Trustees’ Report and Accounts 2020
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Jo would have been proud of the way her Foundation has risen to the challenge of 2020 and I am proud of our staff team, Board and partners.

During the last year, we have said goodbye to our CEO Catherine Anderson and thanked her for the work that she has done in growing our staff, income and influence. We have welcomed Su Moore as our new CEO and, as you will see from below, she is already building on the great progress made by her predecessor. We are proud that our Ambassador, and Jo’s sister, Kim Leadbeater was elected to parliament in the Batley and Spen By-election. This means that she will no longer be working for the Foundation, but we know she remains a friend and strong supporter.

Sadly, the division sown by some during the By-election identified that our work to build on Jo’s vision that we have more in common than that which divides us remains both topical and urgent. I am, therefore, proud that during such a difficult time when we were forced apart by the pandemic, we still ran such a successful Great Get Together. This year we will redouble our efforts to develop this work into an all year round movement.

As we move out of the pandemic, we will also reinvigorate our work to ensure a better public life standing up to abuse and hate and working with others to develop the next stages of our campaign. A strong and inclusive public life and democracy needs us all to recognise the humanity of others however strongly we may disagree with them. I want people to be encouraged to stand for election and speak up, not to be discouraged or scared off.
Where necessary, we will speak up on the issues Jo would have cared about. For example, we are proud of the work that the Jo Cox Memorial Grants are supporting across the world and we will continue to argue for more international aid despite changes to government machinery and commitments.

We were all affected by the murder of George Floyd last year and we realise that we have more work to do to ensure that the Foundation is a strong anti racist organisation in our campaigning and our representation from the Board downwards. We will recruit new Trustees with a particular focus on improving our Board diversity and will use our campaigning to strengthen equality and representation more widely.

I would like to thank my fellow Board members for their wisdom and hard work this year and our staff for their energy, challenge and impact. Despite everything we have faced, we are going from strength to strength and I am looking forward to the next stages of our development.
2020 was a challenging year for everyone, and I’m extremely proud of how the Jo Cox Foundation team came together to deliver incredibly impactful work during the most difficult of times. During times when physical distancing was a legal requirement, we still managed to find ways to bring people together, and to find hope and opportunity during the darkest times.

To deliver a Great Get Together campaign when getting together was prohibited was challenging, to say the least, but we saw our incredible organisers rise to the challenge, with acts of kindness, and imaginative socially distanced events, including gardening and craft – and even Zumba and a wedding!

Our growing More in Common network also came into its own during the pandemic, with members not only supporting their own communities, but also supporting each other to continue to deliver vital support throughout the year. We were delighted to welcome new groups in Halton, Llanwitt Major and Birmingham. The foundations of the network were fully established during 2020, and 2021 will see a time of expansion, with a new brand and website.

The early days of lockdown in March 2020 were a time of fear and confusion for many, but, inspired by Jo Cox’s belief that we should concentrate on what we can do, rather than what we can’t, conversations began with partners that led to the formation of the Connection Coalition. Revisiting the early planning documents for the Coalition shows that we originally planned it to last for three to six months, which at the time we optimistically thought would be the length of the pandemic! Even after that six month original lifespan, though, the Coalition continued to go from strength to strength, and by the end of the year number 800 members, all inspired to prioritise connection and tackle loneliness. A second phase for the Coalition in 2021 will see us support members to build connections with each other, to learn from each other and grow stronger together.
Throughout the year, the urgent need for our Stronger Communities work was clear, so we made the strategic decision to place less of a focus on our Public World and Fairer World work. We still made good progress, though, with the launch of the Joint Statement on Political Standards of Party Members which has now been signed by many of the major political parties. In our Fairer World work, we have continued to champion the stories of the inspiring recipients of the Jo Cox Memorial Grants. We plan to increase our work in these areas, particular our Public Life work, in 2021.

As well as the Covid pandemic, other events rocked the world in 2020. The murder of George Floyd in May caused many to call for change, and at the Jo Cox Foundation we began a journey for us to become a truly anti-racist organisation. We have much more to do, and developing a truly inclusive team with a clear anti-racist vision will be a key focus for 2021.

I’d like to thank the whole Jo Cox Foundation team for their work in 2020. They delivered truly impressive work during such difficult times. Thanks also to our partners, especially Spirit of 2012, for their flexibility and support.

— SuMoore
OUR VISION AND MISSION

The Jo Cox Foundation was established in 2016 by the friends and family of the late Jo Cox MP. The Foundation exists to build a positive legacy for Jo and to create something positive from the tragedy that was her murder.

The objects of the Charity are for the public benefit to further such purposes as are exclusively charitable in accordance with the laws of England and Wales.

Our Vision
Our vision is for a kinder, more compassionate society where every individual has a sense of belonging and where we recognise that we have more in common than that which divides us.

Our Mission
The Jo Cox Foundation inspires and galvanises positive change at local, national and international levels. We do this by partnering with visionary individuals and organisations who share our commitment to the fairer, kinder world that Jo dedicated her life to building.

Stronger Communities
Locally we work to create compassionate, well connected communities where everyone has a sense of identity and belonging, by bringing people together through The Great Get Together campaign and the national More in Common Network.

A Better Public Life
Nationally we work to build a better public life through tackling abuse and intimidation, encouraging cross-party work on important issues, and inspiring the next generation of women and young people.

A Fairer World
Internationally we support organisations and initiatives which champion the humanitarian causes Jo cared about.
OUR VALUES

We are led by the values that guided Jo’s life as a campaigner, activist and humanitarian; a proud Yorkshire lass and internationalist; and a devoted mother, daughter, sister, wife, friend and MP.

**More in Common**
We act at all times on Jo’s belief that we have more in common than that which divides us. We seek to bring people together and emphasise our collective commonality.

**Ambition**
We pledge to uphold the level of ambition and relentlessness that Jo brought to the issues she cared about and we will be equally energetic and unrelenting in our mission to foster positive change.

**Empathy**
We treat everyone with respect and understanding, championing the rights and contributions of all to achieve a fairer world. We call out abuse and hostility where we find it, and actively advocate tolerance and kindness in our discourse. We follow Jo’s example to demonstrate that kindness and compassion are signs of strength, not weakness.

**Collaboration**
We work in partnership to support and achieve ambitious targets. We contribute to larger networks in order to catalyse and amplify positive change, inspire activism in others, and mobilise action. Our work is true to Jo’s belief that we are stronger than the sum of our parts. We work across political divides, and believe that we can achieve much more when we work together.
JO COX: THE INSPIRATION BEHIND OUR WORK

Jo Cox was murdered on 16 June 2016 in the place she loved, her constituency of Batley and Spen, doing the work she loved, as an MP committed to helping the public. Having devoted her career to helping others both nationally and internationally, Jo entered public life to make a difference in the community where she grew up.

The reaction to her death – in Yorkshire, across Britain, and around the world – showed that the humanitarian values she lived by are widely shared. The way in which so many people continue to respond so positively more than four years after she was killed is testament to the fact that those values are enduring and unshakeable. An act of terror designed to divide us instead brought people closer together. Jo continues to inspire people all over the world.

The Jo Cox Foundation was established in 2016 by Jo’s family and friends to channel the energy and determination generated by her life and tragic death. Inspired by Jo, The Jo Cox Foundation continues to build a positive legacy through the telling of her narrative and by working on issues she cared about.

Our work will remain true to the values that guided Jo’s life as a campaigner, activist and humanitarian; a proud Yorkshire lass and internationalist; and a devoted mum, daughter, sister, wife, friend and MP.
The Year in Numbers

3.5 million people took part in the Great Get Together

82% of Great Get Together participants said it increased their awareness of loneliness

120 community organisers attended More in Common community training events

25,500 Twitter posts used the hashtag #MoreInCommon

800+ organisations joined the Connection Coalition

18 charities in 14 countries supported humanitarian work in Jo’s name

35,000+ women received support from Jo Cox Memorial Grants

1000+ people took part in the annual Run for Jo

11 students completed work experience placements with Speakers for Schools
In her maiden speech to Parliament, Jo Cox talked of her joy in representing the diverse community of Batley and Spen where she grew up: “While we celebrate our diversity, what surprises me time and time again as I travel around the constituency is that we are far more united and have far more in common than that which divides us.”

Jo’s commitment to bringing people together and her belief in focusing on our commonalities drives our objective to work towards building strong compassionate communities where everyone has a sense of identity and belonging.
Moment to Movement

In February 2020, the Foundation embarked on a three-year project funded by Spirit of 2012 to explore the role of the Great Get Together as a springboard for deeper community activism through our More in Common groups. The funding from Spirit of 2012 allowed us to establish a Stronger Communities team, who led on the delivery of two ambitious Great Get Togethers and brought together our existing collection of More in Common groups to form The More in Common Network. Over this first year, emphasis was also placed on monitoring and evaluation, which included establishing a rigorous baseline for the project and developing a working theory of change.
THE GREAT GET TOGETHER

The Great Get Together (GGT) is the flagship initiative of the Foundation’s ‘Stronger Communities’ strategic objective. It is designed to bring communities together in celebration of Jo Cox’s ‘more in common’ message. This bi-annual celebration takes place on the weekend closest to Jo Cox’s birthday in June and in the winter and is at the heart of our vision for a nation of strong, compassionate communities.
The Great Get Together 2020

The 2020 Great Get Together had to be radically altered due to the Covid-19 pandemic. Planned events such as street parties, picnics and sports days were replaced with socially distanced alternatives such as plant swaps, food bank collections and virtual Get Togethers. Despite the difficult circumstances people across the UK initiated their own activities to celebrate the power of community. We adapted events that would usually take place in person to make them virtual and accessible. We worked in close partnership with the Marmalade Trust, the Muslim Council of Britain and The Mirror to provide unique activations for people to take part in.

Over 2.5 million people participated in the initiative. Polling showed a very high level of recognition for the Great Get Together. 34% of people had heard of the event, with 13% reporting that they had attended a GGT. Over the month of the campaign (from launch on 19 May – 21 June) we had 40 million social media impressions. There were approximately 65 articles in press and online media, with 98 mentions on TV and radio. Coverage was both national and regional, including BBC News, ITV News, The Sun, and Daily Mirror, ITV News, a number of BBC stations and Talk Radio. The series of films we produced in the run up to the event have been viewed over 250,000 times on social media.
The Great Winter Get Together 2020

The 2020 Great Winter Get Together was our most ambitious campaign to date. Spanning from mid December to Blue Monday on 18 January, each week was themed with specific calls on the public to face loneliness together: one connection at a time. People across the UK engaged with the campaign in many ways, yielding the largest reach the Great Winter Get Together has ever seen. We provided downloadable resources to support participants with practical ways to reduce loneliness. The Kindness Calendar and the ‘Understanding Loneliness’ toolkit were our most downloaded resources.

Over 3.5 million people participated in the campaign. Our polling showed a very high level of recognition for the Great Get Together. 29% of people had heard of the event, with 20% reporting that they participated in it (up 7% since June 2020). Over the month of the campaign (from launch on 30 Nov - 18 Jan) we had 28 million social media impressions. There were approximately 175 articles in press and online media. Coverage was both national and regional, including BBC News, The Times, ITV News, Huffington Post, The Sun, The Mirror, BBC Radio 5 Live and Times Radio. The media we produced in the run up and during the campaign has been viewed over 50,000 times.
The More in Common Network

The More in Common Network was established in February 2020. It brought together the existing collection of More in Common groups, enabling them to connect with one another and engage in year-round community activism. In 2020, a focus was placed on laying the foundations for the Network to become impactful and to grow. This included: clarifying what it means to be a More in Common group, beginning to develop a new brand identity, piloting learning opportunities for organisers and conducting focus group research into the experience of More in Common groups.

Three new groups, Halton, Llanwit Major and Birmingham joined the Network in 2020. 120 people joined our Common Room webinar series to learn how to bridge divides and address loneliness in their communities. Overall 90% of people involved in The More in Common Network met someone who was different to themselves. Furthermore, with our partners we contributed to research pieces and submissions to the All-Party Parliamentary Group on Social Integration.

Community Grants Initiative

Inspired by the inventive ways that people found to connect virtually, we partnered with Facebook to launch the Great Get Together Facebook Community Grants Scheme.

Through the scheme we funded 11 community projects across the country that are working to bring people together online and on social media.

“We were delighted to receive a Facebook Community grant from the Jo Cox Foundation to help develop our Peace Feast project. This enabled us to adapt to online delivery during lockdown and to put on 3 really successful Virtual Peace Feasts in October, December and January 2021. These events brought people together from diverse backgrounds across Bristol and beyond, helping to reduce isolation and enabling people to stay connected in spite of the restrictions.”

- Bridges 4 Communities, Bristol
The Connection Coalition

The Connection Coalition was established by The Jo Cox Foundation in April 2020 as a response to the Covid-19 pandemic. Alongside Mind, The British Red Cross, Facebook, Age UK, Nesta, Nationbuilder, the Small Charities Coalition and The Cares Family we brought together a network of organisations that were supporting individuals and communities through the pandemic as they faced intensified social and emotional crises including loneliness, mental health issues and bereavement.

In doing this we hoped to coordinate and amplify efforts to reinforce meaningful connections and to help mitigate the impact of isolation on social and emotional wellbeing throughout Covid-19 and beyond with a focus on:

• Inspiring people to build and maintain relationships and connections in their communities;
• Encouraging people to carry forward relationships and connectedness with them into the post-crisis period, helping to tackle loneliness and social isolation in their communities, and to reduce the associated stigma;
• Influencing organisations, funders and the Government to invest financially and in policies which prioritise the power of relationships and connectedness.

In 2020 we:

• Recruited over 800 member organisations;
• Sent over 25 newsletters packed with resources, updates and ideas;
• Ran webinars for over 400 people;
• Reached millions through our Community Makes Us campaign.

What members said:

“As the rep of a small organisation it is good to feel part of something bigger and more influential”

“It has been great to be part of this initiative, it has helped workers to feel less isolated, particularly those working from home during this period.”

“It was lovely to see so many people from up and down the country with the same mission.”

“The Coalition has provided me and my team with a community of people who we can share successes and challenges with in real time. We have never been part of a community like this before. It has been invaluable during lockdown during times when me and my staff have ourselves felt like we were ‘on our own’ trying to solve problems and support our communities. We look forward to this community growing in the months ahead”.

Stronger Communities
Community Makes Us campaign

- Community Makes Us was a campaign in the summer of 2020 from the Connection Coalition which sought to celebrate the social connections and reciprocal acts of support seen in communities across the country during Covid.
- The #CommunityMakesUs campaign reached approximately 6,800,000 individuals via social media channels.

Tackling Loneliness Advocacy

The Covid-19 pandemic in 2020 brought a new focus onto loneliness and social isolation given how widespread these experiences became. Over the course of the year, we continued to work closely with numerous stakeholders to capture experiences of loneliness and share this with those in decision making positions. In particular, we gathered recommendations from Connection Coalition members who had direct experience on the frontline of community work.

We shared these learnings with DCMS and made a submission to consultations on the ‘Levelling Up’ agenda, the House of Lords Covid Inquiry and the APPG on Social Integration. We enjoyed widespread cross-party political support for the Great Get Together in June, including an event on loneliness hosted by Labour leader Keir Starmer MP and Dr Rosena Allin-Khan MP. We continued to work closely with DCMS, supporting their ongoing ‘Let’s Talk Loneliness’ campaign. Additionally, we met with the Office for National Statistics regarding the collection of data on loneliness and social isolation.
“I am Batley and Spen born and bred, and I could not be prouder of that. I am proud that I was made in Yorkshire and I am proud of the things we make in Yorkshire. Britain should be proud of that, too.” – Jo Cox, Maiden Speech 2015
Loneliness Conference

In February 2020 we hosted the first Huddersfield Loneliness Conference in partnership with the Kirklees Befriending Partnership (made up of Yorkshire Children’s Centre; Royal Voluntary Service, Age UK Calderdale and Kirklees; Locala Community Partnership & Kirkwood Hospice) and West Yorkshire and Harrogate Health and Care Partnership.

Speakers included Rachel Reeves MP, Co-Chair of The Jo Cox Commission on Loneliness, Tracey Crouch, the world’s first Minister for Loneliness and Diana Barran, Lords Minister for Civil Society and Loneliness. The conference included a series of interactive workshops led by the Kirklees Befriending Partnership and was attended by delegates from 60 local organisations.

“...The Jo Cox Foundation continues to inspire so many of us who work to reduce loneliness. It’s great that so many dedicated organisations have come together at this important event raising awareness of loneliness in Kirklees.”

- Baroness Barran, Minister for Loneliness

Kirklees Community Anchor

As part of the localised Covid-19 response across Batley and Spen, we worked with the local authority and a number of third sector and business partners to provide practical support to over 2,000 vulnerable people struggling with the challenges of the pandemic.

We worked with local partners to distribute wellbeing packs to vulnerable local people during the early stages of Covid-19 lockdown. We were guided by over 20 schools across Batley and Spen to identify over 200 families in need due to the pressures of isolating and/or home schooling and 200 packs for older people who were self-isolating or shielding.
Community Makes Us

In October 2020 we launched the Community Makes Us project which brought together 46 local people in Batley and Spen to share their experiences of the pandemic, lockdowns and think of ways they can support each other and the wider community. Friendships, insights and support came to the fore through the online conversations.
A BETTER PUBLIC LIFE

Jo Cox was passionate about encouraging women into public life, and making parliament more family-friendly and therefore appealing and accessible to people from all walks of life. When her coat of arms was unveiled by the then Speaker of the House John Bercow, he said: “MPs are parents, children and family members themselves... Jo was a powerful role model for all MPs of the present and future for her desire to balance these personas.”
Jo was also renowned for her ability to forge cross-party relationships and work collaboratively with those of opposing political views. This very much guides our objective to contribute meaningfully to a more welcoming and less toxic public life.

We strongly believe that the increasing toxicity in public life and growing public distrust towards those in public life poses a threat to democracy itself. In 2020 we continued to tackle abuse and intimidation as major barriers to achieving a civil public life in which all people, regardless of their background, can participate equally.

“One of the reasons I am entering politics is because only 23% of the House of Commons is female. If women don’t make that 50/50 then the people taking decisions about our communities are never going to be reflective of the needs”

Supporting Women in Public Life

Throughout 2020 the Foundation actively campaigned as a member of the cross-party campaigning coalition the Centenary Action Group, contributing to advocacy campaigns to increase women’s political participation and leadership, end violence against women and girls, and make political life more family-friendly.
Tackling Intimidation

Intimidation in public life disproportionately affects women and has a detrimental impact on the pipeline of future female public servants. Jo’s murder is a tragic and unavoidable reminder of the danger to women in high-profile public roles. The fear of abuse and intimidation is increasingly cited as a barrier to young girls – particularly those from diverse and underprivileged backgrounds – considering public-facing careers. It is therefore a threat to democracy itself.

The Joint Standard of Conduct

Following recommendations made in the Committee on Standards in Public Life (CSPL) 2017 Intimidation in Public Life review, the Foundation and the CSPL have worked closely to produce the Joint Statement on Conduct of Political Party Members. In December 2020, on the third anniversary of the 2017 Intimidation in Public Life report, we launched the Joint Statement on Conduct for political party members with support from the Liberal Democrats, The Green Party of England and Wales, Plaid Cymru and the SNP.

The Joint Statement on Conduct sets out the minimum standards of behaviour that are expected from members of the political parties that have signed the statement. The statement is not intended to supersede or replace party codes of conduct or disciplinary processes, but to complement them by acting as a high level statement of principle outlining the minimum standards of behaviour that all party members should aspire to.
Make Misogyny History Campaign

Throughout 2020 we actively supported Stella Creasy MP’s campaign to have misogyny recorded by all police forces as a hate crime. We co-hosted a bootcamp for activists on the issue and inspired our followers to write to their MPs to support an amendment to the Domestic Abuse bill that would set a precedent for making Misogyny a Hate Crime. In September, we tasked 8 students to develop a social media campaign to promote the campaign as part of their Speakers 4 Schools work experience placement. In December, we submitted evidence to the Law Commission to support our view.

“Misogyny is one of the root causes of Violence Against Women, with hostility towards women leading to many forms of physical, sexual, emotional and financial abuse. From young girls being subject to cat-calling and street harassment, to women fearing for their lives at the hands of a violent partner, the impacts of misogyny on mental health, confidence and a sense of safety in our society cannot be overstated.”

- The Jo Cox Foundation submission to the Law Commission Hate Crime Review, December 2020

#StandUpToHate

In October we joined forces with Twitter and 12 civil society groups to launch #StandUpToHate, a project to encourage Twitter users to report online abuse and support the victims of this abuse. Users who interacted with our 15 second animation – which depicted a victim of online abuse being supported by friends and organisations – received an automatic response encouraging them to #StandUpToHate. The animation received 3 million impressions and 8,759 likes on Twitter. 41% of Twitter users who interacted with the campaign said they were more aware of the tools that can be used to counter hate on the platform.
A FAIRER WORLD

Jo Cox was a true humanitarian and had a 20-year career in international aid and development, working on campaigns around the world from Darfur to Afghanistan. Her work on Syria in particular was the cornerstone of much of her work as an MP; her leadership in calling for the protection of Syrians was unique. She was also a staunch advocate of an ethical foreign policy, and committed to the protection of civilians in conflict and the prevention of genocide and mass atrocities. Throughout her career she was a proponent of the global ‘Responsibility to Protect’ doctrine.
Through our work on building a fairer world, we are committed to adding value wherever we can on the international issues that Jo cared so much about. Through this work, we will celebrate Jo’s internationalism, her 20-year career in international campaigning and development aid, and her compassion towards the world’s most vulnerable.

“Every decade or so, the world is tested by a crisis so grave that it breaks the mould: one so horrific and inhumane that the response of politicians to it becomes emblematic of their generation — their moral leadership or cowardice, their resolution or incompetence. It is how history judges us. We have been tested by the Second World War, the genocide in Rwanda and the slaughter in Bosnia, and I believe that Syria is our generation’s test.”

Jo Cox

International Development and Human Rights Advocacy Work

In August, in collaboration with the UK Atrocity Prevention Working Group, The Foundation produced a joint submission to the government’s review of the merger of the Foreign & Commonwealth Office (FCO) with the Department for International Development (DFID). The submission outlined how the United Kingdom might build upon its rhetorical commitment to prevent atrocities, to learn the lessons of past genocides, and to uphold the collective responsibility to protect.

In November, the government announced the 0.7% overseas aid target would be cut to 0.5%. We expressed our dismay and joined partners in calling for the government to reinstate this commitment. We continue to campaign on this issue in 2021.

Throughout the year we used our platforms to raise awareness and understandings of past atrocities with organisations such as the Holocaust Educational Trust and Remember Srebrenica. We called for government action to address current atrocities, including signing the Uyghur Human Rights Project’s open letter on the ongoing genocide in China.
The Jo Cox Memorial Grants (JCMG) were launched in memory of Jo in March 2018 as part of the UK Aid Direct fund. The grants were set up for projects across two themes that Jo Cox was passionate about: supporting and improving women’s social, economic and political empowerment, and strengthening civil society capacity for the early prediction and prevention of identity-based violence, including mass atrocities. On the 3 March 2020 we were delighted to be joined by Baroness Sugg, former Parliamentary Under-Secretary of State at the Department for International Development (DFID) and the Foreign and Commonwealth Office, at a special event to announce the recipients of the grants.

As of June 2021 (outside of the reporting period), 35,720 women across the world have benefitted from the grants, with 1,223 women being helped into politics and 558 women in leadership positions receiving assistance and training. 21 projects in total were funded (17 were active by 2021), across 14 countries that are listed in the lowest 50 countries in the UN Human Development Index (HDI) and countries the UK Government considers to be of high or moderate fragility.

“Jo cared passionately about gender equality and preventing identity based violence. These causes are absolutely fundamental to ending violence against vulnerable groups and giving every girl in the world the chance to go to school and realise her full potential. With funding from UK AID in Jo Cox’s memory, these projects will help to achieve that.”

– Baroness Sugg, Former Parliamentary Under Secretary of State in the Department for International Development
The Foundation has actively supported and championed a wide range of initiatives paying tribute to Jo in the UK and around the world. In 2020 we collaborated with the People’s History Museum, Manchester to prepare for the launch of the ‘Jo Cox: More in Common’ exhibition in May 2021.

The Foundation has responded to hundreds of individual items of correspondence which detail different ways in which individuals, communities, businesses and schools are celebrating Jo’s life, taking forward her work and upholding her values. The Foundation has encouraged and engaged a growing community of 100,000 supporters across all of its digital channels. This community is composed of powerful agents for change engaged in amplifying the Foundation’s objectives and being advocates for Jo’s values more broadly, right across the UK and around the world.

#InspiredByJoCox

To celebrate International Women’s Day, we asked a selection of incredible women how they have been #InspiredByJoCox. We received so many thoughtful and emotional responses that we needed to create two videos to be able to post them on social media.

“When Jo died, I said it now falls on all of our shoulders to take forward her work and I am incredibly proud that the work that I did with Seema Kenedy, a Conservative MP, in setting up the Jo Cox Commission on Loneliness, is something that Jo cared passionately about. Because of Jo, I took up that campaign, worked with somebody I might not always agree with and found a lasting friendship, and I hope did some work that made a big difference to people’s lives.”

- Rachel Reeves
Supporting Young People into the Voluntary Sector

In 2020, we built on our partnership with Speakers for Schools to help level the playing field for state school and college students. Throughout the year, we provided high-quality week-long work experience placements to 11 students without family or school links to work experience opportunities, all delivered virtually.

“The placement has been so valuable and I feel so lucky to have experienced it...I have learnt so much in four days, the advice has been completely invaluable and has definitely empowered me to gain more experience and inspired me to consider working for an organisation like JCF”

- Kate Dumelow, 17, Warwickshire

“Thank you for providing me with such a wonderful opportunity this week, it really opened my eyes to problems across the UK and made me more passionate about fixing them. I will be sure to take all the skills I’ve learnt this last week and put them into future work experience and hopefully future employment!”

- Matthew, 16, Shropshire
COMMUNICATIONS AND MESSAGING

Great Get Together Rebrand and New Website

In October 2020 we overhauled the Great Get Together brand to make it a fully developed brand identity. The aims were to build an identity which was visually more accessible and more inclusive to wider audiences. We relaunched the Great Get Together website to improve the user experience and help increase participation ahead of the Great Winter Get Together. Incorporating the new branding, the new website features an efficient event system with easy user sign-up, downloadable assets, such as toolkits and hosts key information about the campaign in a mobile-friendly and readable manner.

From the date of the website launch to the end of the Great Winter Get Together campaign 46,200 users visited the website, 2,977 campaign assets were downloaded and 1,278 users had subscribed to the Great Get Together newsletter.

Digital Reach

There were approximately 80,000 posts relating to The Jo Cox Foundation and its various campaigns and initiatives in 2020.

18,400 engagements with @JoCoxFoundation

17,700 posts mentioned The Great Get Together.

25,500 posts used the hashtag #MoreInCommon
PRIORITIES FOR 2021

Deepening our Community—Strengthening Work

We anticipate that our Stronger Communities work will have particular importance and resonance in 2021 as the world continues to face the Covid-19 pandemic. We will place particular emphasis on:

- Continuing to build the foundations of the More in Common network in the first six months of the year, before placing an emphasis on growth, and the recruitment of new groups
- Growing the impact of the Great Get Together in June, especially supporting new organisers to get involved for the first time
- Using our convening strength to build relationships between the members of the Connection Coalition, using informal networking, speed-dating and buddying as well as more formal subgroups and communities of practice.

Upholding Jo’s Local Legacy in Batley and Spen

The Foundation’s presence in Batley and Spen, Jo Cox’s constituency, is a vital part of our work. 2021 will see us undertake strategic development work with two aims. Firstly, we’ll be exploring the specific niche that we have in Batley and Spen, and investigating where we can have the most impact. Secondly, we’ll be working to further integrate our work in Yorkshire with the national work, leading with a ‘one team’ approach that allows us to amplify local learnings nationally.

Promoting a Civil Public Life

Political discourse in the UK is showing no signs of becoming more civil and the Jo Cox Foundation will continue with our work to promote a better public life in 2021. We’ll continue to shine a light on the abuse and intimidation of politicians, encourage civil campaigning during the May elections, and work to build a solid evidence base about the extent of the problem that politicians face.

Advocating for Justice and Protection of Civilians in Conflict

In 2021 the Foundation will advocate for the continuation of the UK Aid funded Jo Cox Memorial Grant Scheme and make the case for a workable aid policy and ring-fenced budget through connecting the FCDO work to British issues and policy-making; particularly through the lessons from the IBV programmes. We will continue to illustrate the story of Jo’s international and humanitarian work through the active contribution within networks working on the issues she cared most about: R2P, prevention of atrocities in conflict-zones, and the prediction and identification of identity-based violence.
Priorities For 2021

Building a Culture of Inclusivity

Our staff team grew considerably in 2020. We are very anxious that this welcome expansion of our team builds on the inclusive culture of the Foundation, reflective of Jo’s values. This has let us to a full review of our internal policies and processes – particularly those relating to staff and trustee recruitment, staff wellbeing and flexible working. The JCF staff team will be embarking in a nine-week anti-racism training and coaching training programme from February 2021. Being able to effect change by activating our anti-racist vision collectively – engaging those in different locations, job functions, varying seniority, and of different races and ages – is what will make it powerful and sustainable.

We will continue to prioritise staff wellbeing as Covid-19 continues to create challenges to our staff team’s professional and personal lives. In 2021 we will appoint multiple staff wellbeing leads (including the CEO) and provide mental-health first aid training and implement a new internal wellbeing policy.

2021–23 Strategy

In 2021 we’ll continue to refine and adapt our long-term strategy for 2021–23. We will evaluate the impact of Covid-19 on our programmes, and ensure that we’re focusing on where we, as The Jo Cox Foundation, are best placed to make a difference, both directly and in partnership with others.
Our People

Trustees

- Jacqui Smith (Chair)
- Rosamund Blomfield-Smith (Treasurer)
- Jennie Richmond
- Eloise Todd
- Jane Brady
- Samantha Vickers
- Steve Morris

2020 Staff Team

- Catherine Anderson
- Clare Black
- Dave Hawksworth
- Eleanor Harrison
- Ella Turner
- Emily Danby
- Hafeezah Soni
- Hannah Brown
- Jess Jackson
- Jessica Leach
- Jo Atkins-Potts
- Josh Westerling
- Kim Leadbeater
- Lance Price
- Marianne Quinn
- Nathan Stilwell
- Parveen Butt
- Phoebe Kluck
- Su Moore

Everyone at The Jo Cox Foundation would like to thank each individual and organisation who supported our work and Jo’s legacy in 2020:

Strategic Funding and Corporate Partners

- Spirit of 2012
- The Esmee Fairbairn Foundation
- Astra Foundation
- The National Lottery
- NESTA
- DCMS
- Joseph Rowntree Reform Trust
- The National Lottery Trust
- Kirklees Council
- Third Sector Leaders
- One Community Foundation
- County Durham Community Foundation
- Facebook
- Popsa
- BT
- Specsavers
- PPG
- GMB Yorkshire

Communications Partners

- Empower
- Portland
- Nationbuilder
- Social Eyes
Risk Management

The Foundation has a rigorous risk management process through which the Trustees and leadership team identify any major risks to which the Foundation may be exposed and ranks these by likelihood and impact culminating in a risk register which is updated on a monthly basis. Where appropriate, systems, policies and procedures have been established to mitigate the risks that the Foundation faces.

A principal risk area identified by the Trustees is reputational risk, especially in the light of the high-profile nature of the Foundation. To mitigate this risk, the Foundation communicates regularly with its supporters and beneficiaries and identifies transparency as one of its key values.

The Trustees have also identified the lack of long-term sustainable income streams as one of the principal risks faced by the Foundation. In order to mitigate this risk, the Foundation has developed plans to generate future income from diverse sources to as to ensure that our current sustainable income streams are maintained. In 2021, the Foundation intends to raise core funding from trusts and foundations and through individual donations. We continue to work with strategic corporate partners who support our work through financial and non-financial support, as well as employee and customer fundraising. Our corporate partnerships are subject to our ethical partnerships policy and due diligence procedures.
Principal Funding Sources

**Restricted Funding:**
The Foundation has received restricted grants and designated project funding from corporates, grant-making trusts and individual philanthropists, including:

2. Spirit of 2012 – £40,000 – Connection Coalition
3. Nesta – £30,000 – Connection Coalition
4. Astra Foundation – £51,000 – Connection Coalition
5. Facebook – £10,000 – Great Get Together Workstream
6. Esmee Fairbairn Foundation – £20,000 – More in Common Community Workstream
7. The National Lottery – £30,528 – Community Makes Us Project
8. One Community Foundation – £5,000 – Covid Response Projects, Batley and Spen
10. PPG – £13,000 – Covid Response Projects, Batley and Spen
12. County Durham Community Foundation – £4,000 – More in Common Community Workstream

**Unrestricted Funding:**

1. Facebook – £35,000 – Donation
2. Popsa – £40,739 – Sales Donation
3. JCF online and offline individual, community and corporate donations: £23,801
4. Batley and Spen online and offline individual, community and corporate donations: £93,849
5. GiftAid: £18,790
Reserves Policy

The current level of the reserves in the accounts is £101,539 (2019: £12,607) of unrestricted funds and £131,388 (2018: £119,994) of restricted funds. This is in line with the organisation’s reserve’s policy.

Going Concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Foundation has adequate resources to continue in operational existence for the foreseeable future. The Covid-19 pandemic has clearly had a significant impact on the Foundation’s fundraising activities and on its ability to deliver its key operations. The Trustees will be monitoring the position closely and making any necessary adjustments. However, despite the difficulties to which Covid-19 has given rise, the Trustees believe that there is no reason to call into doubt the Foundation’s ability to continue in operation.

Governance

The Trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 1st January 2019 to 31st December 2019. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Incorporation
The charitable company was incorporated on 23rd September 2016.

Grant Making
When giving out grants, the Foundation puts in place a Grant Agreement with the grantee organisation.

The Foundation has an appointed Grant Manager who oversees the due diligence and grant making process.
Structure, Governance & Management

Governing document
The Foundation is structured as a company limited by guarantee registered in England and Wales under company number 10392667.

Recruitment and appointment of new trustees
Any person who is willing to act as a Trustee, and who would not be disqualified from acting under the provisions of the articles, may be appointed to be a Trustee by a decision of the Trustees. The Foundation has appointed 2 new trustees in 2020.

Organisational structure
The Foundation has trustees (between four–twelve at any one time) including one chair, Jacqui Smith.

The Foundation has a chief executive officer, Su Moore, who manages a small team of around 20 members of staff.

Induction and training of new trustees
Upon joining The Jo Cox Foundation as a Trustee, Trustees are required to complete a conflict of interest declaration pursuant to the Foundation’s conflict of interest policy.

New Trustees receive a copy of the Foundation’s Articles of Association as well as a summary of past Board meeting minutes and accounts and an overview of the Foundation’s management and governance.

Public Benefit

Over the past 12 months, demonstrating public benefit has been an essential precondition in choosing how to allocate the Foundation’s funds. The Foundation’s activities have benefited the general public through:

1. Raising awareness of Jo Cox’s life and her public service (including her charitable activities) in order to promote community inclusion, including fostering respect and kindness between different communities;

2. Supporting other charities and organisations to advance the causes Jo Cox was passionate about during her life;

3. Running campaigns to raise awareness of particular issues including loneliness, community cohesion, civility in public life and protecting civilians in conflict.

When deciding on the activities undertaken for public benefit, the Trustees have assessed the guidance issued by the Charity Commission on public benefit.
Reference and Administrative Details

Registered Company Number  
10392667 (England and Wales)

Registered Charity Number  
1170836

Registered Office  
Living Space, 1 Coral Street, London, SE1 7BE

Trustees  
E Todd – appointed 20/10/16,  
S Morris – appointed 1/5/18,  
J Bradyl – appointed 1/5/18,  
J Smith – appointed 14/01/19,  
S Vickers – appointed 14/01/19,  
J Richmond – appointed 14/01/20,  
R Blomfield-Smith – appointed 10/09/20

Resigned Trustees  
B Cox – resigned 16/2/18,  
K J McNeill – resigned 29/6/18,  
N Grono – resigned 01/05/19,  
M Van Oranje – resigned 08/12/20

Independent Examiner  
Kirk Rice LLP, The Courtyard, High Street, Ascot, Berkshire, SL5 7HP
Auditor’s Report

Statement of Trustees Responsibilities
The trustees (who are also the directors of The Jo Cox Foundation for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to – select suitable accounting policies and then apply them consistently; – observe the methods and principles in the Charity SORP; – make judgements and estimates that are reasonable and prudent; – prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Insofar as the trustees are aware:
- there is no relevant audit information of which the charitable company’s auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Independent Examiners

The Independent Examiners, Kirk Rice LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of trustees on ............................................. and signed on its behalf by:
“We have more in common than that which divides us”
— Jo Cox