



THE
Pearce
Foundation
Supporting you to support others

Annual Report 2024



www.pearcefoundation.org.uk

The Pearce Foundation was founded in 2022 to help small Sussex charities build strong foundations for sustainable growth.

Our trustees

Jane Robbie

Charlotte Moroney

Jane Waller

Janice Taylor

Ronald Olufunwa

Communications officer

Zoya Rasul

Our skill-sharers

Rich James

Caz O'Kane

Emily Webster



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Welcome from the Founder

2024 has been another challenging year for charities. Funding cuts, rising living costs, staffing pressures, and increased interest rates have placed significant strain on the sector, forcing many organisations to close. At the Pearce Foundation, we remain committed to strengthening charities so they can navigate these challenges and grow sustainably.

This year, we supported five fledgling charities and continued to demonstrate the impact of our 'more than money' model. We don't just provide funding—we walk alongside our partners, learning and growing together. As a fledgling organisation ourselves, we understand both the joys and the pitfalls of starting out. This shared experience shapes how we support others on their journey.

“—
| *Though we are small, our
impact is real - and it is
meaningful.* |
—”

Collaboration is at the heart of everything we do. By asking the right questions, listening carefully, and connecting leaders with our growing network of skill-sharers, we've helped our partners gain the clarity and practical tools they need to build strong foundations.



We've also seen first-hand how small moments of support—being a sounding board, offering encouragement, and creating space to reflect—can be just as transformative as financial investment.

I love what I do, and am constantly inspired by the passionate leaders we support. Though we are small, our impact is real - and it is meaningful. A huge thank you to our partners, skill-sharers, trustees, and everyone who makes the Pearce Foundation such a positive and supportive community.

Jane Robbie

Jane Robbie
Founder & Chair,
The Pearce Foundation

Who we are & what we do

The Pearce Foundation offers financial and wraparound support to small, fledgling charities and not-for-profit organisations in Sussex. Our more than money model strengthens organisational foundations for sustainable growth.



Wellbody Wellmind Wellbeing feels more sustainable and robust, and our roots are strengthened.

Maria O'Donnell & Maria Hartley

We work in-depth with each charity for up to a year, taking a coaching-led approach that empowers our partners to drive their own development. Our support is tailored, responsive, and deep-rooted in each organisation's needs—whether that's strengthening governance, shaping a fundraising strategy, enhancing communications, developing a website or securing essential equipment. Whatever the focus, our goal remains the same: enhancing organisational effectiveness for sustainable growth. By building resilience and capacity, our partners can focus on what truly matters—delivering meaningful support to their communities.

What our coaching approach looks like

Our grant-making process is designed with long-term future sustainability in mind, providing timely support at key stages of organisational growth. We believe in growing alongside our partners, building meaningful, lasting relationships from the early stages and beyond. To ensure ongoing support, we offer funding opportunities every other year, with a long-term vision of the Pearce Foundation developing in parallel alongside our charity partners for years to come.

We value people's ability to lead on their own development. We also believe our Partners have many of the answers. Our role is to ask the right questions in a supportive environment. We focus on their agenda, help clarify & set goals and provide the support and the means to achieve them.



Zoe Prior, Founder - Pass It On



Support from the Pearce Foundation was not just financial, which I have not come across before. Discussing our organisation in detail made me think about the future sustainability rather than just dealing with the day-to-day issues.



The Pearce Foundation are a thoughtful and supportive charity that take into consideration where you are in your journey and how the support will look for you to make progress. We were so appreciative of the time and thought that Jane provided; it was very obvious that our support was genuine and unique to us.

Directors, The Cay College

The difference we made

100%



of partners rated the quality of support received as 100%

96%



of partners said regular check-ins helped them achieve their goals

100%



of partners said our support will have a positive impact on the communities they serve

96%



of partners said their foundations were now more robust after our support

100%



of partners said the wraparound support was more impactful than had they received just financial support alone



The Pearce Foundation helped us find direction and how to communicate this effectively.

Lindsay White, Community Supporters



To have external belief in our concept and dream meant the world to us.

Victoria Read, The Cay College

Case study: The La Di Da Society

Working with a funder like the Pearce Foundation has been a very new and different experience for me. Having worked in the charity sector and involved in fundraising for many years, I have never come across a funder who works so closely with organisations and who genuinely cares about the cause and people involved. The Pearce Foundation provides unfaltering support, actively going out of its way to help the organisations that it works with.

I gained a real insight into my own leadership skills, having been given the space to talk about and reflect on these. It has made me look at how I manage my team and has certainly improved my skills in this area.

The most valuable support came from check-ins, where there was a safe and non-judgmental space to offload and reflect on my work. As a sole employee leading a small charity, there is no other space for me to do this.

I do believe that our foundations are now stronger since working with the Pearce Foundation. We have better evidence of the work that we do that we will be able to showcase to future funders. The support has had a much bigger impact than money alone. The money would have been lost in our general running costs, instead we were able to think outside the box and use it for other things that we would not have otherwise done.

Becca Lundberg, The La Di Da Society



The La Di Da Society is a Hove-based organisation that runs daytime cabaret and dance events for people aged 60 years+ at Ralli Hall in Hove. They aim to ensure that all older people have access to something that can help them to meet new people, feel part of the community, keep active and most importantly have fun.

Our charity partners 2024



The CAY College is an alternative education provider in Worthing, offering tailored, skills-based learning and entrepreneurial opportunities for young SEND learners.



The La Di Da Society run daytime cabaret and dance events for people aged 60 years+ to help them feel part of the community, keep active and most importantly have fun.



Community Supporters is an environmental education charity in Rother, Bexhill, promoting environmental awareness, conservation, and protection of the natural world for public benefit.



Pass It On is a volunteer-led CIC in Hailsham, East Sussex, running a community fridge and clothes library. Open to all, they support the local community while preventing large amounts of food waste.



Wellbody Wellmind Wellbeing

Wellbeing Wellbody Wellmind are a Worthing-based charity running a broad range of experiential wellbeing workshops and programmes targeting disadvantaged groups of all ages.

What our partners need

The Pearce Foundation begins by getting to know each partner's leadership style, values, vision, and goals. Using a charity wheel, they work together to explore the current state of the organisation, identify areas that need support, and prioritise actions. Partners are then connected with relevant skill-sharers and offered regular check-ins and coaching sessions to stay on track and evaluate progress over time.



We were excited about the opportunity to grow and strengthen our impact through this invaluable partnership. The Pearce Foundation provided us with:

- support in creating our Theory of Change
- support in a complete overhaul of our website, including the opportunity to have professional photographs taken for our website
- charity coaching support
- support in exploring our three-year strategy
- support in writing our successful National Lottery application

Board of Trustees, Wellbody Wellmind Wellbeing

Our skill-sharing model

At the heart of our more than money model is skill-sharing. We understand that every organisation has unique needs. That is why we take the time to listen, understand our partners' goals, and work together to ensure our funding and support create the greatest impact.



Our skill-sharers are central to this tailored approach. As experts in their fields, they provide specialised guidance, working closely with charity partners on key areas of development. By sharing their knowledge, time, and expertise, they help strengthen charity leaders and their organisations, equipping them with the tools and confidence needed for long-term success.

In 2024, these included:

- Developing fundraising strategies
- Measuring and evaluating impact
- Improving communications
- Strategy design and planning
- Developing organisational structure
- Purchasing new equipment
- Providing coaching sessions
- Improving systems and time management



The Pearce Foundation is a shining example of a funder that genuinely understands the needs and challenges of small charities. It's a pleasure to be part of their support offer and help these amazing fledgling organisations take the next exciting step in their journey.

Richard James
Our fundraising & strategy skill-sharer



I love nothing more than hearing about local organisations, with heart and soul, doing good things. The Pearce Foundation is a truly special funder with bucket loads of experience and empathy to share. Very happy to be there to support in any way I can.

Caz O'Kane
Our fundraising & strategy skill-sharer



What our partners say

Here's a word cloud of the expressions our partners have used to convey what our support has meant to them.



Team updates



Ronald Olufunwa

We were delighted to welcome Ronald Olufunwa to our Board of Trustees. With over 25 years of experience in financial planning across the corporate and charity sectors, Ronald's expertise will play a key role in shaping our financial strategy and strengthening our governance.

We were pleased to introduce Emily Webster, as one of our new skill-sharers. A leadership coach with expertise in inclusion for a multi-academy trust, Emily worked closely with the Directors of The Cay College, delivering a series of coaching sessions.



Emily Webster



We are thrilled to welcome Ronald and Emily to our team. Ronald's extensive experience in financial planning will be invaluable in shaping our strategic direction, while Emily's expertise in leadership development will enrich the support we offer. We look forward to working closely with them.

Jane Robbie, Founder

Looking ahead

2025 Strategy

As we move into 2025, we're excited to see our 2023 pilot partner, Flourish Mentors progress to the next stage of our three-stage grant-making model. We also look forward to welcoming four new charities into our network, further expanding our model of support.

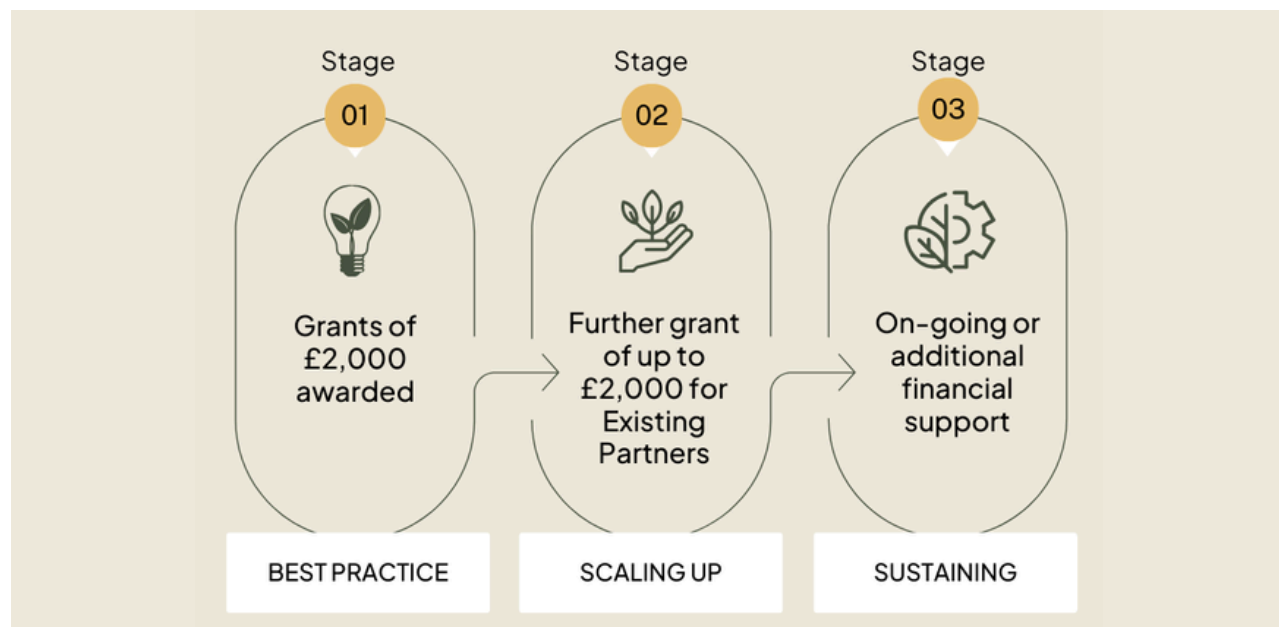


We are thoroughly excited to join The Pearce Foundation again!

Flourish Mentors



Our Trustees meet quarterly to assess our progress and direction, with their discussions informing the charity's longer-term strategy.



As part of our commitment to provide ongoing support to our partners, we invite them to reapply every other year. This year, Flourish Mentors are our pilot partners for the 'Scaling Up' stage, following their initial partnership in 2023. They bring valuable experience to our peer support groups as we learn and grow together.



Our 2023 cohort shared their feedback at the end-of-partnership review meeting

Insights from this year's partner cohort have shaped and refined our approach for the year ahead. As a small organisation, we remain agile – able to listen, adapt, and implement new ideas quickly.

Our key priorities for the coming year are informed by:

- Partner feedback
- Internal discussions with the trustees
- Feedback from skill-sharers



These insights ensure that our strategy remains responsive, effective, and aligned with the evolving needs of our partners.

Jane Robbie

Our key priorities

01

Strengthening peer support provision

02

Expanding our network of skill-sharers

03

Refining our support programme to better meet the evolving needs of our partners

04

Capturing the impact of our wrap-around support.

05

Building stronger partnerships with local organisations

Financial Overview

2024 Grant Spend – Partner Priorities

As part of our ongoing learning and research into what small charities need to grow sustainably, we track how our grants are used. In addition to financial investment, regular check-ins and wider support were offered in-kind to every partner.

Here's how this year's cohort chose to allocate their funding:

Communications

Website, promo film, photography



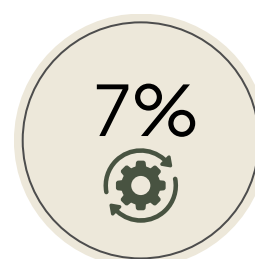
People

Leadership and team development



Operations

Equipements and systems



Strategy

One to three year planning



Fundraising

Bid writing and budgeting



Note: We continued to operate with minimal core costs in 2024, with only one paid role - a part-time Communications Officer. All operational, strategic, and coaching support was provided on a voluntary basis, with over 1,000 hours contributed across the year. This enabled us to keep overheads low and direct more funding to our charity partners' growth and sustainability.


About us

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.

We provide financial and bespoke wraparound support to small, fledgling charities and not-for-profit organisations in Sussex. We help them establish solid foundations for sustainable growth.

By supporting these charities, we contribute to a happier, healthier, and more equitable world.

Connect with us:

 www.pearcefoundation.org.uk

 admin@pearcefoundation.org.uk



The Pearce Foundation's
Registered Charity Number: 1198611



THE
**Pearce
Foundation**
Supporting you to support others



CHARITY COMMISSION
FOR ENGLAND AND WALES

The Pearce Foundation

1198611

Receipts and payments accounts

CC16a

For the period
from

1/1/2024

To

31/12/2024

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Investment		-	-		585
Interest	4,412	-	-	4,412	
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	4,412	-	-	4,412	585
A2 Asset and investment sales, (see table).					
Transact investments		-	-		120,000
	-	-	-	-	-
Sub total	-	-	-	-	120,000
Total receipts	4,412	-	-	4,412	120,585

A3 Payments

Charity partner grants	8,034	-	-	8,034	4,567
Self-employed payment	3,851	-	-	3,851	3,735
Admin costs	3,084	-	-	3,084	877
	-	-	-	-	-
	-	-	-	-	-

	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	14,969	-	-	14,969	9,179
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	
Total payments	14,969	-	-	14,969	9,179
Net of receipts/(payments)	- 10,557	-	-	- 10,557	111,406
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	9,028	-	-	9,028	
Cash funds this year end	- 1,529	-	-	- 1,529	111,406

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	110,205	-	-
		-	-	-
		-	-	-
	Total cash funds	110,205	-	-
	(agree balances with receipts and payments account (s))	Agreement Error	OK	OK
		Unrestricted funds	Restricted funds	Endowment funds
	Details	to nearest £	to nearest £	to nearest £

B2 Other monetary assets

	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

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)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
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B5 Liabilities

		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of
all the trustees

Signature	Print Name	Date of approval
Jane E Robbie	Jane E Robbie	11/4/2025
Jane Waller	Jane Waller	11/4/2025