

Brothers aim to revolutionise the charity sector in London

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Global Charity Partners is a newly established social enterprise trying to better the performance of grassroots charities in London by giving them access to a consistent income stream. It was started 3 months ago by twin brothers Daniel and Marco Tascon who are both studying at the London School of Economics. Through working with local communities they realised the problems charity directors face and started Global Charity Partners to support them.

Global Charity Partners has been created with the intention of making local grassroots charities in London more successful by giving them a continuous, stable income rather than them having to rely on insecure grant applications. They will fund the London based charities through gaining large sponsorship deals and donations from corporations. They will disperse this sponsorship regularly and proportionately to their partner charities, and charities can then use this as a stable foundation alongside their grant applications. So far, the brothers are working on building their list of partner charities, before approaching corporations in the next three to five months.

After developing rounded observations of the running of grassroots charities, the boys noticed definite limitations when it comes to financing their projects - fundraising and corporate sponsorship is out of reach for most small scale charities, so charities are forced to apply for grant application schemes which is often a tedious and disappointing process. The issue with grant applications in many cases is that since the chance of application success is limited due to high competition, it is in the charities best interest to apply for several grants, which in turn leads to problems with planning and budgeting since their financial future is uncertain. In addition some of the most important local charities in London are run by and aim to support ethnic minorities, and this creates another problem when it comes to the language barrier they have.

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