"Our charity's guiding principal will always be helping people to help themselves, and we sincerely hope to be able to positively impact on peoples' lives in some small way".

Frances Connolly

How we started

Frances Connolly was born in Northern Ireland, the eldest of six children and, despite coming from a less than privileged background, has been involved in charity work since her primary school days. When she left Queens University and moved to Hartlepool with her husband Patrick in 1990, they originally planned to be here for only a few years, but ended up staying for 25. Their twins were born in the town, and all three of their daughters attended first St. Cuthbert's Primary then English Martyrs Secondary Schools. The town opened its doors and its hearts to the couple, and they retain a very strong friendship network among its citizens. Therefore, when the couple had the good luck to win the Euromillions Lottery on New Year's Day 2019, one of their first acts was to set up this charity to give something back to Hartlepool and its people. Having been instilled at an early age with a strong work ethic and a desire to help others whenever and wherever possible, Frances views the opportunity to support and assist her adopted home on a larger scale as a privilege. She is thoroughly enjoying taking a full and active role in helping the community.

"The PFC Trust is what puts a smile on my face every day and gets me out of bed".

Frances Connolly

"A lot of people and a lot of projects need advice and guidance as much as they need money."

Frances Connolly

THE PFC TRUST

Cover photo: ash foster PHOTOGRAPHY

Our Mission

Although The PFC Trust was founded by Patrick and Frances Connolly to support and enrich the lives of all sections of the community where they lived for 25 years, the Trust is actually the work of a group of like-minded and dedicated people whose purpose is to help community groups achieve their goals, fulfil their ambitions and reach their potential.

The aim of the Trust is to support, and help become sustainable, projects within the community which are already delivering services which enhance the life experiences of their service users. The intent is to invest in those projects and organisations which are already assisting people throughout the town, but need a boost to make their work a little easier with cash injections, where appropriate, enabling them to reach a wider audience within the community. The PFC Trust aims to improve the lives and life chances of the people of Hartlepool by celebrating all of the good in the town, and helping those who need it.

What differentiates this charity is our engagement with the projects we help. A big strength of The PFC Trust is that we look at everyone who we provide funds to (and some of those that we don't) as partners – the ethos is not to just provide money and walk away, but to also give guidance and to connect people where possible. We are genuinely interested in their long term futures. We are committed to building connections with and between the groups for mutual support. With this in mind we have already expanded our services to include two Community Interest Companies under which we hope to be able to work in partnership with other like minded organisations.

"We want to celebrate what's good in Hartlepool and there's a lot of good going on. We just want to help where we can."

Frances Connolly

Becoming involved

The PFC Trust was set up in March 2019 with the single purpose of benefitting the residents of Hartlepool. It is aimed at offering a helping hand to Hartlepool and its residents by supporting the local community (organisations) and by supporting and starting projects and causes which have a significant, positive and long-lasting impact on the town. The enthusiasm and desire to make a difference is absolutely central to the PFC Trust's values. The Board of Trustees is made up entirely of Hartlepudlians, either born or resident in the town, and who share a passion for Hartlepool.

So far, since March 2019, we have succeeded in these aims and distributed or allocated over £190,000 to organisations and causes which have been carefully selected and are clearly showing positive impacts on Hartlepool. However, there is still much more that can be achieved. In order to increase our impact we are keen to involve the communities of Hartlepool at all levels. The trustees have identified the need to tap into the expertise and experience of Hartlepool residents, ex-pat Hartlepudlians and friends of Hartlepool. We are therefore reaching out to potential patrons to join us in our quest to make a real and lasting difference within the town.

What would it mean to be a Patron of the Trust?

- We believe that you have a genuine and heartfelt commitment to making Hartlepool a better place.
- You recognise that investment in and the involvement of the local communities and local people is the way forward.
- We would ask for a commitment to making a reasonable and affordable financial contribution to the charity, to enable us to finance new and ongoing projects and causes which the Trust identifies as being most effective.
- As well as, or as an alternative to a financial contribution, we would invite Patrons to contribute by way of gifts-in-kind expertise and experience to beneficiaries of the PFC Trust.
- We would readily consider and discuss your ideas for potential projects or causes, and your feedback as to how we might improve our effectiveness.
- We understand that, as residents of Hartlepool, we have all been presented by generosity and good fortune with a real opportunity to make a difference – and that we should take full advantage of this unique situation.

What might you expect / receive from the Trust?

- An outstanding commitment, enthusiasm and passion for making a real and lasting difference in Hartlepool.
- Integrity, honesty, accountability and transparency in all areas.
- Complete professionalism, good management and sound investment.
- Due diligence impact measurement, reporting and feedback to all of our Patrons.
- Nurturing and building effective, winning partnerships with like-minded organisations.
- An effective advocacy for the residents of Hartlepool.

We would be delighted to have you on board as a much-valued Patron.

THE PFC TRUST

Together, we are stronger

How you can work with us:

Develop a cause-related partnership to promote a campaign or issue that resonates with your organisational values.

Collaborate on unique and exciting events to drive mutual brand awareness and help fundraise for our projects.

Get your staff involved in fundraising activities for Hartlepool projects or create a payroll-giving programme.

Use your own expertise in working alongside us on projects which will be a legacy to future generations.

How we can help you:

Our dedicated team will work closely with you to ensure you reach both your business and Corporate Social Responsibility objectives.

Invitations to the Trust's Annual Ball and other social and fundraising events, mixing with both other patrons, businesses and beneficiaries.

Full support from our team of professionals to promote your organisation in its own right and as a partner of The PFC Trust regularly within our social media and press events. You will also have your own area on our Tree of Caring in which you can write your own comments.

An individually-tailored package created to match how you choose to support the work of the Trust, in financial or beneficial terms.

"A single act of kindness throws out roots in all directions, and the roots spring up and make new trees". Amelia Earhart

For your opportunity to be included on ***The PFC Trust's "Tree of Caring"***, see the rear cover.

Some we've helped - so far...

Since the PFC Trust's establishment, we have been delighted to have already helped quite a few local organisations in a number of ways. Whether it's in the fields of Sports and Recreation, Health and Wellbeing (including Digital Inclusion), Education and Employment or Environment and Energy, the Trust is always looking to make contributions for the benefit of Hartlepool and its people. Below are just a few comments from some of the groups who have benefitted so far...

"Our organisation likes to support people who want to support themselves and others in the community and as a reward we give them training courses to help them get back into work. The PFC Trust's funding will help us continue into the future and help us make our project more established" **Ian Cawley, Poolie Time Exchange**

"The PFC Trust have supplied funds to allow us to buy produce. From that we were able to feed more people and help out families who need extra things during Christmas."
Pam Flynn, St Aidan's Kitchen

"In addition to the Covid-19 financial grant, the support you gave us during National Carers Week meant that we were able celebrate our fantastic carers, and offer them some special rewards for their commitment and dedication to their caring role. It really was a wonderful week... A huge thankyou to The PFC Trust, whose support enables us to carry out our work".
Sarah, Hartlepool Carers

"With the help of The PFC Trust, we've succeeded in raising the funding to construct our new clubhouse in a prime location on Hartlepool Marina. This is the fulfilment of a 3-year dream for the Club, and we're hugely grateful to the Trust for their support".
Geoff Whiteley,
Chairman, Hartlepool Divers Club

"The PFC Trust has helped to fund our new Dodgeball Centre that we are opening. This will be the first dodgeball focused sports centre in Europe"
Lucinda Stott, Stott Fitness CIC / Hartlepool Mavericks Dodgeball Club

"Without the PFC Trust's financial assistance throughout (the Covid-19 Pandemic) period, Advice@Hart's services would have been placed on hold, and the most vulnerable who relied on our support would not have had access to this much needed service". **Advice@Hart**

"...Overall we have helped around 30 families stay connected during this very difficult time due to the kind donation of Samsung Tablets from the PFC Trust, and we are continuing to use them so expect to help at least another 20 families in the coming months . We cannot thank you enough."
Lesley Gibson, Chief Executive, Harbour Support Services

"The PFC Trust is a brilliant organisation to work with. The people involved are adamant that they are going to help Hartlepool and any worthy projects out there."
Salaam Shaheen, FC Hartlepool

"I have dealt with a lot of Trusts and Foundations over the years who do commendable work, but in terms of The PFC Trust, they are very fast, very efficient but most of all very accommodating. If they can help you, they certainly will"
Peter Gowland, HartlePower

We are registered with easyfundraising feel good shopping which includes amazonsmile We are also with JustGiving™

Join us

Whether you are an individual, a small business or a large commercial organisation, The PFC Trust offers a way for you to play your part in benefitting the people of Hartlepool. As a Hartlepudlian, whether you've lived here all of your life, or - like Frances and Patrick Connelly - moved here and fell in love with the place; whether you were born here but have since moved away, or have simply visited this little pearl on the North Sea coast and have fallen under it's spell, through an association with The PFC Trust you can have both a voice and an influence in the future of our town.

Simply talk with us today to explore how we can mutually benefit from a partnership. In becoming a patron of the Trust, we are able to offer you a variety of packages specifically tailored to meet your individual requirements, and suited to the kind of investment – financial, educational, offering your expertise in ideas, advice and guidance – that you would like to make to the Trust.

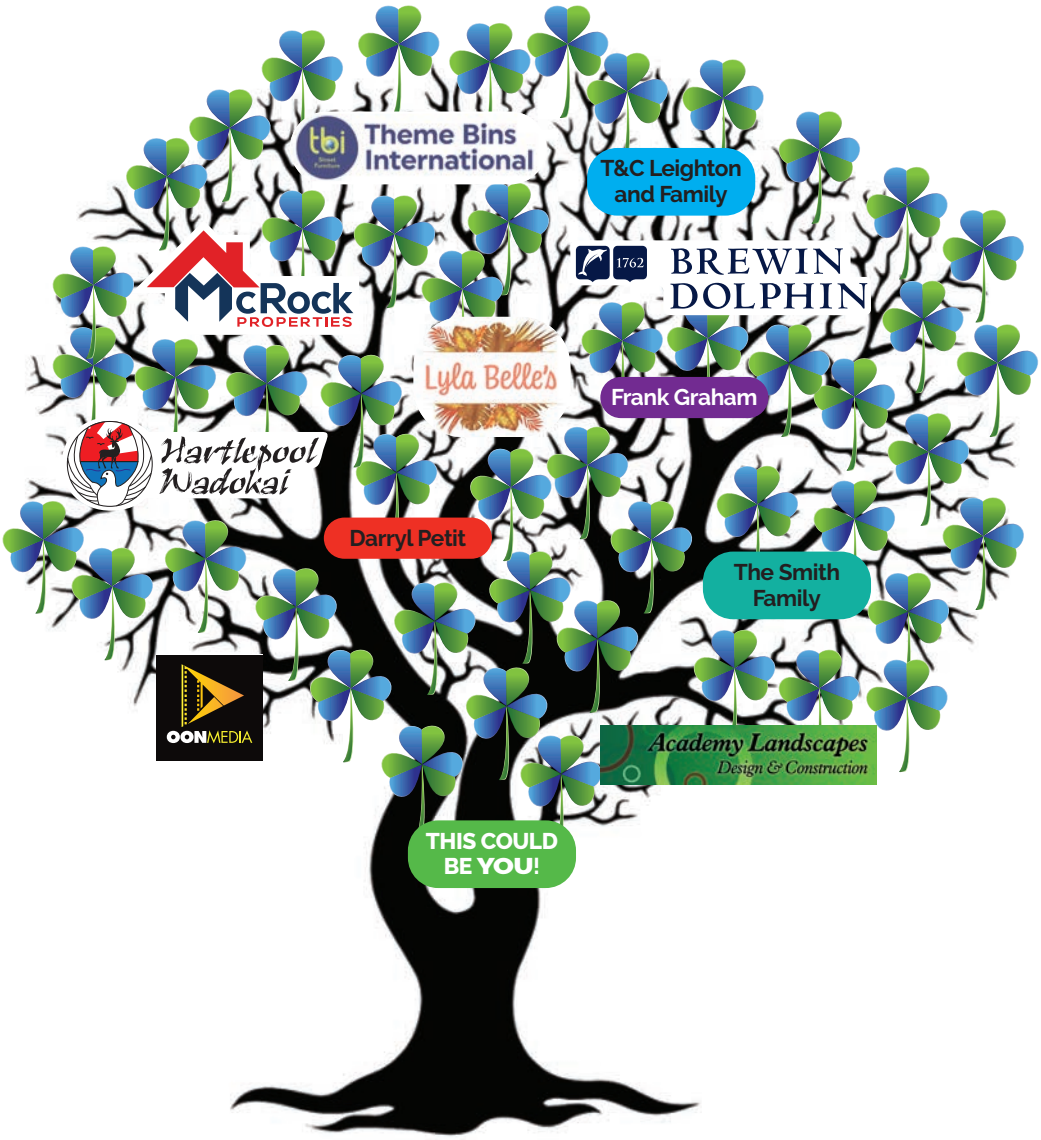
We are always open to new ideas, and fresh visions on how we can help. If you are someone who is looking for support, we are able to provide donations, grants and scholarships to organisations and individuals whose work benefits the people of Hartlepool and simultaneously meets at least one of our charitable objectives. Please visit our website at **www.thepfctrust.org** for further details, or contact us at the e-mail address or phone number on the back page.

We look forward to working alongside you for the benefit of Hartlepool!

"I've definitely had my eyes opened to areas of the town that aren't as fortunate. We just want to help, whatever their needs are."

Frances Connolly

The PFC Tree of Caring



We have established a 'Tree of Caring' where your contribution and commitment to the Trust can be celebrated. Whether you're a business that is making a corporate donation, or an individual who is looking to make a contribution in memory of a loved one, your dedication will feature on the tree – as are all of the groups and individuals above who have supported the PFC Trust to date. On our website, we will also link your featured name or logo to your own website and personal message.

We are constantly looking to form partnerships with local people and organisations, and explore how we can work together to mutually benefit the community. Why not talk with us today?

THE PFC TRUST

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