



Connecting communities to empower grassroots charities to thrive



Annual report 2024

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**we
create
change**



Focus Foundation

Connecting communities to empower grassroots charities to thrive

Focus Foundation is dedicated to creating meaningful impact for overlooked and underfunded grassroots charities across the UK. These charities are the glue that holds our communities together.

Focus Foundation connects communities to make a positive and lasting difference to people's lives.

We believe

We believe that lasting change begins at a community level. By fostering strong connections between people, resources, and opportunities, we help grassroots charities build sustainable solutions tailored to their unique challenges. Through funding, mentorship, and strategic partnerships, we empower these organisations to grow, innovate, and create meaningful impact where it's needed most.

Incredible Together

By working closely with local organisations to support underprivileged children, fund mental health initiatives, and uplift community projects, we're committed to creating positive change where it's needed most across the UK.

*“The year was one of resilience, growth,
and measurable impact.”*



Reflection from Chris Goodman,
Co-Founder & Trustee, Focus Foundation

As I reflect on 2024, I am incredibly proud of what we have achieved together at Focus Foundation. The year was one of resilience, growth, and measurable impact. Our evolving mission – to connect communities and empower grassroots charities to thrive – has been brought to life through the dedication of our team, partners, and supporters.

One of the most inspiring aspects of the year has been the overwhelming generosity of our donors and supporters. Through events, campaigns and corporate partnerships, we met our fundraising goals needed to continue to expand our deliverables and deepen our impact. Our community-led initiatives and signature fundraising events grew, demonstrating the power of collective action. Every pound raised has directly contributed to transforming lives, ensuring that we can continue our vital work in support of grassroots charities where it's needed most.

Beyond the numbers, what truly defines our success are the lives we've touched. Whether through community support programs, education programmes, family support or advocacy efforts, we have seen for ourselves the effect of small, community-driven organisations working on the ground who create real, lasting change.

Of course, none of this would be possible without the unwavering support of those who believe in our mission. To our donors, volunteers, and partners – you are the backbone of this organisation, and I am deeply grateful for your commitment to making a difference.

As we look ahead, we remain steadfast in our mission. The challenges are great, but so are the opportunities. With the lessons of 2024 guiding us, I am confident that we will continue to drive lasting impact in 2025 and beyond.

Thank you for being part of this journey.

Why we exist

Focus Foundation was founded in 2021 when many grassroot charities were struggling to survive in difficult economic conditions that had seen their income fall by £4.6 billion¹.

Thanks to government funding and their strategic initiatives to enhance fundraising efforts and secure grants, larger charitable organizations were able to increase their funding in the same period by £4.5 billion¹.

The top ten charities in England and Wales, spend a combined £243 million a year on fundraising². This is greater than the combined income of over 75,000 small charities³. In Scotland 93% of all charitable income, goes to 6% of charities⁴.

It is statistics like this that mean it's the community-based grassroots charities that are overlooked - 97% of charities that close are small and medium sized charities⁵.

Grassroot charities are the glue that holds our communities together. But the nature of these small organisations is that they have little or no voice and limited resources. Focus Foundation's aim is to help to bridge the funding gap by increasing awareness, supporting growth and development, and raising funds to improve the distribution of funds across the whole charity sector.

100% of running costs are covered by Focus Group, meaning every penny raised by Focus Foundation is awarded to local grassroots charities.



Making an impact

Our vision is to evolve the Focus Foundation into a place where donors, volunteers and sponsors can feel at ease that their money and time is being distributed to the right charities to make the biggest impact.

¹ <https://www.civilsociety.co.uk/news/charity-sector-income-shrinks-for-first-time-since-2013-data-shows.html>

² <https://register-of-charities.charitycommission.gov.uk/sector-data/top-10-charities>

³ Ibid.

⁴ <https://www.oscr.org.uk/about-charities/data-and-research/sector-overview>

⁵ <https://www.threesixtygiving.org>

What we do

We work closely with a range of organisations to understand who need us most and where the greatest impact will be.

Our work stretches across three primary themes:

- ✦ Socially and economically underprivileged children and young people
- ✦ Mental health charities & initiatives
- ✦ Community projects

We thoroughly review all grant applications enabling us to fund projects that will be highly impactful and make a positive and lasting difference to people's lives.



How we create change

Funding

Our Grants team complete due diligence on every charity grant application. The team ensure that each project put forward to the Grant Committee has the biggest reach and the most impact possible in the local community. The Grant Committee meet quarterly to decide on how funds are distributed.

Volunteering

In 2024, we are proud to have developed our volunteering programme. This scheme encourages the charities we partner with to share volunteering opportunities with us.

Each quarter, we distribute a volunteering opportunity list to our networks enabling people to grow the resources of the charities we support.

Amplifying voices in the community

Charities are invited to all our events, where they get an opportunity to showcase their causes and gain visibility. Using our social networks, we create a community where these charities can have a bigger voice and can publicise their impact.

Fundraising

Our signature Winter Ball is held every February and always manages to drive generous donations to raise upwards of £100,000. On top of this, we hold Golf Days, participate in marathons, and many more imaginative activities to raise much needed funds. We also support others who want to fundraise for us. We love new ideas.

Create a network of donors – Champions of Change

Our Champions of Change are a dedicated group of individuals and companies who donate monthly to keep the funding pot topped up. Regular donations mean we can forecast and manage income, often meaning more projects can be funded.

Supporting businesses with their CSR Initiatives

Our qualified team come together to bring life to all the above and use it enable local businesses to reach their CSR targets. We take away the stress of finding volunteering opportunities, researching charities to support, being creative with fundraising and offer this as a package to others! Why? Because together we are incredible.

Create collaborations

We have many examples of introductions that make a difference. Collaborations unite small charities, to make a project bigger and the funds go further or an introduction so a business can utilise their internal skill set, to support a charity who otherwise would never be able to afford such resources.

Impact 2024



Total funding
£99,176



Number of grants
55



Average grant value
£5,305



Direct beneficiaries

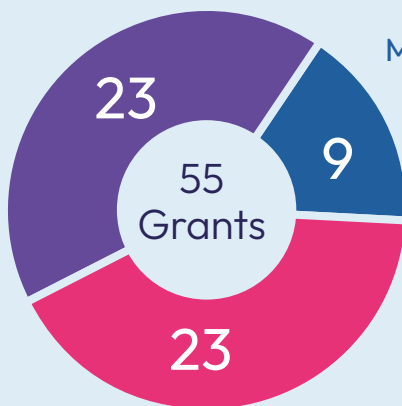
26,095

Indirect beneficiaries

75,313

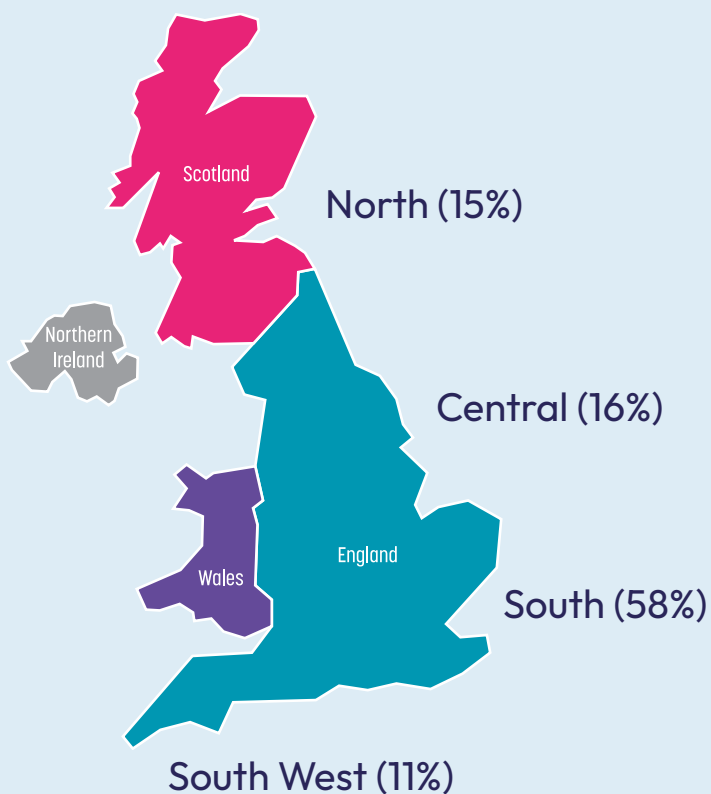
Our impact in 2024

Underprivileged
children



Mental health

Community



Impact stories 2024

Rockinghorse Children's Charity

"We are very grateful to Focus Foundation for funding the refurbishment of a parent room on The Trevor Mann Unit. Parents now have access to a peaceful, calming and supportive space when spending time with their babies. The room is making a huge difference every day, and we'd like to say a big thank you to the Focus Foundation for making this possible."



The Magdalen Environmental Trust

"We found the assessment process fascinating and personal – a conversation not only about whether we are good enough to come up with the goods, but also why our methods are appropriate and how, potentially, things could be done differently."

Community Works Project

"We are delighted and extremely grateful that Focus Foundation have recognised our work and made this amazing contribution. We know that CWP students will be blown away when they start using the new facility in September."



Highlights of 2024

Winter Ball

£134,983

Brighton Table Tennis Club,
You Raise me up, Children
with Cancer Fund Polegate,
Brighton Therapy Centre and
Kangaroos



Payroll Giving **£36,000**

In Collaboration
with Focus Group



Golf Day South **£42,035**

Ringfenced for local charities
in Sussex.



Looking ahead: 2025 and beyond

By the end of 2025, the Foundation aims to increase its fundraising capacity to award at least £400,000 in grants. This will enable us to support a minimum of 50,000 direct beneficiaries, while actively engaging individuals and businesses through targeted campaigns, impact storytelling, and strategic partnerships to build toward the 2030 goal of reaching £1,000,000 in annual grants.



Strengthen Fundraising Capability

By Q4 2025, we aim to increase our annual fundraising income by 40% through targeted donor campaigns, corporate partnerships, and regular giving initiatives. A few examples of this include:

- 🚩 Launching at least 2 major fundraising campaigns in 2025
 - We will bring a 3rd Golf Day into the yearly programme, along with launching our first Dartmoor challenge.
- 🚩 Developing our payroll giving initiative to create an offering outside of Focus Group, along with enhancing the programme with Focus Group employees. 2021/22 the average amount donated per month was £27.00⁶.
- 🚩 Launching our new CSR offering to further relationships with local businesses to create a giving community.

Expand Grant Distribution to Grassroots Charities

2025 will see further work completed to enable us to provide a fast, efficient way for small charities to apply for grants, without losing the personal touch and transparent process we already pride ourselves on delivering. Our plan includes:

- 🚩 Developing more efficient grant applications processes to support more charities applying to us.
- 🚩 Identifying the opportunities AI can have to support the efficiency of our processes, to increase the speed of our due diligence without overlooking the need for continuity and care.
- 🚩 Implementing impact tracking tools to monitor reach and outcomes. with the support of our charities, ensuring we provide opportunities to showcase their projects to a larger audience.

2025
and
beyond...

⁶ <https://www.statista.com>

Incredible Together.

Inspire public and business engagement

By mid-2025, The Foundation is looking at how we promote the message – Incredible Together. By the end of 2025, we are looking to have created a brand that people know they can rely on, we are trustworthy and professional. To achieve this, we are focusing on several key initiatives:

- 🚩 Launching a new website and social media campaigns.
- 🚩 Publishing 12 monthly charity impact stories via blog/social.
- 🚩 Hosting 2 donor engagement events (online or in-person)
 - First being a connection to Sussex Super Stars before the Winter Ball and another in Q3.
- 🚩 Enhancing our volunteering programme to allow businesses outside of Focus Group to get involved.

Build strategic partnerships and internal advocacy

In 2025 and beyond, we aim to strengthen partnerships with both businesses and charities, fostering meaningful collaborations that enable larger, more impactful projects. Our goal is to extend the reach of our funding, maximise outcomes for beneficiaries, and ensure grassroots charities have the vital resources they need to thrive. To support these objectives, we will focus on the following actions:

- 🚩 Providing toolkits to employers to understand the need of local charities, enabling them to support further..
- 🚩 Delivering internal advocacy presentations to employees of Focus Group and other businesses so that opportunities can be better understood and shared.
- 🚩 Launching independent funding pots to local areas, to encourage community commitment.

Over the next few years, we have made the commitment to our strategic aims to connect communities and change lives. Grassroot charities underpin communities making them a more inclusive, safer environment for everyone to be supported and happy.

To our donors, volunteers, and supporters:

Thank you for believing in our mission and for choosing to stand alongside us. Whether you contributed through payroll, events, fundraising, donations or strategic partnerships, your support is the engine behind every grant we award and every community we reach. Your commitment enables us to close the gap and back the organisations that are changing lives on the ground.

To the incredible charities we support:

Thank you for the vital, tireless work you do each day. You are the inspiration for everything we do. Your dedication to your communities drives us forward and reminds us why our mission matters.

Thank you all for being a vital part of this journey.



Be part of our future.

Please contact us:
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