

Steve Morgan

FOUNDATION





In 2020/21 a record total of £25.8m in grant funding was awarded, directly benefitting over 2.2m people. This included the £20m Community Match Challenge Fund, consisting of £10m from the Department for Digital, Culture, Media & Sport (DCMS) and £10m in match-funding from the Steve Morgan Foundation.

A large graphic of the text '£25.8M' in a bold, blue, sans-serif font. The numbers are filled with a collage of blue-tinted photographs showing people in various settings, including libraries and community centers.

Awarded in
2020/21



Community Match
Challenge Fund
- 130 Grants



Covid-19
Emergency Fund
611 Grants Awarded



Everton FC and
Liverpool FC
Foundations



Enable Fund
- 61 Grants
- 8 Minibuses

(A total of £25.8m was handed out between 2020/21)

CONTENTS

2	2021 Highlights
3	Chairman's Overview
4	Community Match Challenge Fund
6	Covid-19 Emergency Fund
8	20 years of the Steve Morgan Foundation 2001-2021
10	Cradle to Career
12	Enable Fund and Smiley buses
14	Maggie's

Steve Morgan
FOUNDATION

CHAIRMAN'S OVERVIEW



Steve Morgan CBE
Chairman of Trustees

I am delighted to report that June 2021 marked the 20th anniversary of the Steve Morgan Foundation, 20 years of helping the most disadvantaged and vulnerable members of society.

During our last financial year to March 2021, Covid-19 represented an unprecedented challenge for so many of the people and charities we support but I'd like to think it was a case of 'cometh the hour, cometh the Foundation'.

During the year, we awarded a record-breaking £25.8m to hundreds of charities struggling with the impact of the pandemic, helping more than 2.2 million people.

In March 2020 we launched the **Covid-19 Emergency Fund** to safeguard the interests of charities across Merseyside, North Wales, and Cheshire, who found their ability to fundraise had been hit by the pandemic. We were instantly inundated with calls from struggling charities and in just a few months, the Covid-19 Emergency Fund handed out 611 awards totalling £5.7m and helped 1.4 million people in the process.

This was followed by the £20m **Community Match Challenge Fund**, which consisted of match-funding of £10m from the Department for Digital, Culture, Media & Sport (DCMS) and £10m from the Steve Morgan Foundation. We were honoured to be selected as partner by DCMS which reflects the rigour in which the SMF award grants.

The £20m was used to support charities and not-for-profit organisations providing essential support to vulnerable people during the pandemic. This Fund effectively ensured they were able to stay in business. Awards varied in size from £12,000 to £3m and the full £20m was committed in 59 days, supporting 130 charities, and benefiting nearly 800,000 people along the way.

During the last year we've strengthened our long relationship with the cancer support charity **Maggie's**. My wife Sally and I were thrilled in June when we handed over the brand-new

purpose-built Maggie's centre at Clatterbridge Hospital. Maggie's Clatterbridge was designed, built, and funded in its entirety by the Steve Morgan Foundation.

Our commitment to funding Type 1 Diabetes research remains unabated. We are the largest UK donor in history to the Type 1 charity **JDRF**, having donated well over £7m. This cause remains hugely important to both Sally and me. We were delighted to be able to support them with a general grant of £3m as part of the Community Match Funding.

Although significantly impacted by Covid, we continued our important work with the **Enable Fund**, supporting disabled people who are in financial hardship. Our 'Smiley fleet' of vehicles has now increased to 86 with eight new minibuses handed out in the last 12 months.

We initiated and are excited to be heading up the ground-breaking **Cradle to Career** programme which aims to boost literacy standards, support families, and create opportunities for residents in North Birkenhead. More than £2m has been committed as part of a consortium of other charities and the local authority to help transform the lives of children and young people.

The extraordinary achievement over the last year is testament to the small, but dedicated SMF team who worked so hard throughout the pandemic. I thank them on behalf of the trustees and the millions of people they have supported.

I'm incredibly proud of what we've achieved since starting the Foundation 20 years ago, but we won't rest on our laurels. We have come a long way since our early days but having personally gifted over £300m to the organisation since the beginning, we are well funded and determined to help change lives for decades to come.

Steve Morgan CBE
Chairman of Trustees

COMMUNITY MATCH CHALLENGE FUND

It took the Steve Morgan Foundation just 59 days to give away £20m as part of the Community Match Challenge Fund.

The match-funding partnership with the Department for Digital, Culture, Media and Sport saw philanthropist Steve Morgan match-fund £10m from the DCMS to support charities struggling with the impact of the pandemic.

The focus was on supporting charities and not-for-profit organisations that were providing essential support to vulnerable people during the pandemic and helping them stay in business.

The awards ranged from £12,000 to £3m and supported 130 charities and benefited nearly 800,000 people in the process.

Recipients included larger charities like Maggie's, type 1 diabetes research specialist JDRF, and The Reader to smaller charities across Merseyside and Cheshire doing life-changing work in their communities.

Wirral Youth Zone, The Hive

Birkenhead's The Hive at Wirral Youth Zone was able to continue its core services after being awarded £200,000 by the Community Match Challenge Fund.

Before Covid-19 The Hive provided over 3,000 young people in Wirral with somewhere to go, something to do and someone to talk to.



When the pandemic struck The Hive switched a range of activities online but creating a Covid-safe environment had left the organisation facing a huge financial headache until the Community Match Challenge Fund stepped in.

The £200,000 windfall was used to enable them to continue their core offer to young people during the pandemic, which included carrying out temperature checks of attendees.

Liverpool Wheels for All

Liverpool Wheels for All is an initiative aimed at getting more people in Liverpool to cycle and was given £147,000 by the Community Match Challenge Fund.

The Liverpool Wheels for All project is based at Springfield Park, alongside the world-leading Alder Hey Children's Hospital.



The scheme is open to everyone and provides inclusive and accessible cycling equipment facilities to make sure that disabled people don't miss out.

It's hoped that patients at the nearby Alder Hey Children's Hospital will also be able to take advantage of the facilities as part of their rehabilitation.

The project has the backing of Liverpool City Council, as part of their plan for better cycling routes and their goal of creating a city that is inclusive for everyone.

Paul Lavelle Foundation

A charity set up to help the male victims of domestic abuse received £69,408 from the Community Match Challenge Fund.

The Paul Lavelle Foundation was set up in 2017 in memory of 50-year-old Paul Lavelle, who was killed at the hands of his violent partner.



The charity is based in Royal Standard House, in Birkenhead, and the CMC award has been used to create a 'safe space' for the male victims of domestic abuse, provide one-to-one support, peer support groups and recovery programmes.

“Steve and Sally Morgan have an unrivalled long-term commitment to the community and particularly to people who are struggling to deal with modern day life. They have helped millions and inspired thousands and they continue to do so, never asking for any personal thanks or gains. The Steve Morgan Foundation is an example of all that is good in society supporting people in a multitude of ways.”

Stick 'n Step

Four-year-old Charlie Sankey from Wallasey is one of hundreds of youngsters with cerebral palsy to have benefitted from the work of the Stick 'n' Step charity.

The charity was awarded £82,698 from the Community Match Challenge Fund, which paid for four staff salaries between October 2020 to March 2021 as well as funding important building and renovation work to their Runcorn centre.



At the age of two Charlie and his mum Leanne joined the parent and child group at Stick 'n' Step in Wallasey and haven't looked back. When Covid struck specialist equipment was delivered to the family home as Charlie's programme moved to Zoom and he never missed a session.

Imagine If Trust

The Liverpool charity helps former homeless people and received £60,000 from the DCMS and the identical amount from the Steve Morgan Foundation as part of the Community Match Challenge Fund.

Imagine If Trust provides practical and emotional support to people committed to getting their lives back on track and used the DCMS money to fund a new support worker role and meet service delivery costs.



Meanwhile the £60,000 from the Steve Morgan Foundation went towards buying two flats to help people integrate back into the community.



Nick Hopkinson
High Sheriff of Cheshire
2020

COVID-19 EMERGENCY FUND

Philanthropist Steve Morgan reacted immediately when Covid-19 hit, pledging up to £1m a week to help some of the most vulnerable sectors of society cope.

In total the Steve Morgan Foundation's Covid-19 Emergency Fund handed out 611 awards totalling £5.7m and helped 1.4 million people in the process.

Initially it was only due to run for 12 weeks but the initiative was extended until the end of September 2020 to help charities struggling to cope with the impact of the pandemic.

WHO DID IT
HELP?

181,000  CHILDREN

176,000 YOUNG PEOPLE

746,000  ADULTS 298,000 OLDER PEOPLE

Neuro Therapy Centre

The Neuro Therapy Centre in Saltney, near Chester, has been helping people with conditions including MS, Parkinson's, MND and ME for 35 years.

The charity has to generate £525,000 a year to cover its costs and had a series of major fundraising events lined up to mark its 35th anniversary.

However, all that came to a grinding halt in 2020 when Covid-19 forced them to close their centre and end their face-to-face sessions.

As a result, the Neuro Therapy Centre was awarded £28,612 from the Covid-19 Emergency Fund, which enabled the charity to offer its services virtually.

Alison Proctor, from Flintshire, was diagnosed with multiple sclerosis in 1994 and began visiting the Neuro Therapy Centre the following year.

She said: "Lockdown has been difficult in terms of accessing services but the Neuro Therapy Centre virtual services have been a life-saver for me. I have been doing twice weekly boxing, a balance class, gym class and yoga, all on Zoom.

"There has always been someone on the end of the phone, offering support in times of need. The social events calendar has also been impressive. The centre is slowly reopening now but the virtual services are continuing for those of us who need them. I am so impressed with what has been achieved."



Bradbury Fields Services for Blind and Partially Sighted

The chief executive of one of Liverpool's oldest charities said the support of the Steve Morgan Foundation helped preserve critical services. Bradbury Fields Services for Blind and Partially Sighted people (formerly known as the Liverpool Voluntary Society for the Blind) was established in 1857, to provide a scripture reading service for blind people in their own homes.



CEO Phil Longworth was fearing the worst after the pandemic cut the charity's income by 45 per cent overnight but two emergency grants totalling £72,400 from the Covid-19 Emergency Fund saved the day.

Speaking after receiving the first grant of £47,000 Mr Longworth said: "I almost think the money may have saved Bradbury Fields. It eased our considerable cashflow difficulties."

This Time It's Forever

One of the more unusual requests for help came from Coronation Street actor Ian Bartholomew. The 66-year-old decided to use his on-screen experience and profile as domestic abuser Geoff Metcalfe to help real-life victims.

On TV, viewers saw him subject his on-screen wife Yasmeen Nazir, played by Shelley King, to months of coercive control and abuse.



In real life he was so moved by the storyline he resolved to raise money for Women's Aid and make more people aware of domestic abuse. The talented musician wrote a song called This Time It's Forever which was picked up by a top UK record producer.

Along with his theatre director wife Loveday Ingram, he approached the Steve Morgan Foundation for financial help to produce a video to accompany the song and was awarded £5,000. The video has been viewed millions of times.

Homebaked

A social enterprise that relied on matchday income from Liverpool Football Club was given 'lifeline' funding totalling £15,022 from the Covid-19 Emergency Fund.

It was the second grant that Homebaked received from the Steve Morgan Foundation's Covid-19 Emergency Fund, which allowed the bakery to continue supplying fresh loaves and pies to community groups, customers and key workers.



Homebaked is a bakery and café based a stone's throw away from Anfield stadium and before Covid-19 they used to get 40 per cent of their income from the football club and matchday trade.

Treasurer Sally-Anne Watkiss said: "The applications were turned around really quickly, which was crucial."

20 YEARS OF THE STEVE MORGAN FOUNDATION



2001

Redrow founder Steve Morgan founded the Steve Morgan Foundation three years after meeting four-year-old cancer patient George Hulme before a charity walk across the Pyrenees in 1998

2005

OVER
£628K
HAD BEEN
AWARDED
TO MORE THAN
15 CHARITIES



2006

First Smiley Bus awarded to the Barnstonedale Centre in Wirral

First Smiley Bike awarded to Merseyside & Cheshire Blood Bikes



2018

STEVE MORGAN
GIFTS OVER
£200M

VIA THE TRINITY TRUST TO BE RENAMED 'STEVE MORGAN FOUNDATION', THOUGHT TO BE ONE OF THE LARGEST IN UK INDUSTRY

2017

2017



Building two new cancer centres for Maggie's at Clatterbridge and Royal Liverpool Hospital

2017



50TH SMILEY BUS AWARDED

Charities Changing Lives Conference 2018



Over 200 charity representatives attended inaugural Steve Morgan Foundation conference at Carden Park

2018



First research grant of £3m awarded to JDRF to help find a cure for type 1 diabetes

2018



2019

LAUNCH
OF THE



EDUCATION
PROJECT

OVER
135
CHARITIES
SUPPORTED

2007

2008

Foundation provided support and funding to Wolverhampton Wanderers Football Club's charity, Wolves Aid, part of Wolves Community Trust

2012

Steve Morgan started work behind the scenes for the creation of a Youth Zone in Wolverhampton

OVER
£7M
AWARDED
TO 375
CHARITIES

2014

2015

First Steve Morgan Foundation children's Christmas party took place

2016

Steve Morgan was awarded the CBE for his philanthropic work

2016

400
CHILDREN
WITH DISABILITIES
SUPPLIED WITH
**SPECIALIST
EQUIPMENT**

The Way Youth
Zone opened in
Wolverhampton

2016

38TH SMILEY
BUS AWARDED TO
**CHESHIRE
BUDDIES**

2015

"Changing Lives"

Re-launch of the Steve Morgan Foundation Awards to recognise excellence in the third sector

2019

2020

STEVE MORGAN
FOUNDATION
COVID-19
EMERGENCY
FUND

LAUNCH OF
£20M
Community Match
Challenge Fund with DCMS

2020

20 years
OF
Changing
Lives

CRADLE TO CAREER



My heartfelt congratulations go to everyone at the Steve Morgan Foundation for reaching the incredible milestone of 20 years of truly strategic and impactful philanthropy.

Through passion and commitment, Steve and the team have made a real and tangible difference to so many lives. It is quite simply inspirational.



Jim Davies
OBE DL, former High Sheriff of Merseyside

Philanthropist Steve Morgan pledged more than £2m to the Cradle to Career initiative that will transform the lives of children and young people in North Birkenhead.

Described as a 'once in a generation opportunity' Cradle to Career aims to boost literacy standards, support families and create opportunities for residents for up to 20 years.

In Birkenhead as a whole, there are only 0.62 jobs for every person aged between 16 and 65 – the third lowest of 162 areas nationally.

Cradle to Career aims to tackle the inequalities and is one of the most ambitious public-private partnerships ever launched in the UK.

Steve Morgan said: "The Steve Morgan Foundation recognised the importance of communities working together and the idea for Cradle to Career in North Birkenhead, and giving every child a chance, was born out of that.

"We brought together senior leaders and education charities to properly join forces for the first time. We're as eager as anyone to see positive results and lasting change."

Right to Succeed is managing the Cradle to Career programme, working closely with community leaders, police, churches, charities and schools.



MORE THAN WORDS...



“Everyone at JDRF is extremely grateful to the Steve Morgan Foundation for their interest in, and support of our research programme to find the type 1 diabetes cure.”



Karen Addington
UK Chief Executive
of the type 1
diabetes charity
JDRF

“

As the region's voice for the hundreds of thousands of people affected by disability and ill health, we are fully aware of the enormous contribution the Steve Morgan Foundation is making to communities – and especially during the Covid-19 pandemic”

Tom Dowling
Editor, All Together NOW!





THE
Steve Morgan
FOUNDATION
HAS NOW FUNDED
82
SMILEY
BUSES
3 VANS
ONE BLOOD BIKE

“We’re grateful to the Steve Morgan Foundation for their long-standing support of The Reader which has helped us to change hundreds of lives through our work. Having their backing means a lot, not just from a financial point of view, but also because they believe in us and in our potential to affect long-term change in communities”



Jane Davies
Founder and Director,
The Reader

ENABLE FUND AND SMILEY FLEET

Despite Covid-19 dominating 2020/21 the Steve Morgan Foundation still funded eight more life-changing Smiley buses.

It brings the number of minibuses funded since 2001 to 82 in addition to three vans and one blood bike.

The beneficiaries include local transport organisations, special needs schools and charities supporting veterans, the elderly and socially isolated.

The Steve Morgan Foundation also handed out Enable Fund grants totalling more than £130,000, which support families in financial hardship who are in need of specialist equipment.

Eleanor Taraborelli from Wrexham was one of those to benefit from a state-of-the-art wheelchair.

The 23-year-old regularly gets confused for being a child because she has a condition called Morquio syndrome, which is a type of dwarfism.

The condition affects a sufferer's bones and spine, organs and physical abilities and means Eleanor is unable to walk so is very reliant on a wheelchair.

However her old wheelchair was unable to support her body so she applied to the Steve Morgan Foundation for help in buying a top-of-the-range model.

She said: "It gives me more independence and it doesn't hurt my back like the old one because it's made to measure and has a special support. I'm so grateful to the Steve Morgan Foundation."



MAGGIE'S



For 20 years the Steve Morgan Foundation has done an incredible job of supporting those who need it most across the North West of England and Wales.

With passion, drive and commitment they have helped improve the lives of countless people facing a range of challenges and they continue to help people living with cancer through their extraordinarily generous support of Maggie's ”



Dame Laura Lee
Chief Executive,
Maggie's

Steve Morgan spoke of his pride after a landmark day in the history of the cancer support charity Maggie's.

In June 2021 Maggie's moved into a brand new purpose-built centre, funded by the Steve Morgan Foundation, within the grounds of the Clatterbridge Cancer Centre – Wirral.

Mr Morgan, CBE, said: “It is one of our largest capital projects to date, but our involvement has gone far beyond funding. We've been responsible for the planning, design, project management as well as the entire funding, which is almost unheard of for a Foundation.

“My wife Sally first introduced the Foundation to Maggie's, and we have watched with pride as the building has come to life. It has been a real team effort.

“The sad reality is that cancer affects so many people's lives and the work undertaken by the Maggie's Centres has never been more needed. We know what a difference this will make to so many people.”

In 2014 Maggie's opened an interim centre with the expectation that the centre would support 3,000 visits a year but by 2019 the interim centre supported more than 17,000 visits.

The new centre, Maggie's Wirral at the Steve Morgan Foundation Building, provides more space, allowing Maggie's professional staff to deliver more of the charity's core programme, courses and support groups.

The centre was designed by Dennis Swain of HB Architects and is open to see people alongside digital support.

Support by professional staff is available face-to-face in the centre or by phone, email or online to help people with stress, fear and anxiety as well as money worries and questions about treatment.

The library and private rooms offer individual, one-to-one and family support space away from the openness of the centre, opening the doors to more people who are not ready for group support.

The Steve Morgan Foundation is also building a new Maggie's at the Royal Liverpool Hospital.







Steve Morgan
FOUNDATION

Steve Morgan Foundation, PO BOX 3517, Chester, CH1 9ET

Website: stevemorganfoundation.org.uk

Email: hello@stevemorganfoundation.org.uk

Telephone: 01928 706555