

# Corporate Giving



## About Corporate Giving

A growing number of Kent-based businesses are looking to establish a corporate charitable giving programme or enhance an existing corporate responsibility strategy. Kent Community Foundation can offer a simple, flexible and tangible way of making a difference to your local community. We work with a wide range of businesses both large and small as well as local authorities, family offices and trusts & foundations.

By investing in your local community, you can reach new audiences, enhance business relationships and build loyalty with your employees and stakeholders by supporting causes that matter to them. In addition, you can see the impact of your donation first hand!

### Staff involvement

Kent Community Foundation's robust grant-making expertise and extensive knowledge of local charities and community projects ensures an effective and professional service, where a modest sum of money can make a significant difference.

We will simplify your giving and strengthen the impact of your investment. We can also involve your staff – **staff representatives can be on the decision panel for grant-making and can get involved in deciding where money will go. We can provide guidance and training for staff on this.**



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## Why work with your local Community Foundation?

- **We enable you to invest in and support your local area; your customers, employees and neighbours.**
- We can align your giving to your company values.
- **We can involve members of staff in the decision-making process.**
- Our menu of options enables you to choose your preferred level of staff involvement, how much you want to give and a choice of giving now or forever.
- **We can facilitate volunteering opportunities for staff through local charities**
- We take away any administrative burden by handling all requests for support and awards of funding on your behalf.
- **We can assist with company reporting**
- As a charity, your gifts to us can be deducted from your total profits for tax purposes.
- **By giving through a Foundation we are able to help you measure the impact of your giving and help you reach your strategic goals.**

Chief Executive of the Port of Dover: *"We believe passionately in our town and its future – that's why we continue to actively invest in it. We're extremely grateful to the independent panel and Kent Community Foundation who've been working so hard to ensure the Port of Dover Community Fund is a success. More and more organisations are recognising how the Port of Dover Community Fund can help them make a genuine difference to the lives of Doverians."*



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## How does a corporate advised fund work?

- Your business makes a gift to us – this can be cash, shares, property or other assets
- **We set up the fund using your business name**
- Your business receives tax benefits in the year your gift is made, the business will claim a deduction for the charitable donation as if it were a trading expense
- **You (or a team of employees) recommend uses for the fund – working with our professional grants team to support the causes and organisations you care about most**
- We have an extensive network of local charities, community and voluntary groups in Kent so can help connect you to great causes wherever you are based.
- **We handle all administrative matters and issue grants to charities in the name of the fund on your behalf (or if you prefer, grants can be made anonymously)**
- We provide end of year grant reports on the difference your fund has made



Michael Head, Chairman of Crown Imperial, a 70-year old kitchens and bedroom business based in Herne Bay, is grateful for all the support youth clubs and other organisations offered him in his youth. Following his success, he wanted to give something back, and is a long-term Fund-holder at KCF:



*“I was stunned by the concept of being able to put money into a fund at our convenience, with a name of our choice, that we could add to, and identify projects that needed our financial support... Until you get close, it’s difficult to appreciate how fantastic this system is. You put the money in and make donations to causes as and when they crop up and when they happen to suit what you believe in. There is zero pressure. It’s so simple and easy. It’s one of the best things I’ve ever done in my life.”*

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## The Gatwick Foundation Fund

The Gatwick Foundation Fund was set up in partnership with Kent, Surrey and Sussex Community Foundations. The Fund oversees £300,000 worth of annual grants for worthy causes across the region. The funding is used to promote employment, training and skills, alongside support for families, the elderly and young people at a local level across the three counties.

"Gatwick is proud to be partnering with the Community Foundations for Sussex, Surrey and Kent to launch the Gatwick Foundation Fund in support of important community and voluntary projects across the region. Each organisation has detailed knowledge and understanding of the community needs across their respective counties and this invaluable experience will help to ensure grants are focused where they can make the most difference."  
Stewart Wingate, CEO of Gatwick Airport



Vanquis established their Active Community Fund in 2015 with the aim of supporting disadvantaged children and young people (up to 30 years of age) to achieve their potential.

Since the fund was set-up, there has been a particular emphasis on supporting organisations with activities such as employment support, staff engagement, education and training and family support. Vanquis also offers employees the opportunity to volunteer with applicant community groups.

