



# Together, Norfolk shines brighter

CELEBRATING 20 YEARS  
OF MAKING A DIFFERENCE

ANNUAL REVIEW 2024/25

## Together, Norfolk shines brighter



insight from our community conversations. We are channelling our focus through six missions:

- Supporting young people's mental health
- Community action in green spaces
- Developing skills for better lives
- Ensuring children have the best possible start
- Making all neighbourhoods great places to live
- Building healthier communities through food

This year we are celebrating our 20<sup>th</sup> birthday. Since 2005, we have invested over £55 million in Norfolk communities, supporting over 3,000 local charities and delivering over 17,000 grants.

In 2024, we awarded over £7.9 million across Norfolk, helping alleviate hardship and create opportunities and connections for more vibrant communities.

To ensure funding goes where it is needed most, we continue to harness

Thank you for your continued support. Together, we are creating a stronger, brighter Norfolk—today and tomorrow.

**Claire Mackintosh MBE**  
Chief Executive



## Why we exist

Norfolk Community Foundation exists to strengthen communities, unlock potential, and improve lives across our county. As a permanent force for good, we bring people together to address local challenges with lasting, place-based solutions.

Our mission is simple—to ensure that vital local

charities and community groups have the resources, connections and confidence they need to help communities thrive.

### 2024 in Numbers

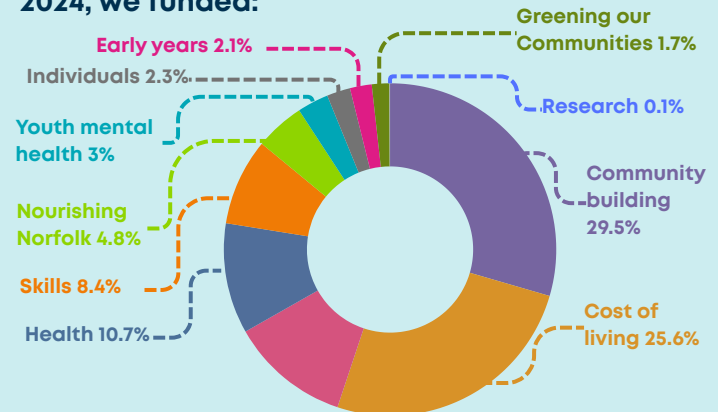
**£7.9 million**  
awarded

**1 in 5**  
people  
benefitted  
from our funding

**£3¼mil**  
business  
support  
unlocked

**540+**  
community groups  
supported

### Working together in 2024, we funded:



## How we make a difference

**Funding:** Simple, impactful, and accessible — every penny counts.

“**Norfolk Community Foundation has stood by us ever since we started, giving us advice and all kinds of support where ever and whenever we needed it.**

*-Society Alive CIC*

### **Building Networks:**

Spotting needs and building networks to meet them.

“**Quite frankly, we would not be here without them.**

*-Nourishing Norfolk hub leader*

### **Strategic Partnerships:**

Convening partnerships for action.

“**They are a constant**

*repository of great practice, good ideas, and all sorts of thoughts of where we can go next.*

*-Feeding Britain*

### **Good for Good:**

Connecting businesses and charities for mutual social good.

“**Their collaboration has been crucial in tackling local issues and helping us see our social impact.**

*-Norse Group*

**Research:** Unlocking community insight to drive action.

“**The Foundation can reach those furthest from our services, offering unique insights we would otherwise miss.**

*-Norfolk & Waveney ICB*

## Case Study: Connected Community

Together, we invest locally to spark lasting change. Supporting grassroots action builds a brighter, more resilient Norfolk where communities thrive through local connection, pride in place, and a legacy that lasts.

### **One idea...**

Older people and new parents are two groups at a higher risk of loneliness. *Friend In Deed* is reducing isolation by building meaningful relationships between them. With support from our *Love*

Norfolk funding, they have helped hundreds of older adults form lasting connections with younger generations. Using initiatives like running baby groups in care homes and setting up pen pal programmes through schools and charities, they turned occasional visits into regular friendships, improving mental wellbeing and strengthening community ties. These simple but impactful ideas are building a Norfolk where people feel they belong.





## Driving local change responsibly

**At the heart of everything we do is listening to community voices and aspirations, backed by:**

### 1. **Strong foundations:**

Robust systems and clear processes ensure funding is managed responsibly and transparently.

### 2. **Effective funding:**

Every grant application is carefully assessed for impact, value, opportunity and risk.

### 3. **Informed decisions:**

Funding decisions are informed by local expertise, including community members, business leaders and family trusts.

### 4. **More than just a**

**funder:** Through *Good for Good*, we combine business expertise with funding to help charities make a bigger, longer-lasting difference.

## Case Study: More than just a funder

*Cup-O-T* offers a warm, supportive environment for young people and their families. They support young people build resilience in a safe, therapeutic outdoor space.

matched Cup-O-T with Tom Bushall from Byra Marketing, who provided free help to redesign their website, making their e-learning platform more accessible to help build skills in their community.

**Funding for action:** Our *grants* helped them grow their programmes, reaching more people in need of therapy done differently.

**Extra support:** Through *Good for Good*, we

### **Building networks:**

Through our *Sir Norman Lamb Coalition for Young People*, *Cup-O-T* connect with other grassroots groups and professionals, opening doors to new partnerships and opportunities.



Today, *Cup-O-T* is thriving not just because of funding, but because of the collaborative ecosystem that surrounds them. It is a great example of how we make local giving go further.



# Our Six Missions are Building a Norfolk that is...

## Sustainable.

Norfolk is at risk from climate change. From rewilding neglected urban spaces to reducing local carbon footprints, our **Greening our Communities** mission supports local

groups bringing people together to take climate action, improve wellbeing, and create places where nature and community thrive side by side.

## Good to Grow Up In.

30,000 Norfolk children live in low-income households. Our **A Better Childhood** mission funds local projects that build communities where children can thrive and

flourish. We ensure families are supported so children feel seen, valued and encouraged.

## Full of Opportunities.

Our **Skills for Norfolk** mission funds projects that help people develop skills, access training, and build careers. We know local communities are uniquely positioned to

support those furthest from the workplace, helping them build confidence, overcome obstacles and take their next steps towards working.

## Connected.

We know 85% of charitable donations go to big-name charities, leaving vital local communities behind. Our **Love Norfolk** mission changes that. Powered by our **Norfolk 100** members,

it provides essential, local funding to back community activities connecting people around their interests, challenges and where they live.

## Resilient.

We have built a local network supporting young people in Norfolk who face rising mental health challenges and long waits for help. Our **Young People's Mental Health**

mission helps create safe, trusted spaces in communities where young people can build resilience and access support where they live.

## Nourished.

Accessing food at a price that feels affordable is harder in Norfolk than in many other parts of the country. **Nourishing Norfolk** has created a network of hubs that not

only offer lower-cost food, but also provide the practical support individuals and families need to move from surviving to thriving.



Norfolk Lowland Search and Rescue

# Financial Activities 2024

Income & expenditure (£)	
Total income	8,420,000
Grants awarded	(7,940,000)
Other charitable activities	(1,193,000)
Expenditure on raising funds	(362,000)
Support and governance costs	(109,000)
Total expenditure	(9,604,000)
Balance of Funds	
Unrestricted	853,000
Restricted	3,160,000
Investments	25,329,000
Total Funds	29,342,000

NCF oversees 260+ funds. Staff costs to manage these funds, including grant-making, totalled £735k in 2024, 21% of which were covered by external funding. Direct core cost support totalled £686k. Additionally, we have rent-free office space from Jarrolds. *This ensures that 90p of every £1 donation reaches frontline projects.*

Our full report & accounts are available on:  
[charitycommission.gov.uk](http://charitycommission.gov.uk)



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