

Place based giving: reaching the grassroots



Kingston Charitable Foundation (Kingston CF) supports local charities and volunteer organisations that address inequalities across Kingston upon Thames. They provide small grants on a rolling basis to local groups, many of whom are grassroots and volunteer-led.

Kingston CF spends time getting to know the local community so it can understand what's needed and supports groups through the application process.

For grantees, this relational approach is key. "We have no paid staff, just a small group of hard working, creative people who want to help the community", explains Kate Kenyon from RBKares. "Applying for grants and understanding the system is a complex and daunting task... when we were approached by Kingston CF about applying for a grant, it was a huge help. It made different sorts of projects attainable." Like other place based giving scheme, reaching very local projects who often fall under the radar of mainstream funding is part of Kingston CF's ambition, helping them be a 'catalyst' for local action. "We have carefully begun building our foundation in an agile and responsive way", says CEO Hicky Kingsbury. "We're seeking out traditionally harder to reach communities and listening to the quieter voices".

"We are building relationships and networks, in mutually supportive ways, across our whole borough."