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2019 may have been the calm before the Covid storm, but it felt pretty hectic and busy at the time. As we grew in size and influence it was important to be able to tell a clear story about our work and our future priorities. We worked hard to develop our multi-year strategy so that we now have a clear focus on three pillars of work.

Firstly we will build our work to strengthen communities. The Great Get Together weekend of activities is going from strength to strength – participation more than doubled from 2018 – and More in Common Batley and Spen are showing the way with innovative community work that we’ll be spreading across the country and throughout the year.

This year also saw a new area of our work gaining national significance. Our second pillar is to promote civility in public life. Jo was passionate about encouraging women and young people to get involved in politics and campaigning. We are determined that no one should be put off by the intimidation aimed at those – especially women – in public life. Throughout 2019 we’ve spoken up on the issue and taken action with the Committee on Standards in Public Life to develop a Joint Standard of Conduct which will be adopted by political parties.

Our third pillar relates to Jo’s work delivering development and justice across the world. The DFID-administered Jo Cox Memorial Grant Fund – the continuation of which we will continue to advocate for – has begun to deliver projects and results, and we look forward to visiting some of these projects so that we can really tell the story of their impact. We will also continue to advocate for the protection of civilians in conflict and to carefully monitor policy developments to ensure a continued focus on DFID’s work in new government arrangements.
Throughout 2019 I have been enormously impressed with the way our staff have responded to the important work we do, and thank them for continuing to work so hard and effectively. We are also determined to ensure that the choices we make, the work we do, and the way we treat our staff reflects the diversity of the communities we work in and that we challenge discrimination and inequality. This will be an important focus for us in 2020.

Having successfully raised funding from grants and generous individuals, we’ve been able to recruit new staff to join our impressive team of committed individuals. We were pleased to welcome to our London team Su Moore as the Great Get Together Campaign Director; Eleanor Harrison as our Partnerships and External Affairs Manager; and Nathan Stilwell as our Digital Communications Officer. In Batley and Spen, we welcomed Hafeezah Soni and Clare Black as Project Workers.

Enormously impressive leadership is provided by our CEO Catherine Anderson, alongside our Ambassador, Jo’s sister Kim Leadbeater. My fellow Trustees continue to provide wisdom and energy in guiding the Foundation, and I’m grateful to them for all their efforts. I am particularly grateful to my predecessor Nick Grono, who led our Board with such care and dedication since its inception.

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. However Jo’s Foundation is characterised by the ability to build positive work from the most difficult times, and I know that we will rise to this challenge too.

Building on the successes of 2019 I am confident that the work of the Foundation will continue to deliver the inspiration and practical change that Jo manifested through her life and I am proud to be associated with her memory and the people who are keeping her values and energy alive.
Everyone involved in The Jo Cox Foundation should feel extremely proud of the results we have achieved together in Jo’s memory in 2019. From re-branding and re-designing our website, to writing our 2020–23 multi-year strategy, to delivering our biggest Great Get Together yet, to influencing decision-makers to help tackle abuse and intimidation in public life as a priority – there has never been a dull moment.

However, I am especially proud of all my inspirational colleagues on our team of staff who work tirelessly from our offices in London and Batley and Spen. Many of us, sadly, did not have the privilege of knowing Jo Cox in her lifetime. And yet Jo is, of course, forever at the heart of all we do. We know from the daily messages we receive that Jo had a deep impact on thousands of people who never got to meet her. And she remains the unifying factor that enables us to work together so brilliantly as a team. From all I have heard of Jo, I think she would agree that we rise by lifting others up – a belief that guides us every day at the Foundation.

I hope you will enjoy reading about the work we have carried out in 2019 thanks to the generous support of our wider ‘family’, and our donors: thank you for helping us to continue building Jo’s legacy.
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 community.

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 the 16th 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 three 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

720,000 people took part in the Great Get Together

11,000 Great Get Together events were held

71% of Great Get Together attendees said it helped them feel less lonely

45 community organisers attended the first More in Common training day

2,700 pledges on Twitter and Facebook for The Jo Cox Foundation’s respectful election campaign

33 million unique social media users reached through the Great Get Together

18 charities awarded funding through the UK Aid funded Jo Cox Memorial Grants

4 JCF work experience placements with Speakers for Schools

45 cyclists rode 500 miles from Yorkshire to London for the annual Jo Cox Way bike ride
STRONGER COMMUNITIES

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 and celebrates the values and beliefs – and addresses concerns – we all share.
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 annual celebration takes place on the weekend of Jo Cox’s birthday in June and is at the heart of our vision for a nation of strong, compassionate communities.

The photos on pages 11 to 18 are of our Great Get Together organisers, participants and members of the More in Common Community. Photos are taken from events hosted in 2019 in St Albans, Glasgow, Slough, Batley and Spen, Manchester and London.

“I will not live in a country where thousands of people are living lonely lives forgotten by the rest of us.” — Jo Cox
THE GREAT GET TOGETHER 2019

Participation in the 2019 Great Get Together on 21st–23rd June more than doubled from 2018, with an estimated 720,000 people taking part in more than 11,000 events. Celebrations took place in every corner of the nation, stretching from Orkney to Jersey and from Lowestoft to Derry.
The Impact of the Great Get Together

Regional campaign launch events - aiming to unite people from as many different walks of life as possible - helped inspire more get-togethers across England, Scotland, Wales, and Northern Ireland. Events ranged from small-scale tea parties, craft and music projects, to large-scale celebrations bringing thousands of people together.

Surveys over the course of the weekend found that:

- 51% of attendees said that they met someone new
- 71% who participated told us that the Great Get Together helped them feel less lonely
- 66% said they felt more hopeful about the future

A poll conducted by Populus after the campaign weekend confirmed that our message was cutting through:

- 83% of people said they felt positive about the Great Get Together
- 71% said ‘it helped unite the community’

To support event organisers and ensure equal opportunities, we distributed 1,600 event packs and created an in-depth Organiser Toolkit that provided guidance on increasing the diversity of events and creating experiences to build bridges across communities.

In 2019, partnerships were key to making the GGT as inclusive as possible. Some key partnerships included Good Gym, the Women’s Institute, Youth Sport Trust, the Royal British Legion, Leonard Cheshire and The LGBT Foundation. 90% of our partners found the GGT valuable and believed it should continue.

Traditional and digital media helped us reach even more people between the campaign launch in April through to the weekend in June:

- 33 million unique social media users reached
- 59.4 million impressions earned
- 636 print, online, and broadcast pieces published
- 80% of coverage came from media outside the South of the UK
- 18% increase in social media conversation over 2018
- 43% increase in media coverage over 2018
Moment to Movement

2019 was a key year for developing and seeding our strategic shift from ‘moment to movement’. This is rooted in transitioning the national June GGT ‘moment’ into a year-round community ‘movement’, with a range of activities that will ultimately support the GGT to become part of the fabric of British life.

Fundamental to this is our More in Common Community, a growing movement of grassroots groups working to promote the ‘more in common’ ethos at a local level. Following the success of More in Common Batley and Spen, by the end of 2019 a further five groups had been established across the country.
Capacity Building

In order to build the capacity of GGT volunteers ahead of the June 2019 weekend, we piloted a successful training workshop in April. This was in response to feedback from our organisers stating that they would like to learn new skills and meet with other organisers from across the country. As such, we coordinated a training day in London, attended by sixty of our most engaged organisers from all over the nation.

The day comprised of four main components:
- a knowledge-sharing workshop led by More in Common Batley and Spen
- a session on digital organising using group platforms
- a workshop on storytelling (which built on a Spirit of 2012 funded digital storytelling toolkit)
- a brainstorming session of ideas for future engagement and activities.

This was the first time that we had brought together our regionally-diverse organisers in person and was an excellent opportunity to highlight the range of issues they face in their local areas, while being part of a national network. Organisers felt empowered to share their stories and were encouraged to share advice and support based on individual experiences.

100% of participants surveyed reporting that they felt motivated to participate in the wider More In Common Community beyond the GGT weekend in June. This has created a solid foundation for our transition from moment to movement, with the connections made and skills gained at this event continuing to bear fruit in our ongoing work.
In 2019 we continued building on our work from 2018 to increase understanding of the crisis of loneliness and social isolation in the UK, both among the public and those in decision-making positions. Through 2019 the Foundation played a key advisory role in the development and launch of ‘Let’s Talk Loneliness’ – a government-led public awareness campaign to tackle the stigma associated with loneliness, which launched in June 2019.

The Foundation has continued to support the Loneliness Action Group in maintaining governmental, parliamentary and public engagement on the issue of loneliness in order to see the successful implementation of the Government’s 2018 Loneliness Strategy through 2019/2020. We have continued to use our platform wherever possible to amplify initiatives of all sizes working to tackle loneliness – from the Co-op Foundation’s #LonelyNotAlone campaign addressing youth loneliness to the #LonelinessAwarenessWeek campaign founded by the Marmalade Trust, with whom we work closely.
Batley and Spen

More in Common Batley and Spen are a group of volunteers who came together following Jo’s murder in 2016. The group is led by Jo’s sister, Kim Leadbeater, in its work to create a local legacy for Jo in the area that she grew up in and came to represent as the local MP.

Jo’s parents – Jean and Gordon Leadbeater – continue to be actively involved in supporting the Foundation locally and nationally, working closely with the Yorkshire-based team from whom they continue to receive a huge amount of comfort and support.

The group continues to attract people in the area who want to engage in positive action for their local community.

Throughout 2019, the More in Common Batley and Spen group developed in a number of ways. Crucially, they agreed upon aims, objectives and values to guide them in their work.

The aims are to:

- Bring people together
- Celebrate all that we have in common
- Promote mutual respect and understanding
- Build a strong community where everyone has a sense of identity and belonging

The objectives are to:

- Create a local legacy for Jo in the area she grew up in and represented.
- Create events and projects that bring people together and focus on that which we have in common
- Support other groups to adopt the spirit of More in Common in their initiatives.
- Collaborate around the More in Common theme with other groups across the UK.

In 2019, the group enhanced their communications channels to include a new website and began to circulate a regular newsletter email to their network. A new volunteer coordinator role enabled the creation of a robust volunteer policy, guidelines and practices to support the 50+ volunteers associated with the group.
Batley and Spen

More in Common Batley and Spen develop projects and events to bring people together throughout the year and in June they create events for the Great Get Together celebrations. During the Great Get Together campaign in 2019, More in Common Batley and Spen built on the foundations created in previous years and grew the engagement and reach of each of their headline events. These are five key events organised and delivered by volunteers:

- The Jo Cox Memorial Rugby Game is a free rugby game attended by over 2,000 people.
- The Batley Iftar saw 700 people take part in a communal meal during the Muslim month of Ramadan.
- Step into the Future is a multi-school march bringing together over 800 students from across 22 schools in Batley.
- The Community Service is an open-air faith service bringing together people of many different faiths and those who do not ascribe to a particular faith. This event is followed by Cakes on the Cobbles, which brings people together in the centre of Batley.
- Over 1,000 runners took part in the Run for Jo 2019, coming together to remember Jo and celebrate community spirit in the family fun day following the run.

In 2019, the group developed and delivered a project designed to bring young people together. In partnership with Batley Sporting Trust, the charitable arm of Batley Bulldogs RLFC, the project saw 45 young people associated with a rugby club and a cricket club situated on the same road in Batley engage in 6 sessions. They spent time with young people from different backgrounds, tried new sports together and discovered what they had in common. Everyone who attended the session said they met someone from a different background and 82% of attendees felt the project was worthwhile.
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 2019, we identified 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”

The Jo Cox memorial plaque – designed by Jo’s two children – was installed in the House of Commons chamber in June 2017.

Supporting Women in Public Life

Throughout 2019 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 is disproportionately borne by women, having 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 – when considering public-facing careers. It is therefore a threat to democracy itself.

In 2019, we significantly raised the issue’s profile through sustained leadership, media engagement, and conference and panel events such as at the Big Tent Festival of Ideas (August) and the Local Government Association Conference (October).

We also established working relationships and convened collaboration between key influencers on this issue, including the Committee for Standards in Public Life, the office of the National Security Advisor, the Cabinet Office, the Home Office, the Metropolitan Police, the CPS and mainstream media.
The Joint Standard of Conduct

In May 2019, we began work with the Committee on Standards in Public Life (CSPL) to develop a Joint Standard of Behaviour (now referred to as ‘The Joint Statement’) for political parties and their members. The Joint Statement will set out the minimum standards of behaviour expected from all political party members, outlining agreed unacceptable behaviour and highlighting the Nolan Principles (selflessness, integrity, objectivity, accountability, openness, honesty and leadership) as qualities for those in public life to aspire to. It will be enforced through existing mechanisms already enshrined in each party’s governance structures. In October 2019, this work was supported by an EDM tabled by Alison McGovern MP.
2019 General Election Pledge

In the lead up to the December 2019 General Election in the UK, serious concerns were raised about the tone of political debate in the UK, the language and behaviour used by and about political figures, and the impact this has on wider society. In November, we wrote with the CSPL to all parties in Westminster, outlining our ongoing work on the Joint Standard of Conduct for all political parties and highlighting positive behaviours that candidates could pledge to in order to help contribute to a respectful election campaign. Candidates could show their commitment to a respectful campaign by sharing the pledge on their social media. Hundreds of elected officials from across the political spectrum at local and national government adopted the Foundation’s pledge to a respectful campaign, reaching 10 million unique users online.

2,700 Posts on Twitter & Facebook

10 million Unique Users Reached

70% of the 2,700 posts sharing the General Election Pledge were by candidates and wider political figures and accounts.

THIS GENERAL ELECTION, I PLEDGE TO...

1. Set an appropriate tone when campaigning

2. Lead by example to foster constructive democratic debate

3. Promote and defend the dignity of others, including my opponents

#moreincommon
In October 2019, Catherine Anderson (CEO) and Kim Leadbeater (Ambassador) and CSPL representatives contributed to the Home Office inquiry by giving oral evidence to a session of the Home Affairs Select Committee on hate crime and its violent consequences, discussing JCF’s assessment of the current situation in the UK and what steps should be taken to address issues facing UK society and political debate.

“This is very much a top-down, bottom-up, all-round issue. The combination of prejudice against minorities in particular, or marginalised groups, and a mistrust of politics, politicians and people in public life, is a toxic combination. Together, that lowers our resilience when we deal with hate crimes and extremism...We are deterring good people from standing for and entering politics. One of the main reasons for this joint standard is that we hope it will filter not just through public life but into wider society because, in the end, this threatens our democracy because of the diversity and vibrancy that we want to see in our public life and the people we want to attract into it.”

- Catherine Anderson, CEO, Home Affairs Select Committee, Oral evidence: Hate Crime and its Violent Consequences, HC 70, Tuesday 15 October 2019

“We are huge advocates of the passionate, robust debate that you describe, as indeed was Jo. She would be the first one to fight for those rights and freedom of speech, and the fact that we live in a democracy. We are so lucky that we do live in a country where we have those freedoms, which is hugely important. What is needed is just to take a step back and reset where those boundaries lie.”

- Kim Leadbeater, Ambassador, Home Affairs Committee, Oral evidence: Hate Crime and its Violent Consequences, HC 70, Tuesday 15 October 2019
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.”

Atrocity Prevention Advocacy

In 2019 we continued to support and amplify the work of the UK Atrocity Prevention Working Group in efforts to reduce the risks of mass atrocities worldwide, resulting in the Government publishing the UK’s first cross-cutting National approach to Preventing Mass Atrocities in July 2019. In the lead up to the December general election we called on UK political party leaders to make a clear commitment to prioritising the prevention of atrocity crimes in the following ways:

- Supporting a national inquiry on the UK’s capabilities to help prevent identity-based violence abroad
- Supporting a feasibility assessment of a cross-departmental prevention analysis unit
- Pledging to integrate explicit commitment to prevention of identity-based violence, across portfolios and bureaus of policy interests
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.

Two types of grant were created in Jo’s name for organisations looking to deliver projects in DFID priority countries: network grants of up to £1 million for medium-sized organisations (with an average annual income of up to £10m); and strengthening grants of up to £100,000 for small organisations (with an average annual income of up to £500,000).

In 2019, we continued to work closely with DFID on the activation of the grants, including preparing for the announcement of the grant recipients in March 2020 (outside of the reporting period).
Legacy Initiatives

The Foundation has actively supported and championed a wide range of initiatives paying tribute to Jo in the UK and around the world.

This includes the **Jo Cox Women in Leadership Programme** coordinated by the Labour Women’s Network; the annual **Jo Cox Memorial Lecture** hosted by Murray Edwards College and University of Cambridge Department of Sociology; the **Pembroke College Jo Cox Studentship** as part of the Cambridge Migration Research Network; and **Show Racism the Red Card’s Schools Memorial Award**.

The Foundation has responded to hundreds of individual items of correspondence per month which detail different ways in which individuals, communities, businesses and schools are celebrating Jo’s life, taking forward her work and upholding her values in practical ways. The Foundation has encouraged and engaged a growing community of 100,000 supporters across all 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.

“From my experience of hearing her, engaging with her and learning from her, I was repeatedly reminded that Jo Cox was filled with, and fuelled by, a love for humanity... My sense of Jo was she believed that just because you can’t do everything, doesn’t mean you do nothing”

- Rt Hon. John Bercow, Jo Cox Memorial Lecture, Cambridge, November 2019
Inspired by Jo Cox

Messages of support sent to The Jo Cox Foundation from members of the public in 2019.

Jo’s values are my values. I felt deeply saddened and shocked by what happened to Jo. Jo was a good human being and I am especially inspired by her campaign to combat loneliness. Jo had a good heart. Her legacy has to be continued.

- Ian

I’d only lived in Yorkshire for a couple of years when Jo died. Before that terrible day, I’d never heard of her. I listened to tributes from her colleagues and friends with tears in my eyes. Her life and career – helping the most vulnerable, supporting global justice and peace – were truly inspirational.

- Joanna

In her memory, I have tried to be more friendly and initiate conversation. I also hate violence against vulnerable people either physical, emotional, verbal or otherwise. I continue to sit on the local learning disability partnership board to try and improve lives there.

- Jayne

I think constantly of Jo’s fierce integrity and try to follow her example.

- Luke

I’ve been inspired by Jo’s observation that there is more that we all have in common than there is that divides us. So I joined a local organisation called ‘The Good Shepherd Centre’ that supports refugees and asylum seekers as well as local Keighley families. I help out at the Playgroup and have met some wonderful people from all around the world. I’ve learned that if you bother to make the effort to get to know people with whom you think you might have little in common, you often surprise yourself and find a lot of common ground. Thank you, Jo, for your compassionate example. We will always remember you.

- Felix
Supporting Young People into the Voluntary Sector

In 2019 embarked on a 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 four students without family or school links to work experience opportunities.

“I was able to attend meetings and see first hand how the team works together to continue Jo’s legacy. Overall, I can honestly say that my time at The Jo Cox Foundation opened up a world of opportunities to me in the charity sector and I am considering a role in the future that involves volunteering, campaigning and creating partnerships to help people in any way I can.”

- Bukky Olajedi, Stationers’ Crown Wood School, Bexley

“I was in Year 12 at the time, having had a year out of school in 2017 due to illness. My self esteem was low and I didn’t know what I wanted to do in the future. Needless to say, the work experience changed my life. The connections I made on my work experience have helped me exponentially and I now feel so hopeful for the future.”

- Emily, Billericay School, Essex.

“Working with you this past week has been a wonderful experience and has given me a great insight into charity work. Thanks to you I’m adamant on having charity and politics in my future. You’ve also set the bar very high for my next work experience. You have inspired me greatly and your work at the Foundation is extremely admirable.”

- Judy Khalifa, Brentside High School, Ealing
COMMUNICATIONS AND FUNDRAISING

Messaging Update and Visual Rebrand

In 2019 the Foundation’s Board and leadership refreshed our core messaging, vision, mission, values and strategic objectives to reflect our long-term ambitions for Jo’s legacy.

This was accompanied a full visual rebrand which centred around Jo’s signature and incorporated her favourite colours of purple, green and yellow – representing her feminist values and love of the outdoors. Jo’s family, children and friends were core to the development of the brand, resulting in a vibrant visual identity through which Jo’s spirit and energy shines.

Website Launch

Alongside our rebrand, we launched a brand new website on the Foundation’s 3rd anniversary in September 2019. The website was designed to effectively tell Jo’s personal story and that of the Foundation since 2016 and offer an active, engaging hub for our supporters; featuring weekly blogs and offering opportunities for supporters to share their testimonies, participate in campaigns, join events, donate securely to support our work and find support and resources related to experiencing loneliness. The new website had 4,843 visitors in its first week and processed 1,128 donations within 48 hours of launching.

3rd Anniversary Fundraising Campaign

To mark our 3rd birthday, we launched the Foundation’s first public fundraising campaign since the GoFundMe fund established in the days after Jo’s murder in June 2016. The campaign performed beyond expectations, raising £58,610 through over 1500 individual donors.

Digital Reach

There were approximately 87,000 tweets shared relating to the Jo Cox Foundation and its various campaigns and initiatives in 2019.

#MoreInCommon
247 million impressions

#InspiredByJoCox
8 million impressions

@JoCoxFoundation
140 million impressions
Community Fundraising

In 2019 we took a proactive approach to community fundraising, not only as a means of funding our work, but as a way to bring communities and our supporters together.

In July, 40 brave cyclists arrived in London after cycling 288 miles from Yorkshire on the annual Jo Cox Way bike ride, raising in total over £10,000. The Jo Cox Way symbolises Jo’s personal journey from her Batley and Spen childhood to the green benches of Westminster where she represented her home constituency.

In October, our Great Get Together partner Bibby Distribution entered a 6-person team into the Yorkshire marathon, raising over £3,000 for the Foundation.

“We wanted to complete this challenge in the spirit of The Jo Cox Foundation – by working together and bringing people together, which is why our team was made up of a mix of drivers, managers and board members. It was tough but very rewarding and I’m grateful to all those who have supported us.”

- Yorkshire Marathon team member Simon, Bibby Distribution
PRIORITIES FOR 2020

Deepening our Community—Strengthening Work

For the 4th year of the Great Get Together, our aim is to strengthen the foundations of the project, while at the same time growing its reach and impact. It is our intention to deepen our relationship with our organisers, as well as supporting those who are embarking on their first foray into community organising. We’ll also look to reinforce the link between the Great Get Together and The Jo Cox Foundation by continuing to place Jo’s values at the core of our work.

Our long-term ambition is for the Great Get Together to be recognised as one of the most inclusive and diverse community celebrations in the British calendar.

The Foundation’s newly recruited Communities Manager will take the lead on developing the More in Common Community. This will begin with a research phase — getting to know existing groups, understanding their motivations and challenges, and building a baseline for evaluation. The second phase will solidify the foundations of the More in Common Community, including developing a consistent brand, a set of common values and a practical ‘how to’ toolkit. The third phase will be recruitment of new groups to the network, alongside the development of a comprehensive training programme. By 2023, we aim to have demonstrated the Great Get Together’s ability to tangibly build strong, compassionate communities through doubling the number of More in Common groups across the country and successfully capturing and sharing learning from the Batley and Spen group.

In 2020, we aim to foster greater connection between the Great Get Together to national loneliness-tackling initiatives and continue holding the government to account on its loneliness strategy.

Upholding Jo’s Local Legacy in Batley and Spen

In 2020 we will deepen our understanding of the communities residing in Batley and Spen through a research project seeking to understand the issues of importance to local people, their experiences and their perceptions of inter-community relations. We will extend our regional work around the issue of loneliness by partnering with local organisations to host a loneliness conference in Kirklees to highlight the work already underway and to gain wider commitment and participation from attendees.
Priorities For 2020

Promoting a Civil Public Life

In 2020 we will work to facilitate more cross-party working and turn the dial towards a more respectful language and civilised politics, specifically through completing the Joint Standard of political conduct with the aim of it being adopted by all parties with sitting MPs. We intend to reinforce our unique convening power by working across political divides and facilitating a coalition of organisations working towards a more civil and respectful public life and society, positively impacting on our work to increase opportunities for women, young people and those from marginalised backgrounds in public life. Guided by a focused steering group, we intend to bring together a number of organisations who share our objectives to co-design a shared strategy to tackle abuse and intimidation in public life and take forward solutions related to policy, behavioural change, tech and criminal justice.

Building a Culture Of Inclusivity

Our staff team is set to grow considerably in 2020, which will require a full internal review of our internal policies and processes – specifically relating to staff and trustee recruitment, staff wellbeing and flexible working – to ensure we build an inclusive culture at the Foundation, reflective of Jo’s values.

2021-23 Strategy

In 2020 we’ll continue to refine and adapt our long-term strategy for 2021–23. It will focus on where we can adapt to have the greatest impact for those in most need in the aftermath of Covid-19, and where The Jo Cox Foundation is best placed to make a difference, directly and in partnership with others.

Advocating for Justice and Protection of Civilians in Conflict

In 2020 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 DFID 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.
Our People

Trustees

- Jacqui Smith (Chair)
- Eloise Todd
- Jane Brady
- Jennie Richmond
- Mabel Van Oranje
- Nicholas Grono (Former Chair)
- Rosamund Blomfield-Smith
- Samantha Vickers
- Steve Morris

2019 Staff Team

- Catherine Anderson - CEO
- Kim Leadbeater - Ambassador
- Jessica Leach - Campaigns and Operations Manager
- Lance Price - Communications Director
- Nathan Stilwell - Digital Communications Officer
- Hortense Humeau - Project Assistant
- Bea Carpenter - Projects Assistant
- Siobhan Harley - Great Get Together Campaign Director 2019
- Su Moore - Great Get Together Campaign Director 2020
- Eleanor Harrison - Partnerships and External Affairs Manager
- Jonathan Harty - Campaigns Project Manager
- Fatema Karim - Campaigns Assistant
- Parveen Butt - Project Manager, Batley and Spen
- Hafeezah Soni - Project Worker, Batley and Spen
- Clare Black - Project Worker, Batley and Spen

Communications Partners

- Empower
- Portland
- Nationbuilder

Everyone at The Jo Cox Foundation would like to thank each individual and organisation who supported our work and Jo’s legacy in 2019:

Strategic Funding Partners

- Spirit of 2012
- Esmee Fairbairn
- Facebook

Corporate and Institutional Funders

- Cook Foods
- GMB Yorkshire
- Kirklees Council
- Specialist Glass
- Kirklees College
- Grand Central Rail
- Yorkshire Payments
- Pure Business Group
- Upper Batley High School
- Bibby Distribution
- Box Trust
- Fox’s Biscuits
- Bill and Melinda Gates Foundation
- See it Now Sports
On behalf of Jo’s family I cannot express deeply enough our gratitude for the ongoing kindness, compassion and support we receive from the many friends and supporters of The Jo Cox Foundation. As well as being a valuable part of the Foundation’s family we also consider you all to be an important part of our family. Time passes so quickly, and the further away we travel from Jo’s horrific murder we know how important this support will continue to be.

Having taken on my role as an Ambassador for Jo’s Foundation in 2018 I have been immensely proud of everything we have achieved since then, and the way we have continued and consolidated on the amazing work which began in 2016.

I won’t pretend it has been easy. Even though I will always put a smile on my face and do my very best to do Jo proud in everything I do in her name, I still feel immeasurable pain. But I am determined to make a difference on the issues Jo cared about and that our country faces.

One of the things that motivates and inspires me to continue with the important work we do is the encouragement and feedback from the many people who believed in Jo and her values, and who now believe in her Foundation. We quite simply couldn’t do any of it without your ongoing support, so on behalf of Jo’s family: thank you.
**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 regular 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 related to public perception, especially given 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 need to cultivate long-term sustainable income streams as a principal risk faced by the Foundation. In order to mitigate this risk, the Foundation has developed plans to generate future income from diverse sources in order to ensure that it will continue to have sustainable income streams. In 2020, the Foundation intends to raise money 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 now subject to our ethical partnerships policy approved by our Board in July 2020.

**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. Facebook: £65,709 – Great Get Together Workstream
3. The Esmee Fairbairn Foundation: £40,000 – More in Common Community Workstream
4. Batley and Spen individual, community and corporate donations: £53,675

**Unrestricted Funding:**

1. JCF individual, community and corporate donations: £153,263
Reserves Policy

In this financial year, the Foundation has maintained unrestricted reserves of £12,607.

Reserves during the period covered in this report are composed of unrestricted funding from community and individual fundraising. Reserves at the end of this reporting period are intended by the Board to be spent on core costs to fund the operations of the organisation, with programmes and projects, including the Great Get Together, being funded by restricted and designated income from corporate, trust and major donor funding sources.

The current level of the reserves in the accounts is £12,607 (2018: £192,105) for unrestricted funds and £119,944 (2018: £96,289) for restricted funds.

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. 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.
Finance & Governance Review

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 two new trustees in 2019.

**Organisational Structure**
The Foundation has trustees including one chair; Jacqui Smith.

The Foundation has a chief executive officer, Catherine Anderson, who manages a small team of fifteen or less members of staff at any one time.

**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
M Van Oranje – appointed 20/10/16
E Todd – appointed 20/10/16
S Morris – appointed 01/05/18
J Brady – appointed 01/05/18
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
N Grono – resigned 01/05/19

Independent Examiner
Kirk Rice LLP, The Courtyard, High Street, Ascot, Berkshire, SL5 7HP

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