

# Winston For Good Heroes: Peter Crowther Leverages His Connections to Make the World Better for Those Who are Less Fortunate

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Peter Crowther is perhaps best known as Winston's recently named Managing Partner, International Affairs, and a member of the newly created Office of the Chair, but he is also a philanthropist extraordinaire.

In 2008, Peter helped co-found Quintessentially Foundation to support children and young people living in poverty in Britain by leveraging the founders' personal networks to turbocharge the results that small, highly impactful charities can deliver. Peter, along with the foundation's other trustees galvanize their personal networks to:

- Raise money and provide three years of funding for selected charities to scale up and exponentially increase their impact
- Connect selected charities to experts and organizations that can provide the extra help needed to grow and bring new ideas to fruition
- Provide invaluable business advice that the charities otherwise would not be able to afford

Since its inception, with just a handful of dedicated people, Quintessentially Foundation has raised over £14 million and supported over 50 charities. When the current Chair finishes his three-year term later this year, Peter will assume the role of Chair of the Quintessentially Foundation.

Each trustee sponsors and helps shepherd the growth and success of one of QF's selected charities for a three-year period. Peter's current charity is Little Village, a rapidly growing baby bank that provides nappies, clothing, and other baby essentials to mothers in need. Before the holidays last year, he sent a WhatsApp message to all of his contacts asking them to purchase and donate desperately needed blankets for the babies. Winston's London office has also supported Little Village.

Peter said the foundation's support for the charities it sponsors ends up being transformational. He loves seeing the difference that it makes for these really essential, yet small charities. The support provided by the foundation and its trustees helps the charities to significantly increase their reach and positive impact on children and young people who need help to thrive.

1 Min Read

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London

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Corporate Social Responsibility (CSR)

Winston For Good Heroes

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Peter Crowther

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