

# VitalSigns

CHILDREN + YOUNG PEOPLE EDITION 2015/16



YOUR COMMUNITY  
MAKES YOU, AND YOU MAKE  
YOUR COMMUNITY.  
MAKE A DIFFERENCE  
WITH YOUR COMMUNITY  
FOUNDATION.

**Welcome to Merseyside's Vital Signs special edition on Children and Young People, building on from Community Foundation for Merseyside's in-depth Vital Signs report in 2013/14, to guide community giving.**

Merseyside's Vital Signs reflects factual data and the voices of local community leaders, sharing lived experiences and what

makes the area vibrant. This unique giving guide for philanthropists and those who are charitably-minded contains vital information alongside the views of local people to help inform giving at this time. Read this guide, find out more, contact the Community Foundation, take action and spread the word!

**As the region's leading philanthropy centre Vital Signs is vitally important to the Community Foundation to demonstrate our community knowledge and how we work with others to grow stronger communities together.**

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AND TAKE ACTION!**  
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# WELCOME



Welcome to our 2015 Merseyside's Vital Signs Report. We are delighted to publish our third Vital Signs giving guide and second special report for the city region. This year we have chosen the theme of Children & Young People to focus on the concerns and aspirations of younger people in Merseyside.

As Merseyside's Philanthropy Centre we aim to provide essential information on community priorities each year to ensure charitable giving in the city region is as effective as possible, re-defining philanthropy in the 21st century. We are delighted to administer 33

charitable funds and foundations on behalf of philanthropists, families, companies and trusts, providing them with an easy way of giving to the city region's community groups, charities and social businesses, supported by our Quality Accredited administration. We also administer two funds regionally and two UK-wide, working with our colleagues across the Community Foundation UK network. Vital Signs each year guides this important work to support communities to be resilient and improve local people's lives via impactful giving.

Our 2015 Vital Signs guide covers the pressing topics of Safety & Anti-Social Behaviour, Health & Wellbeing and Work & Learning, highlighting the statistics in these priority areas and the concerns and aspirations of young people in Merseyside at this time to prompt action. We wish to encourage informed giving in these areas which may well start with a desire to make a difference and then develop into informed practice through a process of planning, learning and the willingness to experiment. Our 2015 Vital Signs guide, Philanthropy Fellowship and our

fund administration all aim to support charitably-minded people and organisations committed to communities to do just that.

Vital Signs was born in Canada in 2001 in Toronto, and we are grateful to Community Foundations of Canada and our colleagues in the UK for working with us on developing Vital Signs as a giving guide of growing importance for Merseyside. We launched in 2015 with 14 Community Foundations in the UK and around 45 in Canada, linking with guides in Australia, Europe, South America and New Zealand. This demonstrates the drive of Community Foundations locally, nationally and globally.

If you are committed to communities and work with us then thank you for your continued involvement and support. If you don't work with us then I hope this guide is a way of engaging you in having a positive impact in communities with us as your local Community Foundation.

**Cathy Elliott**  
Chief Executive of Community Foundations for Lancashire & Merseyside  
October 2015

# CHILDREN AND YOUNG PEOPLE IN MERSEYSIDE

As your local Community Foundation, we work with a multitude of organisations that create long-lasting change to the lives of children and young people, helping to provide them with the best possible start in life. These organisations range from services that offer young people a safe place to go after school, to those that deal with difficult issues around physical and mental health.

According to the most recent census, there are approximately 379,500 people in the City Region that are aged 21 or under, representing around 28% of the total Merseyside population. Whilst, for many people, Merseyside is a vibrant place to live, learn and grow, we have some aspects of life where we can do better to ensure our City Region will continue to be a place where future generations can thrive.

This report is used to increase the understanding and awareness of issues facing children and young people, providing information that can make a meaningful decision when investing in communities. In compiling this report, we have spoken to young people across the City Region as well as individuals and organisations who work closely with them. This has allowed us to report on the issues that matter the most to them, helping you to decide on the most effective ways of supporting your local community.



## HOW TO READ THIS REPORT

**Issue Areas:** This report covers the three key issues facing Children and Young People across Merseyside, as highlighted by them.

**Factual Data:** All the data provided in this report has been sourced via the data analytics website [www.gt-placeanalytics.com](http://www.gt-placeanalytics.com) or through local and national government sources.

**Public Opinion:** Hundreds of young people offered us their thoughts; we have provided a sample of these comments.

**How to Give in This Area:** Details of how you may want to consider giving based on the findings of each section.

**Case Study:** Just one example of the many great community groups we work with.

## WHAT IS DIFFERENT IN 2015?

Merseyside's Vital Signs work will provide a new in-depth and over-arching report every three years, as we did in 2013. In the meantime, we are of course passionate about keeping the needs and aspirations of communities at the forefront, and to encourage and celebrate philanthropy. Therefore in the intervening years we share special reports such as this one to focus on a specific priority theme as highlighted by the people of Merseyside.

In our 2013 Vital Signs Community Consultation we asked people what their most pressing concerns were for Merseyside. From these results we found that a key concern of local people was the wellbeing of Merseyside's children and young people.

We took this on board, and therefore for 2015 Merseyside's Vital Signs is focusing exclusively on the theme of 'Children & Young People' - in particular the key issues that young people have told us are most important to them which have been verified by experts in this field. This has allowed us to report on the issues that matter the most to young people, helping you to decide on the most effective ways of supporting your local community.





# YOUNG PERSON PRIORITY: SAFETY AND ANTI-SOCIAL BEHAVIOUR

Over the past decade Merseyside has become an increasingly safe place to live with levels of recorded crime across the City Region falling year-on-year from 2002/03 to 2013/14.

However, whilst overall rates of crime across Merseyside are continuing to fall, there are aspects of our society's safety which still worry our young

people. For example, from our community consultation we discovered Merseyside's youth population is particularly concerned about issues such as bullying, hate crime and anti-social behaviour. In particular, young people were concerned about how these issues often go unreported and the effect this can have on young people's physical and mental wellbeing.

‘YOUNG PEOPLE  
NEED MORE INFORMATION  
ABOUT HOW TO  
ANONYMOUSLY REPORT  
BULLYING AND HATE  
CRIMES’

**1 in 4** young people across Merseyside have reported experiencing bullying at least once.

**744** In 2013/14 there were 744 allegations of sexual offences against children across Merseyside; more than 2 every day.

**5066** children aged 10-17 were arrested in Merseyside in 2013 – 1 every 104 minutes.

**155** children aged 10-14 committed a criminal offence in Wirral in 2013/14; the highest number across Merseyside.

**55%** young people feel like people care for each other in their community.

**88%** of young people feel safe where they live.

**69%** of young people feel like they belong in their community.

“CREATE MORE  
SAFEGUARDS TO MAKE  
SURE THAT THOSE  
SUFFERING AT THE HANDS  
OF BULLIES FEEL THAT THE  
SITUATION CAN BE DEALT  
WITH IN A SAFE”

## GIVING TIPS

Many philanthropists and funders we have worked with over the years have successfully supported effective youth projects via the Community Foundation to improve the safety and life opportunities for young people. From our experience, you may wish to consider funding community activities to tackle safety and anti-social behaviour in the following ways:

- Tackle bullying, including via funding general awareness raising, easier ways to report
- incidents and safeguarding within communities;
- Support young victims of crime, especially victims of sexual offences via specialist and expert organisations and community leaders;
- Support youth crime prevention schemes, especially for 10 – 17 year olds, including funding more youth facilities and activities;
- Improve a sense of caring and belonging for young people in

“THERE COULD  
BE MORE FOR YOUNGER  
PEOPLE TO DO, THIS WOULD  
BE BETTER AS IT MAKES  
SURE THAT YOUNGER  
PEOPLE WOULD BE OUT OF  
TROUBLE AND OFF  
THE ROADS.”



## CASE STUDY - YKIDS:

Ykids is a children's charity working in Bootle.

They work with around 2,000 children and young people per week via creative group work, mentoring sessions, sports work,

school work and activity-based sessions. Their projects are designed so children have fun and develop the skills and self-confidence necessary to achieve in life. Ykids' wish is to see the transformation of Bootle from

an area characterised by poverty and crime to a vibrant cohesive community and their starting point is children and young people.



# YOUNG PERSON PRIORITY: HEALTH AND WELLBEING

Merseyside is a City Region where young people's health and wellbeing varies greatly. For example, in Princes Park Ward in Liverpool as many as 48% of children are estimated to be living in poverty (family income <60 per cent of median income) once housing costs have been considered, compared to

just 9% in Beechwood Ward in Halton, the lowest in Merseyside. Whilst there is a well-established link between poverty and poor health, in terms of specific health and wellbeing concerns young people told us they were especially worried about issues such as drug and alcohol abuse,

healthy eating, and providing care for those suffering from mental illness. In particular, young people were concerned about the lack of services on offer for those suffering from such issues as well as the lack of preventative education.

**21.4%** of year six children in Merseyside are classified as obese, above the national average of 19.1%.

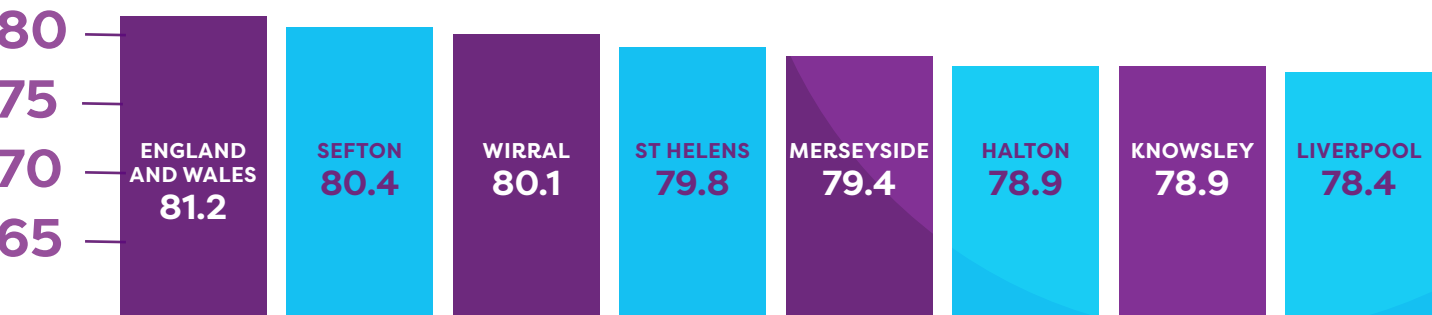
**18000** Estimates suggest more than 18,000 young people in Merseyside suffer from a mental health issue, many of whom are undiagnosed.

**10%** Halton and Wirral both rank within the worst 10% of districts nationally for reported cases of alcohol and drug misuse.

**11.6 per 1000 women** St Helens has the highest level of under 16 pregnancies in Merseyside (2010-12), almost double the England average (6.1).

**77%** of young people replying to our community consultation rated their health as good or better.

In terms of general health, all six districts across Merseyside have life expectancies below the national average of 81.2 years. In Liverpool this is as high as 2.8 years below the national average and two years below the neighbouring district of Sefton.



# GIVING TIPS

We have worked for 16 years to successfully improve the health of young people in Merseyside's communities with the involvement of more than 50 philanthropists, companies, trusts and statutory funders. From our experience, you may wish to consider funding community activities to improve young people's health and wellbeing in the following ways:

- Tackle child poverty, especially in Liverpool, by funding specialist community services and projects;
- Support education programmes on healthy eating and substance misuse by funding accessible and approachable youth organisations and services;
- Fund improved access to local community services or more community services, especially for mental health and substance misuse;
- Support healthy eating and fitness programmes for young people, especially for those aged 10 and under;

- Fund sex education programmes for young people, especially those 16 and under via accessible and approachable youth organisations and services.

Please contact us via your Relationship Manager or at [philanthropy@cflm.email](mailto:philanthropy@cflm.email) to discuss giving opportunities.

"MORE FUNDING NEEDS TO GO INTO TEACHING YOUNG PEOPLE ABOUT THE DANGERS OF ALCOHOL/ DRUGS /SMOKING."



"THERE NEEDS TO BE MORE LOCAL ACCESS TO ALCOHOL AND DRUG AWARENESS SERVICES, AS WELL AS IMPROVING THE MENTAL HEALTHCARE PROVISION".

## CASE STUDY - YELLOW HOUSE

Yellow House works closely with schools and local youth agencies to offer a safe place for young people who have fallen through the net of regular and statutory organisations at a vital time of their development.

These young people often suffer from mental and/or physical wellbeing difficulties and Yellow House helps to introduce them to new ideas, people, organisations and skills. Yellow House particularly works with young

people to develop them into active citizens who participate in all aspects of community life, including increasing employment options and access to further education.



# YOUNG PERSON PRIORITY: WORK AND LEARNING

Employment instability born out of the recent financial crisis is something which has affected all walks of society since 2008.

Whilst overall rates of unemployment across Merseyside are continuing to fall in recent years, this fall has not been consistent across society. Most

notably, young people are not seeing the benefits of such advances and finding a secure job on a living wage is a real concern for Merseyside's youth population.

## UNEMPLOYMENT RATES BY DISTRICT



Whilst youth unemployment is a serious concern, young people are also worried about issues such as underemployment, zero-hour contracts and helping those with disabilities into the workforce.

**63.7%** in 2014 of young people across Merseyside left High School with 5 or more GCSEs (A\*-C).

**7.2%** Liverpool and Knowsley jointly had the third highest rate in England for pupils missing 22 or more school sessions in the first term of 2014/15.

**78%** think they have the opportunities to do well in life.

**6.5%** of young people aged 16-18 in Merseyside are not in any form of education, employment or training.

**49%** of young people think their opinion matters.

**66%** of young people feel positive about their future.

# GIVING TIPS

Many philanthropists, companies and trusts we work with are committed to supporting young people into education and employment. There is evidence of young people's aspirations to develop themselves through education and employment which we encourage you to support in some of the following ways:

- Support young people on the pathway to work and out of unemployment, especially in Liverpool and Wirral, via local accessible and approachable community services and projects;
- Support young disabled people on the pathway to work via expert organisations;
- Fund or volunteer time for mentoring and coaching programmes for young people;
- Support local community volunteering programmes for young people for their development;
- Support youth consultations and platforms for young voices and opinions to be shared to inform community work and giving via credible youth organisations and projects.

Please contact us via your Relationship Manager or at [philanthropy@cflm.email](mailto:philanthropy@cflm.email) to discuss giving opportunities.

In addition, companies should consider providing on-the-job training and apprenticeships, especially for young people Not in Education, Employment or Training (NEET), and consider the effects of zero-hour contracts on young workers.

"WE NEED TO ENCOURAGE APPRENTICESHIPS AND TO REDUCE ZERO-HOUR CONTRACTS"



"WE NEED TO HELP DISABLED PEOPLE FIND JOBS AND VOLUNTEER WORK"

## CASE STUDY - KAALMO YOUTH DEVELOPMENT

Kaalmo Youth Development aims to provide education and training to young Somali people across Merseyside.

The organisation educates young people and ultimately relieves

poverty by providing those from a Somali background with vital skills essential to entering stable employment. In particular, Kaalmo have delivered personal development programmes to enable young people to explore

their aspirations, options, and to realise their dreams. The programme has increased their confidence and self-awareness, helping the young people to identify their strengths and transferable skills.





**YouthBank engages with local young people in important decision-making and effective fund distribution to ensure that the youth in Merseyside is represented and has some say in the development of the local area, improving the quality of life for young people living there.**

Merseyside YouthBank gives young people the opportunity to submit their ideas to their peers, empowering them to share what they really believe in and take positive action in terms of driving social change with people who will understand them. Through our work, we are able to get a real sense of the concerns and aspirations of local young people and can target our funding to support those projects that will tackle the most challenging issues faced by young people in today's society.

## Our Achievements

- To date, we have distributed £18,000 to over 40 youth-led projects across the borough;
- We have collaborated with Jamie Carragher representing his 23 Foundation, undertaking some grants decision-making on his behalf;
- We have become an ASDAN centre offering short courses to accredit the work of our members;
- We were highly commended at the Community Foundation's Spirit of Merseyside awards in 2013.

YouthBank has been supported over the years by a number of generous funders, including Children in Need, the Shop Direct Foundation, the Liverpool ONE Foundation and the 23 Foundation. YouthBank continues to seek funding for its valuable work and for more details on opportunities to support them, please contact [philanthropy@cflm.email](mailto:philanthropy@cflm.email)



## YOUTHBANK IS IMPORTANT BECAUSE...

**Sean, 17**

"...it offers young people opportunities that may not otherwise be available to them."

**Amy, 18**

"...it gives young people the chance to put their own ideas forward on how money could be spent in the community."

**Jack, 15**

"...it provides funding for new opportunities for young people who may spend their time in unproductive ways. It also supports young people looking for new experiences."

## I AM INVOLVED BECAUSE...

**Sean, 17**

"...I wanted to spend my spare time to help make my community better for the youth in the city."

**Amy, 18**

"...I believe I will learn many new skills that I wouldn't gain through my education."

**Jack, 15**

"...I wanted to help make decisions on these new projects and improve my city as a whole."



**As your local philanthropy centre, we are regularly discovering needs across Merseyside that are not widely recognised or addressed.**

These could be types of deprivation that are not recorded using the traditional methods for data-gathering or new issues which have developed over the past few years. We aim to highlight charities and community organisations working on such hidden issues in order to ensure that philanthropic giving across Merseyside is continuing to have the greatest impact.

### Young People's Mental Health The Open Door Centre

The Open Door Centre, based in Wirral, makes support available and approachable for young people in relation to depression and anxiety issues in a way which is modern, friendly and unique. The Open Door Centre works within the community, offering a range of services designed to tackle the many barriers which exist in terms of young people accessing mental health support in the first place. This includes using music and technology to engage with young people who may otherwise see traditional methods of support as being overly clinical and detached. This allows the Centre to reduce depression and anxiety in otherwise disconnected beneficiaries.

### Housing and Homelessness The Whitechapel Centre

The Whitechapel Centre is a leading homeless and housing charity for the Liverpool region. They work with people and families who are sleeping rough,

living in hostels or struggling to manage their accommodation. They are committed to helping people find and maintain a home and learn the life skills essential for independent living. The Centre aims to create practical, long-term solutions to the problems of homelessness, and their vision is to see that each person who becomes homeless or inadequately housed is given the opportunity to change their situation.

They have specialist workers available for clients who suffer mental health and substance misuse issues and for young people aged 16-21.

### Domestic Violence against Young People Beat Abuse

Beat Abuse was set up in 2011 after the death of 17 year-old Kelsey Shaw at the hands of her boyfriend. Friends of Kelsey channelled their sadness and frustrations into the creation of a project that would educate other young people and raise their awareness of controlling, difficult relationships and the different forms of abuse – physical, emotional, sexual, financial and isolative – helping them to recognise the signs early on and to seek support. The Beat Abuse project emphasises the fact that this tragic event has happened to a real person – a daughter, a mother, a friend – from a local area and impresses upon others the importance of early intervention and speaking out.



# TEN REASONS TO GIVE

Here are ten reasons why giving to communities with us, your local Community Foundation, is a good thing:

1. We're local... with deep roots in the local community since 1999 as well as being part of a UK and international network of 2,500 community foundations. You can support the local community in which you live and work, and can visit the projects you support to see for yourself the positive impact that they are having.
2. We offer flexibility... we offer a variety of ways to give to suit your desired level of involvement and a broad range of community organisations to support. You can direct your giving and can be involved as much or as little as you wish, benefiting from the Community Foundation's expertise.
3. We're expert and professional... we provide a highly personalised and professional tailored giving offer to philanthropists, families, companies, trusts and statutory bodies based on a CASS Business School Framework. Whether you want to give now or in the future, locally or nationally, we can customise a giving plan that meets your objectives and provides opportunities for learning to ensure your giving is effective.
4. We use and share our knowledge... we research local community priorities throughout each year via our Vital Signs giving guides, always consulting with local people. With this information and our learning from the work we support, we can guide you on how to have the greatest impact with the resources available to you, aligning your giving aims with the community's priorities.
5. We carry the financial and legal responsibility... all our funds and foundations sit under the Community Foundation's Registered Charity Number. We take care of all the annual accounting, compliance reporting and tax claims so you don't have to, allowing you to focus on the enjoyment of giving.
6. We're here to stay... we create endowment funds in perpetuity that will respond to the needs and build on the assets of communities for current and future generations, enabling you to plan for the short and long term.
7. We're transparent... we are reputable stewards of community resources, committed to being accountable, accessible and responsible as a Quality Accredited Community Foundation, backed by the Charity Commission and UK Community Foundations.
8. We're passionate... our team of staff are proud and passionate about their work and the communities we serve; our supporters comment on this as being a key reason for why they choose to work with us.
9. We believe in the power of many... not only can you benefit from meeting like-minded people and have the opportunity to give with others, but you can also benefit from the pooling of investments with long-term growth plans with the help of the best investment professionals.
10. We aim to have a collective positive impact... together with philanthropists, families, companies, trusts, statutory bodies, community groups, charities and social enterprises, we intend to have a positive impact on people's lives. We have decided to focus our efforts and resources in areas where we believe we can have the greatest impact together for resilient communities.

We believe that your community makes you and you make your community.

For more information on giving with the Community Foundation, please email [philanthropy@cflm.email](mailto:philanthropy@cflm.email)

# CASE STUDIES



## The Mark McQueen Foundation

The Mark McQueen Foundation was set up by the McQueen family from Liverpool in loving memory of their son Mark. Administered by the Community Foundations for Lancashire and Merseyside, The Mark McQueen Foundation was launched in 2008 and aims to support young men struggling with emotional and mental health issues. The Foundation's main aim is to help reduce the rate of male suicide across Lancashire and Merseyside and to support young musicians and musical activities that engage with young men to reflect Mark's passion for music.



## Shop Direct

The Shop Direct Foundation began working with the Community Foundation in 2010 after

establishing a strategic philanthropic endowment with us. Following consultation between Shop Direct senior staff and the Community Foundation, the aims of the Shop Direct Foundation were formed. These aims placed an emphasis on supporting community groups who work with or run projects for children, young people and families in the areas in which the Shop Direct Group have facilities - mainly in Merseyside and the North West. Since 2010, The Shop Direct Charitable Foundation has gone from strength to strength, distributing over £300,000 of endowment income to charities, voluntary and community groups across the North West.



## Police Property Act Fund

The Police and Crime Commissioner for Merseyside, working

alongside the Community Foundation, distributes funding from the sale of recovered stolen goods or property that has been found and handed to Merseyside Police. If the owners of the property are not traceable then the goods are sold at auction. The money from the sale of these goods is then redistributed by way of the Police Property Act fund. The Commissioner uses this fund to award charitable grants to community organisations that deliver projects to reduce crime, improve public safety or support victims.







I would firstly like to thank all those people and organisations who supported and worked with us in 2014/15 to invest time, money and expertise in communities to help them be prosperous and thriving. Since we were established in Merseyside in

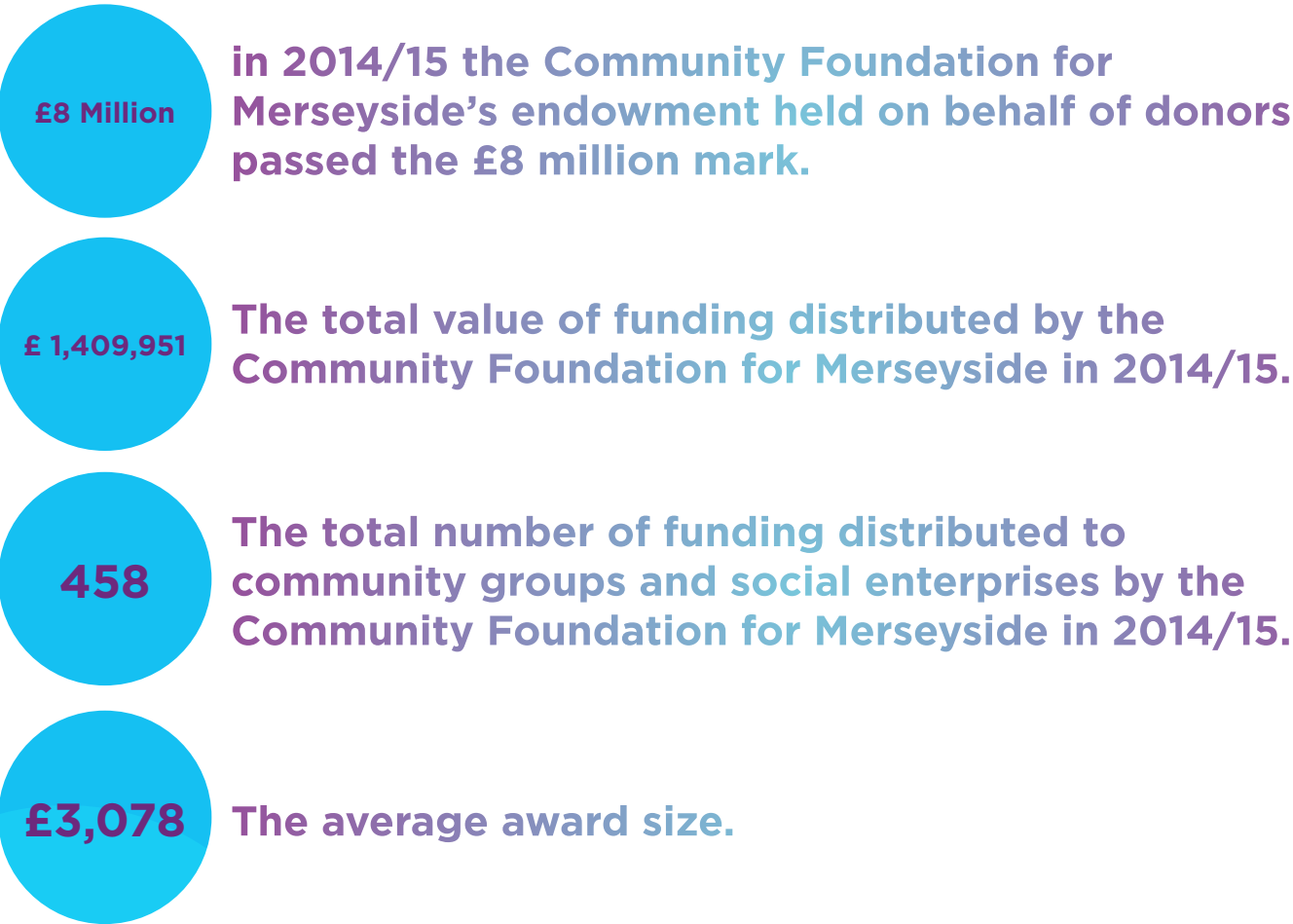
1999 we have been firmly committed to improving local people's lives in the city region and we are delighted that we continued to achieve this in this year.

2014/15 saw significant developments for us as an organisation, especially our governance merger with Community Foundation for Lancashire to be fit-for-purpose in a new economic and policy landscape. Due to the merger we said goodbye and thanked many long-serving trustees and welcomed new ones, especially from the business sector to support our growth and sustainability agenda. The merger does not affect in any way our focused and dedicated work in the city region under the brand of Community Foundation for Merseyside, supported by our President Dame Lorna Muirhead, the Lord Lieutenant for Merseyside and Patron Cherie Blair. We look forward to working with many of you in 2015/16 to provide vital support to the county.

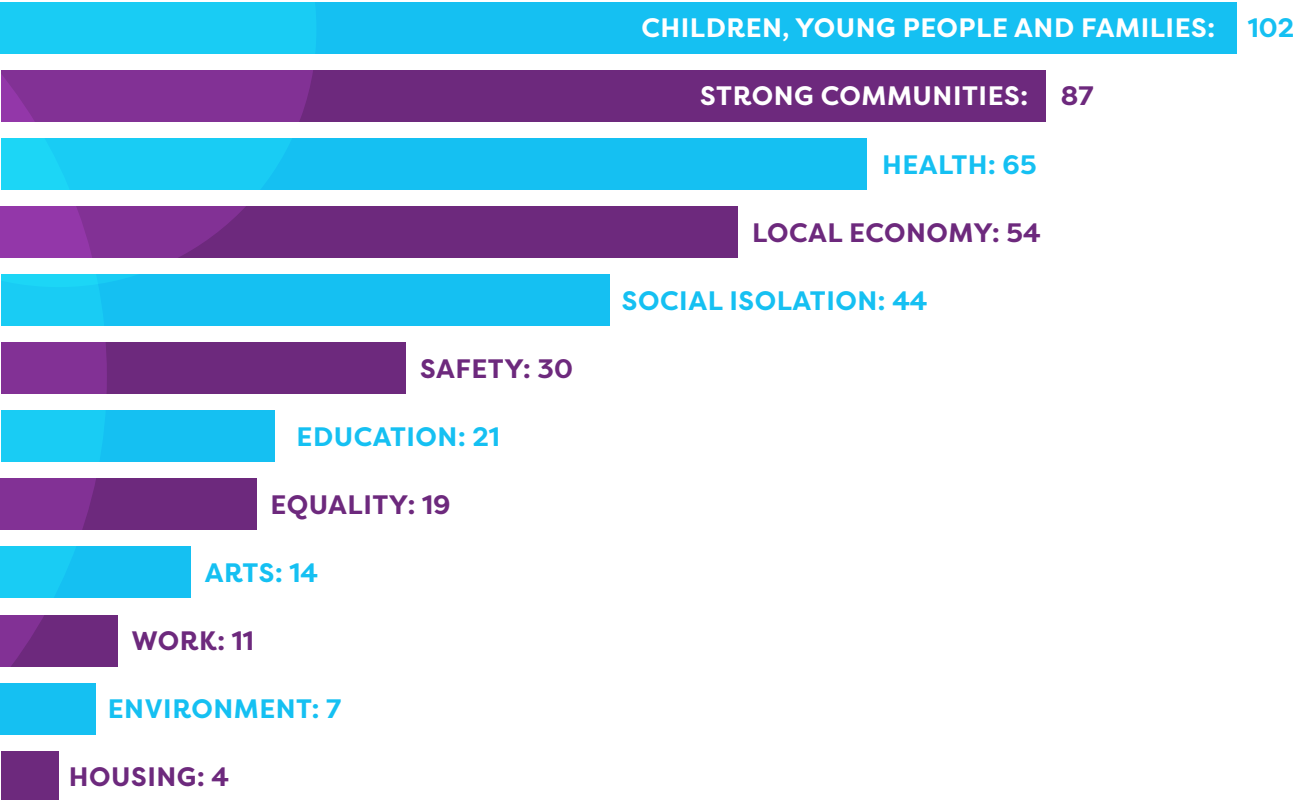
You will see from this report that we have achieved many things in 2014/15 and if you were part of any them, I would like to thank you for your efforts. I hope this annual review and our overall 2015 Vital Signs report provides valuable information to inform your work with communities now and in the future because your community makes you and you make your community. We hope you will choose in future to make a difference with us, your local Community Foundation.

2014/15 Achievements

- We completed the final year of the Community First endowment match scheme for Merseyside, funded by Central Government, securing endowment funds from private donations and 50% Government match funds from February 2012 to March 2015, working with around 20 donors;
- Our Merseyside endowment fund stood at approximately £8 million as of 31 March 2015, growing from around £5 million in March 2011;
- We were pleased to establish a new charitable fund for the former Alfred Shaw Trust for the community of Runcorn;
- We published our first Vital Signs Special Report on Strong Communities – a priority issue for Merseyside – to guide giving and community support;
- We held our second No. 11 Downing Street event in September 2014 to showcase our work with business leaders and opinion-formers, alongside the Community Foundation for Lancashire;
- Our Philanthropy Fellowship continued from strength to strength as a learning forum for like-minded business people, including an event with the Duke of Westminster at the Everyman Theatre in May 2014.



FUNDING DISTRIBUTED BY VITAL SIGNS THEME...





## Methodology

All data provided in this report has been sourced via the data analytics website [www.gt-placeanalytics.com](http://www.gt-placeanalytics.com) or through freely available local and national government sources. All findings have been verified by expert individuals.

All information is considered accurate as of June 2015. The information included here should be considered a snapshot and only analyses a limited amount of the available data. If you have any queries or believe any information provided in this report to be incorrect, please contact [vitalsigns@cflm.email](mailto:vitalsigns@cflm.email) and we will do our best to undertake corrections.

Any quotes or opinions from individuals have been obtained via an open community consultation conducted by the Community Foundation. The identity of any individual(s) quoted within this report has been obscured to protect their privacy.

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