



THE
Pearce
Foundation

The Pearce Foundation

Annual Report 2023

A Welcome from our Founder

Since establishing the Pearce Foundation in 2022, we have focused on building strong foundations for ourselves, whilst developing a model of support for our Charity Partners. As one of the few grant givers that focuses on offering 'more than money', our three-year strategy until 2025 aims to evidence the effectiveness of this approach.



In 2023, we continued to learn and evolve alongside our Partners, adapting our approach to better meet their needs. We recognise the challenges charity leaders face – juggling many roles, managing intricate details, all whilst maintaining a clear strategic vision. We all need support to navigate these early stages, and I am proud to champion our Partners, who work tirelessly to make a positive impact in their communities.

Though we may be small, our impact is significant. This report showcases how we support our Partners and the substantial difference we have made together. Thank you to everyone who has supported us so far.

Jane F Robbie

Jane Robbie – Founder & Chair

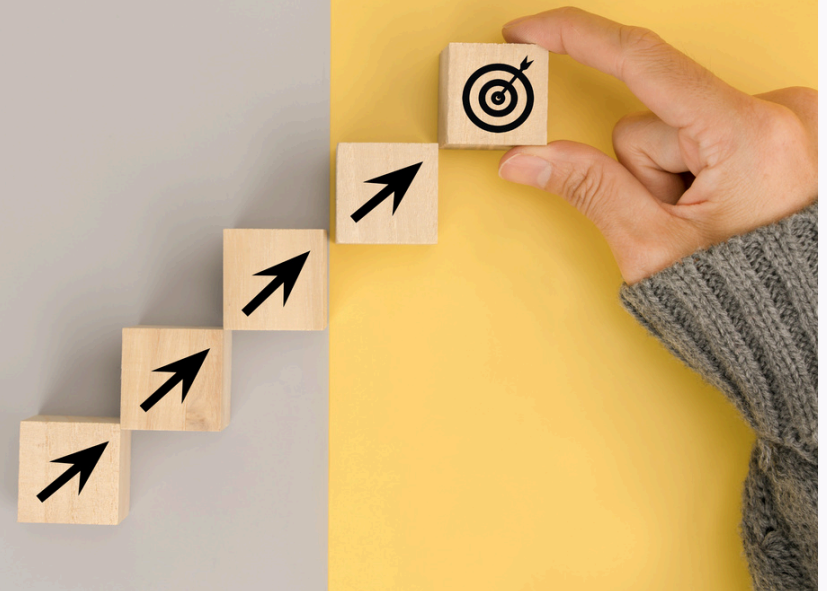


Our Vision

At the Pearce Foundation, we envision a world where communities come together to support, share and thrive. We believe small charities can make a big difference by driving meaningful change where it is needed most.

Our Mission

Our mission is to provide financial and bespoke wrap-around support to small, fledgling charities and not-for-profit organisations in Sussex. Our aim is to help them establish solid foundations for sustainable growth. By supporting these charities, we contribute to a happier, healthier, and more equitable world.



How we achieve this

1 Capacity Building Grants

Our grant-making process is designed to promote responsible and sustainable growth by providing timely support to our Partners as they take constructive steps in their development.



Stage 1: Best Practice (Year 1)

Grants of up to £2,000 are awarded to new Partner organisations of the Pearce Foundation.

Stage 2: Scaling Up (Year 3)

Existing Partners can apply for a further grant of up to £2,000, at least two years after their initial grant when they are ready to take that next step of growth or development

Stage 3: Consolidating (Year 5+)

On-going or additional financial support is considered on a case-by-case basis for Partners looking to further develop their capacity and impact.

2 Bespoke Support

Although financial support is crucial for fledgling charities, this alone is sometimes not enough. This is why the Pearce Foundation provides a year's wrap-around support, informed by a coaching approach, alongside our capacity-building grants.

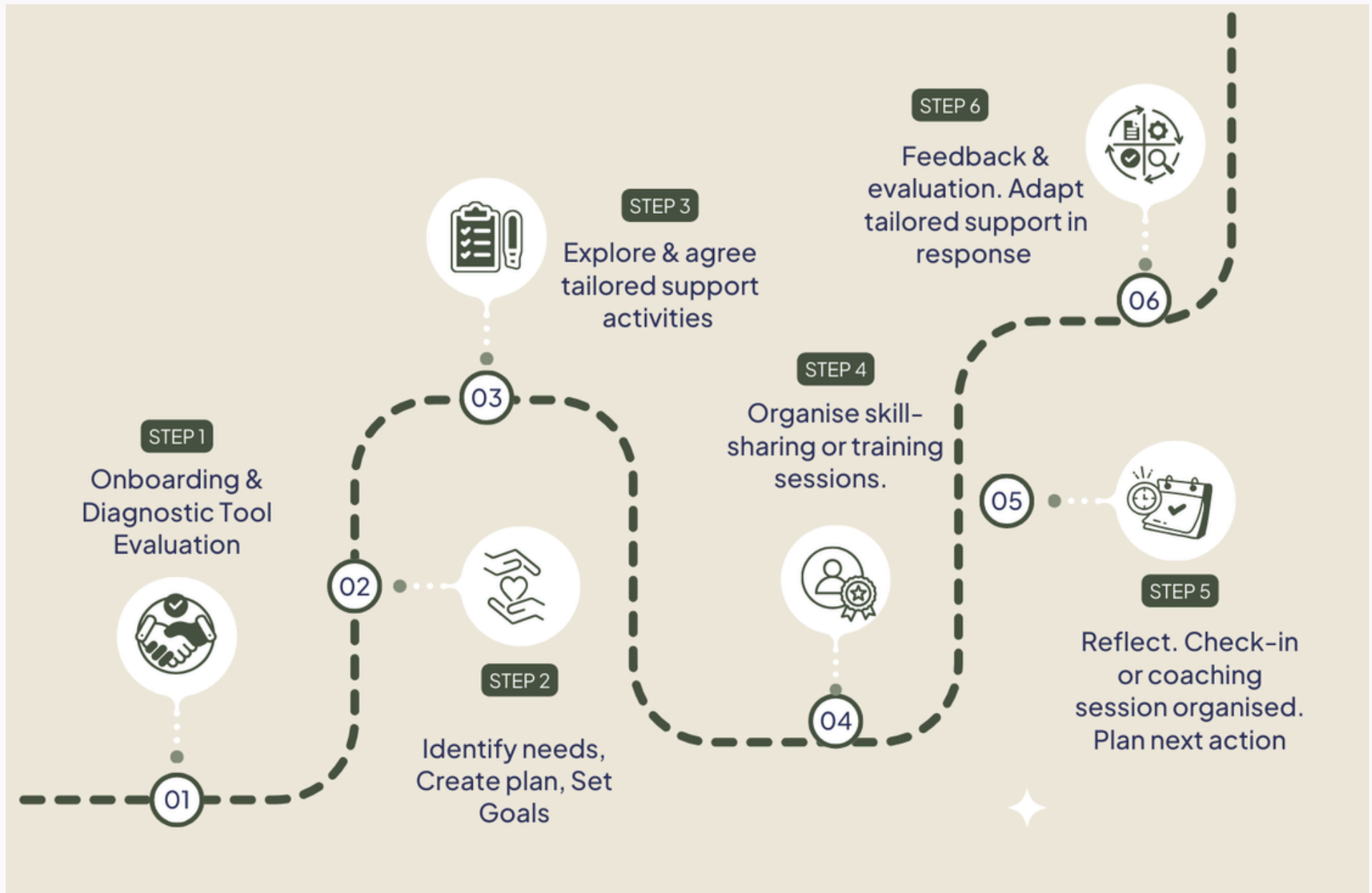


We have not only been delighted by the quality and commitment Pearce Foundation has shown us, but your thought-provoking and individualised approach has really helped us grow into a far more sustainable charity and we are profoundly thankful to you!

Charity Partner,
Flourish Mentors
(November 2023)



Steps in our wraparound support



Charity Partners 2023

We support charitable organisations in Sussex who have been operating for two years or less, with an income of less than £50,000 a year.

In 2023, we supported:



Activities, Achievements and Impact

Our unique support focuses on offering 'more than money,' and our three-year strategy until 2025 aims to demonstrate the effectiveness of this approach.

By testing and refining our assumptions, we aim to devise a model that brings added value to our charity partners. If successful, the potential exists to share our "more than money" model with other grant-giving organisations, creating a unique, self-sustaining, and impactful support system for charitable organisations.

In 2023, we continued to provide support for two charities from the previous year (2022) and welcomed three additional charities on board.

We developed our coaching approach and used partner feedback alongside our theory of change to test assumptions and evaluate its impact.



‘More Than Money’ Approach

Charity Spotlight

Pilot Charity Partner: Flourish Mentors

Flourish Mentors, an LGBTQIA+ inclusive mentoring charity in Brighton and Hove, supports young women aged 16–25.

They joined us as our first charity partner in 2022, providing an excellent opportunity to pilot our support model.



The Pearce Foundation Charity Wheel

Our support begins with the Pearce Foundation Charity Wheel, a diagnostic tool developed by our Founder, that helps our partners assess eight key areas and prioritise their focus.

This ensures our targeted financial and bespoke wrap-around support adds meaningful value and has greater impact.

By adopting a coaching approach, we can explore the details, identify goals and consider the most effective support activities to achieve those goals.

- Governance
- Fundraising
- Impact
- People
- Finance
- Comms
- Operations
- Strategy

The Pearce Foundation have adopted such a personal and supportive way of helping us on our journey so far. There is so much to learn as a young charity that it so often feels overwhelming. The Pearce Foundation has many resources to help you navigate those first steps and beyond.

Charity Partner,
Flourish Mentors
(November 2023)



Building Strong Foundations



Identifying key focus areas and support activities with Flourish Mentor's Directors

OPERATIONS

Implemented Trello training to enhance project and internal communication systems.
Purchased a new printer to reduce long-term external printing costs.

FUNDRAISING

Conducted 1-1 skill-sharing sessions with a fundraiser to develop skills in fundraising strategy, budgeting, and application writing.

COMMS

Provided personalised 1-1 sessions focused on optimising online presence and social media platforms to boost visibility and engagement.

Building Strong Foundations

Our Actions --> Mapped

STRATEGY

Held 1-1 sessions to refine their strategic vision and develop a robust theory of change.

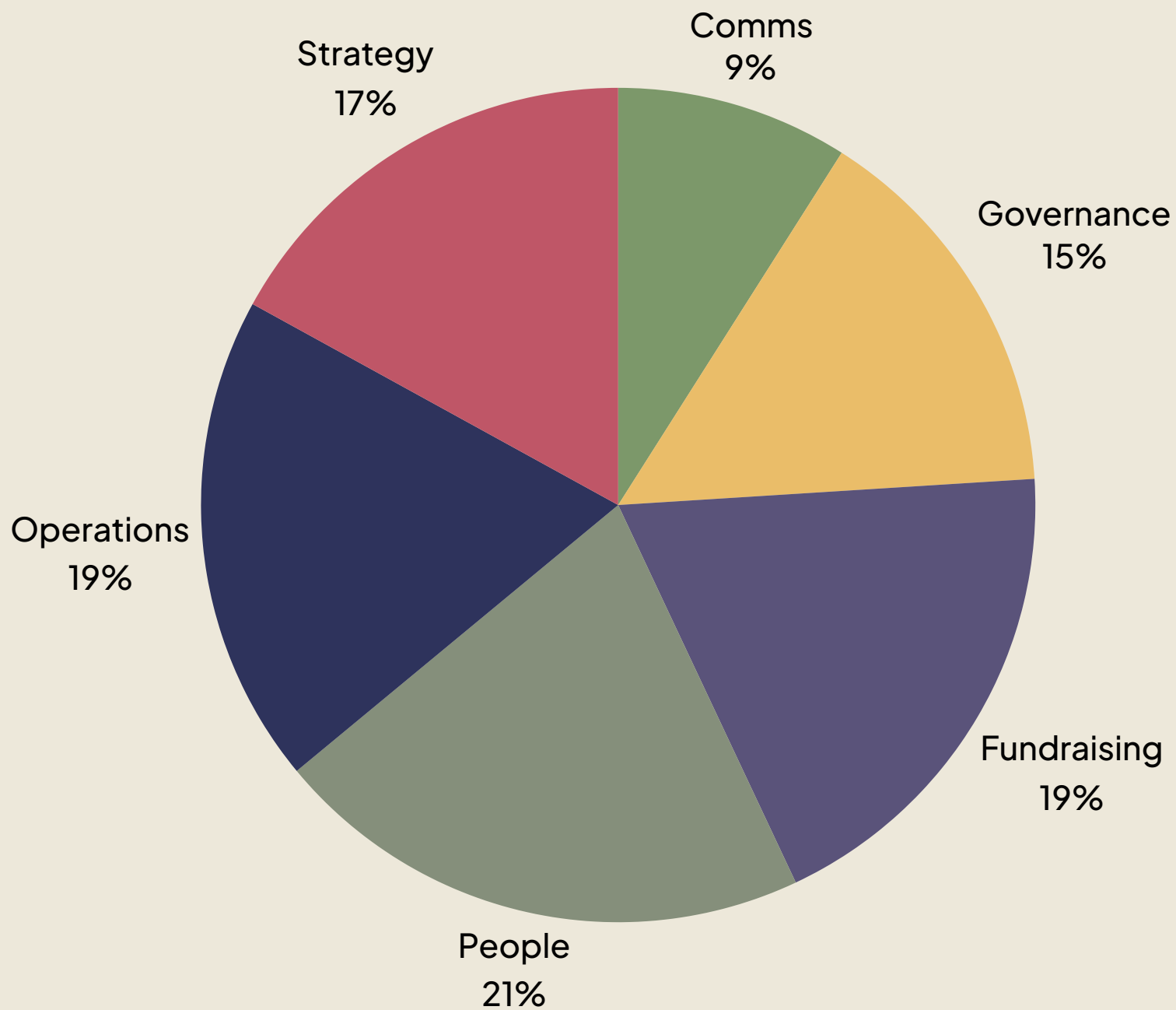
GOVERNANCE

A coaching session for trustees and directors to foster team development. Facilitated a strategy meeting with the Board of Trustees.

PEOPLE

Sponsored a mentor team building afternoon. Conducted DISC assessments for the Directors to identify personality preferences and communication styles. Regular check-ins to champion, listen and support .

A breakdown of our support



Key outcomes





Operations

- ✓ Enhanced project management and internal communication, resulting in more efficient workflows.

Fundraising

- ✓ Improved fundraising skills and a successful grant application, leading to increased funds.

Communications

- ✓ Improved online presence raising the charity's profile.

Strategy


- ✓ A refined strategic vision guiding the organisation's long-term planning.

Governance

- ✓ Strengthened team dynamics and clearer strategic direction from the board.

People

- ✓ Improved understanding of communication styles, fostering a more collaborative work environment, and feeling supported throughout the year.



I can honestly say that the Pearce Foundation is now foundational in much of what we do. It has helped us refine our vision, systems and just about everything we do.

Frédérique Lambrakis-Haddad, Flourish Mentors

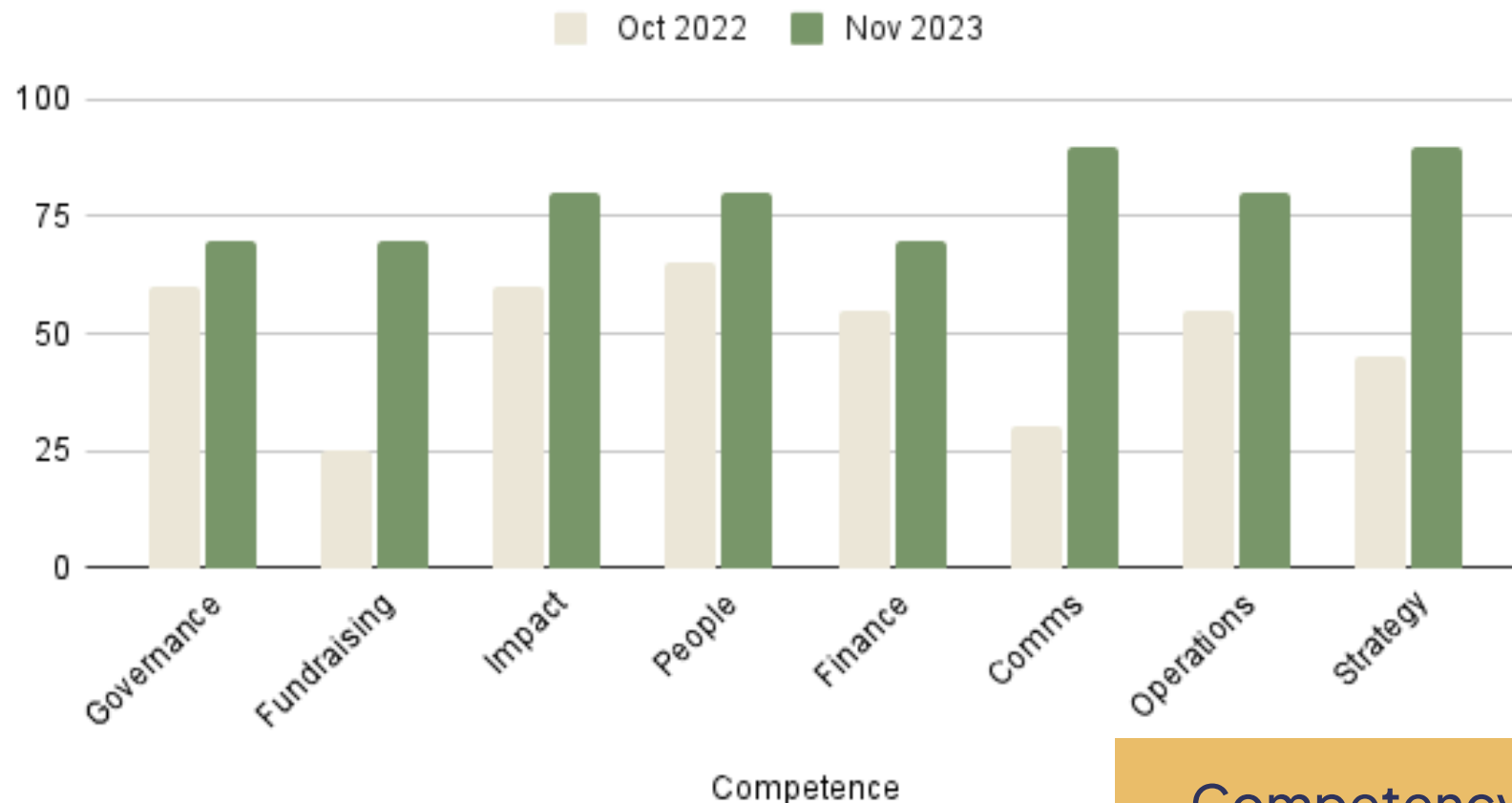
It's easy to just keep on going with your day-to-day schedule, but it's really good to reflect and acknowledge how far you've come. Through several meetings with the Pearce Foundation, we had the chance for this reflection, and I think that's invaluable.

Cathy Chesson, Flourish Mentors



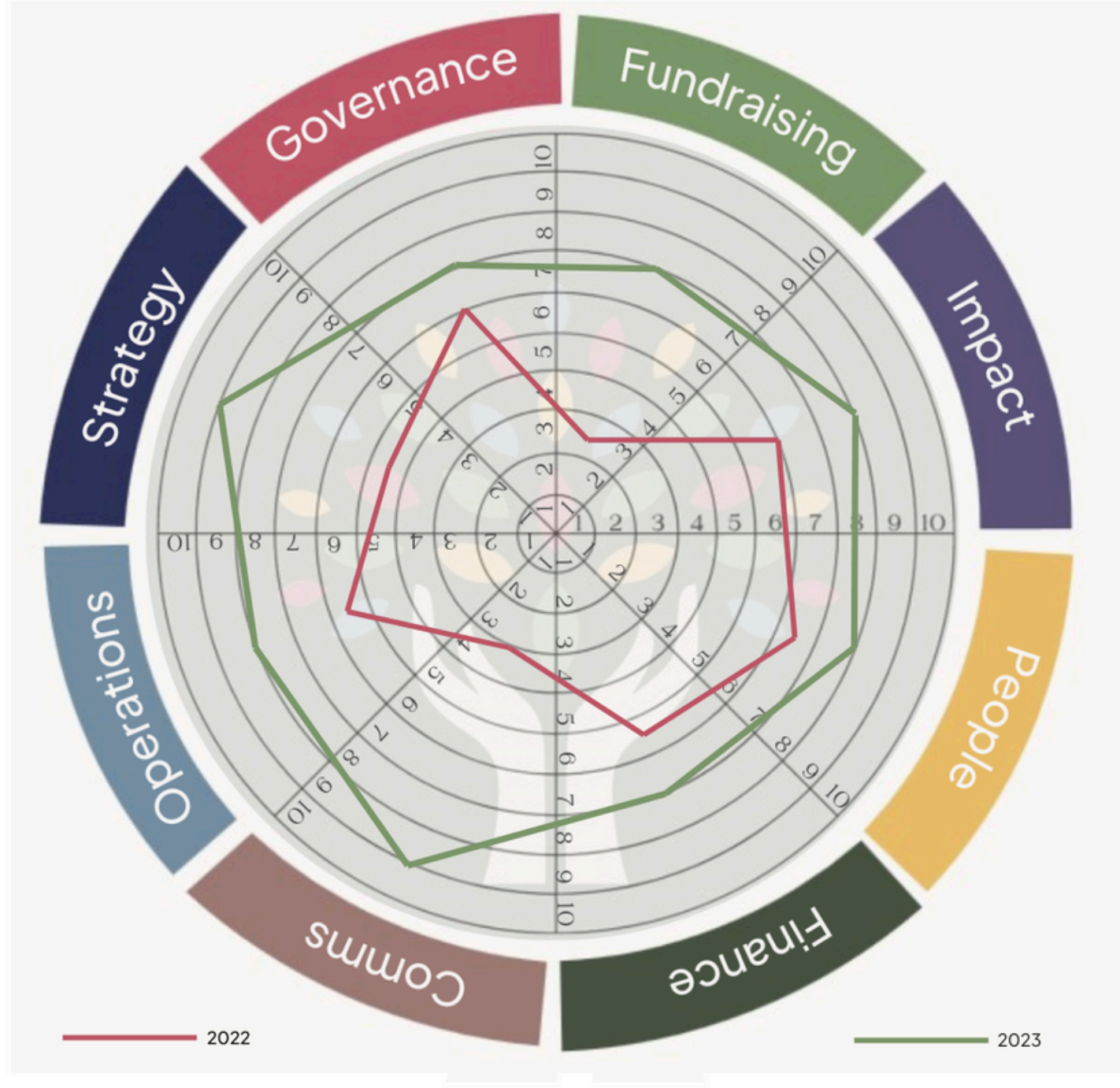
After one year, we reassessed Flourish Mentors progress using the charity wheel. The review showed significant improvements in competency across all areas, demonstrating the effectiveness of our support. This was further supported by feedback from evaluation forms and in-person reviews.


Increase in Competencies



Competency levels in each support area increased by 10% to 60%.

Charity Wheel Comparison: 2022 vs 2023





The partnership between the Pearce Foundation and Flourish Mentors illustrates the significant value of bespoke wrap-around and financial support for charities in early development.

Our mission was to help our charity partners build stronger foundations, and we are delighted to have achieved this.

This successful pilot highlights the potential of our support model and sets a positive example for future partnerships.

Reflections and next steps

A reflective session with the Directors of Flourish Mentors to evaluate impact and discuss areas for improvement.



💡 Streamline processes and consider onboarding one cohort at the beginning of each year

💡 Encouraging peer support by starting larger cohorts simultaneously

💡 Offer more personal support by offering coaching sessions, as well as regular check-ins



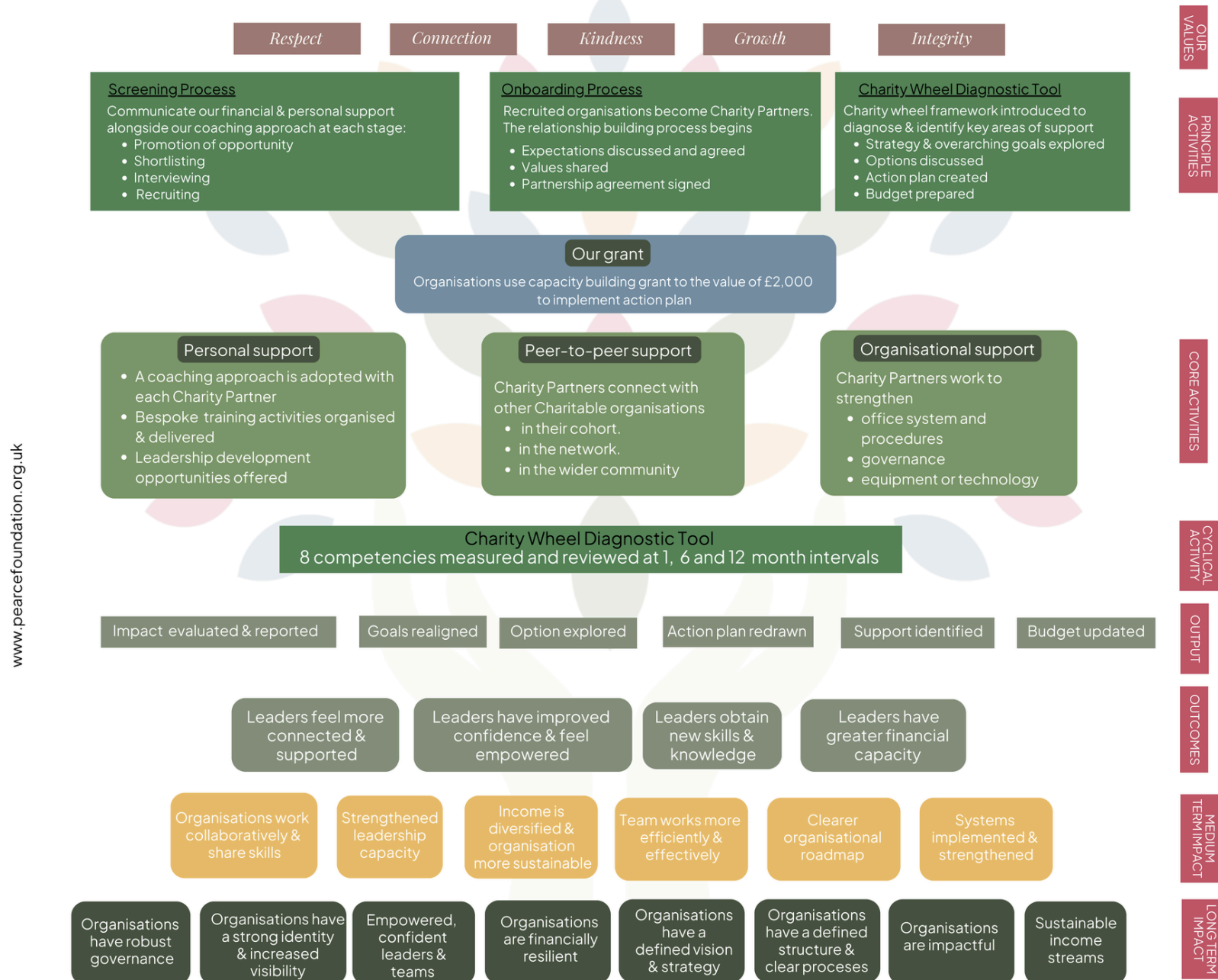
Testing Our Assumptions: Theory of Change





The Pearce Foundation's Theory of Change (ToC)

Small charitable organisations often lack the resources and skill-set necessary to grow sustainably, efficiently and thrive.



Organisations, their leaders and the charity sector in Sussex have the resources, connections and skills to grow sustainably, efficiently and thrive

Our Theory of Change is a valuable tool that clarifies our goals, identifies the activities needed to achieve them, and establishes methods to measure progress. It helps us to communicate our work to others, including trustees, partners and agencies such as The Charity Commission. Most importantly, it helps us stay focused on our mission.

The key problem that The Pearce Foundation seeks to solve is: 'small charitable organisations often lack the resources and skills necessary to grow sustainably, efficiently and thrive.'

By delivering our activities, our aim is that organisations, their leaders and the charity sector in Sussex have the resources, connections and skills to grow sustainably, efficiently and thrive.



Activities & support

After identifying short and long-term goals, a wide range of tailored support activities are provided to help Charity Partners meet their goals.

Across the 5 charities, in 2023, these included:

Skill-sharing sessions in Trello & Strategy

HR support

Skill-sharing sessions in Fundraising

Trustee's strategy session

Coaching sessions

Coaching sessions

Buying a new printer

Funding promotional film for a charity partner

Team building afternoon

Stakeholder strategy day

Skill-sharing sessions in Social Media

Our skill-sharers

Our skill-sharers are professionals with extensive experience and expertise in their fields. They share their time, skills, and knowledge whilst working alongside our partners in a friendly yet professional manner. By actively listening to our partners' needs, they can provide tailored support and help build confidence.



Rich James

Fundraising, strategy, and
communications



Caz O'Kane

Fundraising and strategy



Zoya Rasul

Digital communications and
social media strategy

Impact delivered in 2023



Informed by our Theory of Change, we focussed on achieving the following outcomes for the five organisations we supported. Data was collected by in-person interviews, questionnaires and reassessment of the charity wheel.

- Leaders feel more connected and supported
- Leaders have improved confidence and feel empowered
- Leaders obtain new skills and knowledge
- Leaders have greater financial capacity

Outcomes





Leaders feel more connected and supported

Our holistic approach has empowered charity leaders, fostered a supportive community, and helped them feel less isolated and more capable of navigating their challenges.

It can be hard for others to understand the level of juggling that it takes sometimes. To have your level of understanding to know what a charity at this stage of setup does has been really invaluable. The level of compassion that Jane, Rich and Zoya have offered us has been deeply touching, – humbling and motivating.

Wellbody Wellmind Wellbeing



The personalised support we've received from the Pearce Foundation has helped to highlight our strengths and shown us where we need to grow.

Flourish Mentors





Leaders have improved confidence and feel empowered



Thank you for meeting with me last week, I came away feeling a lot more positive about the possibilities of the charity and where I think we can take it

Lindsay, Community Supporters



*The Pearce Foundation has given us the empowerment to talk through how to manage challenges effectively, with positive results.
The empathy and understanding of our/my personal situation was crucial to this process*

Kayla, Andy's Angels





Leaders obtain new skills and knowledge



The Pearce Foundation not only successfully matched us with someone with a skill set we were lacking, but the tone of the meeting was open, non-judgemental and very conducive to deep thinking and learning. Overall the experience was both an awakening yet nurturing experience. This balance is often hard to strike but the Pearce Foundation managed to do it beautifully.

Cathy, Flourish Mentors



The session with Rich was really helpful. The contact with you and those around you is always good and makes me think differently about things.

Zoe, Pass it on





Leaders have greater financial capacity

“The £2,000 is more akin to £10,000. You not only strengthened us but also equipped us with the skills needed for replication in the future. It was essentially an investment in us, ensuring we can move forward independently.”

Frederique, Flourish Mentors

Apart from financial help The Pearce Foundation has made me focus more on individual issues and think about the future of Pass it on rather than just today.

Zoe, Pass it on Community Fridge

We have been lucky to have had the support from The Pearce Foundation, not only have we received financial support with funding a video to share with the world the fantastic work but we have also had amazing guidance and support through having to navigate the charity through tricky times in the current economic climate.

Kayla, Andy's Angels

Organisational updates



We are delighted to develop Zoya Rasul's role from a voluntary to paid position as Communications Officer. She oversees our social media management and website, and plays a crucial role as a sounding board for Jane, contributing significantly to the early development of the Pearce Foundation.

Thank you to....

Community Works in Brighton for welcoming Jane into their 6-month mentoring programme. Special thanks to mentor Ronald Olufunwa for his invaluable support during this time, which greatly helped to focus and refine The Pearce Foundation's strategy and approach, as well as develop Jane's leadership skills and confidence.

Jake from Plus Accounting for providing accounting support. Also to Benita Matofska for generously contributing her time and expertise to help shape and document our impact.

Declaration

The trustees declare that they have approved the trustees' report above.

Jane E Robbie

Signed on behalf of the charity's trustees

Full name Jane Robbie

Date 01/07/2024



THE Pearce Foundation

Supporting you to support others

Charity Number:1198611

www.pearcefoundation.org.uk





CHARITY COMMISSION
FOR ENGLAND AND WALES

The Pearce Foundation

1198611

Receipts and payments accounts

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For the period from	01/01/2023	To	31/12/2023
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Investment	585	-	-	585	-
Donations	-	-	-	-	130,001
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	585	-	-	585	-
A2 Asset and investment sales, (see table).					
Transact investments	120,000	-	-	120,000	-
	-	-	-	-	-
Sub total	120,000	-	-	120,000	-
Total receipts	120,585	-	-	120,585	-
A3 Payments					
Charity partner grants	4,567	-	-	4,567	343
Self-employed payment	3,735	-	-	3,735	-
Admin costs	877	-	-	877	630
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	9,179	-	-	9,179	973
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	9,179	-	-	9,179	973
Net of receipts/(payments)	111,406	-	-	111,406	- 973
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	9,028	-	-	9,028	-
Cash funds this year end	120,434	-	-	120,434	- 973

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Banks	120,434	-	-
		-	-	-
		-	-	-
	Total cash funds	120,434	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	Jane E Robbie	Jane E Robbie	17/09/2024	
	Jane Waller	Jane Waller	17/09/2024	