	Community Foundation donors	Identify donors willing to support our own Give 2 Gateshead Endowment if they will not support the Gateshead Fund	Activity – Ongoing Reporting - Ongoing

Sector	Partner	Activity and Outcome	Timeline
Individuals (Stage 2)	Gateshead Council and other partners	Identify potential partners in donation and crowdfunding platform	Activity – Ongoing Reporting – Jul-Sept 2017
Individuals (Stage 2)	Donation platform partner	Identify partner and develop opportunity	Autumn 2017
Individuals (Stage 2)	Crowdfunding partner	Identify partner and develop opportunity	Autumn 2017

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