

SHANLY FOUNDATION

Foundation Identity and Purpose

Shanly Foundation is dedicated to strengthening communities through initiatives that support vulnerable populations, empower youth through education, and foster community development.

Commitment to Community Support

Shanly Foundation's history of practical problem-solving and accessible funding pathways for organisations.

Professional, Respectful, Collaborative Partnerships

Our presentation reflects professionalism and respect, emphasising that we fund projects while relying on our partners' expertise.



SHANLY GROUP & FOUNDATION OVERVIEW



Business-Funded Charitable Model

The businesses that make up Shanly Group fund the Foundation directly, ensuring sustained giving without relying on external fundraising.

Shared Mission and Identity

Shanly Group's history of development and community focus shapes the Foundation's identity and goals.

Strategic Stability and Flexibility

Business funding provides the Foundation with stability and flexibility to address evolving community needs.

Community Partnership

Shanly Foundation is positioned as a reliable partner for impactful local community collaborations.

VALUES & APPROACH



Community-Centered Values

Shanly Foundation focuses on practical, community-based values to solve real-world problems sustainably.

Meaningful Positive Change

Creating lasting impact is prioritised in the Shanly Foundation's funding decisions.

Trust and Transparency

Honesty, clarity, and efficiency are key in interactions to build trust with applicants and partners.

Agility and Responsiveness

Shanly Foundation adapts quickly to evolving societal needs, maintaining relevance and flexibility.

FUNDING MODEL & PRINCIPLES



Foundation-Owned Business Model

The model channels trading profits into charitable giving, ensuring stability and consistent funding.

Mission-Driven Decision Making

Decisions mix long-term community impact with short-term financial support.

Philanthropy

The model increasingly centres on long-term investments to support meaningful change.

Predictable and Streamlined Funding

This structure enables streamlined processes and predictable funding patterns benefiting reliable partners.



LEADERSHIP TEAM OVERVIEW

Experienced Leadership

The board combines expertise in property development, retail, operations, and finance to strengthen governance.

Transparent Governance

A clean and modern presentation reinforces Shanly Foundation's commitment to transparency and credibility.

Strategic Decision-Making

Funding choices are shaped by a blend of business acumen and community awareness for impactful support.

OUR SUPPORTIVE APPROACH



Accessible Funder

Monthly online clinics provide applicants direct access for questions, guidance, and application clarity.

Efficient Decision Timeline

Shanly Foundation delivers a 10-week turnaround to minimise delays and help planning.

Light-Touch Reporting

Reporting requirements are minimal, especially for smaller grants, reducing administrative burdens.

Supportive Partnership

Shanly Foundation emphasises partnership, respect, and transparency throughout the grant process.

ELIGIBILITY OVERVIEW



Geographic Eligibility

Organisations must operate within Shanly Foundation's postcode-based awards area to qualify for funding.

Operational Requirements

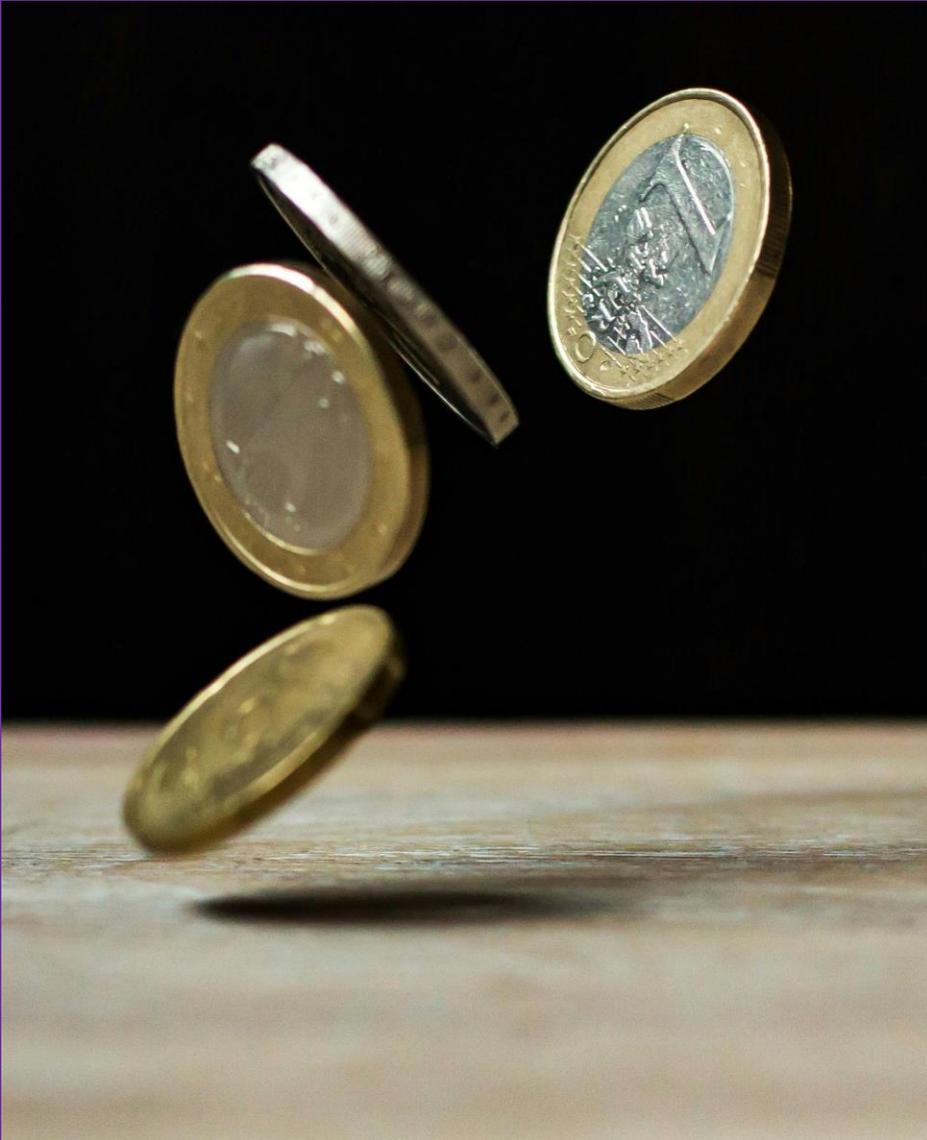
Eligible organisations need to be established for at least 12 months with a dedicated bank account.

Exclusions to Eligibility

Certain groups like individuals, military charities, single-faith groups, and international activities are excluded.

Purpose of Eligibility Criteria

Clear criteria help organisations quickly assess fit, reducing uncertainty and saving application time.



GRANT LEVELS & FOCUS AREAS

Small Grants Commitment

Shanly Foundation continues to provide small grants under £2,000 to support grassroots initiatives.

Majority Grant Range

Most grant awards range between £2,000 and £10,000, supporting a wide variety of mid-level projects and programs.

Larger and Multi-Year Grants

Larger grants up to £25,000+ available, with multi-year funding offered to address evolving community needs and economic pressures.

KEY ACHIEVEMENTS

Percentage of awards up to £2,000



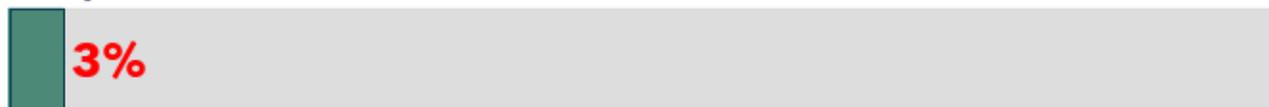
Percentage of awards between £2,001 and £9,999



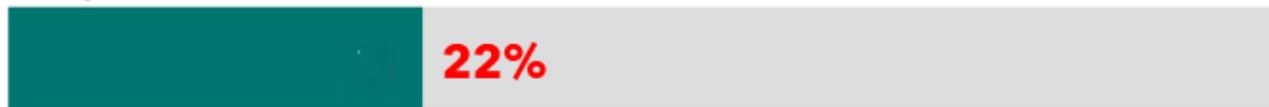
Percentage of awards between £10,000 and £24,999



Percentage of awards between £25,000 and £49,999



Percentage of awards over £50,000



Grant Awards Growth

Shanly Foundation awarded 493 grants totalling £2.2 million, a 23% increase from the previous year.

Response to Community Needs

Growth was driven by increased demand due to cost-of-living challenges and reduced statutory support.

Multi-Year Grants Expansion

Multi-year grants exceeded £500,000, showing a 167% year-on-year increase.

Shanly Foundation's Commitment

Figures demonstrate Shanly Foundation's capacity, transparency, and ongoing support to organisations.

APPLICATION STEPS



Registration on Portal

Begin by creating an account on the Benefactor Cloud Portal which can be accessed by Shanly Foundation's website.

Application Form Completion

Provide key details about your organisation and proposed project.

Provide Clear Financial Information

Include accurate financials and explain any anomalies to support smooth review.

Review and Decision Timeline

Applications are reviewed; additional information may be requested.

Monthly Trustee Review

Board of Trustees meets monthly to review applications.



POST-AWARD EXPECTATIONS

Light-Touch Reporting

Shanly Foundation minimises administrative burden by applying light reporting requirements for grant recipients.

No Reports for Small Grants

Grants under £1,500 require no formal report, so organisations can focus fully on delivery.

Outcome-Based Reports

Larger or multi-year grants require short reports focused on project outcomes described in applications.

Easy Online Submission

Reports can be submitted easily via the Benefactor Cloud portal at project end or annually for multi-year grants.

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