



SAFER LONDON FOUNDATION REPORT TO MPA OCTOBER 2007

1. Introduction

The past year has been a time of significant development and change for the Foundation, which is now in its second year of operation. SLF has become well established as a grant making trust within the community safety/crime reduction sector as well as having achieved greater penetration within the MPS, British Transport Police and City of London Police.

The Foundation is now represented on a number of Boards including London Week of Peace Steering Group, GG&W Reduction Board, Safer Neighbourhoods Programme Board, SCD Strategic Specialist Advisory Group, Safer London Problem Solving Awards Steering Group and The Home Office/NOMS Corporate Alliance Steering Committee.

During the past year the Foundation has worked hard to raise its public profile as well as developing closer links with the commercial business sector, central government and local authorities.

Last December the Foundation was pleased to be asked by the Government Office for London to distribute £175,000 of Home Office Funds on their behalf. This was a very successful exercise with all targets being successfully met.

In addition, the Foundation has been asked to distribute £500,000 of Proceeds of Crime Act (POCA) funds in support of initiatives addressing the issues of Guns, Gangs and Weapons crime. The Foundation successfully distributed £225,000 of this money to 10 pan London and local community groups. Projects range from a mother who has set up a 24 hour help line and support group for parents of murdered children following the death of her own son seven years ago to a joint project with MPS to develop a 5 Boroughs Mediation Service.

Both these funding streams have demonstrated the funders' confidence that SLF can deliver efficient, cost effective services on time.

2. Foundation Club Members

The Foundation Club enables high level buy in from corporate sponsors who commit to making a donation of £25,000 a year for three years.

Current Foundation Club members include

Rentokil Initial

KPMG

Candy & Candy

VT Group
Man Group Plc
Raj Loomba

Our aim is to increase membership to 10 and during the past few months new contacts have been made with a large number of potential new Club members. Considerable research has been undertaken to ensure that there is synergy or common ground between SLF and potential sponsors. Contact has also been targeted at identified personnel as part of a comprehensive plan of engagement which has been developed to maximise our chances of success.

3. New Developments

The Foundation continues to develop new initiatives that will raise sufficient income to cover core costs. Within the charity sector it is widely recognised that generating core funding is an extremely difficult task and the offer of 3 years financial support from MPA has provided SLF with some security during this period of transition to financial independence.

The Foundation has introduced a new role of Vice President for invited people who can assist our fundraising activity through their personal contacts. It is a recognised fact that “warm” introductions are significantly more likely to have a positive result than cold calling. Our first Vice President has already raised £25,000 for the Foundation and made a commitment to raising a further £50,000 over the next two years.

We are also speaking to a small number of potential Vice Presidents who have also shown an interest in assisting with our fundraising activity, one of whom raised almost £6,000 for SLF from two donations at a recent lunch.

In May a new full time Development Manager (fundraiser) was appointed on an initial six months contract to assist the CEO with fundraising. Following on from her appointment, the Foundation is organising its first major fundraising event in February 2008.

The SLF Challenge is an innovative project to engage the corporate business community who are being invited to put forward a “Dream Team” of entrepreneurs from their staff for this Apprentice style challenge. Each company agrees to underwrite a £12,500 donation to SLF – the team’s stake. The team then has up to 7 days to generate as much income as possible. The winning team is the one that is able to raise the most money. The results of the Challenge will be announced at a Gala Dinner. It is anticipated that this will become an annual event, with the expectation that the Challenge will generate at least £100,000 this year, and an even larger amount in subsequent years.

Whilst the main aim of the Challenge is to generate income, it is hoped that there will be the opportunity to convert Challenge Teams into Foundation Club members.

SLF is currently in contact with approximately 600 companies all of whom are either “warm contacts” or have been identified as having a close synergy with our work by our researcher.

On going contact and engagement with potential sponsors is now the responsibility of the Development Manager who will also be developing the fundraising strand of the Foundation’s 2008/9 Business Plan.

4. Charitable Activity

During the past 12 months, the Grants Committee, Chaired by Lord Harris of Haringey has awarded grants of over £400,000 with an additional £225,000 allocated for the next grants round in June 2008.

SLF grants have been used to support over 60 innovative community based crime reduction projects ranging from a simple intergenerational fishing project (which provides the opportunity for both children and their estranged parents to learn how to fish in a supportive and safe environment) up to a high profile new serious crime mediation service for 5 London Boroughs to address the issues of gang related crime.

The Foundation has provided real added value to projects through the provision of Master Classes and peer group support during the year, which has contributed to making projects independent and sustainable.

SLF now has a volunteer Skills Bank of over 100 volunteers who come from a wide range of backgrounds including employees of corporate sponsors. During the past year, they have provided an amazing 2,567 hours of volunteering worth more than £37,000 in kind.

The Foundation is currently working towards achieving the Investors in Volunteers accreditation with volunteers involved with a wide range of SLF funded projects, some as hands on volunteers, some as advisors and some as SLF trained mentors.

5. The next 12 months

During the next 12 months, the Foundation will continue to work towards financial independence by

- Increasing the number of Foundation Club members to 10
- Aim to generate £100,000 from the Challenge event in February
- Prepare for a second larger Challenge event in 2008
- Further develop the current fundraising strategy to include new and innovative ways of attracting unrestricted funding from the corporate business world

Tony Shepherd
Chief Executive

October 25 2007