



Norfolk  
Community  
Foundation

Annual Review 2021-22



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## Introduction

In what continues to be a most challenging and uncertain time for many Norfolk communities, we have seen how our local charities and community groups have yet again stepped up, taken action and continued to support our most vulnerable.

It is our local charities that are addressing the big issues of our time. They are delivering innovative solutions to ensure no one goes hungry, giving our young people the care and support to thrive, and creating the places and spaces for us to come together, to belong and to flourish.

As your Community Foundation, we remain proud to champion the creativity and determination of our local charities and to stand alongside them so that together we can create a stronger, brighter Norfolk for us all.

Our work is made possible by the many local and national partners who have shared their funding, time and expertise.



Simon Bailey

**“ The Foundation has shown the power of bringing everyone together to tackle the issues our communities are facing, whether it be during the recent pandemic or as we prepare for the full impact of rising fuel prices and inflation. The Foundation exists to build community and give everyone the opportunity to thrive.**

**- Simon Bailey CBE, QPM, DL, Chair of Norfolk Community Foundation**

Thank you for taking the time to read what can only be a snapshot of some of our work over the last year and to understand more about our forthcoming plans.

We are all aware of the increasing challenges ahead, not least those resulting from the escalating cost of living. We thank you for standing with us, helping to support our local charities who will continue to be front and centre in supporting Norfolk people when they need it most.

**Claire Cullens, Chief Executive**



Claire Cullens

# 2021 at a glance

## What we've achieved together

Norfolk Community Foundation is a charity dedicated to building stronger communities and improving the lives of people in Norfolk.

Working across sectors to provide emergency support in crisis, helping households respond to hardship, enabling communities to develop skills to create opportunities and brighter futures, supporting mental wellbeing, improving community spaces – these are just some of the key issues facing our local communities that our work in 2021 helped to address.

Over 4,000 small charities and voluntary groups across Norfolk are working on your doorstep in every neighbourhood. Our role is to build funds and support that ensures local charities and voluntary groups can continue and grow, providing essential care, support and opportunities for the most vulnerable in our communities. Led by our local knowledge and insight, we direct support to where it is most needed, with our work touching 1 in 4 people in Norfolk.

[Find out more >](#)

## How we help

### Investing in local charities:

- Straightforward funding for vital community projects led by local people
- Skills support and pro bono professional services to help resilience and growth
- A voice for Norfolk's charitable sector to raise awareness and unlock investment
- Brokering partnerships for wider impact

### Encouraging local giving:

- A trusted partner to share knowledge and expertise to inform your giving
- A range of simple ways to give that maximise the impact of your gift
- Join a community of Norfolk people who share your passion and commitment
- Work with other partners to tackle key community challenges

**“ You watch over us, give us opportunities and a sense of being accountable, we can tell you our worries and the things that make us proud. We would never have got this far without your help. ”**

- Music Mirrors



## 2021 in numbers

**£4.2m**  
of support delivered

**1,000+**  
grants awarded

### Top 5 funding focus



Children and young people



Health and wellbeing



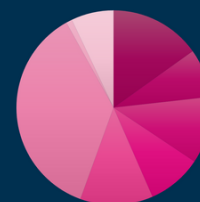
Poverty and disadvantage



Local communities

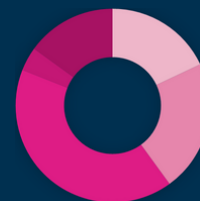


Older people



### % of grants made by primary area of benefit

■ Breckland: 16%	■ North Norfolk: 12%
■ Broadland: 8%	■ Norwich: 36%
■ Great Yarmouth: 11%	■ Outside Norfolk: 1%
■ West Norfolk: 9%	■ South Norfolk: 7%



### Income streams

■ Businesses: 18%	■ Local Funds/Trusts: 4%
■ Individuals: 22%	■ National Funds/Trusts: 15%
■ Statutory: 41% (County/District/Town Councils and Health Services)	



Nelson's Journey

# Priority area: Keeping young people safe and well

## Building a bright future for children and young people

### What's the problem?

1 in 6 children were identified as having a mental health problem in 2021, with 1 in 4 young people reporting they are 'unable to cope with life' since Covid-19. Faced with long waiting times to access clinical services coupled with the impact of Covid-19 on their mental wellbeing, many children and young people in Norfolk are not getting the support they need.

### How we're making a difference

At a time when services for children and young people are under pressure and struggling to secure funding, the Sir Norman Lamb Mental Health and Wellbeing Fund has been able to

support community organisations in Norfolk. Established by the former Member of Parliament for North Norfolk, Sir Norman Lamb, the Fund focuses on strengthening and enhancing existing youth work groups. With half of all mental disorders starting by 14 years old, youth work services play a vital role in keeping young people connected, reducing detrimental and risky behaviours (e.g. substance abuse), and in providing a place of respite and sanctuary.

**“ Coming to the centre helped me build my confidence. I went from a shy, insecure, awkward, depressed boy to a confident, happy, funny lad.**

- Young person supported

## Working together to enrich our children and young people's lives

Keen to champion an innovative approach that goes beyond a grant making programme and following consultation with the VCSE sector, the Sir Norman Lamb Coalition for Young People was established to provide an opportunity for charities and community groups to engage, develop and learn.

By providing access to resources and opportunities, sharing good practice, raising the profile of the work that groups do, and linking up with larger countywide and national networks, the Coalition enables groups to rise up and respond to the issues facing our young people. So far, over 45 groups from the length and breadth of Norfolk have joined the Coalition, receiving over £250,000 worth of support including direct funding and training.

**45+** charities/  
groups  
worked with

**£250k**  
invested in youth  
activities

**90%** of young  
people  
reported  
improved wellbeing



The Hamlet Centre

**“ Your funding has helped so many young people go from simply surviving to thriving.**

- Mancroft Advice Project

### What's next?

Norfolk is leading the way in demonstrating how coming together can make a difference to youth mental health. By continuing to provide organisations with the funding, resources and network they need to grow and innovate, we can ensure that our children and young people have a safe and trusted place to be, preventing them from deteriorating into crisis at a time when mental health services are under increasing pressure.

[Find out more >](#)



# Priority area: Ensuring no one goes hungry

## Ending food poverty today and tomorrow

### What's the problem?

Food insecurity can be a long-term issue in someone's life; for others, it is a temporary situation caused by a sudden change in circumstances. In Norfolk, around 1 in 10 people worry that they could struggle to provide adequate food for their household in the future.

“Food security is not only about being able to afford enough food but also being able to afford food that is nutritious.

- Joseph Rowntree Foundation

### How we're making a difference

We're helping communities get access to healthy, nutritious food at greatly reduced prices thanks to a network of locally-run and supported food hubs. These community spaces not only provide good quality, low-cost food, but help connect people to a range of important wraparound services aimed at boosting self-confidence, improving mental health and lifting themselves out of food poverty once and for all.



**2 in 10** people living in poverty don't know where their next meal is coming from

**25%** of NCF's Covid funding was used to support pop-up food hubs

**6** permanent food hubs open

**9** permanent food hubs in development

**40%** off weekly shop

The pilot food hub, The Burrell Shop, was opened in 2020 and has over 350 members, feeding around 1,200 people with an average saving of 40% on the weekly shop. Since then, a further 5 food hubs have opened with 9 hubs currently in development.

[Find out more >](#)



### What's next?

Working closely with local, embedded community groups, we now have a programme to expand food hubs across Norfolk.

We are looking to secure an initial **£1 million** of funding to help us put into action phase 1 of this project, which would create:

- 15 food hubs, aiming to support 5,000 households across Norfolk
- A Norfolk distribution hub where surplus and donated stock would be received before being distributed throughout the network of food hubs
- Employment and training opportunities where staff are needed to manage and coordinate the food hub

We want to go further and go faster to develop the hubs, build food supply, connect support and measure impact so that communities across Norfolk have access to affordable and healthy food.

**5,000** of the most vulnerable households to be supported by the end of 2022

[Find out more >](#)

# Priority area: Developing skills to help stars shine

## Driving the economic future of Norfolk

### What's the problem?

Norfolk falls behind the region for educational attainment, with fewer people achieving a degree, and more people leaving education with no qualifications. There are also a higher number of young people not in education, employment or training in the county.

Low skills and unemployment are often concentrated in our most deprived communities, compounding the challenges people can face in moving out of poverty and improving their life chances. Charities play a vital role in offering flexible, bespoke support to overcome complex personal barriers to education, employment and life-long learning.

### How we're making a difference

Working with local partners including Sheringham Shoal, the [J.P. Blanch Fund](#), and the [West Norfolk Employment Fund](#) we've been able to help young people to raise their aspirations, develop new skills and access training and employment opportunities.

**350** young people's futures invested in

“Leaving school was a daunting prospect as I really didn't know what I wanted to do. I saw an advert for an apprenticeship in Motorcycle Engineering at Kickstart. I was so pleased when leading up to the end of my apprenticeship, Kickstart offered me a job as a Junior Technician and trained to become an MOT tester and a mobile technician.

- Jack, Kickstart Mechanic

Find out more >

Open Road West Norfolk



### Getting every child online

In January 2021, as the UK settled into another lockdown, hundreds of Norfolk children were at a major disadvantage because of a lack of access to suitable equipment required for remote learning.

Working with Norfolk County Council and the Eastern Daily Press, we launched the Every Child Online campaign. Our aim was simple: to ensure every school age child in Norfolk had a digital device and internet connection to enable them to learn from home and ensure that no child was left behind in their learning because of digital disadvantage.

**5,000+**  
children connected

### What's next?

Child literacy is a significant problem in Norfolk, with some of our communities seeing 1 in 4 children leave school unable to read. Children born in areas with the most serious literacy challenges have some of the lowest life expectancies in England.

Working with the National Literacy Trust and the Norfolk Reading Project, we have launched pilot projects in Thetford and Norwich to support schools, linking up businesses to help encourage children to take 10 minutes out of their day to read. The pilot projects will also include a Reading Buddies scheme, where trained volunteers will read with children in 6-week programme blocks.

Find out more >



# Priority area: Responding rapidly to a crisis

**Delivering vital aid where it's needed most**

## What's the problem?

At the beginning of the pandemic, we supported our local charities to work at pace to respond to emerging need in communities and they have continued to respond rapidly in the wake of the Covid-19 crisis.

As we head into what is claimed to be the biggest fall in living standards since the end of the Second World War, it is expected that a further 1.3 million people will fall into absolute poverty. Our local charities have been on the frontlines, tackling the most pressing issues like food and fuel poverty.

Last year, it was estimated that 15,000 people in Norfolk had missed out on at least one meal because they couldn't afford it. Since then, people on low incomes have found their budgets stretched further.

## How we're making a difference

Working with our partners Norfolk County Council, we delivered £1million worth of support through the Household Support Fund to Norfolk



charities and community groups to supply quick and vital food and fuel aid to people in local communities faced with a difficult winter.

“ So many of our shoppers burst into tears of relief, and have told us numerous times that it's made the difference between having Christmas and not, being able to use the heating and not live in a cold home which in itself creates other issues.

- The Burrell Shop

[Find out more >](#)

# Household Support Fund

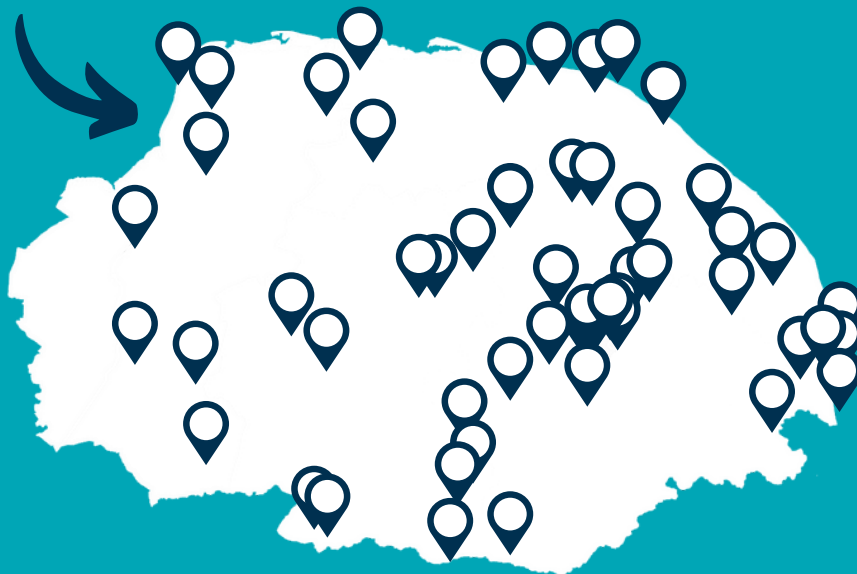
**£1m** of support delivered

**10,705** households received support in round 1

**8,927** households received support in round 2

**140+** charities/groups connecting with those who need it most

## Where we delivered support





Creative Arts East

## Priority area: Building stronger communities

### Helping local people solve local problems

#### What's the problem?

Living in a rural county poses unique challenges to communities, particularly feelings of loneliness and isolation. It's important for people to feel they belong, have places to come together and share life's challenges and opportunities. Voluntary organisations play a vital role in bringing people together, but they need support to help make this happen.

#### How we're making a difference

Investing in the big ideas that build capacity in Norfolk charities, enabling growth and building long term

sustainability to safeguard our essential community services, we are committed to giving local people what they need to make their communities thrive.

**“ Norfolk Community Foundation is invaluable, supporting grassroots small charities like ourselves. We often turn to the Foundation when new issues and needs arise.**

**- Holt Youth Project**

[Find out more >](#)

### Local places and spaces

From helping to extend the reach and quality of proven local services to piloting new ways of working, we work with local charities and groups to help local communities thrive and improve the lives of people who live there.

**Case Study:** Norfolk & Norwich SEND Association (NANSA) received funding to help them deliver their family services and meet increased demand to support the mental and physical wellbeing of families of children with disabilities and special educational needs (SEND) in Norfolk.

Their Family Centre was originally a domestic dwelling and not purpose built, and so has presented issues with the use of spaces. By making changes to the layout of the building and creating an extension, the Centre has been futureproofed and now has increased capacity to meet the continuing demand.

#### What's next?

Working with East Coast College, Norfolk County Council, the Inclusive Economy Project and the UK Community Renewal Fund, we delivered the Your BIG Idea Fund to give charities the funding and support needed to experiment and innovate to meet demands of the people they work.



Benjamin Foundation

We want to continue to work with our funders to help pilot new ways of working and extend the reach and quality of proven local services. We know that with the right funding and support, our local charities and communities can help solve local problems, starting the spark that grows into transformational projects. Together, we can help local people solve local problems and take action to provide the care, opportunities and facilities people need most.

[Find out more >](#)



# Partnering to achieve more

## Unlocking business power for community benefit

**The community response to the pandemic demonstrated what can be achieved when we come together.**

At Norfolk Community Foundation, we recognise the value of bringing partners together, pooling knowledge, expertise and resources.

Through the [Norfolk ProHelp](#) scheme managed by the Community Foundation, we link up local charities and community groups with vital free advice and support provided by professional firms committed to making a difference. This might include support around an individual project to one-to-one advice sessions and county-wide webinars. Norfolk businesses have provided pro bono their professional skills and expertise in a range of services including marketing and website design, employment and HR concerns, and legal advice and support, helping to free up funding to communities.

**21** community projects supported

**£50k** business time and expertise invested

Our [Opportunities4Communities](#) initiative has also continued to match people who have other things of real value which they want to give, from IT and office equipment to use of a minibus, with Norfolk charities and community groups grateful for any help offered.

**“ To be able to help organisations in the charitable and community sector who are working with finite budgets and need to use their funds to focus supporting key activities for their beneficiaries is very important to us as a business.**

**- Liz Owers, MAD-HR**

[Find out more >](#)



## Building a community through giving

If you want to help support local charities and get involved, you don't need to wait. Giving can start now and at a scale that works for you.

**Give as your earn:** Our payroll giving initiative is a flexible way of enabling employees to give monthly donations straight from their salary to help tackle the key issues in our county.

Every UK employer can start a payroll giving scheme. Simple to run and easy to set up, it provides charities with a regular income and gives employees a tax break on the donations they make.

**“ We have been really proud to be able to work alongside the Norfolk Community Foundation to develop a payroll giving scheme and to be an early adopter. The scheme is an easy way for us all to make a real difference to people in Norfolk. We can collectively have a very real impact on individuals in need of support in our community.**

**- Trevor Holden, Managing Director of Broadland Council and South Norfolk Council**

[Find out more >](#)

**“ The unique nature of rural, city and county living creates varied challenges of deprivation and need. Norfolk Community Foundation shines through as a beacon of support, reaching smaller charities that I could never find myself.**

**- Simon Smith, Norfolk 100 member**

**Give as a group:** Our giving circles make philanthropy easy for people who are at different stages of their careers, income levels or lives to contribute at a level that suits them best, making a greater impact and effect real change locally.

We have been proud to work with our [Norfolk 100](#) members on our Love Norfolk Fund, recognising that our local charities understand what their communities need and helping to give them the funding and support they need to flourish.

[Find out more >](#)

# Working with funders

## Bringing together people to take action

From local individuals wanting to make a difference on their doorstep to national partners working in our county, we convene and work with funders, frontline charities and statutory partners to make a greater impact.

**Case Study:** Working with NHS Charities Together and local NHS organisations, nearly £500,000 was invested in charities and community groups across Norfolk and Waveney supporting older people, vulnerable communities and those with physical and mental health issues.

Continuing the legacy of Captain Sir Tom Moore who captured the spirit of the nation when he raised funds for NHS Charities Together, the funded groups helped communities recovering from the pandemic.

Projects included finding new ways of supporting patients to rehabilitate in the community following discharge from hospital, helping asylum seekers, recently resettled refugees and other ethnic minorities through to promoting social inclusion and preventing people from becoming socially excluded. Further projects offered nature based physical activities programmes and self-sustaining running and walking



groups for those experiencing or at risk of poor mental health due to the pandemic.

# £500k

invested to support community health

“ Because healthcare doesn’t begin and end in hospital, we are so proud to be working in partnership to deliver additional support in local communities.

- Ellie Orton OBE, NHS Charities Together

[Find out more >](#)

## Designing a fund

Thousands of local donors trust us with helping them see the difference they want to make. If you are thinking about setting up a charitable trust, starting a fund with us can provide all the benefits and more without the cost and administration.

**Case study:** The Greening Our Communities Fund was established in 2021 with a founding donation of £150,000 to be invested in the community over three years. The Fund supports communities in Norfolk to take action to improve their local environment while providing people with the positive effects of being outside and connecting with nature.

Allow us to inspire you with the work you can support and fund, safe in the knowledge we are undertaking the background checks to protect your investment.



# £150k

to be invested in environmental projects

“ The Foundation have taken care of the whole process, utilising their expertise and local knowledge to present us with comprehensive proposals for projects that connect with our interests. We are very active locally but they were able to introduce us to some organisations and projects that were new to us. We were then able to make informed decisions about who and what to support and we are looking forward to hearing more about the difference the projects have made to improve the environment here in Norfolk.

- Greening Our Communities Fundholder

[Find out more >](#)



# Help us to go further

## Tackling the key areas of need within communities

The last few years have highlighted more than ever the need for community support and we know this will continue to grow as more and more people find themselves in challenging circumstances.

Our local charities and voluntary groups are working across Norfolk to tackle the big issues facing communities. However, these vital groups remain reliant on grant funding and other support to continue their essential work.

This report has highlighted some of our key initiatives that are already making a difference to lives across Norfolk, but with continued support we can achieve so much more.

So let's get started. Get involved and transform lives in Norfolk today.

Find out more >

### Back our key initiatives

Help us to support communities and organisations tackle the key areas of need within our communities. Interested in what you can get behind?

**Sir Norman Lamb Mental Health & Wellbeing Fund:** Join Sir Norman Lamb and help us make a difference to youth mental health in Norfolk.

**Vulnerable Families:** Change the future of Norfolk's children facing poverty, isolation and low aspirations.

**Together for Women & Girls:** Help our women and girls take positive steps towards empowerment and opportunity.

**Love Norfolk:** Build stronger communities from the ground up through supporting local places, spaces and services.

**Nourishing Norfolk:** Join the movement to feed Norfolk's future by helping to combat food insecurity and ensure that no one goes hungry.

Find out more >



Total Ensemble

### Come together to achieve more

Whether you're an individual or business wanting to make a difference, we offer a range of options to help amplify your giving.

**Give jointly with others** to make a big impact by joining one of our giving circles.

**Leave a legacy** and make a difference in the community for generations to come.

**Sign your business up to our payroll giving initiative** – one of the best ways as an employer you can help make a difference and give back to your local community.

**Join our ProHelp scheme** and be part of a network of approved professional firms committed to making a difference in local communities by providing free advice and support to the voluntary and not-for-profit sector.

**Provide Opportunities4Communities** through our initiative linking up individual offers of support and practical donations with charities and community groups.

Please get in touch if you would like to know more about our work and get involved.

What could we do together?

Find out more >



Together, Norfolk shines brighter

### Find out more or get in touch

-  [www.norfolkfoundation.com](http://www.norfolkfoundation.com)
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