



Vision 2050

*25 more years  
of local giving*





# Welcome

For 25 years, Heart of Bucks has connected people who care with causes that matter, bringing together philanthropy, community insight, and strategic funding to help local charities and community groups thrive throughout Buckinghamshire.

As we look ahead to the next 25 years, this strategy sets out our long-term vision, the impact areas we will focus on, and how we will work with partners, donors, volunteers, and communities to create lasting, positive change across the county.

We will continue to work closely with everyone who shares our purpose and commitment to strengthening the social fabric of Buckinghamshire.

*Our Vision 2050 not only sets out what we plan to do, but why it matters, and how we will achieve it. Together.*

# Our mission

Heart of Bucks is the Community Foundation for Buckinghamshire, a locally focused grant-making charity that delivers funding, insight, and support to not-for-profit organisations, grassroots groups, and individuals across the county. We bring together the generosity of individuals, families, businesses, and public sector partners to invest in long-term community wellbeing.

*We connect people who care with local causes that matter.*

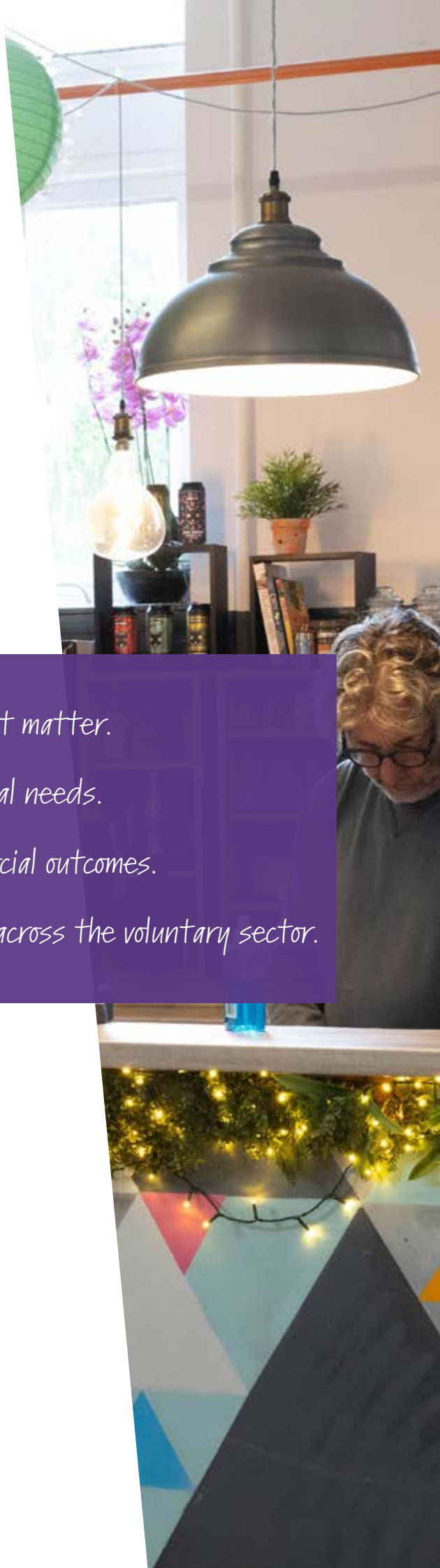
*We fund community organisations to address local needs.*

*We support impactful partnerships that boost social outcomes.*

*We generate insight to inform better decisions across the voluntary sector.*

We were established to provide a long-term, community-owned, truly independent source of flexible financial support to address place-specific issues. We do this primarily by financing grassroots charities and community groups, and adapting our funding streams to meet the evolving needs of the local community over time.

Since our first grant in 2000, Heart of Bucks has awarded over £20m to local charities and community groups, helping to build resilience, reduce inequality, and enrich community life across Buckinghamshire.



# Looking ahead to 2050



The challenges and opportunities facing Buckinghamshire in 2025, from population change to social inequality and shifts in community need, require long-term, adaptive planning and ambitions to match ever-growing local need.

This strategy is our commitment to thinking and acting beyond short-term cycles, as well as growing the scale of our operation to more meaningfully impact local civic society and community infrastructure. It reflects:

Insight from community research and local data.

25 years of conversations with donors, stakeholders, partners, and community groups.

A desire to strengthen local systems and achieve sustainable impact over the next 25 years.



# *Our vision*

**By 2050, Heart of Bucks will be the most trusted and impactful force for independent, community-led change in Buckinghamshire, unlocking £25 million annually to empower local people, strengthen civil society, and shape a fairer, thriving county for all.**

# Our objectives

1

## **Raise funds**

*"We will lead, grow, and diversify philanthropic investment in the county."*

2

## **Make an impact**

*"We will deliver insight-led, community-focused grants."*

3

## **Lead in our community**

*"We will inspire, influence, and shape solutions."*

4

## **Strengthen our organisation**

*"We will invest in the right systems, tools, and people to achieve our mission."*

*Rooted in 25 years of community giving and impact, our renewed strategy is an evolution of these long-standing pillars.*





# 1. Raise funds

*Diversify, deepen, and expand philanthropic giving locally*

## By 2050 we will...

Raise and enable £25 million in annual grant distribution, supported by a £250 million endowment. We want to build a resilient and diverse income base that supports long-term, unrestricted, and strategic community investment across Buckinghamshire.

## Milestones

**By 2026:** Establish legacy programme and expand corporate investor network to 100 members.

**By 2030:** Secure regular legacy income, and achieve £6m annual fundraising from more diversified sources.

**By 2035:** Be among the largest 10% of Community Foundations in the UK by grant distribution.

## Our focus areas

- Build proactive, long-term legacy, trust transfer, and endowment fundraising programmes.
- Expand our donor base to include the next generation of philanthropists, diverse communities, and local business leaders.
- Enhance our value proposition for corporate partners, with themed giving and impact storytelling.
- Develop alternative income streams to ensure a robust financial position and greater unrestricted funding is available.
- Promote smaller scale and community giving via "Friends of HoB", digital campaigns, and community appeals.

# 2. Make an impact

*Investing in communities with purpose and insight*

## By 2050 we will...

Deliver impactful, flexible, and strategic investment, and resource distribution to meet evolving community needs. We want to fund with purpose by enabling grassroots innovation, strengthening civil society, and responding to local needs with data-led, strategic grant-making.

## Milestones

**By 2026:** Introduce simplified application pathways and impact-led themes.

**By 2030:** Launch a “grants plus” support model for applicants.

**By 2035:** Transition to a largely multi-year grants model.

## Our focus areas

- Actively shift towards unrestricted, multi-year, and capacity-building grants.
- Ensure community-led, participatory, independent grant-making decisions are at the heart of our work.
- Fund innovation, prevention, and capital infrastructure that drive long-term change.
- Continue to support grassroots and smaller charities without overburdening them.
- Provide agile and highly responsive support to Buckinghamshire communities during times of local, regional, and national crisis.
- Enhance thematic funding based on robust local data and insight.
- Reinvigorate and scale loan finance where appropriate.





# 3. Lead in our community

*Influence, champion, and support our local area*

## By 2050 we will...

Be the central hub for philanthropy, civil society partnership, and place-based leadership in Buckinghamshire. We want to champion local communities by amplifying unheard voices, convening partnerships, and influencing systemic solutions to local challenges.

## Milestones

**By 2026:** Launch a high-profile awareness campaign and community leadership forum.

**By 2030:** Establish HoB as the “first call” for local funding partnerships.

**By 2035:** Have supported the expansion of the ‘Buckinghamshire Funders’ partnership.

## Our focus areas

- Amplify community voice by co-producing funding with under-represented groups.
- Strengthen strategic partnerships with local government, business, and VCSE sector.
- Position HoB as a thought leader and trusted convener.
- Increase public visibility and understanding of Community Foundations and HoB’s unique role.
- Develop flagship campaigns, programmes, and forums to raise awareness of local issues.
- Grow HoB’s reputation and knowledge within a regional context, to influence more collaboration and change.
- Convene and champion local civil society partnerships.

# 4. Strengthen our organisation

*Fit for purpose, now and in the future*

## By 2050 we will...

Be a high-performing, technology-enabled, values-driven organisation, equipped to scale sustainably. We will understand and support the essential components that will make our mission successful.

## Milestones

**By 2026:** Finalise digital transformation of grant and donor IT systems.

**By 2030:** Secure ownership or a long-term lease on suitable premises.

**By 2035:** Establish the premises as the principal 'philanthropic hub' for the county.

## Our focus areas

- Invest in systems and emerging technologies to increase efficiency and insight.
- To create, acquire, or develop a suitable premises that enables HoB to scale its operations, deepen impact, and strengthen long-term sustainability.
- Strengthen succession planning and workforce development, attracting and retaining talented staff, trustees, and volunteers.
- Continue to develop a culture of learning, innovation, and inclusion throughout the organisation.
- Expand and enhance our volunteer, panel, and ambassador networks.
- Embed environmental and financial sustainability in all operations.





# Our priorities



## *Health and wellbeing*

We support initiatives that promote healthier, safer, and more fulfilling lives by investing in community-led wellbeing and prevention.



## *Reducing isolation and disadvantage*

No one should face isolation or hardship. We fund organisations that support the vulnerable and help people overcome barriers to opportunity and connection.



## *Life skills, education and employability*

We invest in opportunities that build confidence, skills, and pathways to employment, helping individuals and communities thrive.



## *Strengthening community cohesion*

Strong communities grow through connection and shared purpose. We support initiatives that bring people together and foster a sense of belonging.



## *Arts, culture and heritage*

We strengthen local identity to enrich community life. We support creative and cultural activity that inspires and connects.



## *Environment and public spaces*

Healthy natural environments support healthy communities. We fund projects that protect, improve, and celebrate the natural spaces and places that we share.



## *Young Futures Fund*

Our flagship participatory funding programme invests in children and young people, helping them build confidence, resilience, and opportunity.



## *Together Against Poverty*

This campaign provides urgent support for local households experiencing a financial crisis, as well as local organisations addressing the root causes of poverty.

# Our values

Our values will guide how we work, how we make decisions, and how we build trust with communities, partners, and donors. As we deliver our vision for 2050, they ensure our growth remains ethical, inclusive, place-based, and collaborative.



*We listen respectfully.*

We believe the people closest to issues hold the deepest insight. We listen with humility, valuing lived experience alongside data, and ensuring community voices shape our priorities and decisions.



*We fund inclusively.*

We work to remove barriers to funding and ensure support reaches those who need it most. By funding inclusively, we help strengthen diverse organisations, grassroots action, and under-represented communities across Buckinghamshire.



*We advise professionally.*

We act as a trusted, independent adviser to donors, partners, and community organisations. Our advice is informed, transparent, and grounded in evidence, local knowledge, and strong governance.



*We support locally.*

We are rooted in Buckinghamshire and committed to its long-term wellbeing. By investing locally and responding to local needs, we help communities build resilience and lasting impact.



*We lead collaboratively.*

Lasting change happens through partnership. We bring people together, align resources, and work across sectors to support shared solutions to complex challenges.

*These values represent our commitment to Buckinghamshire and will underpin our 2050 Vision. They shape how we fund, how we lead, and how we work alongside communities today... and for the next 25 years.*





*Find out more*

**If you would like to find out more about our plans, or discuss how we can support your giving, please get in touch.**

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*Photo credits*

Marion Mason Photography and Chris Hall Photography

Festival of Young Volunteers  
Buckingham Primary School  
Wycombe Arts Centre  
Weston Turville School  
Bucks Girls Rugby Charity  
Wheelpower

Little Chalfont Area Dementia Support  
Lindengate  
Thomley  
Growing Hope High Wycombe  
Social Link  
Animal Antiks

Thames Hospice  
Chilterns Neuro Centre  
Playaway  
Movers and Shakers Chesham  
The Theatre Shed  
Lady Ryder Memorial Garden



**Heart of Bucks**  
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