



FORD BRITAIN TRUST



Ford Britain Trust

Working with our local communities
to sow the seeds of change

www.ford.co.uk/fbtrust



Introduction

Ford Britain Trust was established back in April 1975, with the purpose of supporting the local communities where Ford and its employees live and work.

We help local communities

Ford Britain Trust pays particular attention to projects focusing on education, the environment, children, those with disabilities, youth activities and projects that provide clear benefits to local communities.

To date more than £4 million has been awarded by way of



grant donations to various organisations and good causes.

We work with our local communities to sow the seeds of change.

Through our contributions we empower people, promote social mobility and support our local communities to help them prosper.

Why local?

The world is a series of villages, someone once said, and we believe that there is a real truth in that saying.

Ford is a good corporate citizen and wants to involve everyone in our respective villages, be that where we manufacture, design, develop or engineer products.

In each village there are people who have a greater need, who lack the resources to help themselves.

If we are a link in the local support network, we are fulfilling our mission. If we can help inspire others, that's a key to making our communities fine places to live, raise families, and be good neighbours.

We work with schools, charities and other organisations to ensure no one is left behind and that the extra care that some people in our communities need, is at hand. ■

“Through our contributions we empower people, promote social mobility and support our local communities”



CHAIR OF THE TRUST

Our mission is to work with our local communities to sow the seeds of change.

Every year Ford Britain Trust provides around £115,000 to organisations in the areas local to our hubs across Britain, from Essex to South Wales, the North West to Northamptonshire.

Our grants of up to £3,000 are often welcome, at a time when core fundraising streams are seriously affected. The devastating financial impact of Covid-19 has left nearly 40% of charities and community groups in a worsening financial situation, with two in five organisations reporting that their financial position had deteriorated – while demand for their services rockets.

Here you can read about just some of the organisations we have helped, ones that perhaps you have not heard of, but whose work is no less important in enriching people's lives.

We hope this booklet will inspire you to reach out on behalf of similar worthwhile schemes in your area. If you know of any that may benefit – encourage them to visit our website and find out how we could help.

Jane Skerry, Chair

About us

The Trust was founded on the principle of helping local grassroots organisations which are less likely to have access to multiple funding sources and operate in a transparent and inclusive manner to empower individuals and strengthen their communities.

Since Ford and Ford Credit have locations across the UK, the Trust aims to primarily support those communities where they operate.

800 applications

In any given year, the Trust typically receives around 800 applications and has a Board of Trustees, made up of representatives from both inside and outside Ford Motor Company, that bring differing knowledge and experience to the table and collectively review, consider and agree successful submissions.

Grants up to £3,000

The Trust awards small grants, up to £250 or large grants up to £3,000. Normally small grants are awarded three times a year and large grants are awarded twice a year. On successful receipt of a large grant award, a further grant application can be submitted after three years, and after one year following receipt of a small grant.



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What we do



Applications are welcomed from state schools and special schools

Including nursery groups, PTAs, primary and secondary schools



Applications are welcomed from non-profits to help those with special needs and vulnerable people

Including organisations focused on services for people with disabilities, supporting carers and supporting homeless people.



Applications are welcomed from youth organisations

Including music, arts and culture groups and sports clubs.



Applications are welcomed from non-profits helping our environment

Including wildlife trusts and environment protection organisations



Applications supported by a Ford employee or retiree receive a higher rating.

25%

of all applications received normally are vouched for by a Ford employee.



LEARNING NEW LIFE SKILLS

Our funding has provided IT equipment to enable young disadvantaged people in Gloucestershire to transform their lives.



BUDDY UP IN TOUGH TIMES

The children of Bolney School now have a buddy bench in the playground to seek fellowship and relieve any anxiety.



COMMUNITY CARE PROGRAMME

Our grant has helped those with respiratory problems to take charge of their own health at home with equipment and advice. ■

How to apply



Small and large grant application forms can be found on our [website](#). Just download and complete before returning to us via [email](#) or post.

We have five cycles each year for grant donations. Small grant applications, up to £250, are welcomed three times a year during:

- 1 April to 30 June
- 1 August to 31 October
- 1 December to 28 February

Large grant applications, up to £3,000, are welcomed twice a year during:

- 1 March to 31 July
- 1 September to 31 January

Please read the eligibility criteria and guidance notes before completing your application. These will determine if your organisation is eligible for a grant and

will help you understand how the application process works. Once applications are received, with any supporting documents, they will be assessed, complying with the Trustees' guidelines and an acknowledgment sent.

On receipt, all relevant details are logged which generates a score, taking several factors into consideration including charity longevity, location, purpose, financial position, development opportunities and more. Applications supported by a Ford employee are highly recommended for consideration.

The Trustees review and discuss the large grant applications at their board meeting in March and September each year, using the scoring system as a guide, where needed. ■

WHO CAN BENEFIT?

- Local grassroots organisations can benefit from much-needed support
- Ford employees can vouch for organisations and lend their support
- Applications from across the country are considered
- You can reapply again 12 months after a small grant, or three years after a large grant



Visit our website



Review eligibility criteria



Fill out application



Email it to us



Transforming lives

The Rock is an educational centre that helps transform lives by reaching out to disadvantaged young people in Gloucestershire, many of whom are at risk of, or already excluded from, mainstream education.

"We offer support and activities to help young people increase their self esteem, build positive relationships, live purposefully and become resilient learners," explains Operations Director Andy Macaulay.

The Rock's small team of staff and volunteers use positive activities such as team building, sports, photography and cooking to help young people work with others, solve problems and learn new skills.

It works with around 17 local schools and social care agencies to provide families living in poverty with a range of low-cost activities. The Rock was awarded £2,388 by Ford Britain Trust to fund IT equipment, which has enabled young people to:

- Use translation tools by those with English as a second language
- Write CVs to support employability
- Produce and edit digital music
- Research activities of interest and develop vital new skills
- Produce positive online content on wellbeing during the Covid crisis.

"During lockdown we moved a lot of our support online using various forms of social media," says Andy. "The videos we produced were the most popular and the IT equipment funded by Ford

Britain Trust, which was far more up to date than our other equipment, was exceedingly useful. Thank you so much for the amazing support." ■



"Staff and volunteers use positive activities such as team building"

Greater empowerment for victims of abuse



Havering Women's Aid in East London is a refuge for victims of domestic abuse and their children, providing safe accommodation.

It empowers women to move forward and live a life free from fear and violence, and IT equipment is vital to help them and their children, who have often fled their home with nothing but the clothes they are wearing.

The charity sought funding for three laptops and a printer to enable children to do their homework and for online research. Core funding cuts meant the charity was struggling, so a grant helped fund this vital equipment. ■

Drive to help children access services



Young & Inspired helps disadvantaged children in London suffering from neglect, hunger or abuse, with schemes such as sports, arts, holiday and breakfast clubs.

Our grant was used towards a minibus to enable marginalised children access after school and holiday clubs, many of whom come from lone parented or struggling families and 95% have never joined in extracurricular activities due to transport barriers.

One of the children, Robert, said: "I live in a bad neighbourhood where I can't play outside, or inside as my home is small. I was lonely and bored. My Mum works until late and no one can take me to the club. Young & Inspired pick me up each morning and three days after school to go to the club. I have breakfast and can even focus on maths as my stomach feels happy. I have room to play, and now have lots of friends." ■



Braille provides a route to greater independence

The Blind and Sight Impaired Society (BASIS) supports visually impaired people and their families in Essex by promoting independence and reducing isolation. It provides specialist equipment training, befriending, social activity groups, Braille and technology training as well as emotional support.

General Manager Michelle Thomson said: "As a charity we are extremely grateful to receive funding from Ford Britain Trust which enabled us to buy several Perkins Braille typewriters. These are in constant use at our resource centre where our tutor teaches visually impaired people to read and type their own Braille.

"This is a valuable gift to a visually impaired person, providing them with an essential skill for communicating and remaining independent. The grant has had a huge impact on the number of people we can support and is a lasting legacy for the charity." ■

"Braille enables visually impaired people to remain independent and manage vital tasks such as medication and communication."

Smart Works enables women to dress for success



Smart Works in Greater Manchester helps unemployed women back into work by harnessing the power of clothes and confidence.

Despite many clients having been turned down from more than 50 jobs, after a visit to Smart Works more than half go on to succeed at their job interview within a month.

At the heart of its service is a two-hour volunteer-led appointment, where each woman receives a complete outfit of high-quality clothes and accessories to keep and dedicated one-to-one interview training. This short intervention has a significant



impact as they start to believe in their own ability to succeed.

The charity has continued to provide help during the pandemic, with remote coaching and styling sessions and clothing posted to clients.

A grant from Ford Britain Trust was used to buy materials for events such as its 'pop up' referral roadshow in Manchester city centre, to encourage local women to access Smart Works' service in Stockport. ■

A community that cares



NARA The Breathing Charity provides medical equipment, advice, information and 24-hour support for patients of all ages suffering from severe respiratory conditions.

Based in Northampton, it offers practical and emotional support to people of all ages across Northamptonshire and beyond, with a focus on the positive impact of development and wellbeing. Our large grant helped fund NARA's community care programme, which provides medical equipment and support to improve quality of life, helping patients avoid hospital, and manage their condition to take control of their own health. Its 24-hour helpline and social media group is where patients and their carers can seek advice and confidential support. Regular visits provide reassurance that help is at hand. ■



Buddy bench brings comfort



Ford Britain Trust awarded £250 to buy a 'buddy bench' for Bolney Primary School in West Sussex.

The Friends of Bolney School wanted the bench for the children to sit on at break times if they feel sad or worried, so staff and other children can join them to offer comfort and reduce anxiety. The bench was in place when the children returned to school after lockdown.

Chair of the Friends, Carla Turner, and Mrs Kenny the headteacher wrote to express their thanks: "The children will love their 'buddy bench' and it will make their return to school even more special. This has been a tough year for fundraising and we greatly appreciate your support." ■

"Staff and other children can join them to offer comfort and reduce anxiety"



Helping those with disabilities into jobs



Action for Family Carers works for the 180,000 unpaid family carers and those with disabilities across Essex. Since 1990 it has helped young and adult carers, providing day care and activity groups and given essential emotional support and advice.

Its wellbeing programme for carers includes club nights and support for young carers in schools, day care for vulnerable older people to give carers time out and activity groups for those with dementia or memory problems.

A Ford Britain Trust grant funded valuable IT equipment to help carers of people with a disability identify and access work and training opportunities with their family member. Working with them as a family unit, Action for Family Carers provides skills to enable the person with a disability to successfully apply for employment, training or volunteering. This includes essential skills such as how and when to disclose a disability, what adjustments may have to be made, and any health and safety considerations.

Most importantly, it helps people recognise the strengths, experiences, skills and qualities they have which bring positive impact to the hiring company. It helps them show prospective employers that the advantages of employing them far outweigh any challenges that may arise from their disability. It also helps to source training courses and where appropriate, support them financially to access them. ■

Meet our Trustees



Jane Skerry

Executive Director,
HR, Ford of Britain
Chair, Ford Britain
Trust

Many years of experience in HR especially in relation to employee welfare, diversity and inclusion, and skills development.



Jenny Ball

Former Executive
Director, HR,
Ford of Britain

Held a variety of HR roles at Ford, then spent seven years working for The Prince's Trust and is now working in agriculture.



**Dr June-Alison
Sealy JP**

Asst Director, CBI
(Retired), Presiding
Justice: adult &
family Court

Experienced in membership and sectoral issues, community outreach and BAME representation.



Lara Nicoll

Diversity & Inclusion
Manager, Ford of
Britain

Joined Ford Motor Company in 1996 and has held a range of HR positions, including employee relations, learning & development and internal consultancy.



Wendy James

HR Director FCE
Bank (Retired)

Retired after 35 years in HR with Ford automotive and financial services. Now in HR consultancy and volunteering with the NHS and local council.



Paul Robert Bailey

Supervisor, Ford
Development Centre
(Retired)

Ford service from 1975 to 2016. Experienced in manufacturing, engineering, design and emissions legislation/testing.



**David Stephen
Russell**

Digital Engineering
Tools Chief

Joined Ford Motor Company in 1983, experienced in product development.

