



The Community Foundation

Connecting people who care
with causes that matter

**Communications Report
January 2022 – March 2022**

We were delighted to welcome David Kennedy to the team and appoint Brown O’ Connor for Public Affairs support. Comms are busy with fund and programme promotion and positioning and marketing our services and voice. Seeing is Believing’s, Philanthropy Fortnight planning, Events, Launches and Podcasts were main activities. During the period 62 articles and 5 broadcast pieces published the top three being a feature on Roisin Wood in the Irish News, Belfast Live reports on a new partnership between the Foundation and Belfast City Council, delivering the Jubilee Fund and the Down Recorder announces Fibrus Fund awards. 2 podcasts were recorded (The Challenges of Peacebuilding in Derry/Londonderry and Seeking Asylum in NI). All social platforms also saw an increase in reach and engagement. We’ve purchased equipment to support David’s skills with video and photography and we’ll increase storytelling from this month.

Between January - March 2022 we achieved the following

(All figures from this quater are compared to last quarter and relate to non paid content.

Facebook

Number of followers	Number of posts from the Foundation	Number of individuals posts have reached
3,588 ↑ 162	33 ↑ 8	29613 ↑ 2,505

Twitter

Number of followers	Number of posts CFNI was mentioned in	Tweet impressions
7,381 ↑ 67	223 ↓ 12	97.5K ↑ 5,062

Instagram

Number of followers	Number of interactions with the Foundations posts	Number of individuals posts have reached
472 ↑ 36	251 ↑ 48	941 ↑ 46

LinkedIn

Number of followers

865
↑ 108

Number of interactions with the Foundations posts

102
↑ 23

Average number of individuals who clicked on the call to action

375
↑ 51

Newsletter

Number of subscribers

5,607
↑ 43

Newsletter open rate

38%
↑ 2%

Print and broadcast

The Foundation has published 62 articles in print media and five broadcasts on BBC Radio Ulster and BBC Radio Foyle. Some examples include:

ALMOST £10,000 AWARDED TO LOCAL ORGANISATIONS

Boost for community groups

By STAFF REPORTER
news@midulstermail.co.uk
@northernirelandworld.com
Nine local groups are to benefit from the first round of funding awards announced by The Community Foundation for Northern Ireland and its new partner, full fibre broadband provider, Fibrus Networks Ltd.
Maghera Cross Community Link will receive £1,807.96 to fund the purchase of hard drives and lap tops to prevent disadvantaged young people from falling further behind in their studies.
Enabling rural communities to stay connected online, the Fibrus Community Fund awards grants of up to £1,000 to support local groups and organisations, to provide access to digital technology for the most vulnerable. Particularly

focusing on supporting grass-roots organisations that support older people and young people aged 18 and under.
Róisín Wood, CEO Community Foundation for Northern Ireland commented: "We are delighted to be rolling out funding supporting rural areas to stay connected. Coronavirus has highlighted the need for communities to remain connected and many groups and charities working with those most vulnerable in our communities are telling us that a strong and sustainable broadband connection in rural communities is vital.
"This funding enables local organisations to provide access to digital technology for the most vulnerable, especially those individuals in rural areas and begin to address the digital divide."
Economy Minister Gordon Lyons said: "The pandemic has changed the lives of us all and for many this has included

how we work, live and socialise.
"There is now more than ever a great reliance on digital connectivity and ensuring everyone has access to fast and reliable broadband."
Fibrus Managing Director David Armstrong commented: "Fibrus is committed to supporting and investing in the communities in which we operate."
Other groups to benefit: £1,000 - Castledawson Village Community Association; £1,000 - Me You And Them; £998 - Gran Tots Playgroup; £1,000 - Donaghney Parents Association; £1,000 - Friends of St Brigid's PS Association; £1,000 - Sheepbridge Heritage and Cultural Society; £920 - St Patrick's PS Parents Assoc.



Pictured, from left, are Ross Nicholl, Maghera Cross Community Link, with Fibrus Managing Director David Armstrong, Economy Minister Gordon Lyons and Róisín Wood, Chief Executive at the Community Foundation.

Almost £600,000 announced for mental health charities in the Mid-Ulster area

HEALTH Minister Robina Swann has announced funding of almost £600,000 for 5 charities and organisations providing vital mental health support for local communities in the Mid-Ulster area as part of the Mental Health Support Fund.
The awards have been made following an additional allocation of £6.02m to the Mental Health Support Fund which is providing grants to a range of charities and groups across Northern Ireland.
During a visit to the area Minister Swann called in at two of the charities, the Niamh Louise Foundation near Dungannon and the Rural Support which is based at the Loughry Campus near Cookstown.
Minister Swann said: "I was delighted to have the opportunity to visit these two organisations who exemplify the diversity and scope of the hugely important work being undertaken day and daily by similar groups across the region.
Foundation said: "We are delighted that the Health Minister took the time to visit our premises and see and hear about the work we do here at the Foundation.
"We are overwhelmed at the amount of monies we received from our application to the Mental Health Fund. The funding will help in the sustainability of the work within the Foundation over the next 3 years."
Veronica Morris Chief Executive of Rural Support said: "Rural Support are absolutely delighted to have secured this funding which will support farmers and farming family members to improve their mental wellbeing.
"Farming as an occupation is inherently stressful and mental fitness is often well down the list of priorities for farmers as they juggle the demands of their farm business alongside isolation, loneliness, and other challenges.
"The Reviving Rural project will do two key things: it will provide a service and will work with all members of the farming family.
"it will build on its preventative services and programmes by providing digital resources and targeted campaigns to help farmers and farming families to access information, learn new skills and work together as a cohesive unit to manage risks and plan for healthier mental and physical health. This aspect will work specifically with women and young people as key people in the farming family.
"Sincere thanks are extended to Minister Swann for his support, and we look forward to the roll out of the project over the next two years across Northern Ireland."
Minister Swann concluded: "As a society, the past two years has presented all of us with very serious challenges and there is evidence of a longer term increased mental health need exactly what these organisations are doing every day."
Other groups to receive funding were Mid-Ulster Association for Counselling & Psychotherapy (MACP), based in Dungannon, Reaching Out and Empowering Lives - a counselling and talking therapy support programme for the Mid-Ulster area who received £29,000.
Bards Educational Arts project, an arts and crafts, health and fitness, social activity and mental well-being programme for young people aged 14-25 with learning support needs in Donaghmore received £81,980.
Speedwell Trust Stronger Together mental health programme, for families and children in Dungannon received £73,740.
The Minister recently confirmed that he had secured an extra £6.02m to be allocated to the



Kingsbridge Launches New Charitable Fund Alongside Community Foundation

by Richard Buckley, Editor, Business Eye

25TH MARCH 2022
The Kingsbridge Healthcare Group is delighted to announce the launch of a new charitable arm of the Group called The Kingsbridge Foundation which is a giving fund that will be managed and supported by The Community Foundation for Northern Ireland, alongside an internal advisory board of staff from across their hospitals and clinics in Belfast and Ballykelly. Working closely with the Community Foundation the fund will initially focus on raising money for the local community through charitable work, fundraising and initiatives, supporting charitable organisations and causes in Northern Ireland working in the areas of health and wellbeing, including mental health, disability, and physical health.

**Community Foundation for NI
print and broadcast report**

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