



Cornwall
Community
Foundation

Our strategy 2025 - 2030



**UKCOMMUNITY
FOUNDATIONS**
GIVING FOR LOCAL GOOD

Introduction

Cornwall Community Foundation (CCF) is embarking on its most ambitious strategy yet, fostering thriving communities, preventing hardship and rising to the critical challenges of our time: growing inequality, climate change and the lack of affordable housing. With a bold and must-win vision to make Cornwall and the Isles of Scilly a great place for everyone, CCF is committed to driving positive change, empowering grassroots organisations, and fostering place-based giving that builds stronger communities.



Tamas Haydu
CEO

At Cornwall Community Foundation, we believe in the power of local philanthropy to transform lives. By inspiring giving, investing in communities, and championing leadership, we can drive real, lasting change. This strategy is our commitment to increasing impact, supporting those who need it most, and ensuring that Cornwall and the Isles of Scilly remain places where everyone has the opportunity to thrive.



Kim Conchie, DL FRSA
Chair

The challenges we face — deprivation, rural isolation, housing shortages, and climate change — demand bold action. But we know that by working together, harnessing generosity, and empowering grassroots organisations, we can create meaningful change. This is a pivotal moment for Cornwall, and with the right support, we can unlock potential, build resilience, and shape a future where no one is left behind.

OUR VISION, MISSION AND VALUES

VISION

We envision a Cornwall where people work together to overcome disadvantage, building equitable and sustainable communities that can thrive now and in the future.



MISSION

CCF inspires philanthropy to meet local needs, channelling resources into transformative grassroots efforts.

OUR GUIDING PRINCIPLES

Individually, the values below describe how and why we do what we do. We are:

OPEN

We believe in sharing, open communication and mutual trust.

INCLUSIVE

We believe in equitable access to resources, opportunities and decision-making.

DYNAMIC

We respond quickly and flexibly to meet the evolving needs of our communities.

SUSTAINABLE

We invest in people and planet, taking a long-term approach.

CONNECTED

We believe in the power of partnerships and working together.

A BOLD STRATEGY FOR TRANSFORMATIVE IMPACT

GROW OUR ENDOWMENT

Grow our endowment to £20 million and invest £4 million annually in local projects, ensuring sustainable community impact.

DOUBLE DISCRETIONARY FUNDING

Double discretionary funding and expand unrestricted, multi-year grants to give organisations the flexibility to address urgent and evolving needs.

LEAD IN INSPIRATIONAL GIVING

Becoming the first choice for philanthropy in Cornwall, growing our donor base to support long-term, needs-led giving.

BE AN OPEN AND TRUSTING GRANT MAKER

Be an open and trusting grant maker, using IVAR principles to ensure we are working in partnership with community experts.

DRIVE DIGITAL TRANSFORMATION

Drive digital transformation, harnessing AI and digital tools to improve accessibility and streamline processes for maximum impact.

SHARE POWERFUL STORYTELLING

Share powerful storytelling, conveying the impact of Cornwall's inspirational community projects and the power of place-based giving.

“PEOPLE FIRST”

“People First”, be a dynamic and inspiring place to work, volunteer, or be affiliated to. People are at the heart of everything that we do.

STRATEGIC PRIORITIES



COMMUNITY INVESTMENT AND LEADERSHIP

Through dynamic community investments, innovative trust-based partnerships, and an unwavering commitment to grassroots change, we will enable inclusive, thriving communities and support those who combat climate change and Cornwall's housing crisis.



INCREASE IMPACT ACROSS OUR GIVING

We will build partnerships with our applicants and collaborate on lasting and valued impact. Through powerful storytelling we will convey the impact of Cornwall's inspirational community projects and the power of place-based giving.



INSPIRATIONAL GIVING

We plan to become the first choice for philanthropy in Cornwall, and grow our donor base to support long-term, needs-led giving.



COMMUNITY INVESTMENT AND LEADERSHIP

CLIMATE RESILIENCE

As a coastal region, Cornwall is on the front lines of climate crisis in the UK. Building community-led resilience to the impact of climate change is essential, and we have a thriving network of local groups leading the way in climate adaptation and resilience.

- CCF will invest in grassroots climate resilience, such as community-led regenerative farming and food security initiatives, and protection of local ecosystems through voluntary action.
- We will back projects that educate and mobilise communities to reduce carbon footprints, enhance nature connection and build sustainable futures, ensuring climate resilience for generations to come.

HOUSING ACTION

The housing shortage has reached critical levels, with limited affordable housing and rising homelessness. CCF is committed to:

- Supporting community-led housing solutions and innovative projects that make housing affordable and accessible.
- Funding initiatives that focus on homelessness prevention and long-term stability for vulnerable communities.
- Empowering local organisations to address housing challenges through long-term unrestricted funding, helping Cornwall's communities stay rooted and resilient.

THRIVING COMMUNITIES

We believe in the power of strong, connected communities. By fostering inclusion, addressing inequality, and promoting wellbeing, CCF will:

- Support youth-led action that provides hope and opportunities for Cornwall's next generation.

- Fund projects that prevent hardship, combat poverty, rural and social isolation, improve mental and physical health, and build vibrant community networks and assets.
- Strengthen local economies through initiatives that celebrate Cornwall's rich cultural heritage while fostering innovation and economic opportunity.
- Champion equity, diversity, and inclusion, ensuring that marginalised groups have access to the support they need to thrive and support those at risk of offending.

CHAMPIONING LOCAL COMMUNITY ORGANISATIONS AND CHARITIES

Provide leadership and be the voice for grassroots community organisations and charities to raise the profile of the unsung heroes who are changing people's lives for the better. CCF will:

- Advocate on behalf of small under the radar community groups and charities ensuring their voices are heard and their needs are considered in decision-making processes.
- Provide flexible long-term funding options that meet their unique requirements, whether it's for programme support, capacity building, or operational expenses.
- Offer support beyond financial assistance by providing community outreach and capacity-building resources to help strengthen small community groups and charities.
- Facilitate networking opportunities and encourage collaboration among small community groups and charities to leverage resources, share best practices, and amplify their impact. Foster partnerships with larger charities and government agencies to create synergies and support collective efforts.
- Go digital, arrange regular online workshops and one-to-one sessions to help groups with their governance and to improve application skills.

INCREASE IMPACT ACROSS OUR GIVING

We truly care about making a positive change for one and all. We measure the impact of our grant making and philanthropy to demonstrate the difference made by investing in local grassroots groups and their work to build more resilient and sustainable communities.



CAPACITY BUILDING

Foster a culture of continuous learning and improvement to embed impact measurement practices within the organisation.

Create and use videos for educating applicants and to demonstrate our impact.

ENHANCE IMPACT MONITORING

We will utilise the UN's Sustainable Development Goals (SDGs) framework to raise the aspiration of our donors – think global, act local.

We plan to drive digital transformation, harnessing AI and digital tools to improve accessibility and streamline processes for maximum impact.

DATA STRATEGY

Leverage the full potential of Salesforce to gather comprehensive data on community impact. This will help us see how much impact we're making in the communities we serve so we can do even better in the future.

Standardise reporting procedures to fund holders to streamline communication and ensure consistency.

STRENGTHEN ENGAGEMENT

Improve engagement with our fund holders through personalised communication and biannual updates on project impact.

Share powerful storytelling, conveying the impact of Cornwall's inspirational community projects and the power of place-based giving.

INSPIRATIONAL GIVING

Inspire and grow our donor base to support long-term, needs-led giving.

BE THE FIRST CHOICE FOR PHILANTHROPIC GIVING AND GRANT-FUNDING IN CORNWALL

Deepen our donor relationships by continuously improving stewardship, demonstrating impact, and offering ways for their support to extend beyond financial gifts.

Continue to invest in our marketing, communications, and events to spread our message and build closer relationships.

INSPIRE DONORS TO MAKE NEEDS-LED GIFT DECISIONS

Use Vital Signs research and improved impact reporting to provide donors with evidence of most effective interventions and areas of greatest need, whilst retaining importance of donor choice.

Ensure donor impact reporting focuses on learnings from the sector and includes reflections for donors to continue to improve effectiveness of philanthropy.

OUR CALL TO ACTION

CCF's 2025-2030 strategy sets ambitious targets to transform Cornwall for the better. Through dynamic community investments to prevent hardship, develop trust-based partnerships, and an unwavering commitment to grassroots change, we will support those who combat climate change and Cornwall's housing crisis, and create inclusive, thriving communities.

Together, we can create positive change for one and all.



GROW ENDOWMENT TO £20 MILLION

Show how endowment funding is an investment in Cornwall in perpetuity, and develop our fundholder, trust transfer and legacy messaging to support this.

DOUBLE OUR UNRESTRICTED INCOME TO £500,000 A YEAR

Suggest unrestricted, multi-year funding as the first choice for all new fundholders and major donors.

Promote open and trusting grant making principles in line with the Institute for Voluntary Action Research (IVAR).



ABOUT CORNWALL COMMUNITY FOUNDATION

At Cornwall Community Foundation (CCF) we want Cornwall and the Isles of Scilly to be a great place to live for everyone - a place where people work together to address disadvantage and build strong, resilient communities.

Since 2003 we have awarded more than £20 million in grants to grassroots, front-line, volunteer-led community organisations that are making a positive impact, helping to overcome the challenges of disadvantage, exclusion, and poverty for all.

This work wouldn't be possible without the support of our generous donors.

There are many ways to support our work:

Make a one-off donation online

Join one of our regular giving supporter member networks:

- **Friend of the Foundation**
- **The Business Club**
- **The Cornwall Club**

Speak to us about how we can help you set up your own fund to support specific causes or geographic areas you are passionate about, or if you would like information on leaving CCF a gift in your will.

Our strategy is guided by Vital Signs, a report completed in conjunction with the University of Exeter. The report collates research documents, surveys with groups and community consultations to measure how Cornwall is performing in key areas.

To find out more about Vital Signs, and other CCF reports, go to our website.

cornwallcommunityfoundation.com/research-reports/



If you are involved in a community group in your area, please contact us for more information about the grants we have available and please help us spread the word to other groups you may know.

For more information call **01566 79333** or email **office@cornwallfoundation.com**
cornwallcommunityfoundation.com