



# Annual Report

— 2018 —



# Welcome from LoveBrum's Chairman and Executive Director



In 2018, LoveBrum hit several milestones, putting us on a trajectory for change and growth. Our success in securing a grant from The National Lottery Community Fund was a pivotal moment. It was a huge honour to be awarded this funding that recognised our hard work, as well as the impact we are continuing to have across Birmingham and on the small causes we support. This fund, which is spread across a two-year period, has enabled us to provide more support to our causes and focus on our internal infrastructure.

Over the past year, we have been able to provide increased support to the causes we fund, both financially and practically. In June, we moved from funding 12 causes a year to fund all three causes each month, tripling the annual number of funded projects. We also hosted our first Causes Conference in October 2018, which proved to be a great success and something we are planning to build on for 2019. In many cases, the practical support we offer to our causes can significantly outweigh the funding alone.

This significant investment has also enabled us to improve our internal infrastructure, introducing LoveBrum's first CRM system and updating our IT hardware, as well as setting up an internal HR system to support our growing team at HQ. This investment means we have been able to manage more functions in-house, enabling us to react quicker and communicate more effectively with our supporters, causes and members to enhance their experience. This has been key to maintaining and growing the fantastic support we receive from our patron, corporate and individual members.

The tremendous support we receive from the business community continues to demonstrate what fantastic people live and work in Birmingham. Along with our incredible members, this support enabled us to reach the amazing milestone in October of donating £100,000 to Birmingham causes in a little over three years. Other highlights include achieving our most successful fundraising year to date with £60,000 being raised in 2018. Our media presence and voice continues to grow, together with our social media presence which is going from strength to strength.

Over the next 12 months LoveBrum will continue to grow, both as a charity and its impact across communities in Birmingham. We are excited to announce that we will be introducing a bigger single grant in addition to our 36 annual funded causes, which will have a significant impact on the most vulnerable people in the city. As well as increased financial support, LoveBrum will continue to inform Brummies about the ways they can best help the hidden gems within the city. We are passionate about the difference that skills-based volunteering can make to an organisation and, in the coming year, will work to make volunteering in the community both easier and more worthwhile.

Finally, on behalf of everyone at LoveBrum, we would like to thank everyone who supported the charity in 2018. Your loyalty has not gone unnoticed and we are excited to work with you in 2019 on the next chapter of our mission to make Birmingham even better.

Tim Andrews, Chairman



Paul Mitchell, Executive Director



# Introduction

## What we do

LoveBrum was founded in February 2015 with a simple goal – make Birmingham even better. The vision was to create a charity that local people could get behind to make a real positive change in their community. We are passionate about the city of Birmingham and highlighting the small but incredible things that are always going on.

We are a charity for charities, raising and distributing funds to hidden-gem projects and volunteer-led organisations doing amazing things in Birmingham. As well as funding, LoveBrum aims to provide business support to these organisations on an ongoing basis.

## Funding

We welcome applications from any project based in Birmingham that aims to deliver positive change in the city. We target small projects that don't usually receive the funding or the platform that they deserve. As a result, we understand that there may be limited resources and so make our application and funding process as simple as possible.

Working to a different theme each month ensures we fund a wide variety of projects. An independent panel selects three causes to showcase each month, basing their decision on a number of factors including location, demographic and the impact the project will have on the community.

Once a project is selected, we film a short video to showcase the organisation and share this, with an accompanying profile, on our website, social media platforms and with our subscribers. Each project will have a dedicated showcase week and, in the fourth and final week of the month, we open our vote. We encourage all of our members to vote for the project they would like to see awarded funding, giving them the power to choose which cause will benefit from their donation but we also place a large emphasis on assisting our causes to engage their own service users and networks in the voting process to ensure they are as successful as possible.

The project with the most votes receives £2,000 of funding, second place is awarded £1,000 and third place £500.

**“The vote gave us a great opportunity to engage with previous service users.”**





## Practical Support

As well as funding, LoveBrum aims to provide additional, non-monetary support to these organisations on an ongoing basis. For most of our causes, this additional help has been of more value than the financial aid.

We are committed to providing business support for every cause. This can vary depending on the organisation but we aim to help whenever we can, providing support with social media, website development, marketing, advice on future funding and much more.

We are passionate about sharing updates on how our causes are progressing so our supporters can see the real impact of their donation and regularly share their good news stories, new projects and events, as well as requests for volunteers across our platforms.

From our annual Causes Conference, to our regular networking events, we help our causes to make connections with one another, and encourage them to combine their efforts and work together to achieve more.

We invite a different cause representative to each of our events, where they are able to promote their organisation and engage with our members, whilst affording LoveBrum the opportunity to demonstrate the widespread impact of its work. This has led to connections with our corporate partners, who have been able to provide further financial support, volunteers or items for our causes.

**100%**  
**DONATIONS GOES**  
**STRAIGHT TO**  
**LOCAL CAUSES**

**OUR LEAN**  
**OVERHEADS ARE**  
**COVERED BY PATRON**  
**AND CORPORATE**  
**MEMBERSHIPS**

**£60,000**  
**FUNDRAISED IN 2018**

**“We enjoyed the whole process, from making the video, to campaigning for votes. We gained a better appreciation of the value of using social media, which we will continue to use in the future.”**



**872**  
VOLUNTEER  
HOURS IN 2018

## How we do it

LoveBrum's community of members is what makes LoveBrum such a powerful force for positive change in Birmingham. For just £20 per year, anyone can become a LoveBrum member. They get to vote for their favourite causes each month, and support the charity by volunteering and attending fundraising events.

Of course, we also encourage the community to fundraise for LoveBrum in any way possible. From dress down days to running marathons, we want to encourage everyone to give back to their city.

LoveBrum is different to other charities because every penny from £20 memberships and individual fundraising gets distributed in an open and transparent fashion. We don't take any running costs from this fund and our open approach to charity brings the people of Birmingham together, to donate their time and resources, and work collaboratively to build an even better Birmingham.

Our lean overheads are covered by our patron and corporate members, as well as funds raised at LoveBrum events, where we fundraise to sustain the day-to-day running of our charity. We love working with local businesses and we provide a unique way for companies in Birmingham, both large and small, to be more aware of what's happening in the city and become involved in their local community. By supporting all types of charitable organisations, we can match every company's ethos and help them to demonstrate that they're proud to support Birmingham and not just one cause.

**It would not have been possible to achieve so much in 2018 without the incredible team of trustees, ambassadors, volunteers, or the dedicated staff at LoveBrum HQ.**



# Review of the Year



## JANUARY

Awarded £250,000 grant from the National Lottery Community Fund

## FEBRUARY

Celebrated 3rd Birthday

## FEBRUARY

Launched the LoveBrum loyalty card with over 50 offers



## JUNE

Started funding all three causes each month

## JULY

Appointed new Executive Director, Paul Mitchell



## AUGUST

£10,000 donation from M6toll



## SEPTEMBER

Introduction of a CRM and online HR system

## SEPTEMBER

All social media and marketing came in house



**OCTOBER**

World Homeless Day video received over 1,000 shares and retweets, raising over £1,000

**OCTOBER**

Reached milestone of donating £100,000 to date

**OCTOBER**

Half marathon - raised over £30,000

**OCTOBER**

Causes Conference



**NOVEMBER**

Curry King of Birmingham

**DECEMBER**

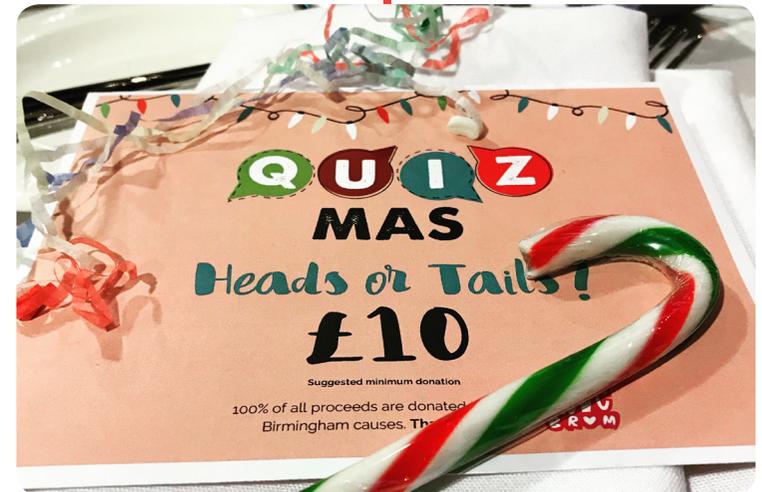
Bags for Brummies - 600 bags packed and donated to the homeless

**DECEMBER**

Quizmas

**DECEMBER**

£16,500 donation from the BPA



# The challenges in Birmingham

Birmingham, like any large city, has its challenges but that also means there are abundant opportunities to develop innovative and impactful community-driven approaches to overcome them. We focus our support on helping to tackle local issues to truly make a difference to people's lives across our city. Every pound we award or relationship we build takes us, as a city, forward together.

Since 2012, street homelessness in Birmingham has risen by a staggering 588% and it's estimated that, each year, 20,000 households are at risk of becoming homeless, are already homeless, or are transitioning out of homelessness. With homelessness in Birmingham three times the national average, LoveBrum's annual **Bags for Brummies** campaign supports the city's most vulnerable.

In December 2018, at least 15,000 items were donated and, with the help of volunteers, we packed more than 600 bags of essentials, to donate to the homeless at Christmas, with bigger items donated directly to homelessness projects.

Between 2012 and 2015, it is estimated that Birmingham saw around 30% excess deaths in people older than 85. There are multiple reasons behind this, but loneliness is shown to have twice the effect on early death as obesity. Many of our fantastic projects, such as **Karis BeFriends**, tackle the issue of elderly isolation by organising events for older adults in the community and providing practical support for those who are unable to leave their homes.

Nearly 14% of adults in Birmingham have no formal qualifications and there is significant evidence of a skills gap across the city. We support fabulous projects such as **The Colebridge Trust** who work to improve opportunities for local people by creating meaningful work experience opportunities for those who are perceived as being the furthest from employment.

We also support a range of health and well-being community organisations, such as **Females of Empowerment**, who offer support services for women who have experienced domestic abuse, or **Steps To Your Healthy Future**, who run support groups for those with long-term health conditions like diabetes. We've also funded the fantastic **Catalyst Studios**, a film production and arts organisation that aims to portray more positive and realistic representations of young people and

people of colour in mainstream media, running special projects to provide equal opportunities for disadvantaged young people.

These projects, along with every other project we fund mean that, together, we are tackling a range of challenges faced by our community in Birmingham.

**"People from over 200 countries call Birmingham home"**



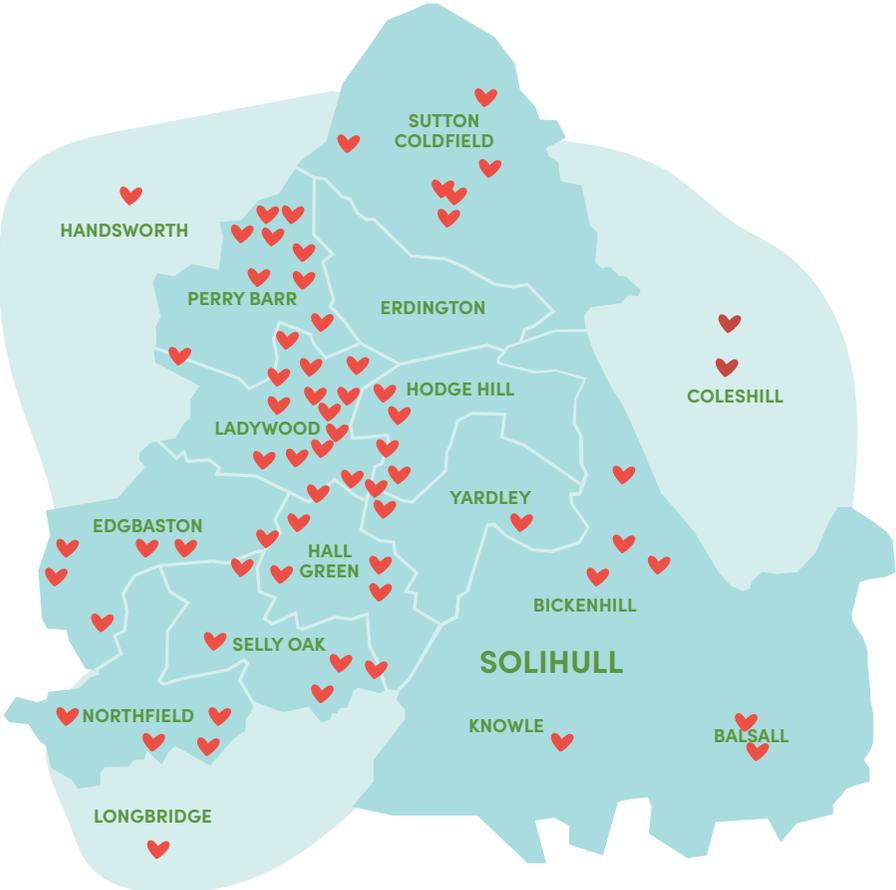
**15,000**  
ITEMS DONATED

**588%**  
INCREASE IN STREET  
HOMELESSNESS IN  
BIRMINGHAM SINCE 2012

**20,000**  
HOUSEHOLDS AT RISK  
OF HOMELESSNESS

### Funding

LoveBrum has funded over 66 projects that support communities from across Birmingham. The map shows where in Birmingham we have funded and helps to highlight areas we want to target in the future to reach every community.



Karis BeFriends



Catalyst Studios

**9% of Brummies live with a life limiting condition or disability**

# Our impact in Birmingham



## Causes Conference 2018

The causes LoveBrum supports do an incredible job in the local community but many of them do not have knowledge or experience in fields such as marketing, design, search engine optimisation and finance. We aim to provide support beyond monetary value both before and after funding, ensuring that we equip those small charities and organisations with the tools to succeed.

In October 2018, we invited projects from across Birmingham to hear from some of the city's leading experts in their fields, who shared their

knowledge on topics including marketing, social media, events and legal advice, all with small organisations in mind. The event provided an invaluable opportunity for organisations to network with one another, creating new connections and partnerships.

The feedback we received was exceptional and we will bring this event back in 2019, making it even bigger and better, and continuing to provide small organisations with much more than just financial support.

## Case Study June 2015 - Up and Downs

Up and Downs is a support group for children with Down's syndrome and their families. The group meets regularly for children to play and make new friends, and for parents to help and support one another.

Speech and language development can often be delayed in children with Down's syndrome, with many using Makaton, a combination of signs and symbols alongside speech, to communicate.

The funding from LoveBrum helped to fulfil the needs of its rapidly growing membership, by covering the cost of training a trustee in Makaton signing. This training was then delivered to parents, eliminating the frustration of being unable to communicate meaningfully and effectively with their children. The funding also enabled Up and Downs to purchase Makaton books and DVDs, building a resource library for parents to borrow from.

The number of families that Up and Downs supports has tripled, there are now 90 families who attend a variety of support sessions offered by the charity.



## Case Study May 2016 - Suited for Success

Suited for Success supports long-term unemployed men and women in Birmingham to develop interview skills and help them to find the perfect interview outfit, giving them the confidence to make a positive first impression and the best chance of success at job interviews.

Suited for Success started as a pilot in 2015 and, after becoming a registered charity in January 2016, acquired the lease for their referral centre in Ladywood.

LoveBrum's funding contributed to the initial setup costs of the new site, which the charity would have struggled to raise alone, significantly delaying the launch date of the new centre. Since opening in Ladywood, Suited for Success have helped just over 830 unemployed people. The development of their 'More than Just a Suit' programme, which targets specific groups of people who experience barriers to employment such as ex-military, ex-offenders and back to work mums has meant that the number of people they support has significantly grown since 2017.

LoveBrum has been able to provide additional support to Suited for Success through our corporate member Uber. The Birmingham branch has provided the charity with 'Uber credits', allowing Suited for Success to book free Uber rides for their clients when they have appointments or interviews to attend. This has helped remove another barrier stopping people in Birmingham from moving into further employment.



## Case Study

### February 2017 - Midland Freewheelers

Midland Freewheelers provides a free emergency blood and medical essentials delivery service to NHS facilities 24 hours per day. The charity receives no government or NHS funding and is run by volunteers. From transporting blood, Midland Freewheelers has grown and will carry anything of a medical nature including blood, human tissue samples, x-rays, patient notes, as well as breast milk for premature babies.

In 2019, Midland Freewheelers reached the incredible milestone of completing 10,000 jobs delivering life saving medical essentials to patients across Birmingham.

Midland Freewheelers was able to use LoveBrum funding to purchase Cytotoxic boxes to grow their service and deliver urgent Chemotherapy drugs to Birmingham Children's Hospital. This particular drug has a shelf life of only 90 minutes and the bikers are able to deliver this in half the time of a 4 wheeled vehicle. The charity also purchased Milkbank boxes as their demand for emergency breast milk grew by 10% in 2017. This has allowed the team to double the milk they can carry, avoiding the need for two separate journeys.



MIDLAND  
FREEWHEELERS  
REACHED  
**10,000**  
JOBS IN 2019

## Case Study

### February 2018 - Wellcat

Quinton-based Wellcat is run solely by volunteers and has been rescuing cats across Birmingham for more than 50 years. The charity focuses on rehabilitation and rehoming, aiming to find each cat in their care a loving new home. They will never put a healthy cat down, as well as working with the community to educate more people about the proper care of their pets.

Wellcat cares for up to 150 cats at any one time and, due to growing numbers, was in desperate need of additional space for kittens. The funding from LoveBrum enabled Wellcat to install a new custom-built facility with separate pens for individual litters. Without the funding, Wellcat would, sadly, have been forced to turn pregnant cats and kittens away, and wait until funds were available to build new accommodation.

In the first 'kitten season' since the new facility opened, Wellcat was able to take in an additional 12 new mothers, which meant it was able to provide care for 50 more kittens than the previous year. This new unit has also freed up old space, which can now be used to hand-rear kittens, meaning Wellcat can take more orphaned kittens than ever before.



# Causes Survey

1 = Strongly Agree 2 = Agree 3 = Unsure 4 = Disagree 5 = Strongly Disagree

## I found the funding application simple and straightforward.



95% of causes said that the application process was simple and straightforward.

## Was there any impact on your local community?



92% of causes said that the activities funded by LoveBrum had an impact on their community.

## My organisation received support from LoveBrum throughout showcase and voting week.



92% of causes said that they received support from LoveBrum throughout their showcase and voting weeks.

## Have there been any unexpected consequences of LoveBrum's funding?



69% of causes said that there were unexpected consequences as a result of their awards funding.

## My organisation has continued to receive support from LoveBrum following funding.



69% of causes said that their organisation has continued to receive support from LoveBrum after receiving funding.

## Has your organisation applied for funding since receiving funding from LoveBrum?



39% of causes have applied for more funding since being awarded LoveBrum funding.

**Has applying for LoveBrum funding made you more confident in applying for other funding?**



61% of causes said that applying for with LoveBrum made them more confident in applying for other funding.

**Did receiving funding from LoveBrum help to reduce stress levels in your organisation?**



50% of causes said that funding from LoveBrum helped to reduce stress levels in their organisation.

**Have any additional roles been created in your organisation since funding from LoveBrum?**



22% of causes said that new roles have been created in their organisation since being awarded LoveBrum funding.

**“I have only ever felt 100% support from LoveBrum, I don’t even know what more you could have done”**

**“Through a member of the committee of LoveBrum we have free use of a building in Solihull which is absolutely amazing. Can’t thank LoveBrum enough”**

**“We feel that LoveBrum has stayed in touch and offered a range of services and training.”**

# LoveBrum in the Media



Dluxe Magazine

Solihull Observer

Midlands Business News

BBP Media

Express and Star

Birmingham Chamber of  
Commerce

Business Birmingham

The Bip

Shropshire Star

Great Run

Cornfield Publishing

The Birmingham Press

Birmingham Living

Downtown in Business

Birmingham Business

Asian Today

69 Degrees





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However, the festive season has been good, and the loneliness epidemic remains across the UK. Not wanting our residents to feel isolated, last year LoveBrum has stepped up funding to a focus on combating social isolation in Heston and Acton.

Over the past few months, we have been able to fund more projects to engage older people. This is the shocking statistic that is a reality for many on a daily basis. With the help of campaigns like Age UK, you now would have to see a video and Good Morning Britain's 7 million reminder drive, the issue was a hot topic over Christmas, but every a story remains as we head into the new year. That's why LoveBrum is continuing to support projects that tackle the confines of social isolation and promote the value of intergenerational activities.

Completing another successful year of funding, which has seen LoveBrum showcase over 120 projects and provide over £700,000 funding. The Over 55s Community Dance Class is a real project to receive funding in 2017, an alliance by LoveBrum members through the monthly vote.

The Over 55s Community Dance Class is a group of older adults up to the age of 80 from local clubs and groups, who meet on a weekly basis to not only improve their overall health but battle social isolation that is faced by so many. Funded by local community dance instructor Victoria Davis, the dance class was originally part of Birmingham Gaitmaker's 'Ageing Well' project but when funding was not after the first year, the class could no longer continue. After being successful in the class, Victoria was determined to keep the class back on its legs so help from LoveBrum.

LoveBrum awarded the Over 55s Community Dance Class £2,000 as a result of its monthly funding campaign. The money means the project will be back for 2018 and will be able to provide over 30 weeks of dance classes, including an end of term performance.

### Adventure playground handed £2,000 boost

A MERIDIAN adventure playground has been handed \$2,000 to help create more opportunities for youngsters in the borough.

The Meridian Park-based playground has been handed the donation by Birmingham-based charity LoveBrum. The new funding from LoveBrum is said to help the charity develop more opportunities for teenagers including repairing the climbing wall.

Paul Mitchell, executive director of LoveBrum, said: "Our members were captured by the work of the playground and they voted them as winners of our latest monthly vote."

### £250,000 lottery cash to help community projects

A BIRMINGHAM charity has received a £250,000 National Lottery funding in a new partnership with the Big Lottery Fund, the largest fund of community activity in the UK. By sharing expertise, learning and networks, the partnership will expand LoveBrum's reach and provide even more funding to projects in local communities. LoveBrum showcased more than 170 projects and provided £70,000 funding in the past year.

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### LoveBrum team to tackle Great Birmingham Run

Runners will be out in force next month to represent a Birmingham charity which supports community projects across the city. LoveBrum has amassed a 90-strong team to tackle the Simplyhealth Great Birmingham Run half marathon and raise vital funds to support its work.

The charity's members get to vote on the causes they would like to see receiving grants and recent beneficiaries include rescue charity Wellcat and the grade II-listed Moseley Road Baths in Balsall Heath.

Executive Director Paul Mitchell said: "LoveBrum is overwhelmed by the number of people who are taking on the challenge of this year's Simplyhealth Great Birmingham Run to fundraise on behalf of the charity."

"The continued support we receive from businesses and individuals across Birmingham means this is a really exciting time for LoveBrum, with the charity going from strength to strength."

"The money raised will continue to have a huge impact on the hidden-gem projects that we support across Birmingham, as voted for by you each and every month."



Lightbox Mercer. Fast-growing Birmingham agency Lightbox has merged with digital agency Blake\*. Lightbox was founded by entrepreneur Rob Pollard in 2005 and was crowned small business of the year at the Birmingham Awards in 2017. Social media specialist Blake\* was founded in 2017 by Birmingham businessman PJ Ellis, who also co-founded the LoveBrum charity. They help to raise money for local good causes. The company will be called Lightbox Digital and work from John Bright Street

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### Former Heathrow exec to lead Brum charity

A BIRMINGHAM charity has recruited a former Heathrow Airport to be its first ever executive director.

Paul Mitchell held several senior roles at the London airport and worked across projects there during the 2012 London Olympics including recruiting and training up to 1,000 volunteers to work at Heathrow throughout the games.

He also helped to design and then run Heathrow's first multi-agency control room which was operating during the 2012 Olympics.

Mr Mitchell joins LoveBrum from the Royal Life Saving Society where he spent four years as operations director and deputy chief executive for the UK and Commonwealth.

LoveBrum supports and funds hidden gem projects which strive to make Birmingham a better place to live. Since its inception in 2015, it has showcased more than 120 causes, funded 50 projects and donated a total of £30,000 to local projects.

Mr Mitchell said: "It is great to be working with such an impactful charity, helping a range of small causes across Birmingham. As soon as I saw the work of LoveBrum, I wanted to get started and help drive LoveBrum forward, even more so with the Big Lottery fund partnership that will help us grow our reach and impact even more."

"The appointment comes after the charity secured the £250,000 of National Lottery funding earlier this year to fund new roles within the charity, including the appointment of Mr Mitchell."

### LOTTERY BOOST

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### WOMEN'S AID CHARITY MARKS ANNIVERSARY

Smarts Women's Aid Charity marks its 20th anniversary. The charity has been successful in raising funds to support women and children in need across Birmingham.

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### LOVE BRUM 3RD BIRTHDAY CELEBRATIONS

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### THE DANCE NOW ARRIVING...

The Dance Now Arriving... A new dance class is starting in Birmingham, offering a chance for people to improve their skills and enjoy a social activity.

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### YOU'VE GOT TO LAUGH

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### LOVEBRUM PARTIES ON THIRD BIRTHDAY

LoveBrum Parties on Third Birthday... The charity is celebrating its 3rd birthday with a series of parties across Birmingham.

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### 'CURRY KING OF BIRMINGHAM' TURNS UP THE HEAT

'Curry King of Birmingham' Turns Up the Heat... A new event is being held in Birmingham, celebrating the city's rich curry culture.

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# £66K PR VALUE

# 1,617,342 REACH

### Businesses back Bags for Brummies campaign

A string of businesses and organisations have pledged their support for Birmingham's Bags for Brummies campaign, which collects supplies for the homeless and the streets in the winter months.

The campaign started, originally LoveBrum, has seen thousands of donations from across the city, including sponsorship from Mital and Osmash.

Zella, South's Fire Station and Sweetmeat Inc. have also offered their support by becoming donation stations throughout the campaign, while Mital's People Powered Logistics has provided hours of on-the-ground support collecting and transporting the donations.

LoveBrum's Executive Director Paul Mitchell said: "I am delighted with the amount of support we have had this year for our Bags for Brummies campaign. It's great to see not only residents of the city, but also businesses both big and small getting involved and donating what they can. The response has been huge, and we couldn't be happier with all the donations we have been given. The winter months are extremely tough for those living on the streets and we hope that these bags can help alleviate that struggle, even slightly, for people in that situation."

Martin Edwards of Mital added: "We were pleased to be asked to support this worthy campaign, as part of our year-long partnership with LoveBrum. Some of our team will be volunteering to pack the Bags for Brummies, and we hope they bring real comfort to those in need of Christmas."

The bags will be handed out at a homeless charity's Fair Food Brummies Christmas Dinner at St. Philip's Cathedral on 23 December. Osmash has provided the cost of the dinner, which last year saw 270 people enjoy the event and receive their gifts from LoveBrum.

lovebrum | www.thisisbirmingham.com/news/2018/12/04/businesses-back-bags-for-brummies-campaign/



### LoveBrum launches cause conference as it celebrates #100K donation milestone

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### Super six pledge support to LoveBrum's Bags for Brummies

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# The Future

## LoveBrum's Community Impact Fund

In addition to our regular monthly funding, we are delighted to announce that charitable organisations in Birmingham will now have the opportunity to apply for up to **£15,000** through LoveBrum's Community Impact Fund. Applications will be open to any organisation working to make the city a better place, but we will look to fund community-based projects working to overcome the challenges Birmingham is facing, particularly tackling homelessness and the poverty gap.



## Volunteering

LoveBrum is passionate about making Birmingham better, which is why we want to work with local people and organisations who share the same vision. Our mission is to change the lives of others through simple actions that can have a huge impact on the wider community.

We know that both organisations and individuals are keen to get out and volunteer but often find it difficult to source opportunities to suit their skills. We also know that our causes often find it difficult to source volunteers and often don't know what they can ask volunteers to do beyond traditional volunteering roles. Through our work in 2019, we will educate small organisations across Birmingham in what skills-based volunteers can offer, from financial and auditing support, to graphic design and marketing expertise.

We want to offer a way for the entire community to benefit from volunteering, ensuring there are both traditional and skills-based opportunities. Through our platform, LoveBrum will be able to connect volunteers to projects, providing the opportunity for our causes to access support that they may not have had otherwise. The platform will also help people give back to their local community by volunteering in positions that are of interest to them and, more importantly, that make the best use of their time, skills and knowledge.



# The Numbers

## The Statement of Financial Activities for the year ended March 2018

Incoming resources totalling:  
**£215,453** (2017: £191,527)

Resources expended totalling:  
**£206,449** (2017: £180,582)

Generating net incoming resources of  
**£9,004** (2017: £10,945)

The charity's balance sheet is recording total net assets of **£45,213** as at 31 March 2018 (2017: £36,209).

The charity has been fortunate to be funded by corporate partners (sponsors and patrons) who have generously donated to the charity to enable us to continue the good work we have already started.

Over the coming years, it will look to raise funding from voluntary donations and various fundraising events.

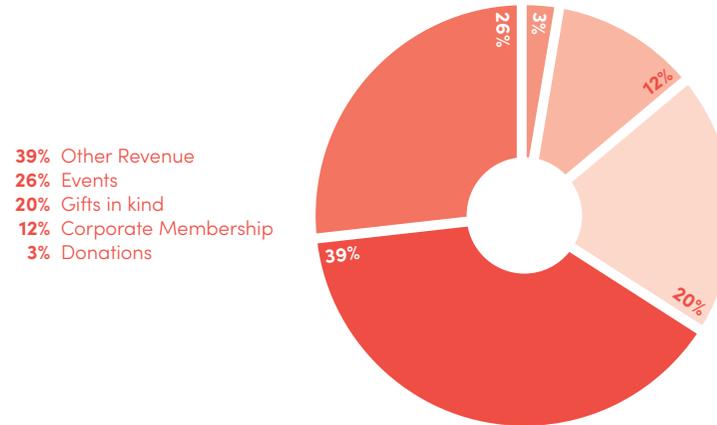
Funding from corporate partners is expended on day to day operational costs such as rent and marketing whilst the charity provides grants to charities and good causes from donations and money that is raised at LoveBrum's events.

LoveBrum remains committed to funding at least twelve causes every financial year. In the year to March 2018 we have funded **16** organisations.

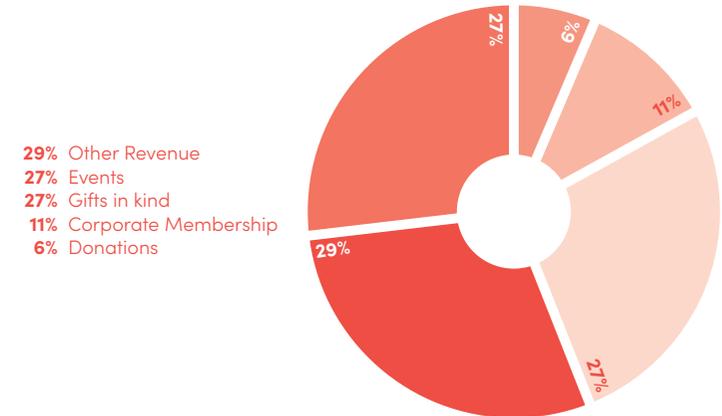
## REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number  
**CE002123 (England and Wales)**  
Registered Charity number **115705**

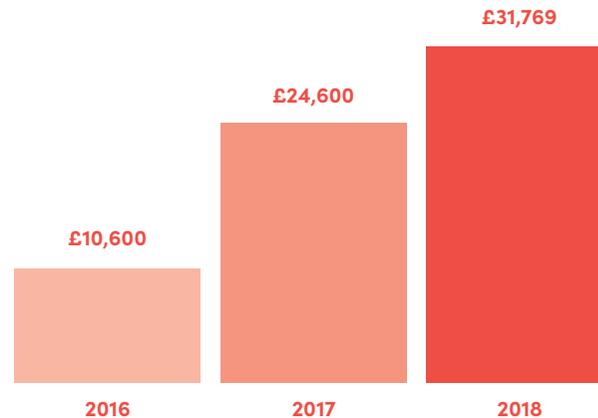
## Income Generated in 2018



## Income Generated in 2017

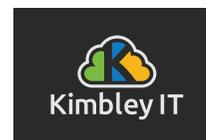


## Donations in the past 3 years



# LoveBrum's Friends

Our patron and corporate members are integral to the existence of LoveBrum. We want to thank each and every organisation that supported us in 2018 and helped our mission to make Birmingham even better.





# The charity for an even better Birmingham.

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