

Golden Bottle Trust

Annual Report

2018-19

Catalytic, entrepreneurial and risk-taking

Since 1985, The Golden Bottle Trust has helped further the philanthropic commitments and ideals of the Hoare family.

In practice, this has entailed grants to a huge variety of excellent causes as well as the development of new approaches to increase the impact of our activities. This includes the use of a philanthropy profiling tool, the integration of the sustainable development goals and the advancement of an impact investment portfolio.

In recent years, our strategic giving has focused on prisons and early intervention, financial/income inequality, the refugee crisis and the environment.



Our Giving Structure

Discretionary

Targeted grants that are directed by individual members of the family forum

Strategic

Considered larger grants that are directed to areas we want the biggest impact

Collective

Appeals are brought by trusted networks and jointly agreed

Family

Supporting the wider family, currently over 2,000, when they are highly engaged with a charity

Give As You Earn

A commitment to double-match employee donations



333 beneficiaries

76% of whom have a long-established relationship with us



£2,627,876
distributed

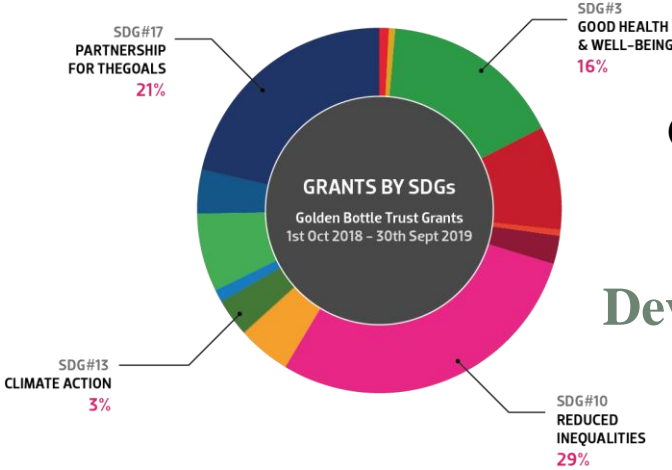


£100 to £150,000
given in each grant

Our preference is to use trusted partners and networks as we find partnerships improve the impact of giving. For this reason, we do not accept unsolicited grant requests.

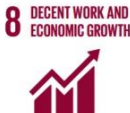
SUSTAINABLE DEVELOPMENT GOALS

The following goals play a significant role in our current grant-making activities



Our chosen causes support 14 of the 17 Sustainable Development Goals

as set out by the United Nations in 2015 as “Transforming our World: the 2030 Agenda for Sustainable Development”.





GBT & Chelsea and Westminister Hospital NHS Foundation Trust

The philanthropic ventures of the partners of C. Hoare & Co. date back three centuries. ‘Good Henry’ Hoare was instrumental in founding Westminister Hospital in 1719. The hospital was the first voluntary hospital in the world, funded entirely by public subscriptions and gifts. Last year 11th generation partner, Alexander Hoare, read at a service in Westminister Abbey to mark the hospital’s tercentenary.

About the charity

The Trust delivers specialist and general hospital care for Chelsea & Westminister and the West Middlesex University hospitals. Both hospitals have major A&E departments and the Trust provides the second-largest maternity service in England. It continues to be a leading institution in brain tumour extraction, breast cancer treatment, HIV diagnosis and anaesthetics. In 2018/19, 10,420 babies were delivered and 33, 476 operations in theatres were carried out – testament to the lasting impact of the family’s early philanthropic vision.



THE FORE

About the charity

The Fore is a seed funder for the charity sector, allowing small charities and social enterprises access to venture capital and professional expertise. It brings together businesses, funders and social entrepreneurs to support and scale 21st-century solutions to issues such as knife crime, childhood obesity, social isolation, food poverty and homelessness. To date, The Fore has distributed more than £3 million to more than 100 organisations. A study comparing The Fore's grantees with a control group of similar organisations demonstrates clear correlation between its innovative, investment-style grants and significantly accelerated growth in early-stage charities.

GBT & The Fore

The Golden Bottle Trust (GBT) is one of The Fore's most important supporters; financial support from GBT has funded grants since the launch of the Fore's pilot in 2012 and underpinned the programme since its official launch in 2017. Additionally, 15 C. Hoare & Co. employees have attended The Fore's funding panels (comprising 33 panel seats), using their skills and business experience to help decide which prospective charities and social enterprises should receive funding.



Global Impacts of The Fore

Greater Change

Greater Change was founded by Alex McCallion, who, while volunteering with homelessness charities, saw many homeless people fail to progress into work, training or housing because they lacked relatively small sums of money – for example, £300 for a construction course, £80 for ID or £1,000 as a rent deposit. Greater Change offers a technology platform where homeless people can raise these sums. Using a website or contactless payment terminals, individuals can contribute towards the costs of homeless peoples' specific action plans. A trial of the system with 30 homeless people in Oxford remarkably saw 87.5% successfully move into sustained housing. Greater Change is using funding from The Fore, following the success of its pilot with two contactless terminals, to roll out a further 32 terminals in new locations. This will allow Greater Change to develop partnerships with new local authorities, facilitate the rollout of terminals in new areas and enhance the organisation's financial sustainability.

Turnaround Project

In the UK, 60% of those who leave prison end up re-offending- reduced by 30-50% by employment. However, only 27% of people leaving prison have a job to go to. Turnaround Project supports prisoners in Belfast into employment through training and transitional employment opportunities. It provides tailored 'turnaround plans', created through individual weekly mentoring for six months prior to, and following, release. Turnaround Project also offers offenders immediate employment in two of its own social enterprises. Turnaround Project is using The Fore's funding to begin transforming Shannon House (an unused prison service asset) into a Transitional and Restorative Justice Centre, which will unlock full financial sustainability and large-scale social impact for the organisation. Funding will also enable its social enterprises to become financially sustainable by scaling up their activities. These changes will enable Turnaround Project to double the number of offenders it works with within two years.

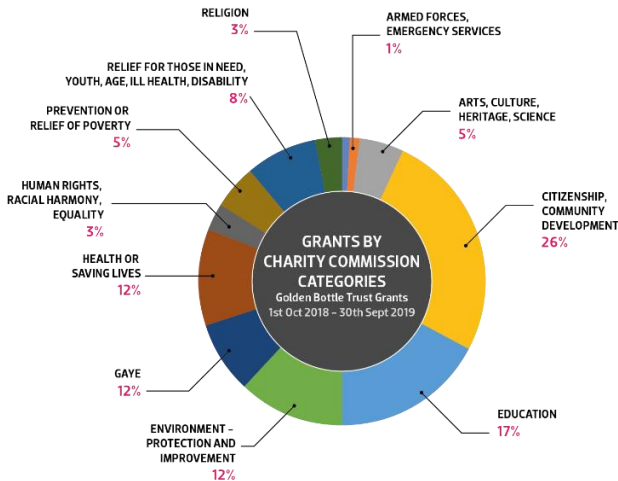
Teach 2 Teach

Almost all professionally trained teachers in Ghana move to urban areas with good electricity, sanitation and public health. This leaves remote rural areas with almost no qualified teachers, meaning children there often have primary school literacy rates as low as 9%. Teach 2 Teach provides teacher training courses to unemployed young people in rural Ghanaian communities and employs them as local teachers. With only a quick intervention, this model achieves results in nine months that would take three years using traditional teaching methods, while also providing stable employment and experience to local young people, unlocking a sustainable model for local development. Teach 2 Teach is using funding from The Fore to free up the organisation's leadership from administrative tasks, allowing them to focus on strategy and development. Through this increased capacity, Teach 2 Teach hopes to bring in significant new partnerships and scale the model across Ghana (and, ultimately, West Africa).

Vision Care for Homeless People

One third of homeless people have never had their eyes tested and a further third haven't for at least ten years. Without access to eyecare services and glasses, homeless people are less able to find accommodation, obtain and stay in employment, stay safe and enjoy everyday activities. Vision Care for Homeless People (VCHP) provides free eyecare services to homeless people through a team of volunteer optometrists, dramatically improving their quality of life. VCHP is using funding from The Fore to increase its reach from five clinics to eleven, meaning the organisation reaches an additional 1,200 patients per year and also pilot a new mobile service. Through these two initiatives VCHP will be able to expand its reach from 10% of all homeless people to over 40%.

Our Grant Giving: focus on the Environment



The Golden Bottle trust is committed to making a positive impact on the environment through its grant giving. As shown in the graph above, we give 12% of our grants towards environmental causes.

Some examples of the charities we have given grants to in the environmental sector:



The Golden Bottle Trust’s support for the Woodland Trust illustrates our ongoing focus on climate action and sustainability. Established in 1972, the Woodland Trust is the UK’s largest woodland conservation charity. To date it has planted over 47 million trees, while an ongoing programme works on restoring, protecting and caring for woodlands across the country. This work has been crucial in mitigating the damaging effects of climate change; trees cool our cities, provide havens and food for wildlife, reduce water runoff, help tackle soil erosion and capture significant amounts of carbon. Moreover, woodlands offer vital spaces for people to enjoy and appreciate the wildlife and beauty the UK has to offer. With a target to plant 64 million trees – one tree for everyone living in the UK – by 2025, the Woodland Trust aims to protect this precious resource for the nation, providing long-term opportunities for a better quality of life.

RefuAid
Hope.Resilience.Unity



About the charity

Founded in 2015, RefuAid provides practical support to asylum seekers, enabling them to live independent lives. It targets the principal obstacles facing refugees in the UK by providing access to finance, language tuition and employment support. Through the *Language: A Gateway* programme, RefuAid has partnered with 87 English language schools, offering students free tuition on courses that provide up to 32 hours of tuition a week. In 2017 RefuAid launched the first nationwide loan for refugees. The loan scheme offers interest-free loans of up to £10,000, allowing internationally trained refugees to pay for UK accreditation and re-qualification. Once refugee status is granted, individuals have the right to be reunited with their spouse and with children under 18. However, there is little financial support for this. RefuAid has to date made 41 loans to support family reunification and has successfully reunited all 41 families here in the UK.

GBT & RefuAid

'The donations from The Golden Bottle Trust have been integral to our work and have supported all three of the above-mentioned programmes. In addition, clients of RefuAid have been offered work placements within the bank, opening incredible job opportunities for them in the future.'

Anna Jones, Co-Founder, RefuAid.



[View here](#)





About the charity

While the world seems to have turned its attention to plastic, it's important to recognise that the impact of Persistent Organic Pollutants (POPs) on marine species is just as severe. In fact, data suggests that they are a great deal more harmful to wildlife than plastic pollution. Drawing from the most recent scientific research, CHEM Trust highlights the scale of the problem, pushing the problems POPs up the political agenda in the UK.

GBT & CHEMTrust

The Golden Bottle Trust shares CHEM Trust's long-term vision and ambition to shine a light on the deadly, ever-growing problem of pollution from persistent chemicals in the marine environment. Our partnership came to the end of its first year in 2018/19, and much of the important groundwork has been achieved. There has been progress on two fronts: engaging NGOs, scientists, MPs, and other decision-makers in the UK, and engaging with EU policy work to phase out known, very persistent, toxic chemicals. This is just the start. It will take many more years of collaborative work with all stakeholders to win this campaign.

'Thank you for recognising this pressing global need and backing CHEM Trust to employ a new Campaigner'. **Elizabeth Salter Green, Director of CHEM Trust.**



GIVE AS YOU EARN

Double-matched donation scheme



Of the

400+

employees
at the bank,

44%

participate
in the scheme.

£201,720

was donated in 2018/2019

In 2019, for the second year running, the bank won CAF's Diamond Award for Payroll Giving (only 75 other UK organisations achieved the 30% participation rate required for the Diamond Level).



Colleagues are also encouraged to donate to a 'charity of the year' and in 2019 raised £48,000 for the mental health charity, Mind.

£ + ££ = £££

Staff member
Donation

Double matched
by the Golden
Bottle Trust

Final donation to
charity

The involvement of our people in charitable giving helps fulfil
C. Hoare & Co.'s purpose of

“Good bankers and good citizens”



Impact investments through the Golden Bottle Trust

2011

Started making impact investments

2016

Became founding partners of snowball

2019*

Agreed to invest 100% in social impact investments

*decision taken October 2019, remaining investments implemented soon afterwards.

≡+ SNOWBALL

A NEW NORMAL FOR THE ECONOMY

The Golden Bottle Trust became a founding partner of Snowball because we want to align our investments with our values.

Snowball is an investment organisation that exists to create positive impacts for people and our planet whilst generating a sound financial return. They invest in a range of public and private funds that support organisations delivering on the UN's Sustainable Development Goals and target a positive real return over the long term.

Snowball's whole mission is 'locked in' and core to the business plan is that, as they grow, benefits of scale will be passed to investors.

Long term, Snowball believe that the ability to invest in this way will be available to everyone. For now, the fund is for professional investors only.

IMPACT AND A RETURN

The fund is conservatively managed from a financial perspective but pioneering from an impact perspective. Their investment process seeks to drive their portfolio towards the centre of "the impact bullseye" within the risk and return requirements of the portfolio.



Internal source. Percentage signifies current weighting of portfolio according to bullseye score classification (as at 01/03/20)

**INVEST
POSITIVE**

hello@snowball.im
snowball.im

Required linked document for use of SDG logos: [here](#)

The Golden Bottle Trust

37 Fleet Street

London EC4P 4DQ

Charity no. 327026