



## GRANTMAKING AND FUNDING WINNER

### East End Community Foundation



### Tackling unemployment by fundraising in partnership

In 2013, 10.6 per cent of people in the East End of London were unemployed, compared with a city-wide average of 8.9 per cent and a nationwide average of 7.9 per cent. Youth unemployment and long-term unemployment were particularly high.

The East End Community Foundation set about piloting an innovative model to bring together multiple donors over many years, to work together to address the problem. It began by focusing on a single iconic building: 20 Fenchurch Street, known as the Walkie-Talkie.

The vision was to establish a fund that combined donations from all parties, including those made as part of the CSR programmes of the building managers, tenants and contractors, and voluntary ones from visitors to the building's Sky Garden. In 2015/16 it secured £110,500, way in excess of its target of £65,000, and distributed funding to five different projects.

The judges liked the project, despite

its relatively small scale, because it displayed how grant-givers can act as convenors. The charity did not just use its money to obtain results, but persuaded others who were not acting charitably to come together, increasing the total resources available.

It showed how foundations can deliver more through proactive engagement. Grant-givers can use transparency and effective communication to enhance a relatively small amount of money, build philanthropic networks and intentions among an influential group, and persuade them to partner to deliver something.

The project was also praised for the cost-effectiveness of its delivery with beneficiaries. On average it costs the government between £3,800 and £6,600 per person to support someone into work. Projects funded through the programme supported 165 people directly into work at a cost of £1,400 per person.

#### Why they won

- **Accountability:** Responded effectively to the needs of a wide range of stakeholders
- **Innovation:** Developed ways of growing funding beyond the foundations' own capital
- **Effectiveness:** Delivered results at a quarter of the cost of government programmes

CATEGORY SPONSOR



**BREWIN DOLPHIN**

### HIGHLY COMMENDED

#### Cumbria Community Foundation



#### The Rank Foundation

