Introduction to The Fore

20 February 2018
The Fore: The ‘seed investor’ of the UK charity sector

“The Fore is the first wide-scale funder in the UK that genuinely understands the challenges small charities and social enterprises face and is fighting to remove the current barriers to access and opportunity. Its simple, intelligent processes and inherent respect for the knowledge and ability of its applicants guarantee that the best organisations get the financial and skills support they need, no matter how little experience they have fundraising or how unconnected they are to established routes to support. If we are to succeed in tackling disadvantage and making sure no community gets left behind, more funding must be offered like this.”

Andy Cook
Chief Executive
The Centre for Social Justice
A case study: Street Doctors

- Founded by 3 medical students in Liverpool in 2008.
- Teaching at-risk youths the immediate management of traumatic injuries.
- Registered as a charity in 2013; The Fore pilot funded first part-time CEO in 2013.
- Grown into a national charity operating 14 cities across the UK.
Status Quo: Charities

- There are 163,000 charities in the UK.
- 83% have a turnover of under £100,000.
- Small charities receive less than 5% of total sector income; their funding is becoming more and more squeezed.
- 50% of small charities don’t think they’ll be around in 5 years.
- Small charities are often the lifeblood of their local communities and are important sources of social innovation.
Status Quo: The Sector

• The vast majority of trusts and foundations are very traditional.
• They pride themselves in their independence and uniqueness.
• Restrictive funding criteria, complicated application processes, opaque decision-making and a reluctance to give feedback mean that small charities can waste a lot of time and gain very little.
• The sector as a whole is slow to modernise and change.
Status Quo: Businesses

• Corporate giving/CSR tends to be very safe: backing the same large, established charities with strong fundraising teams.

• As a result, businesses struggle to differentiate themselves.

• Despite evidence showing how important social involvement is for employees (especially millennials), there is little innovation.

• It is doubtful that many businesses achieve their objectives in this area (profile, differentiation, staff retention, charitable impact).
The Fore: A pioneering new philanthropy model

• Focus on small organisations - maximum £1M annual turnover
• Open access: any registered charity, CIC or CIO can apply
• Feedback provided on all applications
• Funding: Up to £30K over 1-3 years
• Support:
  – Engaging Experience - access to high quality pro bono support provided by our network of business community volunteers and corporate members.
  – Small Charity Events Programme - training and events.
The Fore and Charities

Our fundamental belief is that charities know more than we do. The best way we can help is to be supportive.

- Respect – we do our best not to waste their time.
- Trust – we acknowledge they are the experts.
- Build confidence – we encourage them to be ambitious.
- Friendly – we have simple processes and give feedback.
- Open minded – the targets are proposed by our grantees, not us.
The Fore and the Sector

We aim to inspire change in the charitable funding system.

- Agenda-setting – leading by example, talking and writing about what we learn.
- Collaboration – working with other progressive organisations to drive change.
The Fore and Businesses

We unite businesses with the most exciting social projects.

- New impulses – direct access to different charities and pro-bono opportunities.
- Removing barriers – de-risking investments through our due diligence process.
- Direct involvement – businesses sit on funding panels, provide strategic support.
- Cost-effective – all corporate donations go directly to the funded charities.
The Fore: How it works

- **Businesses**
  - Funds
  - Risk removal and CSR opportunities
- **The Fore**
  - Decision making ‘dragons’
  - Strategic support
- **Charities**
  - Funds
  - Credibility
  - Feedback and advice
  - Opportunities to help / hone skills / grow career
The Fore: Theory of Change

Achieving impact on three levels:

- Charities
- Businesses
- The sector and society as a whole
The Fore: A results-based model

- Model based on a four year pilot, funded by Bulldog Trust and Golden Bottle Trust.
- Fantastic results and huge demand from both charities and other funders.
- Decision to scale; funders committed +£1m to cover costs for 3 years.
- Part of the Bulldog Trust; overseen by independent advisory board representing business and charity sector.

Results and Impact of The Fore Pilot 2012–2016

- 51 Grants Awarded
- £1,075,000 Distributed
- 77% Applicants rated grant process 4 or 5 out of 5
- 80% Applicants rated grant process 4 or 5 out of 5
- 1180 hrs Feedback and advice provided
- 90% Average score for delivery against transformational targets
- 77% Grantees gone on to access major funding
The Fore: Positive initial reception

Great response from charity sector:
- Positive press coverage, Highly Commended at the Charity Awards 2016

Huge demand for this type of funding:
- Quickly reached our application cap in every funding round we have run
- Inundated with disappointed calls and messages.

Significant interest from supporters:
- BlackRock, Moody’s, Rayne Foundation, Lansdowne Partners
- Fitch and Finsbury
- David Cameron launch
The Fore: Ready To Scale

- Systems designed for scaling.
- Due Diligence model easily replicable.
- A lot of enthusiasm for the grant assessor role.
- Costs covered for up to £10m in grants.
- Our priority: to fundraise!