



East London Community Foundation helps communities to help themselves and helps donors to ensure that their funds are targeted in the right area, for the right cause and for maximum benefit.

'East London Grassroots Endowment Challenge' provides the opportunity for new Community Foundation donors to increase the value of their endowment donations. In its simplest form, we can add £1 to every £1 donated by private donors for local causes.

Until March 2011 East London Community Foundation is offering the Opportunity to set up charitable endowment funds – donations invested over the long-term. The interest gained from endowment is distributed to local community projects to meet local need and each donor's interests.

The Office of the Third Sector Challenge will benefit the East and North East London boroughs of Barking & Dagenham, Haringey, Havering, Redbridge and Waltham Forest.

We are seeking philanthropists who have a commitment to and passion for East and North East London to join us in developing and benefiting from the 'East London Grassroots Endowment Challenge', supporting future generations of local community projects, and ultimately contributing towards the well-being and prosperity of this part of London.

This is fantastic news for philanthropists, local groups and the Community Foundation. Individual, charitable organisations and businesses who want to put something back into their community can consider being part of the Grassroots Endowment Challenge.

Along with the usual tax benefits for charitable giving, there has never been a better and more cost effective way to give and to see the impact of that giving increase by up to **336%**.

For further information, please contact:

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***philanthropy** n. The effort or inclination to increase the well-being of humankind, as by charitable aid or donations. **Philanthropist** n. One who practices philanthropy; one who loves mankind, and seeks to promote the good of. (Oxford English Dictionary)

EAST AND NORTH EAST LONDON Grassroots Endowment Challenge Make your gift to your community go further

- Funding Opportunity:** A free contribution of £1 for every £1 donated in permanent endowment up to £269,000 per donor until March 2011
- Timeframe:** December 2008 – March 2011
- Level of Donations:** The Challenge requires a minimum of four private donors giving £268,987 each to gain the maximum match of £1,075,949 – bringing a total of £2,151,898 into East and North East London.
- However, there is no maximum limit on the number of donors. Donations can begin at £1,700 for an eligible Acorn Fund and at least £25,000 donated immediately or pledged over 2008- March 2011.
- Type of Donors:** Companies, individuals and families, and other charities such as Faith Groups, and Charitable Trusts & Foundations struggling to operate and distribute grants or who wish to modernise - Public sector organisations are not eligible
- Type of Donations:** Cash, shares and other assets
- Gift Aid:** For any individual donations, Gift Aid counts towards match. For example, to set up a Named Fund at £25,000, a donor can donate £10,000, claim Gift Aid at 28p in the £1 which totals £12,282 and then Grassroots will add £12,282 match. Current Gift Aid (28p in £1) is available until 2011.
- To calculate Gift Aid and work out Higher Tax Rate relief, visit: <http://www.itforcharities.co.uk/gaidcalc/hightax.htm>.
- Fund Themes:** Donors can choose the type of issues they would like, their Named Fund to tackle. However, overall the Grassroots challenge must address a wide range of themes, so we encourage donors to be as broad as possible. We can provide advice on this. After March 2011, and after the Challenge has closed, these can be narrowed.
- Geographical Areas:** We have endowment targets for each of Barking & Dagenham, Haringey, Havering, Redbridge and Waltham Forest, and an overall East and North London-wide target. We advise donors to set their grant-making East and North London-wide to gain maximum match funding, though if there is a specific borough of interest, we will advise donors of the match available.
- Pledges:** Pledges can count for up to 50% of donations, though must be realised within a certain period. A written and signed pledge must be made and submitted for reporting purposes.