



PATRON
CHARITABLE INITIATIVES

Powering Positive Change

2020 – 2021

Reach Out – Push Forward – Aim High



“Societal impact and the power to change the world have always underpinned our work”



The Patron Charitable Initiatives were established in 2010 to bring together my family’s long-standing philanthropic interests with the ongoing charitable work in the Patron business. Our aims and ethos continue to be:

- Using the entire resources of our business for charitable good
- Putting charitable impact at the heart of every decision made in the Patron business
- Engaging our extensive network in “giving back”

We’re working hard to help change the world. I would like to express my pride in what has been achieved, and say a huge thank you to the thousands of people who have given time and money to help, not only this year, but across Patron’s history.

Keith Breslauer
Managing Partner, Patron Capital





Image: Royal Marines 1664 Challenge final stage

Our Primary Initiatives




Supports educators and funds projects to improve education with refurbishment and construction of new schools, harnessing their multiplier effects in key areas of society.

Supports current or retired members of the Armed Forces who continue to defend freedom and our way of life and who are facing difficulties as a result of their service.




Empowers others and supports the base building blocks of society, including improving and preserving the physical environment, immediate emergency aid and ongoing support for the vulnerable.

“The pandemic and successive lockdowns decimated our charity partners. We worked immensely hard to adapt and continue to support their efforts.”

IMPACT OF COVID-19

The PTI faced an extraordinary surge in demand for support from state school teachers

Lockdown isolated teachers from their schools and professional community as they navigated the unprecedented challenge of delivering learning online, and they looked to the PTI for support. During COVID whilst delivering these services, an additional 3,000 teachers were added to their online learning — bringing the total engagement to 7,000 teachers. This combined with impediments to fundraising led to a funding gap.

How we helped

Keith Breslauer, who is the Chairman of the PTI, drove a significant fundraising campaign throughout COVID, supporting the massively increased need for financial help. We instigated a letter writing campaign, and made a series of personal approaches to philanthropists, with the potential to donate.



IMPACT OF COVID-19

RMA – The Royal Marines Charity incurred an annual gross fundraising deficit of over £1.5m

The COVID-19 crisis obliterated their fundraising capability, and attacked every area of their income, while also increasing demand for support from vulnerable beneficiaries in acute need — especially their 4000+ veteran members aged over 70.

How we helped

Amongst many of our initiatives, we arranged and helped host a series of invitation only interactive online briefings. We brought together business and community leaders, with a panel of senior British military commanders to discuss the security environment in the context of an increase in volatility in global affairs. Those attending also caught up with challenges being faced by RMA – The Royal Marines Charity and collectively contributed more than £470,000 to support ongoing work.



IMPACT OF COVID-19

Domestic abuse worsened with the UN estimating that cases worldwide increased by 20%, as successive lockdowns trapped victims with their abusers

How we helped

With Patron matching donations, we raised £15,000 to purchase and distribute holiday gifts, necessary clothing and supplies to women and their children spending the 2020 festive season in refuges.

In January 2021, with £2.5m of support, of which £1.5m was donated for start-up expenses and £1m committed as investment, we launched the Women in Safe Homes, the world’s first gender-lens property fund providing affordable homes for woman who are homeless or at risk of homelessness.

As at October 2021, £26m has been committed to this fund (this is discussed further on pages 14 & 15).



Key facts

2020 – 2021

£4.5m

given as of 2021

£

to empower those struggling with impaired life prospects.



4,000+

children given education in rural Nepal



by building new schools in 35 villages and a teacher training college, helping to retain bright and ambitious young adults in the region.



World's First women's gender-lens property fund

The Women in Safe Homes Fund is a social impact fund established to provide a solution to the lack of affordable, safe, and secure homes across the UK. It is aimed at a range of women who are experiencing homelessness, domestic abuse, are ex-offenders, or have other complex needs including mental health problems.

£26m raised

Patron and Keith Breslauer have donated £1.5m in start-up costs and £1m for future investments.

4,250+

military service individuals mentored & supported



with onward employment assistance, coaching, complimentary respite breaks, and sponsorship.

7,000 = **750,000**

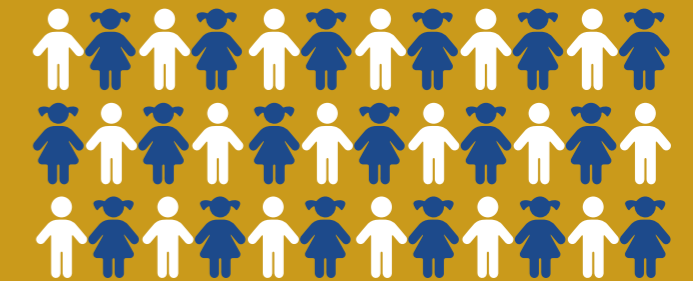
teachers supported
(majority state schools)

in England and Wales with professional development.

meaning...

750,000

children are benefiting from improved education standards.



1,200

senior business people engaged



from our community network extending the reach of our initiatives, events and campaigns.

£3.2m

raised for military veterans

through a combination of in-kind contributions, direct donations and fundraising, given to RMA – The Royal Marines Charity.

This improves the lives of heroes, and their families, facing difficulties because of their service.





Powering positive Education

Improved education standards for
750,000
students

Image: (bottom) Worle School (top) Science Fair

Case study

PTI PARTNERSHIP

The PTI champions teachers and the instrumental role they play in transforming the life chances of future generations. We work with the PTI, which Keith Breslauer chairs, to support their work towards excellent state school education through exceptional teaching. We engage and encourage support for this charity by accessing the extensive Patron network to generate extensive private financial support. We also provide further funds, free of charge office and event space, and Keith Breslauer invests significant personal time helping the PTI's strategic management and governance. Providing good teaching is the most important thing a school can do for its pupils. The PTI reaches over 7,000 teachers meaning over 750,000 students are benefiting from transformative teaching practices.

“I believe that every child deserves a great education, inspired by knowledgeable, passionate teachers – and that’s what the PTI delivers”

Keith Breslauer

IMPACT OF COVID-19

Whilst providing professional learning in a difficult online environment, the PTI successfully met a huge surge in demand from teachers, isolated from their schools and each other, whilst navigating how to provide education in a new online environment.

Other projects

SCHOLARSHIPS

To help remove barriers to greater achievement for talented and ambitious young people, we continue to fund a variety of scholarships, including: the Black Heart Foundation Scholars for young adults from the UK’s most underprivileged and under resourced communities; multiple scholarships for Chicago Booth students for exceptional young people seeking to pursue careers in social impact investing; and a specific scholarship supporting a talented young dancer.

BUILDING SCHOOLS IN THE MAKALU VALLEY, NEPAL

Our funding and support for a long time, has helped build, equip and staff schools in rural Nepal.

The most recent addition is the Himalayan Education Centre — a teacher training facility and hostel which provides qualified staff for schools and retains bright young adults in the Makalu valley who would otherwise leave to the region to find work.



REACHING OUT

Our reach extends globally as we partner with Akshaya Patra and fund the cost of a midday meal for all children attending certain schools in rural India — providing a significant incentive for children to attend school.



MENTORING & WORKSHOPS

To help state school leavers understand, assess and access future career options, we have established and participate in workshops, mentoring and internships both within our business and our investee companies.

These currently include: young adults benefiting from mentoring combined with work experience at the Punch Taverns head office and in Powerleague’s five-a-side football centres; Patron staff with a range of seniority discussing their career ups and downs with students; sixth form students at a local state school joining a program centred around Patron’s legal team led by Kendall Langford offering guidance through workshops and internships; serving as a mentor to inspire young women considering careers in finance.

IMPACT OF COVID-19

We continued to contribute to the significant increase in online programming including all the challenges of implementation, while in-person events were suspended. Planning is now underway for new, bigger and better events at our office from late 2021!

OUR PARTNERS



Through our support over
£3.2m raised

Case study

CLIMBING AND THE OUTDOORS

— the tremendous therapeutic benefit to veterans.

We hosted seven military veterans on a four-day expedition to the Isle of Skye & the Cullin Ridge in Scotland. The participants, including two George Cross winners, all suffering from on-going complex medical conditions including amputations and severe psychological trauma. They enjoyed four days of climbing and friendship — sharing their incredible personal stories. Patron met the costs of the adventure to ensure that the additional £20,000 of fundraising went directly to Climb2Recovery, raising key money for the charity who coordinated this trip, and many other events.

Powering
military
charities



Image: Expedition to the Isle of Skye

Other projects

PARTNERSHIP WITH RMA – THE ROYAL MARINES CHARITY

The Royal Marines are world famous as the UK's elite amphibious force — the team that's on the most dangerous operations, all over the world. The ones with the endless reach who willingly put themselves in harm's way in our defence, suffering death and life changing injuries, hugely disproportionate to their size in the British Armed Forces. RMA – The Royal Marines Charity are the Royal Marines own charity and are uniquely placed to help.

Breaking Down Barriers

For a real understanding of the issues being faced, Keith Breslauer often joins those from the Royal Marines and Royal Navy recovering from serious injury and illness in their rehabilitation activities. A particular highlight is when he joined a disabled veteran team to recreate the journey taken by the "Cockleshell Heroes", a WWII Commando raid into occupied France.



Fundraising

In excess of £3.2m has been contributed to the charity through our own donations, fundraising events and in-kind support. A very limited sample of our many endeavours:

- We are proud to have been the principal sponsor of the charity's annual flagship fundraising dinner held at the Guildhall since inception, and to have actively promoted this event across our extensive network introducing new contacts, of which many are now regular donors. By meeting the costs of this dinner we ensure proceeds directly benefit the charity, and these have been astonishing — close to £500,000 at the inaugural dinner in 2016, rising to £1m in 2018, a similar amount in 2019 and we are looking forward to raising over £1m in the upcoming November 2021 Dinner;



- An all-female Patron team took on the Commando Challenge around a Royal Marines assault course raising further money;
- When The Royal Marines embarked on an epic physical challenge to commemorate their 350th anniversary, we led the sponsorship, promoting the challenge to the business community — and to help focus their minds, the Patron team joined the Commandos for stages of the challenge.

IMPACT OF COVID-19

Social distancing and social isolation has devastated veteran communities. Exacerbating mental ill-health, suicide rates amongst Royal Marines are increasing because of significant challenges to veteran families, job losses and much more.

At the same time traditional fundraising events have been shut down. We worked with the charity to take fundraising on-line, conceiving and hosting exclusive flagship events offering senior members of the business community the opportunity to discuss the security environment directly with military commanders in an interactive on-line forum, whilst also learning of the challenges being faced by the charity. While this raised a fantastic amount, in excess of £470,000, the charity still have a gross funding shortfall in excess of £1.5million and much work remains.

In-Kind Support

Keith Breslauer chairs the Development Committee, and sits on the Trustee Board helping with governance and strategy. A dedicated office space for the charity is provided at the Patron London HQ.



MENTAL HEALTH

We support work to save and change the lives of those in our serving and veteran communities, whose mental health is impaired after traumatic stress by providing private, consulting space for Rock2Recovery to deliver a London clinic, enabling those affected to access free of charge coaching and psychological support. We have hosted 864 sessions delivered by Rock2Recovery for over 200 clients. We donate and raise money for this charity; and recently sponsored a climbing challenge to Ben Nevis, Scotland where our all-female Patron team joined the climb.

REACHING OUT OVERSEAS

We are a significant benefactor, helping disabled Israeli and US military veterans experience the joy of skiing, mountaineering and outdoor adventures.

BRINGING IT ALL TOGETHER

We are a founding sponsor of The Veteran Games and Conference, which unites more than 300 UK and Israeli wounded military veterans and their families for five days of sporting competition, discussions and social/cultural activities.



Military veterans, living with disability and life changing injuries have joined the Patron team on their annual ski trip to Chamonix for many years — one of our favourite traditions.

OUR PARTNERS



7,500 people helped by the Foundations Initiative

Image: Challenge South London



Powering positive change

Case study

CHALLENGE SOUTH LONDON

— reaching out to inspire and motivate young Londoners.

We are proud of our sponsorship and involvement in the organisation of this ambitious event. Hosted by Royal Marines Reserve Unit in Wandsworth, South London, young people from the local community, with a specific emphasis on reaching out to those from disadvantaged backgrounds, are invited to undertake a series of challenges themed around the Military, the blue light services and sports & adventure. Contributors include: Metropolitan Police; London Fire Brigade; Ambulance Service; Harlequins Rugby Club; Be Military Fit; Powerleague 5-a-side football; and Wandsworth Boxing club. The young people also had the opportunity to meet and speak informally to a series of special guests, with the Lord Lieutenant of Greater London, local Mayors and many of our distinguished military heroes sharing their personal stories.

“This important event stimulates ambition, encourages fitness, builds respect for uniformed services and inspires an adventurous spirit — all of which are very close to our hearts.”

Other projects

EMPOWERING INDIVIDUALS

Our sponsorship and financial grants drive further charitable donations and awareness whilst improving individual outcomes. Some examples include:

- Lee Spencer, AKA “the Rowing Marine”. A single leg amputee, who rowed solo across the Atlantic in 61 days breaking both the disabled and able-bodied record!
- Steve Sparks and Mick Dawson to enter The Great Pacific Race — the world’s toughest rowing race across 2,400 nautical miles, a bigger challenge for these two than most, as Steve is blind.
- Jon White, a retired Royal Marine Captain and triple amputee from Afghanistan has been supported in his aspiration to compete in kayak events in the Paralympics.
- Baz Grey’s solo mission to cross Antarctica unsupported to raise funds for RMA – The Royal Marines Charity.
- Louis Nethercott, an Invictus mental health ambassador, to be the first to cross the five largest islands in the world using only human power.
- Serving Royal Marine Adam Baird and his teammate to pursue their bobsleigh ambitions to be competitive Olympians.
- Hundreds of hotel breaks have been given to injured service personnel and their families, to provide respite during their recovery pathway.

EMPOWERING CHANGE

We support a variety of work in this area. A limited selection includes: a bespoke, dedicated internship program in the Patron business for young adult wheelchair users; a project spearheaded by Patron’s Luxembourg office, providing Krav Maga (self-defence) training to woman in vulnerable communities around the world; and we continue to sponsor the recording of a series of books made available free of charge to blind and partially sighted people.



IMPACT OF COVID-19
We were able to help and support multiple different individuals and groups to carry on their activities — including helping a young GB team climber to continue her training through lockdown, by opening our private indoor climbing facility to her when all commercial options were closed. We were further able to collect and distribute a huge amount of branded clothing, unsold due to COVID-19, to various charities, largely supporting refugees.

ROYAL PARKS HALF MARATHON

For more than 10 years, we have sponsored a team of Patron staff, serving and retired Royal Marines and donors to the PTI, to enter the Royal Parks Half Marathon, benefiting those taking part and more importantly raising vital funds for our charity partners.

“I just want to extend a huge thank you from all the Hasler ranks who were able to take part in the Royal Parks Half Marathon. The benefits to our Wounded, Injured and Sick service personnel (WIS SP) should never be underestimated and both the physical and mental aspect of the training and event itself plays a huge part in the rehabilitation process for the ranks involved. It was a great day with everybody completing the course in a time to be proud of and for some, really proved that ‘anything is possible!’”

SGT. Paul ‘Rick’ Rickard RM – Troop Sergeant
— Royal Naval Recovery Centre Hasler



OUR PARTNERS



Powering inspiration

Greatness Series

BEBE VIO

Every year we hold our *Greatness Series* with the aim of celebrating the ability of the human spirit to achieve great feats and overcome great adversity.

It's a curated series of early evening talks by individuals who embody this spirit, intended to motivate, educate, inspire, and enrich the Patron team, our friends and partners.

An incredibly inspirational person, Bebe Vio who lost all her limbs after contracting meningitis at age 11, discussed her passion for fencing, her recovery, determination and the support that enables her to compete and achieve; including winning two Paralympic Golds.



Images: Bebe Vio

INSPIRING COMMUNITY IN BUSINESS – PATRON'S GREATNESS LECTURES

Making a Difference

- Ed Balls & Ruth Owen — *Overcoming Challenges*
- Jamie Sanderson, Jason Fox & Matthew Green — *Post-Traumatic Stress Disorder, Surviving the Peace*
- *The Forces Wives Challenge*

Adventures Challenge – Life Changing Illness & Disability

- Hanoch Budin — *Turning Downside Into Advantage*
- The “Mad Explorers” — *Delirium, Drowning and Overcoming PTSD*
- Mick Dawson & Steve Sparkes — *A record-breaking row across the Pacific*
- Mark Ormrod — *Triple amputee from Afghanistan discuss resilience*
- Red Széll — *The first blind person to scale The Old Man of Hoy*

Keeping Important Historic Events Alive

- *Norway 75 launch*
- Conrad Humphreys & Baz Gray — *Recreating Pioneering Voyages*
- Dr Tom Keene — *The Cockleshell Heroes ahead of recreation of Operation Frankton*
- Andy Merry — *Yeoman Warder at the Tower of London*

Social Impacting Investing

- Rustady Centre — *Innovation Unlocked. Lessons learned in Social Entrepreneurship & Investing in East Africa*

Challenges in Education

Sir Paul Grant — *The transformation of an inner-city school*

Great Achievement

- Jake Meyer — *Scaling New Heights*

Global Events & Big Ideas

- Rabbi Joseph Dweck — *What Makes a Hero?*

IMPACT OF COVID-19

We continued engagement with the wider Patron network, taking the *Greatness Series* online when restrictions prohibited in-person events, with talks delivered by:

- In the early, most confusing days of lockdown, Dr Seb Vandermolen & Nurse Laura Pinches, both working on COVID-19 wards shared their day-to-day, taking us behind the often-frightening headlines.
- The increase in domestic violence, an unintended consequence of lockdown, was highlighted by domestic abuse survivor and a women's aid charity.



OTHER EVENTS

We have sponsored, hosted, and promoted many receptions to highlight various fundraising events and challenges, including:

- **RM 1664 Challenge** — 2014 marked the 350th anniversary of the Royal Marines, and to commemorate they undertook an epic physical challenge to raise money for their charity. We led the sponsorship, hosting a series of receptions promoting sponsorship opportunities to over 300 senior business leaders. The Patron team undertook epic physical challenges to bring awareness and raise money for the charity, including joining Commandos on a 30 mile run at night through London; and Keith Breslauer joining a team of serving and disabled veterans to complete a 26 hour, 120 mile kayak across the wide part of the English Channel.
- The **Forces Wives Challenge Launch** — helping an often-overlooked community to benefit from the same adventure challenges as their partners.



- The **Norway 75 Launch** — helped the Royal Marines highlight veteran mental health issues.



- We hosted a series of engagement events encouraging support for the PTI entitled **Inspiration for Breakfast**. The series involved expert speakers presenting intellectual ideas and opening up group discussion. Themes have included education, innovation and pedagogy.

over
45 talks
held
with more
to come!

£26m raised

(inc. £1m committed by Keith Breslauer & an additional £1.5m donated by Patron)

Powering social impact investing

The Women in Safe Homes Fund

Bringing together Patron's commercial skills, strengths and experience with the resources of a dedicated social impact manager in a joint venture, we established the world's first gender-lens property impact investment fund.

The Women in Safe Homes Fund offers a solution to the lack of affordable, safe and secure homes across the UK for women and their children who are at risk of, or experiencing homelessness.

They could be survivors of domestic abuse, have experienced the criminal justice system or are otherwise experiencing personal challenges including poor mental health or illness.

The fund buys and refurbishes properties which are then leased to specialist women's sector organisations (WSO's) and charities, who let the properties at affordable rates to women at risk of homelessness, whilst also providing them with individualised support enabling them to rebuild their lives.

Why the need for this fund?

Homelessness for women is a different experience than that for men, and it therefore requires a gendered approach and a bespoke solution for housing and support.

Women's Homelessness is often rooted in trauma and violence:

- 35% of women who have slept rough left home to escape violence;
- 53% of women in prison have survived emotional, physical or sexual abuse during childhood;
- 7 in 10 women in prison are survivors of domestic abuse.

Existing housing options do not serve women sufficiently well:

- 60% of referrals to refuges are turned away;
- 66% of homeless adults in temporary accommodation are women.

There are knock-on effects for women's families where 90% of children have to leave home due to their mothers imprisonment — caught in a "catch 22" situation, upon release from prison a woman is generally unable to get her children back from social care or family arrangements unless she has somewhere suitable to live. However she is often not entitled to suitable housing unless her children are living with her.

Ambitions

With £1.5m in support provided by Patron, the fund was launched in January 2021 with £15.5m committed by four seed investors, including £1m committed by Keith Breslauer. The Women in Safe Homes Fund's ambition is to scale rapidly, with a target of size of £100m, of which £26m has been raised in the first nine months, to house 600 — 1,000 women and their families. Investor returns are projected to be in-line with investments in similar asset classes with the significant upside of positive social impact.

Impact measurement

The fund measures its impact through five principles established via workshops with its charity partners.

1. Recognising women's oppression

Recognising and responding to the experiences of gendered disadvantages and inequality experienced by women — and how this plays out for women at risk of abuse and homelessness.



2. Aligned investment

Investing in appropriate, safe housing for women which aligns the intended outcomes of the fund with the needs and contexts of different WSO's.



3. Appropriate scaling

Tailoring the approach of the fund for each individual project and their unique focus and context. It is hoped that the fund will grow, so that more women will benefit from safe housing — this needs to happen in the right way.



4. Empowerment

Women access safety and have choice and control over their lives. WSO's have more stability and control of their futures. Empowered WSO's can do more to empower women they work with.



5. Inspiration

Learning is gathered throughout the life of the fund and shared to inspire more women to engage with WSO's housing offers. This inspires WSO's and investors to invest in housing for women and to promote effective approaches to policy makers.



SOCIAL INNOVATION

We have long espoused social impact investing; funding scholarships and research work, with Keith Breslauer serving on the Advisory Committee of the Rustandy Centre for Social Innovation at the University of Chicago Booth.

The Rustandy Centre is the destination for people committed to helping solve complex social and environmental problems and since its founding in 2012, has launched new for-profit and non-profit ventures, provided faculty research worldwide, and hosted events and programs drawing hundreds of business and non-profit leaders. In numbers:

- 100+ social impact start-ups have been launched by their John Edwardson, '72, Social New Venture Challenge;
- 200+ alumni have joined non-profit boards;
- 30 research projects funded; topics include volunteer retention and the effect of tax form disclosures on non-profits.



OUR PARTNERS

CHICAGO BOOTH | Rustandy Center for Social Sector Innovation

resonance | BIG SOCIETY CAPITAL

MacArthur Foundation | THE ANNIE E. CASEY FOUNDATION

Bradford Rape Crisis and Sexual Abuse Survivors Service

Nacro | WINNER WE CHANGE LIVES

Refuge | SaferPlaces

“What makes Patron unique is its holistic involvement across a wide range of services donated, business networking, employment, training, fundraising and respite opportunities. Their answer is never “No”, always: “Yes – How?” and that’s what makes this partnership most refreshing.”

Jonathan Ball, CEO of The Royal Marines Charity

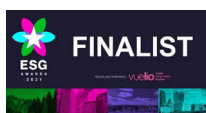
Awards



2021
#BetterSociety Awards for the #Philanthropy Award
Shortlisted (awaiting results)



2021
#FundManager of the Year and in the #SocialImpact Initiative
Shortlisted (awaiting results)



2021
Employee Engagement ESG Programme of the Year
Shortlisted (awaiting results)



2021
Keith Breslauer, Business Culture Leadership Award



2021
UK Company Award Employer Award
Shortlisted (awaiting results)



2021
Impact Project / Investment of the Year: Real Estate



2021
Property Manager of the Year



2021
Healthcare Property Investor Award
Shortlisted (awaiting results)



2020
Opportunistic Fund of the Year



2020
Property Manager of the Year



2020
Social Impact Award



2020
Property Manager of the Year



For more information on our initiatives & charities we support:
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