



Thank you for your interest in the work of the Persula Foundation. I am not sure how much you know of our background, so please find enclosed a brief introduction to us. One of our original aims was to be publicly distant from the business group that finances us. A number of companies have taken a commercial approach to charitable work and have sought publicity through association with charities. This was never our policy, and to this end we have a suitably anonymous name.

We vary our donations to different charities with 'little and oftens' or larger amounts to start up or support current projects.

We have core charity interests which we call Generic Research Projects (G.R.P.s.) and from this base, we decide on the charity and amount we donate.

Some of the first projects we developed were: On The Right Track (Homeless), Tapesense (Blind and Visually Impaired) and Storytelling (see all G.R.P.s. in Projects on our website).

We are currently involved with several charities and their projects, many of which are ongoing (see Projects for examples).

We consider applications which fit our broad criteria, but they must also fulfil the following:

- i) They must come from a registered charity or other appropriate organisation.
- ii) The project should be an original idea, and not duplicating an existing service or suchlike.
- iii) The project should be or have the potential to be of national application, rather than local to one area.
- iv) We will not consider supporting charities with large reserves that amount to over 6 months running costs and ask to see an annual report from any charity making an application
- v) Any charity with whom we work must be prepared to co-operate in a professional manner, for example, meet deadlines, return calls, perform mutually agreed work, in short, to behave "commercially".
- vi) The project, in most cases, must fall within the remit of one or more G.R.P.s.
- vii) They must provide value for money.

This list is by no means exhaustive, nor is it final. We will attempt to consider every application but, in general, the above should apply.

Once again, thank you for your enquiry, and if you would like to discuss the work of the foundation, please contact either Fiona Brown or Edward Gates at the following;

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