

OUR VISION:

Our focus this year is on:

- **Increasing our impact** – working with partners we haven't worked with before and raising the profile of the fantastic work we deliver.
- **Continuing to support** communities and individuals back into employment and training.
- **Providing initiatives** that help to relieve financial hardship.
- **Funding projects** that reduce unemployment.
- **Supporting activities** that improve communities life chances.

HOW YOU CAN HELP US:

There's lots of ways that you can help us.

- We're a charity so we're always going to talk about money. Primarily it's what keeps us functioning and allowing our great work to help so many people.
- If you can't donate directly to us, then why not get behind us and help to fundraise? We can provide you with help, guidance and support to put your event on and we know that you'll have fun doing whatever you choose to do, be it a mud run, cake bake or quiz night!
- Help us to raise our profile. Social media is strong, why not sign up to follow us and retweet our tweets, and help us to spread the word.
- You know someone. We all know someone who knows someone and it's those small chances that make big differences, if you feel there's someone who might be interested in us or who might be able to get behind us please pass our details on.
- Be our champion. Spread the word, and let others know what we do.

NEXT STEPS:

If we've peaked your interest and you think we're the type of charity that you'd like to learn more about or help to support, we'd love to hear from you.

It's easy to do. You can either:

- ✉ **Email us at info@swanfoundation.org.uk**
- 🐦 **Tweet us at [@swanfoundation](https://twitter.com/swanfoundation)**
- ☎ **Or call us on 01277 844242**



WELCOME TO THE SWAN FOUNDATION



empowering a strong community



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Thank you for taking the time to find out more about the Swan Foundation. We're a charity with big aims and believe that the work that we do can change people's lives forever.

With your help and support we can continue to impact upon an even wider number of individuals and communities and help to improve the life chances of those living in some of the poorest neighbourhoods in East London and Essex. We believe that we are small enough to care, but big enough to make a difference.

Dinesh Visavadia
Chair of Trustees

WHY SUPPORT THE SWAN FOUNDATION?

- We make an impact. Since 2009 the Foundation has improved the life chances of over 3000 individuals and we think that with your help we can reach many more.
- We are a zero cost charity. Not one penny of the funds that we raise goes on our running costs. Meaning that you know that every penny that you donate will go back out to worthwhile causes.
- We're local. We only operate in East London and Essex and it's easy for us to evidence and show you what your donation is spent on.
- We're transparent. We have clear reporting, quarterly board meetings, annual reports and require all of our projects to provide us with monitoring information and evidence.
- We deliver. Since our inception we have funded and delivered over 35 different projects ranging from construction trade training to women's sewing groups.
- We can help you get involved. The projects and initiatives that we fund are keen for volunteers and we can help facilitate these opportunities to ensure you meet your CSR objectives.

ABOUT US:

The Swan Foundation is a charity working, hard to enhance and change the lives of communities living in East London and Essex.

Since being established in 2009, the charity has worked tirelessly to offer a range of projects and initiatives that support local people, help tackle unemployment, raise capacity and improve the health and wellbeing of those communities.

Our three priority outcomes are based around:

RELIEF OF FINANCIAL HARDSHIP AND UNEMPLOYMENT FOR THE BENEFIT OF THE PUBLIC

THE ADVANCEMENT OF EDUCATION AND TRAINING

THE PROVISION OF RECREATIONAL FACILITIES IN THE INTERESTS OF SOCIAL WELFARE WITH THE OBJECT OF IMPROVING THEIR CONDITIONS OF LIFE.

As set out in our Memorandum of Association.

OUR MISSION:

“TO DEVELOP AND BUILD THE CAPACITY AND LIFE CHANCES OF PEOPLE LIVING IN ESSEX AND EAST LONDON, TO SUPPORT THE REGENERATION OF THESE AREAS AND HELP TO BUILD, STRONG INCLUSIVE COMMUNITIES THAT THRIVE.”

WHAT WE DO:

Last year we gave out £50,000 in funding to support a range of initiatives aimed at increasing social entrepreneurship, providing employment opportunities, enhancing digital skills and online access, increasing literacy and helping to build community cohesion. In total 451 individuals benefitted from the projects that we helped to fund and deliver.

We are a charity that aims to improve people's life chances. We want to make a difference and the communities that we work with are often those that are most in need of help but the least likely to receive it. We fill a small but necessary niche where those looking to get back into employment or improve their health and well-being can gain opportunities, help and support.

We know that we're not the largest charity out there, but we think that this is our advantage. It means we know our communities and we're in touch with what matters to them. We fund projects that come from local groups and meet local needs.

We're keen to maximise and our approach has always been to work in partnership. This year we have partnered Santander Foundation, The People Speak, Signpost, Get Started East, CCHF All about kids and the Discover children's story centre.

