



The Lawson Trust Million-Pound Endowment Match Challenge

The  Lawson Trust



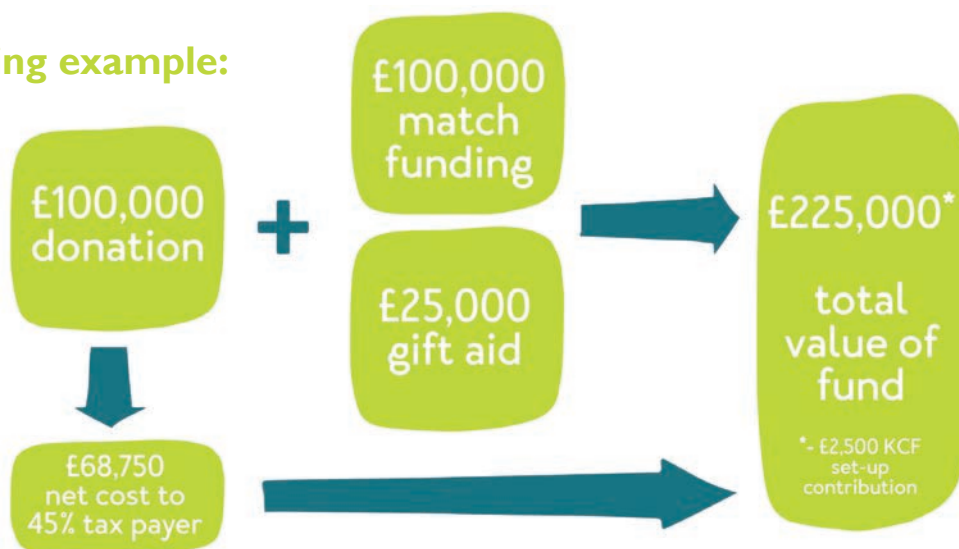
Encouraging Philanthropy in Kent

To celebrate and encourage philanthropy in Kent, The Lawson Trust is launching an exciting new match funding partnership with Kent Community Foundation.

Building on the charitable legacy of Raymond and Blanche Lawson, the partnership aims to create a lasting bequest for Kent and help those in need in their local community while encouraging philanthropic giving.

The Lawson Trust Million Pound Match Challenge will add £1 for every £1 donated to an endowment fund at Kent Community Foundation. The funds will be invested in perpetuity and the income gained every year will be used for charitable grant making for the benefit of those in need in Kent and Medway. As an endowment fund-holder, you can choose the goal and direction of your philanthropy, and we will support you to achieve this.

Match funding example:



Who is eligible?

The Match Challenge is open to individuals, families, trusts and foundations and businesses who wish to start an endowment fund or build upon an existing endowment fund at Kent Community Foundation.

How to give:

For UK tax payers, gifts of cash can attract Gift Aid. We will match the value of gifts excluding Gift Aid. Gifts of publicly quoted shares, which attract tax relief, can also be considered for match.

Minimum gifts:

New fund-holders must be committed to setting up a named endowment fund, which starts at £50,000 and current fund-holders will need to top-up by £25,000 in order to qualify for the match.

Maximum match:

To ensure as many donors as possible can take advantage of this offer the maximum amount of match available is capped at £100,000. There is no overall maximum amount for setting up an endowment.

Benefits of Endowment Funds

- **Perpetuity:** With an Endowment Fund your gift is invested with the revenue it generates every year going to support your chosen causes. Over time, the amount distributed will outstrip your original gift, making a lasting legacy for your community.
- **Pooled Investment:** Your endowment will be pooled with other funds held at Kent Community Foundation allowing for a broader spectrum of investments, protection of capital and increased returns.
- **Ease:** Kent Community Foundation will deal with all the administrative and legal burdens of managing a charitable fund.
- **Trustworthy:** You can be safe in the knowledge that Kent Community Foundation will manage the entire grant-making process, managing applications, due diligence and follow-up monitoring and evaluation.
- **Impact:** By investing your donation the benefit to the recipients is magnified beyond what the donor might have been able to give during his or her life.
- **Strategic giving:** Giving through a community foundation helps your gift move from reactive cheque writing to more strategic philanthropy. We can help guide your giving choices and maximise your philanthropic impact.

Need in Kent

Kent is a wonderful place in which to live and work but it is also a county of extremes. Amongst the affluence of many areas, there are pockets of significant deprivation in neighbouring communities. These communities are often hidden by statistical averages, making them harder to reach and more likely to remain in poverty.

As a grant maker and philanthropy advisor we specialise in smart giving that helps you make a genuine and lasting difference to your community. We regularly review the social needs across Kent and Medway, and re-focus our grant-making and advice accordingly. We look at local authority population data, policy changes that are coming down the line and funding strategies of other grant-makers and try to anticipate where the next big need is coming from.

By working with Kent Community Foundation and our match-funding partner The Lawson Trust, you can help make communities in Kent and Medway healthier and happier.



About Kent Community Foundation

Established in May 2001, KCF has distributed over £34 million in grants and now provides financial support to hundreds of charities and deserving causes throughout the county each year – particularly small, local charities, where a modest sum of money can make a significant impact.

KCF helps individuals, families, businesses and other trusts and foundations establish and administer their own charitable funds to support the causes that mean the most to them in Kent and Medway.



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