



Camden Giving: A year in review

2023-2024



Looking back at the last year

Over the past year, Camden Giving has continued its mission of creating positive change and addressing local inequalities in Camden. Amid so many ongoing challenges posed by the aftermath of COVID-19 and the rising cost of living, coupled with a housing crisis disproportionately affecting global majority communities, we have remained committed to our participatory grant-making model that promotes equity and opportunity for all.

Camden's communities and civil society continue to inspire us. We have seen incredible instances of community leadership, grassroots mobilising, and cross-sector collaborations - all aimed at driving meaningful change in the borough.

We, at Camden Giving, have been fortunate enough to be part of some of these stories of change - through a whole range of collaborations on food security, racial justice, and youth leadership, to name a few. All while working with partners across the corporate, public, and community sectors.

As we look back at the last year, we shall take this opportunity to celebrate all that we have achieved with your support. We will take you through:

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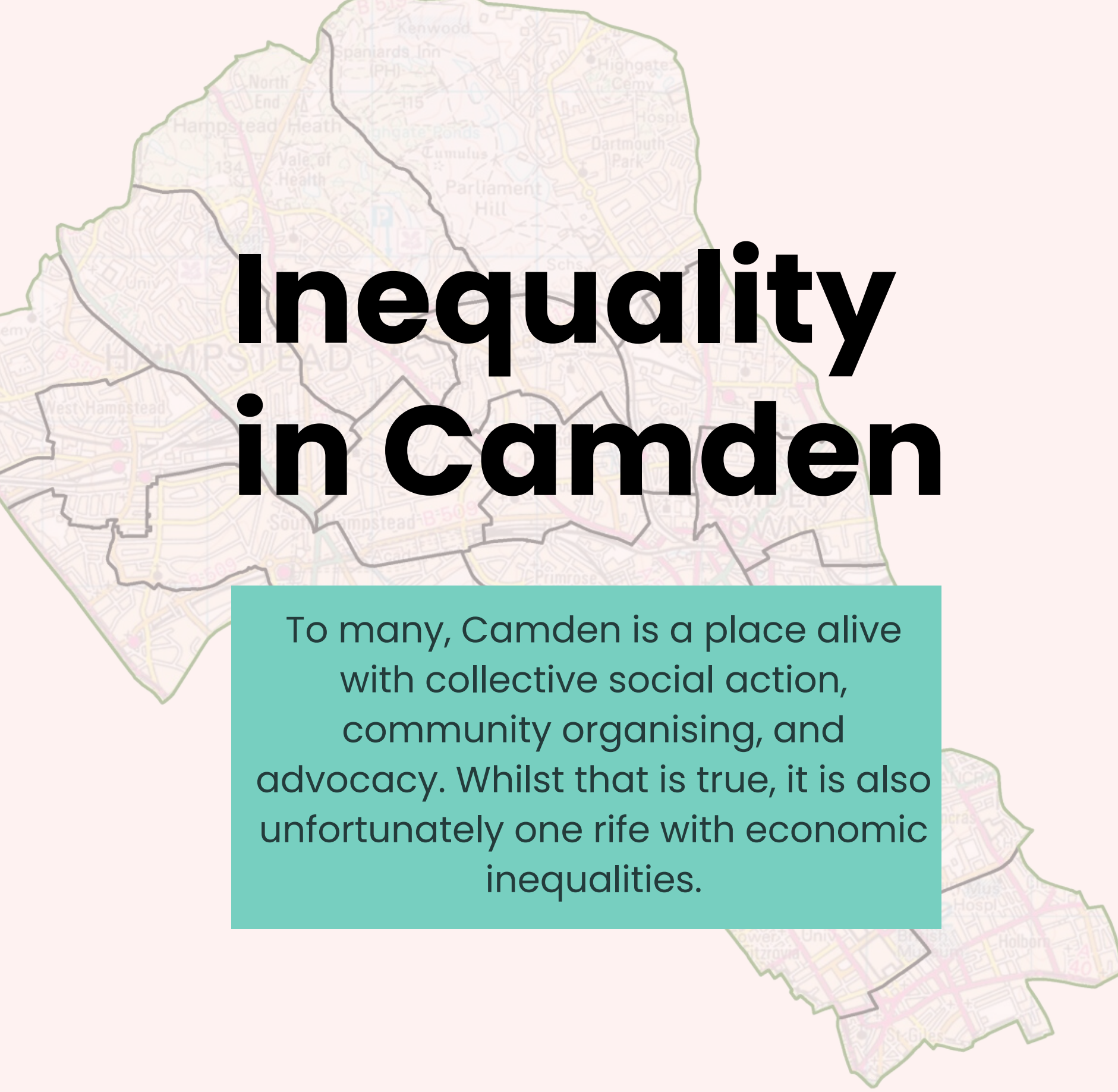
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A detailed map of the Camden borough in London, showing various neighborhoods and landmarks. The map is overlaid with a large, semi-transparent teal rectangle containing text. The title 'Inequality in Camden' is prominently displayed in large, bold, black font across the center of the map.

Inequality in Camden

To many, Camden is a place alive with collective social action, community organising, and advocacy. Whilst that is true, it is also unfortunately one rife with economic inequalities.

40%

of children in the borough live below the poverty line

719

people are sleeping rough

56%

of pay has to be spent on rent

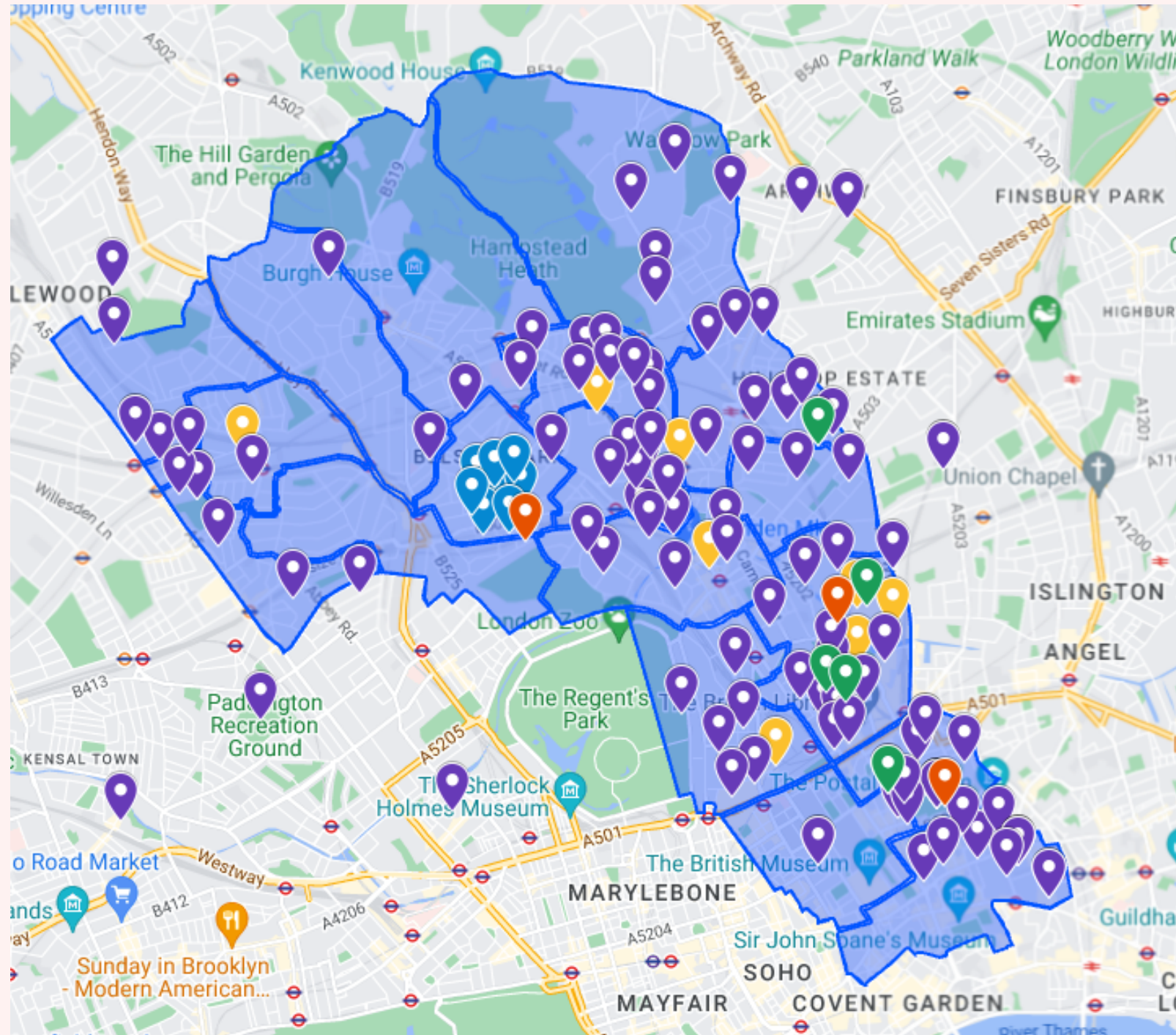
5.4%

decrease in number of economically active residents aged 16+

10 years

there is a 10 year life expectancy gap within the borough, cutting lives short of those living in the most deprived areas

Camden Giving grantees by location



Through our community outreach, referrals, and in collaboration with the council, the last year has seen a diverse geographical range of projects being funded.

Alongside thriving areas of community action such as Kings Cross and Somers Town, we have funded projects in new focus areas like Chalcots Estate.

Informed by the findings of last year's community research into structural racism in Kilburn, there has also been a conscious effort to support more projects in the north of the borough.

Key

We Make Camden Kit

Equality Fund

Youth Futures Fund

Food Insecurity Fund

We Make Chalcots

The We Make Camden Kit

£194,319 was given to **102 grantees** (including **34 organisations** and **68 citizens**), running projects that support the We Make Camden missions:

Access to Food for All | Opportunities for Children & Young People | Diversity in Positions of Power | Sustainable Neighbourhoods

Such a variety of work has been supported, from community gardens to women's wellness workshops, and food banks to after-school sports clubs. Now the WMCK is in its third year, we are seeing some exciting patterns of growth, where WMCK grantees go on to receive Equality Fund grants and other larger amounts of funding, fully embracing their community leadership roles.

70% of grantees are from **global majority backgrounds**



**We Make Camden
Kit panellists**

We Make Chalcots

In partnership with Camden Council, this year we also set up a fund to provide support to Chalcots community residents with concepts for new projects on the estate. This included a homework club for primary and secondary school students, a wireworks jewellery workshop, and weekly coffee mornings in Bray Tenants Association. The coffee mornings themselves became a hub for brewing of new ideas and conversations, leading to more residents applying to the kit!

We Make Camden Kit grantee

Kevin Khoffi: Khady's Dream

Informed by his lived experience of the criminal justice system, Camden resident Kevin set up Khady's Dream (named after his mother) to support other young people who may find themselves at risk of offending. Kevin offers workshops to young people through schools, youth clubs, and other local organisations. In the sessions he covers real experiences of the U.K. prison system, the ripple effects of crime on family and community, and rehabilitation.

Kevin's involvement with Camden Giving started with his We Make Camden funding and he has since also been a panellist on the Equality Fund, as well as being active in our Racial Justice Research project.

Being part of Camden Giving has also meant he's developed connections with other Camden based organisations such as Coram's Fields and New Horizons Youth Centre, and he started delivering his work from these hubs.



“For 2024, my plans are to get Khady's Dream into schools and PRUs, as well as build a strong social media platform. Everyone keeps telling me for a CIC that is not even a year old I am moving fast, but it's just the beginning!”

The Equality Fund

The Equality Fund provides flexible funding to grassroots charities and organisations who are working to reduce inequalities in the borough. The fund gives space and resource for innovation to take place, enabling up-and-coming community leaders, supported by our other smaller seed-funding, to progress to a more established offering.

Grants of **£30,000** were given to **8 organisations** supporting work that focusses on **racial justice** and **disability rights and inclusion**:



- **Your Bike Project**
- London Inclusion Sports Academy
- **Somalis in Tech**
- Lifeafter Hummus Community Benefit Society

- Bengali Workers Association
- **Camden United FC**
- Nuwave Pictures
- **IAmIrish**

The Camden Pound

In addition to providing £30,000 of unrestricted funding, this year Camden Giving trialled the “Camden Pound”, providing each successful grantee with £2,500 worth of funding to be spent at any local businesses owned by Global Majority and/or disabled leaders. This would mean is that if we gave a grant to a football club, they get extra money if they get their kits printed at Climate Brothers, or if a Drumond Street restaurant caters an event for them. We’re excited to bring you stories of the impact of this work next year!

Equality fund grantees

Camden United FC

Camden United FC harnesses the power of sport to empower boys and girls from global majority backgrounds, supporting them to claim access to public spaces, grow confidence, and be advocates for inclusion.

This year's Equality Fund was the largest amount of grant money that Camden United FC has received since its conception, and is being used to invest in coaching and development, increasing outreach, and supporting young people who may not be able to afford to play the sport otherwise.

Camden United FC has also been a recipient of our recently announced Football Kits, which have been co-designed by another Camden resident and CEO of Pro Touch SA, Ash Rahman.

IAmIrish

IAmIrish exists to connect, advocate and empower people of mixed-race Irish heritage. Started by Lorraine Maher in 2016, initially as a gallery exhibition, IAmIrish has grown into a transnational movement for greater representation of mixed-race Irish heritage.

IAmIrish is using the Equality Fund grant to upscale operations and develop additional resources for workshops and trainings for community members in Camden.

"We're working to ensure diversity in positions of power, reaching wider audiences, and building different kinds of alliances and 2024 is looking busy, busy, busy!...we are aiming to work with less people, but do more intense, focused work, and measure the impact we make more effectively."

The Youth Futures Fund

The Youth Futures Fund (formerly Future Changemakers) aims to shift power to young people in the borough. In the last year we have awarded **£321,200** to **4** organisations for the next 3 years, funding work to **change** the **unequal systems** that hinder young people from reaching their full potential.

This was made possible by a group of young people who took the grant-making baton from 50 other young people who had shaped the fund up to this point. We received applications totalling £1.8 million, and the group worked diligently to select an exceptional list of grantees who have a proven track record of youth-led change.

CORAM'S FIELDS

is working with the NHS to combine traditional psychology with youth work and help young people at risk of violence

ST MARY'S COMMUNITY CENTRE

is providing mental health support, working with law enforcement on stop and search and influencing the Mayor's office regarding knife crime policy

KINGS CROSS BRUNSWICK NEIGHBOURHOOD ASSOCIATION

is providing MMA sessions, social action initiatives and in-house meals to young people

SOMALI YOUTH DEVELOPMENT RESOURCE CENTRE

is supporting youth programmes including coding, volunteering and youth leadership



Youth Futures Fund panellists

The Food Insecurity Fund

We set up the Food Insecurity Fund in partnership with Google.org as an application-less grant programme, to support Camden food banks and community organisations to tackle the root causes of local food insecurity. We decided to trial this work as across the sector there are conversations about the time organisations are putting into funding applications. It is estimated that UK charities spend at least £900m every year applying to charitable foundations.

Grants of **£27,500** were awarded to the following **5** organisations to deliver projects that addressed food insecurity. Projects were delivered from March – December 2023.

- Kentish Town Community Centre (KTCC)
- Kings Cross Brunswick Neighbourhood Association (KCBNA)
- Our Little Markets
- Urban Community Projects
- Somali Youth Development Resource Centre (SYDRC)



“It was insane and amazing...we saved a lot of time. Camden Giving have seen the ethos of what we do. It is powerful that we got the money without having to fill in the whole grant application and they believed in us.”

Dr Sarah Hoyle, Centre Manager at Kentish Town Community Centre

Building our alumni community

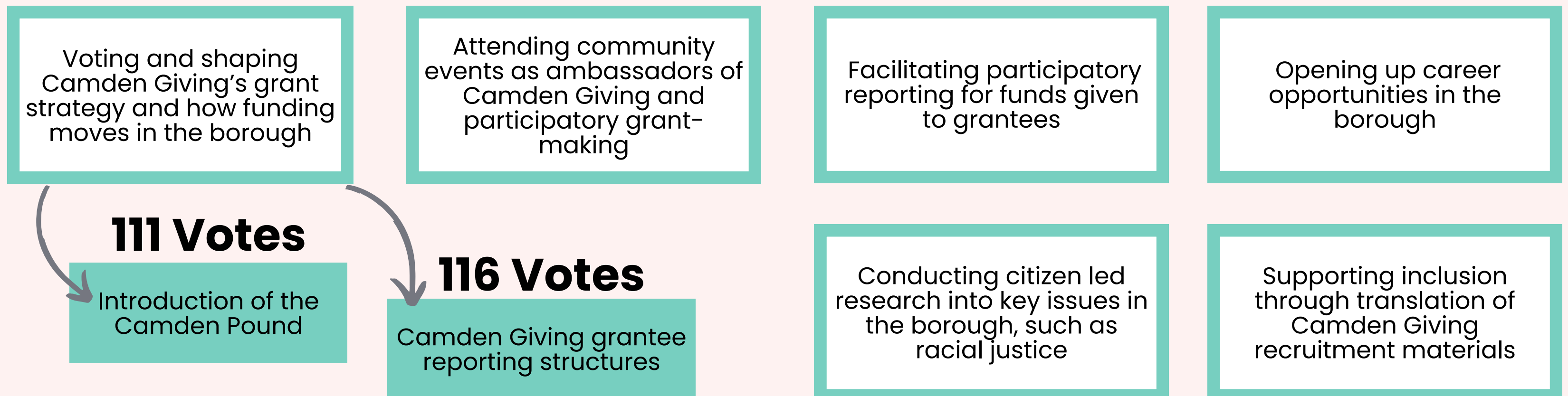
Since 2017 we've been building a foundation of participatory grant making at Camden Giving, and through this an incredible network of community residents and citizen grantees have grown and flourished.

One element of how we work is that we want as many people in Camden as possible to get the opportunity to sit on a panel, so panellists only ever work with us as part of one specific fund, for a limited time. However, we started to realise that there was so much value in the community of Camden Giving alumni that was growing, so were thrilled to appoint an Alumni Manager, Shofi, to take forward this work.

Shofi is here to ensure that Camden residents' lived experience isn't extracted and then forgotten, and that the people we work with can be part of the Camden Giving's work for as long as they want to. Our alumni network has been key in:



Shofi, Camden Giving alumni manager



Meet Adam & Sabir

Youth Futures Fund alumni

Why did you choose to remain engaged as an alumnus?

Adam: I just got really invested in the process of learning about how charities work after we made these funding decisions.

Sabir: I stayed involved because I wanted to see how the work is done, how the youth clubs are growing; see evidence of how our funding is helping other young people.

We hear you have exciting plans for the near future, tell us more!

Adam: I've been in touch with the council through Natasha with the aims of broadening my horizons, getting my foot in the door in the sector through campaigning work. After university I want to get into political consulting and public policy.

Sabir: I needed to find a work experience for my half-term and Shofi got me connected with an opportunity to work in planning and property development at Gerald Eve. They also have a degree apprenticeship program, so I met apprentices, spoke to people, and I now want to work in this field. But also, being involved in the community has given me so much! I'm still in touch with the friends I made on the YFF panel, and Shofi keeps sharing work opportunities on our old whatsapp group. I think I'll remain engaged throughout.



Citizen Research

Root causes of local racism

In 2022, we received funding from the Young Foundation and UK Research & Innovation to undertake citizen-led research on the impact of systemic racism on development and infrastructure in the Camden ward of Kilburn. Through walking ethnographies and community conversations, our researchers, who were Kilburn residents, made the following recommendations based on their findings:



**Saba Asif, Camden
Giving alumni and
citizen research**

Racially Equitable Funding & Investment: Invest in quality youth services with interventions and mentoring to protect young racialised men. Support initiatives that promote affordable, safe spaces for racialised women's wellbeing and community activism.

An Inclusive Labour Market: Kilburn residents seek benefits from regeneration through the promotion of equitable access to employment opportunities for underrepresented black and brown residents, including targeted training for the Black and Arab community and at-risk young men.

Representative Decision Making & Policy: Establish policies for equal access and maintenance regardless of neighbourhood demographics. Promote transparent decision-making processes involving community voices for collective action against structural inequalities.

In 2024 we are expanding this work, with a focus on both Somers Town and Kilburn within Camden, and also collaborating with one of our partner organisations Brap, who are taking a similar lens to how systemic racism impacts communities in Birmingham.



“The Community Leadership Programme has given us such a lift. The amazing trainers, our mentors and the workbook include best practice insights from across the corporate and charity sectors, and access to super-privileged information like Google strategy frameworks.”

Tom Coughlan, London Inclusion Sports Academy, CLP participant

Proud partnerships

Google

Connection between civil society and businesses has been a cornerstone of Camden Giving’s work, and Google continues to be a key partner in the movement to bridge these worlds. We have collaborated with Google in two ways this year: both in their support for grantees tackling food poverty, and in developing a partnership to support a programme of engagements with local NGOs and CICs.

The latter saw Camden Giving provide content support for Google’s quarterly Community Training Days, bringing over 100 community leaders into Google’s Camden offices for an afternoon of peer networking, Google Digital Garage training sessions and Q&A panels led by community experts who brought their real-life experience to the table. These trainings consistently attract incredible talent in Camden’s grassroots social sector and beyond.

Autotrader

Our partnership with [Autotrader](#) has been multi-faceted. Autotrader donated to the Youth Futures Fund and our WMCK mission of Access to Food For All, and they have also been a proactive collaborator in our racial justice conversations. We organised a session with Autotrader's BAME network and three of our Youth Futures Fund panellists. It proved to be a rich and insightful discussion on the racial justice focus of the fund and our alumni's advocacy efforts.

Rebecca Lloyd-Wright, Senior Campaign Manager at Auto Trader, described how **“I found it truly inspiring to hear from such passionate and tenacious young people around the work they do for their community. Honestly, it gave me hope for the future, and I’m looking forward to seeing what changes they bring about – because they most definitely will.”**

Working with us to think slightly outside the box, they also contributed to our Sports Kit work – supporting six Camden-based sports clubs to purchase new kits for their players. Even more excitingly, the kits were co-designed by the clubs with Camden resident and CEO of Pro Touch, Ash Rahman – thus staying true to our motivation of fostering local business growth.



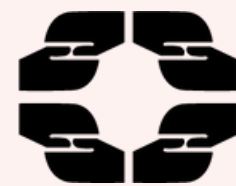
Zappi

[Zappi](#) has illustrated the power of sharing space. While being one of our organisation's shared workspaces, Zappi has also been the venue of choice for multiple panel meetings, community research debrief sessions, and other community events. This has been crucial in reinforcing a spatial sense of belonging for Camden residents we work with.

“We are a very distributed tech company but our headquarters and our roots are in Camden. Following the pandemic we have more employees working remotely and so we wanted to make better use of our space by inviting local not-for-profits like Camden Giving to use the office for free. It solves a problem for them, connects us to our community and means there are some more really smart and thoughtful people to hang out with!” Tom Hollis, Chief People Officer, Zappi

Our partners and supporters

We've been so lucky to work with such a variety of funders, supporters and partners over the last year. Our work is complex, and involves funders embracing a revolutionary way of grant-making, so we are thrilled that so many corporates based in the borough, as well as trusts and foundations and generous individuals, join for the ride. We look forward to continuing this important work together.



Camden



MOONBUG



Participatory Grantmakers



SHAFTESBURY CAPITAL



JLL

brap



AutoTrader



HAT TRICK



COMMUNITY FUND



Paul Hamlyn Foundation



The Young Foundation

