ST. JAMES'S PLACE
CHARITABLE FOUNDATION

Impact Report 2020

Making a positive and lasting difference to peoples lives



Achievements and highlights of 2020

Welcome to our latest Impact Report that shares with you the achievements and highlights of the Foundation during 2020. An extraordinary year as we all know, as we managed the challenges of the COVID-19 pandemic.

As you will see in the following pages, despite the pandemic, we are proud of the strong performance of our fundraising (even reaching £100 million raised since we were formed). A special thank you to the St. James's Place community who continued to be generous, resourceful, and adaptive in their fundraising efforts, raising valuable funds to support our grant-making programmes. We would also like to thank to the St. James's Place shareholders for both supporting the day-to-day running costs of the Charitable Foundation and their ongoing commitment to matching the fundraising activities of the St. James's Place community.

Our grant-making delivered another strong year with continued focus in four core areas, children and young people, mental health, cancer support and the hospice sector. As we will share in this report there were some great examples of the positive impact that our funded charities are making. We also adapted our funding agreements to give flexibility to our grantees, to help them navigate effectively the challenges of the pandemic and provided a special emergency fund, which resulted in us giving out £2.3 million.

We continue to evaluate what we do to ensure our grant-making is having the biggest impact and these results go from strength to strength each year in terms of the reach, positive organisational change to the charities we fund and transformational impact to those they support. Our aim is to continue to build on this year on year and work collaboratively with our grantees to ensure maximum impact.

We are honoured to work with so many incredible charities, now more than ever and admire their efforts and dedication in helping those in need.



Andrew Croft
Chair of Trustees



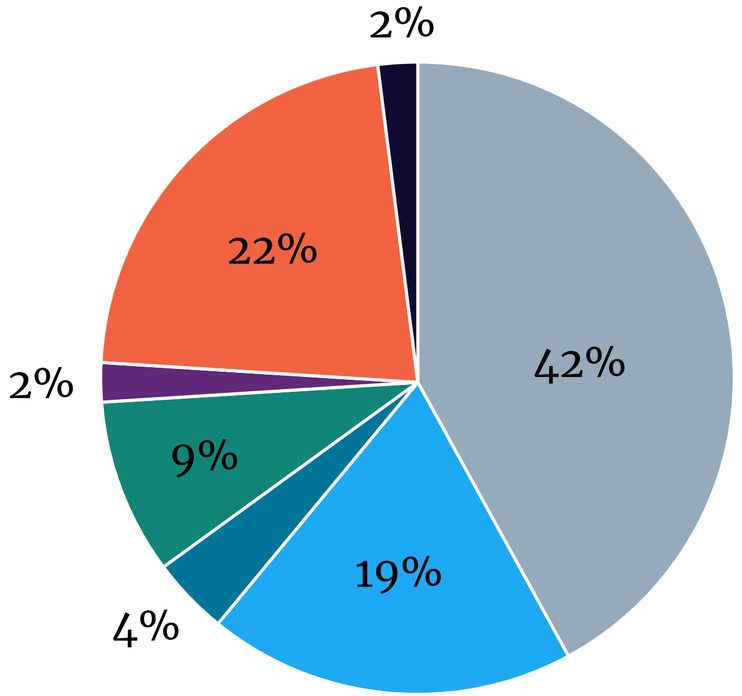
Catherine Ind
Head of Foundation



Allocation of funding by theme

In 2020 we continued to focus on supporting smaller charities working in four key areas: Children and Young People, Cancer Support, Hospices and Mental Health.

Children - disadvantaged	42%
Children - disability	19%
Mental health	4%
Hospices	9%
Cancer support	2%
COVID	22%
Other	2%



£10.5 million
granted to 814 charities

66%
of beneficiaries reported substantive or transformational change

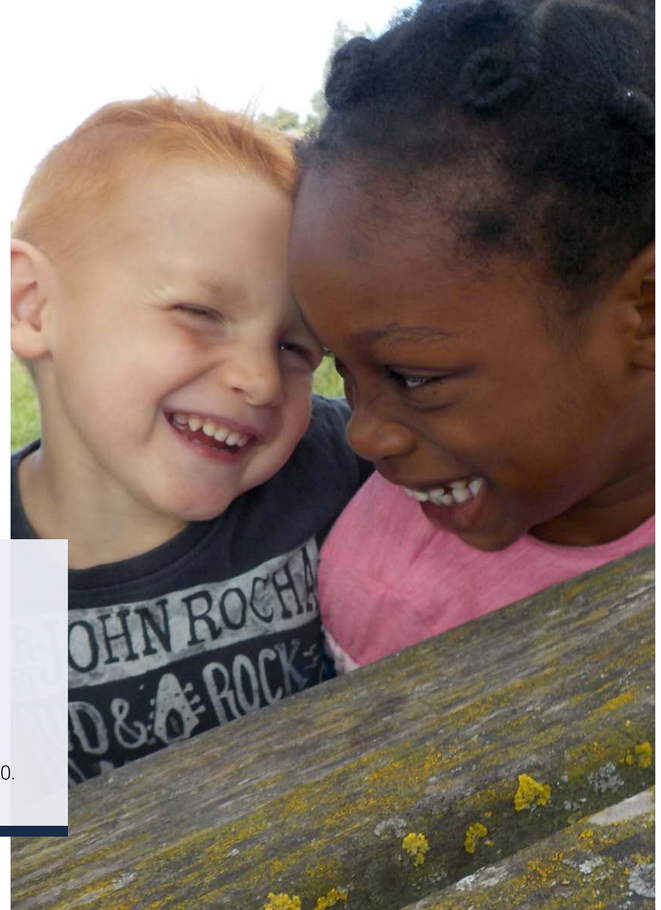
81%
of our grants went to UK charities, while 19% were awarded to overseas charities

Children & Young People

As a core funding theme and where 61% of our funds go, our aims are to enable a more inclusive and accessible society for those with additional social or economic barriers or ease suffering for those with life-limiting or terminal illness.

£1.9 million was given in grant funding to charities working with children who have disabilities or a serious illness and a further £4.4 million awarded to support disadvantaged children and young people.

Take a look at the stories from our partner charities, International China Concern and Nordoff Robbins, to see how our funding is changing lives for the better.



£6.3 million

awarded to charities supporting children and young people in 2020.



International China Concern

International China Concern takes children who have been abandoned into care and gives them the love and support they desperately need. Often the children that they work with have physical or additional needs, requiring specialist equipment and support. A £10,000 grant from the Foundation enabled them to purchase three wheelchairs for children in their care.

Scan the QR code to watch the video

國際關心中國慈善協會
International China Concern



Thomas' story

£50,000 was awarded to Nordoff Robbins in 2020 towards delivering music therapy to critically ill children in hospitals and hospices across the UK. See how Thomas was supported by Nordoff Robbins and benefitted from music therapy.

Scan the QR code to watch the video

NORDOFF ROBBINS
Enriching lives through music therapy



WHO WE SUPPORTED

Mental Health

A developing area of our funding and, with the onset of the pandemic, one that we anticipate growing in need of support. Our aim is to enable organisations to scale their resources and create greater access to the right support.

£420,000

given to Mental Health charities in 2020.

Mind Your Mate and Yourself

Mind Your Mate and Yourself (MYMY) received £2,500 of funding from the Foundation in 2020 towards their telephone counselling service for young people who are suicidal, despairing, in distress or self-harming.

The charity had been delivering face-to-face counselling sessions prior to the pandemic but switched to telephone counselling so that they could continue helping people while government restrictions were in place.



Conor's story

During lockdown Conor experienced depression and suicidal thoughts. He left home one day with the intention of not returning when the full realisation of this decision hit him. Instead of taking his own life Conor reached out to a friend who helped connect him with MYMY.

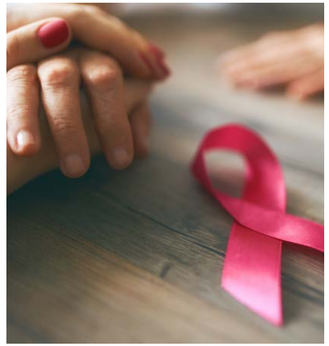
Within just a few hours of being referred to MYMY Conor had gone through an initial assessment and within a week he had attended his first cognitive behavioural therapy session. He continued to have counselling for several months and all of this was carried out over the phone.

"What sets MYMY apart from other support services is how quickly I was able to receive support and that the counselling sessions continued beyond the standard 12 week course. Ending your counselling sessions is a joint decision between yourself and your counsellor and can go on for as long as you need." - Conor

Conor is now in a much healthier place thanks to the support of MYMY and is feeling positive about his future.

Cancer Support

Support for people whose lives have been affected by cancer remains undiminished. Our funding focusses on developing services for people to live well with cancer, for them to be informed, empowered and supported.





£210,000

was awarded to cancer charities in 2020.

The Eve Appeal

The Eve Appeal aims to prevent women from developing and dying from gynaecological cancers; through funding medical research, raising awareness and providing information and support.

Their nurse-led support service, Ask Eve, allows women to call or email with any questions about gynaecological cancer. Ask Eve was part-funded by the Foundation in 2020 and helped ensure a quick diagnosis for Laura.



Laura's story

"I was diagnosed in June and am so grateful for the advice I got from Ask Eve, when I was really frustrated by the time it was taking to get my referral sorted out. I was being told that my referral for a hysteroscopy was 'routine', rather than urgent, and was given an appointment at the end of August. Thanks to the response I got from Ask Eve, I continued to harass my GP practice, and got my hysteroscopy brought forward. The result was stage 1A womb cancer. I had a hysterectomy on my birthday… and I'm now cancer-free. I can't thank you enough!"

Hospices

Hospices provide an essential service in our communities and we aim to help the hospice sector develop, innovate and expand access to this provision.



£945,000

of funding was given to the hospice sector in 2020; helping organisations such as Acorns Hospice for Children continue to operate during COVID-19.

acorns
Your local children's hospice

Scan the QR code to watch the video

Acorns Hospice for Children

For the third year in a row the Foundation funded the salary of an Outreach Nurse at Acorns Hospice for Children. Their outreach service is a lifeline for some families for many years, including Rachel whose son was able to continue to use their services even during the pandemic.





What our funded charities say

We know through our evaluation that our support has a positive impact on charities and their beneficiaries, with 66% of those directly supported through the charities reporting substantive or transformational change.

Here are just a few of our funded charities sharing what our support meant to them and their beneficiaries in 2020.

Young Epilepsy

"With support from St. James's Place Charitable Foundation, over 300 young people with epilepsy have been able to enjoy greater access to the community, following the purchase of the disability car – freeing up the minibus for others to use."

eating matters

"A £10,000 grant allowed Eating Matters to adapt and continue its service during COVID-19. Staff trained in online counselling which will be maintained as it enables EM to keep up with growing demand, reach people in isolated areas and addresses vulnerable needs more quickly."

PAPYRUS
PREVENTION OF YOUNG SUICIDE

"With a 3-year grant of £97,623 to support another advisor on HOPELine UK, the 28 advisors were able to deal with 18,761 texts & emails plus 54,191 calls. One caller said "Thank you so much. It sounds stupid but you've definitely saved my life tonight."

The ChildhoodTrust
Alleviating the impact of child poverty

"With the help of a £70,000 grant from St. James's Place Charitable Foundation, The Childhood Trust has helped local children's charities with 3,206 renovation projects in London, improving the lives of larger groups of vulnerable children, some previously living in squalid conditions. We don't know what we would have done without your help."

It quickly became apparent that charities were going to be hit hard

Following the COVID-19 outbreak and subsequent lockdowns, it quickly became apparent that charities were going to be hit hard by the loss of fundraising income, and for many organisations it also meant an increase in demand for their services.

As a funder we had to adapt to ensure that our charities and communities could endure the crisis. This meant awarding extra funding, broadening our areas of support and crucially, understanding the needs of our charities.



£2.3 million

of COVID funding awarded to more than 100 charities.

SOFEA

young gloucestershire

variety the children's charity improving young lives every day

NET NATIONAL EMERGENCIES TRUST

Emergency donations

The Foundation awarded additional grants to its partner charities to help them pivot and expand their services where the demand was greatest.

Flexible funding

Many of our charities had to cancel, postpone or change programmes and projects that we had provided funding for. Our flexibility allowed organisations the freedom to adapt their services and divert the money to wherever it was needed most.

48% of our charities state this has been an opportunity to re-think their service delivery long-term, and 39% say plans for digital services have been accelerated.

COVID-19 appeal

In spring 2020, we launched a COVID-19 Appeal to raise funds for NHS Charities Together and National Emergencies Trust; two charities helping some of the most vulnerable people in our society; and those on the frontline fighting the virus. Our fantastic community raised £550,000 within a few weeks of the first national lockdown.



Scan the QR code to watch the video

> "We were able to send 1,000 families a sensory kit to calm or to stimulate or to help these children."

Joel Voysey, Head of Fundraising at Variety, the Children's Charity

Adding value to our funding relationships

In 2020 we made headway in adding value to our funding relationships by forming deeper, holistic and more impactful partnerships with key charities, which has enhanced the social impact of our support.











Webinars

Through a series of webinars we have helped our supported charities connect with experts and other organisations for practical guidance and insight on COVID-19 recovery and sector best-practice.

In 2020 we hosted four webinars to more than 400 attendees on topics ranging from fundraising in a digital world to legal and regulatory trends.

"This has been the best seminar on digital use that I have attended: directly relevant to the environment I have been working in, with panellists who have obviously coped well with the last eight months and been creative and proactive." - **Digital Transformation Webinar**

"Fantastic so good to hear from other people brilliant ideas and sharing. It seems like a very lonely place charity work at the moment so these sessions are brilliant. Thank you very much!" - **Support Network Webinar**

"Great webinar. Covered lots of the challenges we face at the moment and also the positive aspects arising from these unprecedented times. Great to feel supported and part of a network. Thank you." - **Support Network Webinar**

"Thank you for these sessions – they provide both practical advice and a sense of "being in it together" - so valuable during these continuing difficult times. Really grateful, and look forward to future ones!" - **Legal and Regulatory Webinar**

> "This has been the best seminar on digital use that I have attended"

Mentoring

As we continue to build and strengthen our existing relationships with the charities we support, we looked at ways to help beyond funding and provide additional skills-based support.

SJP Field Management Team

In 2020, the SJP Field Management Team in the London & South East area were upskilled in Effective Coaching and Mentoring, with all members of the team becoming qualified coaches. Having developed their skills they wanted to put them into practice but also give back to their community at the same time.

The team established pro-bono business coaching relationships with the employees of four charities that the Foundation supports – St. Giles's Trust, Street League, Greenhouse Sports and Pursuing Independent Paths. The purpose was to help these employees overcome real challenges in their work and maximise their performance. They took it one step further with the St. Giles's Trust, running a group coaching programme for the Senior Leadership Team. With many other teams across SJP having the necessary coaching skills, we see this as just the beginning and plan to roll the initiative out further to extend its reach and impact.



18,000 people

facing multiple barriers to employment received training, advice and support this year.



St. Giles' Trust provides training, advice and support to 18,000 people a year who face multiple barriers to employment.

"Like many teams we've struggled with the connectivity of management over the pandemic, which combined with the breakneck speed that we have been growing and adapting, has meant many of the senior team are exhausted.

The coaching provided by SJP through its Charitable Foundation was the first time we've really 'spoken' to each other outside of formal management meetings. After two sessions, our usual comradery and unity were showing signs of flourishing again, we made some joint decisions and were able to build a manageable future road map.

I can't thank SJP Charitable Foundation enough for all your support and understanding of our work."

Rob Owen OBE, Chief Executive, St. Giles' Trust

Our local committees

In each of the SJP offices across the UK, Ireland and Asia we have a group of committed volunteers who champion the Foundation, organise fundraising activities and help review local funding applications.









Top left: The Foundation Committee Reps helping us to celebrate reaching £100 million via Zoom.

Top right: The Westerham Foundation Committee meeting pre-COVID-19 to review local grant funding and discuss fundraising activities.

Bottom left: Kate Roberts received special recognition in January 2020 for her great contribution to the Foundation through her volunteering.

Bottom right: Associate Partner David Makin presents a cheque to Morecambe Foodbank – socially-distanced, of course!

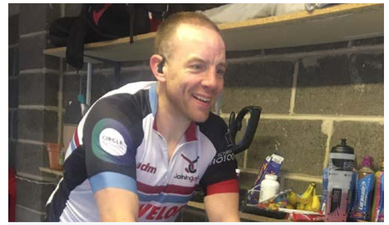


Alasdair Cooper (back right) has a very personal reason for volunteering as the Cirencester Foundation Committee Rep.

"The SJP Foundation is very close to my heart, not just because I believe in the fundamental SJP value of giving something back to those less fortunate, but also because the Foundation is also about inclusion and diversity especially in providing support and opportunities for those that need it most.

On a very personal level, and being a parent of a child with special needs, I have seen and felt the difference that the SJP Foundation makes and that it does so without asking for reward or recognition but because it is the right thing to do makes me immensely proud to be a part of that".

Alasdair Cooper, Cirencester location



Ewan Dowes regularly takes on tough physical challenges to raise funds for the Foundation and heads up our Leeds Committee.

"I am passionate about making a difference and helping charities achieve their objectives. Through our grants programme I have seen first-hand how this can be done. Therefore my role to help raise funds and assist the Leeds location with supporting Partners, Advisers and PSS is vital to the bigger picture of helping charities not just locally but nationally and worldwide.

It is extremely rewarding for me seeing the difference we are all making, this makes volunteering for this role easy. I am able to interact with the various charities and get a deeper understanding of the amazing work they do and what can be done with the extra support from the Foundation. Not many people have that privilege and I consider myself very lucky to be in this position."

Ewan Dowes, Leeds location



Alison Wright (back right) has been leading the Westerham Foundation Committee since 2009.

"The reasons why I support and work with the Foundation stem right back to my first meeting with Mike Wilson back in 1998 when I was considering joining the company. From that very moment, it was clear how important the Foundation was to him and the company. In fact, it was evident that it was in the very DNA of the business.

I firmly believe in the ethos of the charity and the very real ability we have to make a difference to those less fortunate than ourselves and be able to engage and encourage as many of my colleagues as possible to join in and support the Foundation as well. Seeing first-hand the work the Foundation does, is also a great leveller and I am very grateful for that!"

Alison Wright, Westerham location

THANK YOU TO THE ST. JAMES'S PLACE COMMUNITY

A strong performance on the backdrop of COVID-19

In 2020 we saw the SJP community respond and adapt in new and creative ways when many of our fundraising activities were postponed or cancelled. By embracing technology and inventing new ways of raising funds, our incredible community raised a huge £8.95 million with company matching - a strong performance on the backdrop of COVID-19.



£8.95 million

raised by our incredible community.

Scan the QR code to watch the video

£100 million raised

The continued support of the St. James's Place community meant that in August 2020 we reached our £100 million milestone in terms of funds raised, a huge landmark in our history



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Thank you to our supporters

We would like to say a huge thank you to all of our supporters who have donated their money, time and skills to the Foundation and our supported charities.



THANK YOU TO THE ST. JAMES'S PLACE COMMUNITY

Fundraising

The Foundation and its supporters fully embraced the digital age with online quizzes, virtual challenges and competitions from home in place of our traditional face-to-face events.

Taking our activities online was a steep learning curve but as a result it made events more accessible, and we held our largest event ever with participants from across the world.



A group of SJP colleagues complete the Mine to Mountain challenge



Lauren Ferguson wing walking for the Foundation



Leo Geddes completes 200 miles on his bike



Liz Robinson and Darren Ward on their cycle challenge



Richard Sheppard taking on the 2.6 challenge



Charles Edwards' cycle challenge



Liam Baillie and his wife Jen walked 100 miles in a month

Taking on a fundraising challenge in 2020 was about far more than doing something for charity. For some it gave a challenge, a focus, a purpose. For others it served as a break and a time to breathe. Some of our community share their fundraising experiences.

Five year old Leo Geddes completed the 100 Club challenge twice over – travelling 200 miles on his bike throughout July and August.

"As a family we enjoyed getting outdoors and helping Leo achieve his goal of 200 miles and raise money for the Foundation, to help so many people is such a great feeling. We are so very proud of what Leo has achieved."- **Adam Geddes, Leo's Dad.**

Emily Clancey ran the virtual London Marathon in October for the Foundation.

"I took part as I wanted to put my lockdown running to the test and I really liked the idea of running it virtually so I could choose my own route. Prior to lockdown, the furthest I had run was about 8 miles. Committing to run for the Charitable Foundation gave me the drive and motivation to go the extra mile - or the extra 26.2 miles!"

Leon Watts joined our online quiz night with Chris Tarrant and had an extra special mention from the quiz master. Leon, who is 16 and has autism, was delighted to get a shout out.

"Leon has been strong during lockdown given that he's not been able to see his friends. His usual routine of life – like everyone's – has suffered disruption. And for someone with autism that's so difficult to cope with. He had one super one difficult week so I sent a message to Chris when we attended SJP's charity quiz night. It was amazing that Chris responded to it." – **Debbie Watts, Leon's mum.**

More than 20 people took part in a sponsored fast during May to test their will power and raise funds for the Foundation. One participant, Danny Flynn, even extended the sunrise to sunset fast for an additional day.

In his video update Danny said: "I am not as hungry as I thought I'd be but I'm definitely getting tired. I'd never really appreciated the correlation between food and energy before. I'm really, really tired and I'd like to thank everyone that's donated, I'm staying strong to raise this money for the Charitable Foundation."

The lasting impact of the pandemic will continue within the charity sector for many years to come

We are committed to being responsive to and supportive of the charities we partner with, to help them continue to deliver their invaluable efforts within our communities.

Ongoing restrictions around fundraising activities will hopefully start to lift as we move forward, so we are still ambitious in our approach and are encouraged by the ongoing efforts of the community of St. James's Place to adapt and be generous. Together we can all make a difference.



Making a positive and lasting difference to people's lives.

Here are just a few of the 814 charities that we supported in 2020:































































St. James's Place Charitable Foundation Registered Office:
St. James's Place House, 1 Tetbury Road, Cirencester, Gloucestershire, GL7 1FP

Telephone: 01285 878037

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www.sjpfoundation.co.uk