

OUR FIVE-YEAR STRATEGY

2024 - 2028



More than a Funder: Championing Local Philanthropy and Charities



Northamptonshire
Community Foundation
Giving back to our county

FIVE-YEAR STRATEGY

Introduction	3
Values	4
Vision and Mission	5
Strategic Goals and Objectives	6
Goal One	7
Goal Two	8
Goal Three	9
Goal Four	10
Goal Five	11



INTRODUCTION

Northamptonshire Community Foundation works towards building a county where generosity and an active civil society flourish, where generosity and collaboration across communities helps change lives and everyone feels they belong and can contribute to making a better difference across our towns, villages and neighbourhoods.

Central to our approach is the principle of place-based philanthropy, acknowledging the distinct needs and complexities of our local communities. We wholeheartedly champion the pivotal role played by small, under-the-radar charities and community groups. These organisations serve as the beating heart of our neighbourhoods, providing indispensable services and support to those most vulnerable.

We recognise the importance of our role in helping achieve the United Nations Sustainable Development Goals (UNSDGs) to tackle the most pressing challenges of our time on a local scale. Through our strategic alignment with the UN SDGs, we strive to amplify our influence and foster lasting, global change right in our own communities. As part of a bigger network encompassing 48 UK community foundations and 2000 worldwide, we stand at the forefront of impactful grant-making efforts. Together, community foundations emerge as a formidable force, ranking as the fourth largest grant-making entity in the UK.

As we move ahead, our strategy is shaped by a deep sense of purpose led by our dedicated team of staff and trustees, all driven by a commitment to make a real difference in people's lives. We're focused on achieving meaningful and impactful results for those we support. By putting local needs first, supporting community-driven initiatives, and aligning with global goals, we're working towards a future where everyone has a fair chance to thrive and our communities are stronger and more resilient.

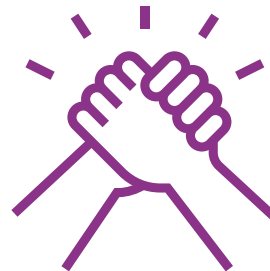
Philanthropic investment across our communities



£22M+ in grants given out since the Foundation was established



£2.97M awarded in 2023/24



10,413 grants awarded in 2023/24



Working across 85 named funds on behalf of our valued donors



£20.3M endowment

OUR VALUES

At Northamptonshire Community Foundation, we prioritise **open-mindedness and active listening** in our philanthropic work. By valuing diverse perspectives, we ensure that our solutions are not only inclusive but also innovative on behalf of our donors, partners and grantees.

Community engagement is at the core of our approach. We believe in the power of collective action and collaboration. When everyone is involved, we can achieve greater impact and create positive change within our communities through place based giving and investing in local solutions.

Respect for cultural values and inclusivity is fundamental to our work. We recognise and celebrate the unique traditions of each community we serve. Our grant-making initiatives are designed to uphold these values and include everyone in the process.

As leaders in philanthropy, we take on the responsibility of **community leadership and convening stakeholders** and driving positive change. By bringing people together, we can address community needs effectively and make a meaningful difference.

Our **commitment to hope and wellbeing** guides everything we do. Through our philanthropic investments, we aim to help communities thrive and support good health and wellbeing for all.

Together, we can empower community champions and communities, creating healthy and sustainable places for all local residents.



OUR VISION AND MISSION

Vision

Our vision for Northamptonshire Community Foundation is ambitious: to fuel the growth of local philanthropy and grant making, empowering our communities not just to survive, but to truly thrive.

With an unwavering commitment to nurturing generosity and fostering inclusivity, we aim to be stalwart champions of diversity, equality, and inclusion. Aligned with the United Nations Sustainable Development Goals, our mission is to think globally and act locally, ensuring our impact resonates across our local towns, villages, estates and neighbourhoods.

We envision a future where generosity and fairness transform lives, where communities flourish, and where everyone finds a sense of belonging. In our county, the community and voluntary sector, a diverse and vital force at the heart of our communities, tirelessly delivers essential services, particularly for the most vulnerable.

Across the VCSE sector, thousands of grassroots community groups, charities, and social enterprises, both large and small, are dedicated to addressing a range of issues, from health and social care to education, the arts, and community development.

Mission

Our mission is to forge close partnerships between those with the capacity to give and those in greatest need within our county.

The spirit of generosity is integral to building the community asset that is our endowment, ensuring essential funds for both present and future generations but so are flow through funds in the here and now to support some of our communities most pressing and urgent needs.

As we continue to address the impact of a cost-of-living crisis, we are committed to reflecting on how we can contribute to the health and wellbeing of our communities. While we may not have all the answers, as a local Community Foundation, we pledge to collaborate with our exceptional local charities, community organisations, donors, and supporters and help enable the growth of place based philanthropy and support for giving; connecting donors to causes they care about; agile and efficient grant making; long term, sustainable and diverse funding; a resilient and sustainable VCSE sector; adhere to the values of diversity, equity and inclusion; champion the global goals at a local level and the key role of local charities to help build thriving communities.



OUR STRATEGIC GOALS AND OBJECTIVES

Our strategic goals and objectives over the next five years are to work towards achieving the following and we will do this through five broad goals:

1. Grow the endowment and build philanthropy
2. Increase impact across our giving
3. Enrich and deepen connections with everyone in our communities
4. Champion our brilliant community organisations and charities
5. Think global and act local

Build stronger and more resilient communities	Increased long-term sustainable grant making and funds achieving £2 million+ annually	Be an observatory for needs of the county and local communities - data led	To grow the endowment to £28 million
Reduced poverty and increased wellbeing for Northamptonshire and reporting on sustainable development goals	Increase profile and awareness of our philanthropic services	Convenor for donors and grantees to have community conversations and reach local solutions	Developed our own local community podcast for donors and grantees and smart communications with story library
Go to grant making charity for local donors – the first choice for local philanthropy and county’s best known grantmaker	Grant and donor services will reflect the latest digital transformation and be ‘AI’ friendly	Increased donor networks across private, public and corporate sectors	Programme of training and development for local charities
Smaller under the radar groups flourish with sustainable projects	Partner of choice for local council and statutory funds	Expanded and specialised team including community outreach	Accessible community asset to move into to support future legacy

GOAL ONE: GROW THE ENDOWMENT AND BUILD PHILANTHROPY

We will promote philanthropy and generosity to those who want to give back to their communities, through the giving of both time and financial support to help increase a community asset for future generations which we aim to build to £28 million by 2028.

We will build on existing relationships and provide all round excellent stewardship to our donors.

We will actively focus on next generation philanthropists to enable them to be part of the conversation in building thriving communities.

Legacy giving will be a key part of the long-term sustainable goal for the Foundation, and we will build on examples from recent successful legacy gifts and intentions to give.

We will explore new ways to engage with a diverse range of donors and utilise digital technology to connect with and reach philanthropists and generosity givers across Northamptonshire.

How will we do this?

Encourage Giving

Create resources and engage with a range of people in our community about different ways they can give back, whether it's through volunteering their time, donating money, or leaving a legacy for future generations. By showing them how their generosity can make a real difference, we hope to inspire more people to support our cause.

Thank Our Supporters

We believe in showing our appreciation to the amazing people who support us. We'll keep in touch with our donors regularly, updating them on how their contributions are making a difference. We'll involve them in decisions and make sure they know just how much we value their support.

Inspire the Next Generation

We're passionate about getting young people involved in giving back to their community. We'll create special programmes and events just for them through Young Philanthropy, giving them opportunities to learn, connect, and make a difference. By empowering them to be philanthropists, we're investing in a brighter future for our community.

Leave a Lasting Legacy

We'll talk about the importance of leaving a legacy for future generations and showcase how it's made a big impact in our community. We will provide resources and support to include us in their estate planning, ensuring that their generosity lives on for years to come.

Go Digital

We're embracing technology to make it easier for everyone to get involved. We'll be active on social media, have a user-friendly website, and use data to tailor our messages to potential donors. We'll also explore virtual events and digital fundraising platforms to reach even more people who want to support our cause. With these digital tools, we can spread our message far and wide, making a bigger impact than ever before.

GOAL TWO: INCREASE IMPACT ACROSS OUR GIVING

We measure the impact of our grant making and philanthropy to help show the difference made by investing in voluntary community groups and local charities and their work to build better communities. In doing so we help build a picture of the value of place-based funding to nurture and grow local civil society. We also know that to increase the impact of our giving means to grow the number of funds we provide, increase the impact of our investments, and ensure we reach into all communities.

We will increase our impact across our giving by working to grow the funds we can give out now and, in the future, and aim to award £2 million in grant making annually.

We will continue to be an impact champion and implement from 2024 an updated impact framework to better measure the difference made by the grant awards made on behalf of our donors.

We will start to communicate our grant making and giving in relation to its philanthropic contribution to meeting the United Nations Sustainable Development Goals including working towards better impact investment.

We will continue to utilise local intelligence, reports and track local need and adopt new grant making processes and programme design to ensure that our grant making is timely and responsive to emerging need as well as strategically addressing longer term priorities and needs within local communities. We will through ongoing equity, diversity and inclusion principles ensure that our grant making reaches into all across Northamptonshire thereby enhancing the impact of our grant making.

How will we do this?

Grow our Funding

We want to do more good in our community, so we're focusing on getting more money to give out as grants. Our goal is to give out £2 million in grants annually over the next five years. That means we can support even more projects that make a real difference in people's lives.

Measure our Impact Better

We really care about making a positive difference, which is why we're going to start using an updated salesforce system to measure how effective our grants are. This will help us see exactly how much of an impact we're making in the communities we serve, so we can do even better in the future.

Work Towards Big Goals

We know that big problems need big solutions. That's why we're going to talk more about how our grants are helping to achieve important global goals, like those set by the United Nations. By doing this, we can make sure our efforts are making a real difference locally and globally.

Stay Flexible

Communities change, and we want to make sure our grants can adapt to those changes. We'll keep an eye on what's happening in our community by listening to local experts and keeping track of what people need. This way, we can make sure our grants are always going where they're needed most.

Include Everyone

We believe that everyone should have a fair chance to benefit from our grants. That's why we're going to make sure our grants reach every part of Northamptonshire, no matter who you are or where you live. By including everyone, we can make sure our grants are making a real difference for everyone in our community.

GOAL THREE: ENRICH AND DEEPEN CONNECTIONS

It is through building meaningful relationships that we really get to know and understand the motivations and wishes of our donors, the work and passion of voluntary community groups and charities and the needs of local communities. Northamptonshire Community Foundation as a place-based funder is an essential part of the local voluntary sector ecosystem and has an important responsibility to ensure effective reach across Northamptonshire not just in terms of profile but in relation to connections to local communities across the county and build on existing connections.

We will work alongside donors, voluntary community sector and charities and wider stakeholders to meet the challenges across our local communities and work towards local solutions to transform and change people's lives. As part of this commitment, we will continue to bring philanthropists, community groups and charities together through a series of community conversations to work towards creating a sustainable and thriving Northamptonshire.

We will stay connected with our foundation family and new friends through effective communications, online and face to face providing updated news on grant making and philanthropy activity, local intelligence and opportunities to connect through events and conversations.

We will commit to providing the best donor care and grant services support to ensure we build valued, honest and supportive relationships listening and responding to their needs and improving our services to reflect those needs.

Equity, diversity, and inclusion are principles that we will embrace fully to ensure that we make connections with all communities across Northamptonshire and to really connect and understand the challenges facing everyone.

How will we do this?

Teamwork Makes a Difference

We believe in the power of teamwork! By teaming up with donors, community groups, charities, and others, we can tackle the issues facing our local area. Through friendly chats and working together, we aim to find solutions that really change lives and make Northamptonshire a better place to live.

Stay Connected

Keeping in touch is super important for building strong relationships. We'll make sure to keep everyone in our foundation family and new friends in the loop with clear and regular updates, whether it's online or in person. Sharing news about grants, cool projects, and what's happening locally helps us all feel like part of the same community.

Here to Help

We're here to give our donors and grant recipients the best support possible. We'll go the extra mile to make sure they feel taken care of, listening carefully to what they need and how we can improve. By being there for them, we can make sure their projects and the communities they care about thrive.

Everyone Matters

We believe everyone should feel valued and included. That's why we're big fans of fairness and diversity! We'll work hard to reach out to all kinds of people across Northamptonshire, making sure everyone's voice is heard and their unique challenges are understood and addressed.

Understanding Each Other

To build strong bonds, we need to really understand each other. We'll take the time to listen and learn about what motivates our donors, community groups, and friends. By showing we care and getting to know each other better, we can achieve even more together.

GOAL FOUR: CHAMPION COMMUNITY ORGANISATIONS AND CHARITIES

In our lifetime as a community foundation, we know all too well the significant impact that voluntary community groups and smaller charities have in making a big difference to the wellbeing of local communities. They provide an extraordinary range of activities and projects that connect, help people, and change lives: from community choirs to counselling services, friends of parks to food aid projects, sports clubs to support services, village hall committees to volunteer action. They make up our local civil society and help build a sense of place and belonging for residents.

We will be the voice for the voluntary community sector and charities when their voices are smaller and quieter as they deal with delivering front-line support to communities. We will listen to their needs and challenges and be a fair, honest, transparent, and effective funder. We will help them in ways to connect and network as well as the distribution of grants.

We will use our communications and networks to raise the profile and promote the great work happening in our communities and the unsung heroes that are changing people's lives for the better. We will champion the cause for ongoing funding for small community groups and charities because of the big impact they have to help change the world locally on our doorstep.

How will we do this?

Active Advocacy

As a grant maker, we will advocate on behalf of small under the radar community groups and charities, ensuring their voices are heard and their needs are considered in decision-making processes. We will use our platform and influence to raise awareness about the importance of supporting these organizations and the impact they have on local communities.

Responsive Funding

Tailor grant-making processes to be fair, transparent, and responsive to the needs and challenges faced by small community groups and charities. Provide flexible funding options that meet their unique requirements, whether it's for programme support, capacity building, or operational expenses.

Capacity Building

Offer support beyond financial assistance by providing capacity-building resources and training opportunities to help strengthen the organisational capacity of small community groups and charities. This may include workshops on fundraising, governance, strategic planning, and impact measurement.

Networking and Collaboration

Facilitate networking opportunities and encourage collaboration among small community groups and charities to leverage resources, share best practices, and amplify their impact. Foster partnerships with other stakeholders, such as local businesses, government agencies, and larger charities, to create synergies and support collective efforts.

Visibility and Recognition

Use communication channels and networks to showcase the valuable work being done by small community groups and charities. Highlight success stories, recognise achievements, and celebrate the contributions of volunteers and staff members. By raising their profile, we can attract more support and resources to sustain their vital work.

GOAL FIVE: THINK GLOBAL, ACT LOCAL

The 17 United Nations Sustainable Development Goals (UN SDGs/global goals) set a challenge to us all for what we need to work towards to create peace and prosperity for people and the planet, now and in the future. We will gladly do our bit to help build a healthy, happy, and sustainable Northamptonshire and a better and safer future for current and future generations on our doorstep.

We will carry out 'The World's to do list' on our local doorstep by embracing the UN SDGs to make our contribution to a better world locally as a Foundation team alongside our donors and funded voluntary community groups and charities. We will champion the global goals in Northamptonshire and work alongside partners, collaborators, voluntary community groups and charities and donors and inspire others to take on the challenge of building a better and more sustainable world locally.

We will help raise the aspirations of all our donor's giving and the impact of the funded activities being carried out by aligning their wishes and the good work being delivered by funded community groups and charities to the UN SDGs. We will use the UN SDGs to talk about the work of Northamptonshire Community Foundation and involve everyone on the journey to helping meet the global goals for 2030 from staff and trustees to donors, voluntary community groups and charities. We will do this through a series of community conversations so we can all work together to identify the good work happening and what more can be done.

We will look to identify opportunities for all donors and generosity givers to the foundation to build funds and community investments that help meet the global goals and to celebrate the achievements of those funds in helping build a better world.

How will we do this?

Educate on the goals

We will provide resources and support to educate donors, community groups, and charities about the United Nations Sustainable Development Goals (UN SDGs) and their relevance to local initiatives. Empower them to align their efforts with the global goals and understand how their contributions can make a meaningful impact.

Facilitate Collaboration

We will foster collaboration and partnerships among stakeholders, including donors, community groups, charities, and other organizations, to collectively work towards the UN SDGs. Create platforms for networking, knowledge-sharing, and joint initiatives to maximize impact and leverage resources effectively.

Integrate SDGs into grant-making processes

We will incorporate the UN SDGs into grant-making criteria and evaluation processes. Encourage applicants to demonstrate how their projects align with specific SDGs and contribute to sustainable development. Prioritize funding for projects that address pressing local challenges while advancing progress towards the global goals.

Promote Awareness and Engagement

Use various communication channels, such as social media, newsletters, events, and workshops, to raise awareness about the UN SDGs and highlight the importance of local action. Engage donors, community groups, and the broader community in conversations about how they can contribute to achieving the goals and create positive change in Northamptonshire.

Measure and Communicate Impact

Develop robust monitoring and evaluation mechanisms to track the impact of funded projects on the UN SDGs. Collect data, share success stories, and communicate the tangible outcomes achieved through grant-making efforts. By demonstrating the effectiveness of investments in advancing sustainable development, inspire continued support and engagement from donors and stakeholders.

More than a Funder: Championing Local Philanthropy and Charities



Northamptonshire
Community Foundation
Giving back to our county



UK COMMUNITY
FOUNDATIONS

MEMBER

18 Albion Place
Northampton
Northamptonshire
NN1 1UD
Tel: 01604 230033



@NorthantsCF | www.ncf.uk.com | enquiries@ncf.uk.com