



# The OCT Purpose: Creating thriving communities

## We focus on...



### Arts



### Environment



### Health



### Social Inequalities

## With the aim of...

Supporting cultural vibrancy and the arts to enrich all communities and people.

Supporting nature based solutions to the climate crisis and enabling all communities to engage with the natural world.

Supporting medical research and patient care initiatives with selected organisations.

Supporting initiatives which tackle systemic inequalities and their impact on people's lives and communities.

## Working towards key outcomes...

A wider range of people engage with arts and culture, as learners, performers, artists and audiences.

More arts and culture activities are used for learning, personal development and social change.

Connect more people to nature, particularly through organisations which take action to protect the environment.

Improve research, public awareness and policy to support planet, human and animal friendly farming.

Increase non-environmental organisations' awareness and ability to act on climate change.

Improve knowledge of the causes, potential treatments and care for people living with cancer.

Increase access to sustainable, innovative health interventions, particularly community based solutions which address the health consequences of inequalities in low-income areas.

Improve wellbeing, social connectivity, education and employment among marginalised groups.

Increase access to effective, sustainable, and caring services which tackle the root causes of inequalities and the effects of poverty and discrimination.

Stronger organisations that are more able to challenge inequitable policies and systems.

## Through our role as a grantmaker, we...

- Support people and organisations that we believe in and who are deeply connected to their purpose.
- Make grants within clusters of particular interest; and in geographical areas where we have a connection.
- Provide tailored funding for each organisation.
- Offer multi-year grants to promote stability and enable planning.
- Identify and tackle the root causes as well as the consequences of inequalities.
- Are comfortable funding activity that typically struggles to secure support.
- Pay attention to impact and learning, but recognise the challenges of evaluation.
- Are able to make decisions quickly and to be flexible where necessary.
- Aim to create meaningful relationships with grantees; building trust and creating space for learning.
- Have long standing relationships with a few organisations where there is a deep personal connection.

## Through our role as an ally, we...

- Offer non-financial support and share resources in response to grantees' needs (through Funding Plus).
- Connect charities to each other and key stakeholders.
- Work collaboratively with Bruntwood, convening mutually beneficial relationships between businesses and charities.
- Act as a critical friend.
- Engage directly with charities to enable us to learn, challenge ourselves, and reduce bias.
- Support grantees to engage with issues beyond their core purpose, particularly the climate crisis, diversity and good employment.
- Hold ourselves accountable and welcome critical feedback and insights from grantees.