

## Background

The Poverty Hurts Appeal launched in October 2021 and ran until January 31<sup>st</sup>, 2022. The aim was to raise crucial funds to help local communities and make anti-poverty grants between December 2021 and January 2022. The Foundation also hoped to raise awareness of the issues faced by working families and the elderly in the face of rising living costs.

## Headline Successes

- 17 grants were gifted to groups across County Durham and Tees Valley (supporters were able to direct which area their gift would go to) between December 2021 and January 2022
- Due to the success of the appeal, and the current cost of living crisis, grants are still being awarded to help local people through difficult times and the Foundation has increased its hardship work with a pilot programme
- Grants awarded to date have helped an estimated 4,497 people (see Appendix A) and grant monitoring will update the final number
- The appeal was a success because so many (and too many to name here) people and businesses gave to the Foundation; many for the first time. We are hugely grateful to every one of you who gave
- We also saw unprecedented levels of fundraising - Durham University Chamber Choir raised £2k at their Christmas Carol Service, Durham Business Group raised £1,700, Graeme Anderson raised almost £1k by giving up his warm bed for the night, and CEO Sleepout Darlington raised £7k
- Prima Cheese chose the Foundation as its Charity of the Year, and the staff team are fundraising specifically for the Poverty Hurts Appeal
- The High Sheriff devoted his County Carol service at the Cathedral to the Appeal and the Cathedral itself donated £1,000
- The LocalIQ team, associated with the Northern Echo, backed the appeal with a donation and eight-page supplement at no cost to the Foundation
- Our CEO, Michelle Cooper was nominated for a Digital Leaders Award in the category of Individual Impact for the Poverty Hurts Appeal – this Appeal was our first digital-led campaign, so the recognition was much appreciated

## Next steps

As stated, the Appeal raised more than anticipated, and the Foundation team is now continuing to support groups addressing poverty in all its forms and planning a programme of grants that fight poverty through 2022-23, with larger grants to maximise impact for groups.

In addition, we will be inviting local businesses that want to make a real difference to support the ongoing Poverty Hurts Fund. Those who give will see all of their money go to local projects, while match funding offered by a number of our generous supporters will boost each donation and enable

the fund to run long term. This is part of our mission to add value to each gift through match funding, local knowledge and a long-term approach to supporting communities.

## Community Impact

### A snapshot of feedback and case studies from the appeal:

"We are so thankful to everyone who has given to the Appeal and want to stress that we make every pound go as far as it possibly can."

*Gemma from Sacriston Youth and Community Project*

"On behalf of our organisation, I would like to thank each and every donor for their contribution that helps projects, such as ours, continue to support those in the community."

*Joanne, founder of LCBC Community Pantry*

"Thank you for all you do to alleviate poverty and support the community."

*JustGiving donor*

### Case studies

The success of the appeal, thanks to the generosity of our supporters, helped several outstanding local projects. Read on for just a few examples of how these projects serve and support their neighbourhoods.

- A £1,000 grant from the appeal supported a Durham project for people who are homeless to open an overnight service in Hartlepool. Read more:

[Cornerstone Supported Housing and Counselling](#)

- A £1,000 grant from the appeal supported a food and clothing project to keep going, by covering essential costs. Read more:

[LCBC Community Pantry](#)

- A £1,000 grant from the appeal supported the project to offer advice and support to families facing financial difficulties and other issues. Read more:

[Sacriston Youth and Community Project](#)

Contd.



## Appendix A – Grants Awarded

Grants of between £1,000 and £3,000 have been awarded to the following local groups and will help an estimated 4,497 people.

Grant Application Name	Application in brief	Estimated No People helped	Local Authority
Creative Youth Opportunities CIC	To support a youth group.	60	County Durham
Lifeline Community Action	To provide additional support for those in need.	150	County Durham
Beyond Limits	To reduce social isolation.	800	County Durham
Little Chefs Big Chefs CIC	To support the LCBC Community Pantry.	300	County Durham
Feeding Families	Emergency boxes for County Durham families.	100	County Durham
The Ladies of Steel	A social isolation programme.	250	Redcar and Cleveland
The Big League CIC	To extend the scope of the Poolie Time Eats project.	30	Hartlepool
Cornerstone Supported Housing and Counselling Ltd	A homelessness support hub and rough sleeper sit-up service.	150	County Durham
Darlington Town Mission	To helping tackle loneliness and isolation in Darlington's elderly.	80	Darlington
Dawdon Youth & Community Centre	To provide weekly hot meals and social activities during the winter months.	1450	County Durham
Easington Social Welfare Centre	The winter warmers project.	150	County Durham
Free The Way	Winter support.	27	County Durham
Shotton Partnership 2000 Ltd	To provide free hot meals to the vulnerable residents of Shotton.	100	County Durham
Teesdale Community Resources	To support the hub to [provide support	400	County Durham
Wheatley Hill Community Association	To support Meals on Wheels and weekly Luncheon Club.	100	County Durham
Sacriston Youth Project	Winter Resilience.	150	County Durham
Shildon Alive	The Winter warmers project.	20	County Durham



County Durham  
**Community Foundation**

Please contact Alison Goulding, development manager at [alison@cdcf.org.uk](mailto:alison@cdcf.org.uk) for more information.

**Ends**