
Annual Report and Financial Statements 2009/10

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Westminster Befriend a Family has been supporting families since 1989. We help break cycles of disadvantage and social exclusion, promoting family cohesion, well-being and achievement. We do this by providing family support solutions for a wide range of issues by means of volunteer befriending, mentoring and advocacy, support and professionally led recreational activities. We offer our services in partnership with specialist organisations that follow our objectives. Our early intervention programmes are designed to create and nurture healthy environments in the homes of Westminster's most vulnerable families. We are dedicated to providing the necessary support to overcome deprivation and inequality, so that Westminster's families can lead happy and fulfilling lives. We want to create a community of healthy, resilient families who are free from disadvantage and fully integrated into their neighbourhood communities.

I am proud to present Westminster Befriend a Family's Annual Report. The very first Annual Report recalls a local organisation starting up with just 18 Volunteers, an annual expenditure of £17,000, and an income of just £5,036. We have certainly come a long way.

We now approach our work in a more holistic and creative way, and with 750+ children and families, an annual expenditure of £318,982 and a pool of 100+ volunteers, we have certainly progressed. The past year has been another of improvement, as well as consolidation. If you glance through the pages of this report you will find a whole host of achievements and initiatives that will make a real contribution to improving the lives of families throughout Westminster. For example, the launch of our new office at the Beethoven Centre in Queen's Park and the new drop-in service we run from this office is something we are particularly proud of as we have improved access for isolated families in the north of the borough.

Over the next three years, Westminster Befriend a Family aims to raise £400,000 to sustain our family support services and we hope that you will support us.

Sanjay Sridher
Chair of Trustees

A message from the Director

This year I have had the pleasure of working with a highly developed Board of Trustees, made up of several new members who have brought exceptional business management and finance skills. The Trustees have given increased time, knowledge and energy to the organisation throughout the year and have significantly improved governance.

We have also focused on staff development and to this end we have supported our staff to improve their skills and capabilities. A senior manager has achieved a business management qualification with the Open University, and other staff have completed first year undergraduate study in social work, Positive Parenting Programmes and other similar courses.

This year we carried out a comprehensive consultation programme with children and families and we are delighted to report that we have received extremely positive feedback from our families.

Our significant achievement this year has certainly been the opening of our new office at the Beethoven Centre in Queens Park, where we

have launched a new weekly drop-in information and advice service for parents. This was part of our strategy to target the deprived areas in the northern areas of Westminster and to give families their longed for drop-in space.

We will not be resting on our laurels. Financial viability is crucial and we have therefore begun an effective process of realising cost savings. We will also be strengthening and developing our partnerships with organisations so that we can effectively channel vital resources and support to disadvantaged families.

This year I have been overwhelmed by the commitment and skills of our volunteers who give of their time and energy not only to provide direct support to families, but also by managing projects, fundraising and providing administrative support. Their commitment is impressive and greatly valued by everyone.

Looking to the future, our improved governance and our continuing efforts to promote the inclusion of our families leaves us in a good position to deal with future opportunities and challenges.



We are 20

On October 26th, 2009, the Lord Mayor of Westminster began celebrations in honour of Westminster Befriend a Family's 20th anniversary. An entertaining evening of speeches and dinner jazz was hosted for an audience of over 100 guests. Councillor Connell, Cabinet Member for Economic Development and Family Policy, and Sam Younger, Chief Executive of the national housing charity Shelter led reflective discussions that remembered our past and embraced the future. The evening's events gave families an opportunity to share their experiences of using our services with leading professionals in social policy, advocacy and implementation.

Supporting families in four different ways

We deliver a range of services via four volunteer-led projects that enable us to meet our aims and begin to realise our aspirations for families and young people in Westminster. Our volunteers act as catalysts for this change. At every stage our objectives remain transparent for all involved with those we support; from project managers to complimentary service providers and management committees to volunteers, all strive to develop projects that benefit those most vulnerable in our communities.

Our **Homeless Families Project** for families in temporary or overcrowded housing responds to the isolation created as a result of regular relocation and the struggle to cope in cramped, insecure conditions. Refugee, asylum seeking and migrant families are supported through regular weekly contact with volunteers trained to advise on housing, able to advocate on their behalf and provide necessary introductions and access to amenities in the local area.

"Westminster Befriend a Family helped me buy furniture for my new home – it made me so happy"
- a parent currently supported by a volunteer as part of the Homeless Families Project

Our **Families with Young Children Project**, for parents with children under eight-years-old, responds to the challenges presented to parents from socially and economically deprived backgrounds. We do this by training volunteers to make effective home-visits to support children with their school study, provide respite for anxious and exhausted parents, offer parenting tips and oversee implementation.

"It was a great experience as I had a chance to use my imagination and create an amazing piece of artwork that was going to be shown to the parents at the end of these three days. I hope I have the opportunity to do it again"

- a young person who attended a recent arts project



Our **Family Worker Project** for families with multiple and complex needs responds to the adverse effects of a multitude of health, social and financial problems by providing a key worker to isolate concerns and provide strategies and support for overcoming them. The Family Worker paves the way for volunteers to take over support. An informal drop-in service offering advice from job opportunities to navigating ways through the convoluted benefits system runs with this project.

Our **Young People's Project** for children aged between 8 and 16 years old provides mentoring support and supplementary educational courses to engage children in stimulating and beneficial work. Creating opportunities for young people to meet in supportive environments encourages positive peer-to-peer work. With an array of activities and events on offer, this intervention project prevents young people from spiraling into trouble in their homes and local communities.

In addition, Westminster Befriend a Family also organizes regular recreational activities for children and events for families (see pages 16 – 21 for more details).

Homeless Families Project

The Homeless Families Project provides specialist support to families living in temporary accommodation and overcrowded housing. Many of those we support are refugees, asylum seekers and migrant families. The project's services aim to reduce the isolation experienced by families in these situations by:

- conveying specialist housing advice
- liaising with statutory housing organisations
- alleviating the stress associated with temporary and overcrowded housing by organising activities for children and respite for parents
- improving living conditions by applying for small grants to pay for essential items

Partnerships between the Homeless Families Project and complimentary services are continually being strengthened. The launch of our services from the Beethoven Centre in Queen's Park marked a significant milestone in the development of this unique project. Since opening, 200 families in Queen's Park and the surrounding wards have accessed our drop-in services. We are currently building a relationship with the Cardinal Hulme Centre, a London based organisation with similar aims to break recurrent cycles of homelessness and social exclusion. This productive collaboration will enable families to access additional training and pathways into employment, housing and immigration support.

The Khouri family's story

Mariam and Rafiq arrived from Lebanon with their three children almost two years ago. Placed in temporary accommodation in the north-east of Westminster, the cramped living conditions exacerbated Mariam's serious mental health problems and posed serious risks for Rafiq's physical disability. A neighbour hadn't taken kindly to their relocation and regularly complained. Isolated from family and struggling to make friends in the area, the Khouri family couldn't access statutory services on their doorstep and were not receiving their entitled benefits. Money was short, and the children were unable to participate in local activities. The youngest, Zaina, was being bullied at her primary school.

Homeless Project Worker, Lola, assessed the Khouri family's situation and facilitated a conversation between the parents and local services.

The result: the family successfully applied for a Disability Living Allowance and Carers Allowance. Further mediation between the family and the local primary school addressed Zaina's complaints of bullying. The school was made aware of Zaina's limited extracurricular pursuits and Westminster Befriend a Family encouraged her to take part in their Thursday evening swimming sessions. Supported by Lola, her school, the local Housing Department and a Special Educational Needs Coordinator, Mariam and Rafiq were able to collectively address Zaina's learning outcomes; efforts were made to increase attendance at school and positive relationships were developed amongst the family and a growing network of support in the local community. Lola advised the Khouri family on how to foster links with their community and establish a peaceful environment in their small, crowded home. She then helped implement these plans. Security and contentment was established after noise from the house was minimized and better relations were developed with their next-door neighbour.

Lola worked with the Khouri family throughout their unsettled relocation to London. The family is now coping with their new environment, and Zaina is thriving at school. Whilst Lola no longer needs to make home visits, she regularly catches up with Mariam and Rafiq at events hosted by Westminster Befriend a Family. *(Names have been changed to maintain confidentiality)*



Families with young children

We support families with children under the age of eight by providing respite for parents and young carers, therapeutic and normalizing play and access to local organisations including social, health and education services.

The work our Family Workers and volunteers carry out is wide-ranging and home visits can vary from week to week. They might include any number of the following:

- providing parenting advice and helping parents implement routine and structure into the home
- taking children to their local park
- helping children with their homework
- assisting with applying for entitled benefits, whether this means helping with filling in forms or liaising with local services over the phone
- applying for small grants to pay for essential items (mattresses, cookers, chairs)
- listening to parents and children talk about their concerns

Westminster Befriend a Family also organises a range of events and outings for families. These provide families with the opportunity to explore the world beyond their immediate area and meet other families with children of a similar age. See our events section on pages 20-21 for more details.

This year we've supported 64 families with a total of 162 children, 56% of which were under eight years old. Half of these families, including 47 children under eight years old, receive regular, weekly support from a Family Worker or volunteer. The demographic of families we support typically include the following range of backgrounds:

- single mothers with babies
- parents and/or children with disabilities or severe medical problems
- families with more than five children

Family Workers and volunteers work with these families under the proviso that their aim is for their families to achieve greater independence; however, when this time comes and regular support is no longer required, families are not left out in the dark. Ties with our services are not

severed, rather we continue to provide occasional support as and when families ask for it, either over the telephone or sometimes at home. Families are also encouraged to make use of our activities for children (see pages 16-19) and attend our family outings and events (see pages 20-21).

We also provide long-term, intensive support for families coping with a range of more complex problems. Project Managers and Family Workers support complex cases involving serious mental health problems, domestic abuse and families with issued child protection plans. More often than not, our support will form a key part of a network of support from a number of other agencies - social workers, NHS community outreach workers and schools. This support is comprehensive, and regular family support panels are held to ensure the best possible provision for these families.

'Overcoming isolation'

A lone mother and her eight-year-old son receive support from two of our volunteers, a husband and wife. Last year, the family fled their home to escape domestic violence. The volunteers help the family recover from the effects of abuse and alleviate the isolation experienced as a result of their diminished self-esteem and relocation to an unfamiliar area. The male volunteer is a positive role model for the son and provides regular help with homework tasks. The female volunteer is a much needed confidant for the mother. Recently, the volunteers arranged an outing to Piccadilly Circus, to take photos for the son's school project and introduce the family to the area surrounding their new home. The volunteers also took the son out for his first ever trip to a swimming pool, which he thoroughly enjoyed!

Family Workers Project



A typical day for our Family Worker includes assessing families and young people's needs; attending multi-agency meetings to feedback on families' concerns and progress; coordinating support; designing and delivering tailored interventions and evaluating their outcomes.

Our Family Worker provides support to 40 families with multiple and complex needs. These needs range in scope and prevalence, but all present potentially devastating consequences in the family home. Our Family Worker supports those suffering from terminal illnesses, mental health difficulties and the effects of domestic violence, poverty and debt. Our Family Worker does not construct a panacea for all families' problems, but identifies key concerns and develops holistic strategies to overcome them. In our experience of working with families, tackling the root cause or alleviating the most pronounced symptoms, subsequently benefits families' whole lives. Support given by our Family Worker lays the foundation for work that can be taken on by our volunteers.

Our Family Worker also runs a drop-in service, providing much needed informal support to families and young people. We try to reduce the stigma attached to support services by making these sessions informal; there is no need to book in advance, families are consulted individually and families are welcomed to return for further advice and informed of complimentary activities and events (see pages 16 – 21 for more details of our activities and events). Special sessions on careers and job opportunities also run throughout the year.



Positive Parenting Program

Ever wished children came with instruction manuals?

Unfortunately they don't, but our Triple P - Positive Parenting Program® practitioners coordinate and deliver **evidence-based courses for parents designed to minimise the prevalence of behavioural and emotional problems** experienced by children and adolescents. Our practitioners are trained to help parents see through the confusion and misinformation marring good parenting practice. Whether their toddlers throw tantrums or teenagers play truant, parents are encouraged to **establish ground rules in the home**, develop skills to manage challenging behaviour and promote positive relationships between family members. This is achieved through a series of informative group workshops, role-play activities and homework handouts.

This year we ran three separate parenting groups, two of which were held in a floating classroom, kindly provided by Beauchamp Lodge. A crèche for children, supervised by staff from the Honey Pot Playbus, ran simultaneously, giving parents peace of mind and children the opportunity to explore the specially adapted mobile activity centre. All hands were on deck as children took part in face painting, drawing and jigsaw puzzles.

Young People's Project

Ever wish growing up was easy?

No charity can make growing up 'easy' and making the transition through this challenging developmental period has its almost inevitable obstacles, but our Young People's Project relieves disadvantaged and vulnerable children aged between 8 and 16 years of the additional burdens they carry. This year our volunteers worked with 180 children from across Westminster.

In previous years, we capped the upper age limit at 14 years; however, in response to our surveys with young children, we've increased this to 16 years. Our mentoring programme provides advice, recreational and educational and arts activities, and a listening ear to children in the most deprived wards in Westminster.

- We encourage children to make positive family ties to prevent disengagement.
- Our comprehensive activities and events programmes reduce social isolation and antisocial behaviour.
- We facilitate positive exchanges with adult mentors to provide young people with the opportunity to develop their interests, social interaction skills and a sense of who they are and where they're going.
- Our multi-agency work reduces the risks of antisocial behaviour, school truancy, criminal offences and substance abuse.

Liam's story

Liam is now 15-years-old and has just started Year 11 at a secondary school in South Westminster. He lost both of his parents when he was very young and has lived with his grandmother, Margaret, ever since. Their relationship is fractious. The poor links between Liam's home and school made him very angry. Things never went according to plan and so Liam began to rebel. That was until Tom, a Westminster Befriend a Family volunteer and mentor, got involved. Liam was pleased to have a mentor to talk to like an older brother. Tom supports Liam with his homework and organises enrichment activities for him to attend. Margaret was relieved to see Liam's motivation and self-esteem increase. Liam is more respectful of ground rules in place and Margaret now feels more at ease at home. Tom facilitates communication with Liam's school and his learning and difficult home life is now appropriately addressed.

"I like having a volunteer who talks to me, it helps me deal with different situations and manage my temper. He also taught me to get into the habit of doing my homework, something that I had never done before. His mediation has been important for me to start cooperating with my nanny." Liam, aged 15-years-old. (Names have been changed to maintain confidentiality)

Consultant report



As a young person, finding support and advice can be difficult. As a previous service user, I know that Westminster Befriend a Family plays a key role in supporting socially excluded young people. I am privileged to be the first Young People's Consultant, supporting the Young People's Project.

In this role, I was able to ask the Board of Trustees to lift the age limit of support provided for young people from 14 years to 16 years. I felt passionate about the need to increase the age range because, in my experience, the period between 14 and 16 years is a time when most young people need additional support from a third party to deal with the influence of gang culture, the media and issues relating to education and relationships. This request to the Board was successful, and the project has grown and progressed since.

Over the past five years, Westminster Befriend a Family has offered me a wide range of activities geared to develop my skills and confidence. The Creative Writing Project, in particular, provided me with the opportunity to develop my literacy skills and articulate my ideas better. I now have the confidence to participate and speak on behalf of young people who receive a service from Westminster Befriend a Family and I look forward to helping more young people through the Young People's Project.

I have spent time in the office gaining first-hand experience of third sector work and I now understand the processes and tasks undertaken by the office team. The working environment in the office is always friendly and supportive. I look forward to participating in the work of the organisation and developing my role as the Young People's Consultant over the next few years.



Stella Ajayi (age 16)
Young People's Consultant



Activities

Our comprehensive programme of activities and events compliments the vital work of our projects

This section of the report highlights some of the most significant activities and events Westminster Befriend a Family has organised over the year.

Through the work of our projects, we encourage families and young people to keep healthy by exercising and establish links in the local community by attending relevant and informative events. We would only be doing half of our job if we didn't provide forums in which families can experience the benefits of this advice. Our programme of weekly activities, including swimming lessons and martial arts classes, compliment the work of our projects. Children keep fit, make friends in their local community and realise their potential to succeed. Parents meet others in their local area and by bringing their children along to our activities that run at a number of sites across Westminster. We also organise a series of events that run over the course of the year. Some are celebratory, some are educational, and others are arranged to create opportunities for families to share their experiences together.

The next few pages will give you an idea of the types of activities and events Westminster Befriend a Family offers to compliment the work of our volunteers in the home.



"This is our quality time, time for children to have fun and for parents to sit, relax and to be proud that their kids make progress and learn new things."

Swimming

Our weekly swimming lessons at a local pool in Bayswater have proven hugely popular with families who find the cost of regular swimming lessons prohibitively expensive. For an hour every Thursday between 7pm and 8pm, up to 25 children enjoy lessons with experienced instructors and up to 20 children have an open swimming session. Families have an opportunity to meet and socialise. The benefits of learning to swim and meet new children is recognised and greatly appreciated by these parents.

- 63% said the lessons provided them with an opportunity to meet other families
- 50% said the swimming lessons are good for their child's health and wellbeing
- 38% said they have seen an improvement in their child's confidence

All the parents were satisfied with the quality of the lessons and the friendly atmosphere created by the instructors and participating volunteers; however, some - especially those with young children - would prefer the lessons to take place at an earlier time. Westminster Befriend a Family is looking into the possibility of holding sessions at a more convenient time.

Martial Arts

Come rain or shine, parents diligently bring their children to evening martial arts classes at the Gateway Primary School twice a week. For many of these children, the hour spent learning the discipline and skill involved in this ancient combat sport is the only structured activity they will participate in beyond their classrooms. The facilities at the Gateway Primary School are excellent and the modern and functional interior is often much better than the schools these children attend during the day. Whilst children spend the hour with professional instructors, parents congregate in an adjoining classroom. Some bring along their youngest children and others use the time to seek advice from supervising volunteers, but all relish the opportunity to meet parents from the community.

"Friday evenings are a time for us to look forward to; a time free from homework, household chores and getting ready for the next day." - a parent of a child who attends our Martial Arts classes

Day trips out for families & children

Sea Life Aquarium

Did you know that even after 540 Marine Life Expeditions all over the Earth, more than 20% of our oceans remain unexplored?

In May, our volunteers studying at University College London raised money for our families to visit the Sea Life Aquarium near Waterloo. Forty families toured the Sea Life Aquarium's interactive exhibitions and journeyed along the Great Oceanic Conveyor. Coming face-to-face with some of our Earth's most bizarre looking marine life, a smiling group of children enjoyed discovering extraordinary facts, whilst parents took pleasure from watching their children develop new friendships and curiosities. Despite only travelling a stones-throw out of Westminster borough, one parent said 'it felt like I was on a holiday.' After the trip to the aquarium, a walk along the Embankment provided a welcome opportunity for families to enjoy the company of their volunteers outside the confines of their family home.



Tenpin Bowling

Our Secondee from the Home Office organised a ten-pin bowling trip at the Queen's Ice and Bowl Centre in Bayswater during the Easter holidays. Eight of our most economically disadvantaged children aged between 8 and 13-years old attended with their parents. The trip was a satisfying reward for these children who had worked hard through the spring school term. Parents are always grateful for excursions such as these; many recognise the need to occasionally treat their children to special events, but often don't have the means of doing so by themselves.

Arts and Craft at the V&A

In April, 38 families attended a free, three-day arts and craft workshop hosted by the Sackler Centre at the Victoria and Albert Museum. Inspired by costumes from around the world, children were set the task of designing and making their own headdresses. Families had the run of the museum grounds to gather ideas from all around the world; there was jewellery from Russia, hats from Africa and fashions from the Far East. Judged on the enthusiasm of all involved and the parents' proud faces on seeing their children's creations, the event was successful and we hope to work with the V&A Museum's education department in the near future.

Bognor Regis

In August, we took 200 children and parents to Bognor Regis for the day. It was a beautiful sunny day and staff and volunteers organised a sports day on the beach. Families enjoyed their picnics on the beach in the warm sand.



Regardless of how many children families have and how much chaos ensues at the end of the autumn school term, the run up to Christmas can be a very lonely time for Westminster's families. As parents struggle to meet festive expectations, morale can decrease and anxieties emerge. The support of our volunteers doesn't stop at the end of the school term; support is provided throughout the holidays for families and young people and many choose to attend our special Christmas events.

- 'Twas the week before Christmas and Westminster Befriend a Family held it's own celebrations. Unlike the popular children's poem where 'all through the house, not a creature was stirring,' our volunteers brought together over 200 families to eat together and enjoy playing festive-themed games. For many, this was the only opportunity over the cold holiday to eat together with other families and enjoy festive-themed party activities. Our Christmas party is a highlight of our event calendar and one that our families look forward to most. A volunteer reflected after the party, "Children were fully involved in the games and really like it. They worked as a team and for a target. Excellent!"

- A beneficiary charity of 95.8 Capital FM's 'Help a London Child' campaign, Westminster Befriend a Family escorted 200 children and families to **Hyde Park's magical Winter Wonderland**. Children ice-skated and whizzed around on funfair rides whilst parents kept warm strolling around the German-inspired Christmas market and sipping hot chocolate drinks.

- Entertainment in the form of Father Christmas, his loyal elves, remarkable magicians, pretty princesses and funny clowns was performed for a number of our families at a glitzy **Christmas party at No.11 Downing Street**. Mrs Margaret Darling hosted the event and children left with a memorable experience of visiting this important landmark and a gift from Father Christmas. One 14-year-old boy spoke of his excitement on leaving the premises, "I am feeling really lucky as now I can say to my friends that I have been inside the Chancellor of Exchequer's residence and I know this is something exceptional!"

Achievements

Volunteer training & development

- *Last year we said we would...*improve our volunteer training and development support.
- *We said we would do this by...*recruiting a dedicated and experienced volunteer manager to provide a link between volunteers and those delivering the training course and monthly supervision sessions.
- *This is what we achieved...*volunteer queries are dealt with quickly and efficiently; feedback from initial training is used to develop comprehensive and relevant programmes for supervision sessions; volunteers are regularly informed of local events, services and policies affecting those they support.

Improving office accessibility

- *Last year we said we would...*improve access to our helplines for families and volunteers.
- *We said we would do this by...*improving our communication systems to include eight directlines to our project managers.
- *This is what we achieved...*families and volunteers are now able to get in direct contact with support staff by way of our new eight-line telephone system that has increased accessibility and reduced waiting times.

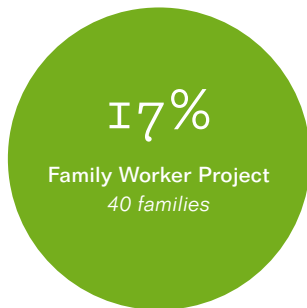
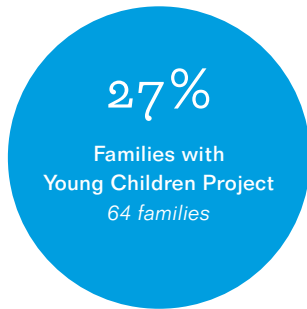
Increasing access to our services in northern wards

- *Last year we said we would...*increase our presence and services in the northern most part of the borough.
- *We said we would do this by...*establishing a new office at the Beethoven Centre in Queen's Park and operating a new drop-in service for local residents.
- *This is what we achieved...*200 families have now accessed our services in Queen's Park and surrounding wards.

Collaborative working

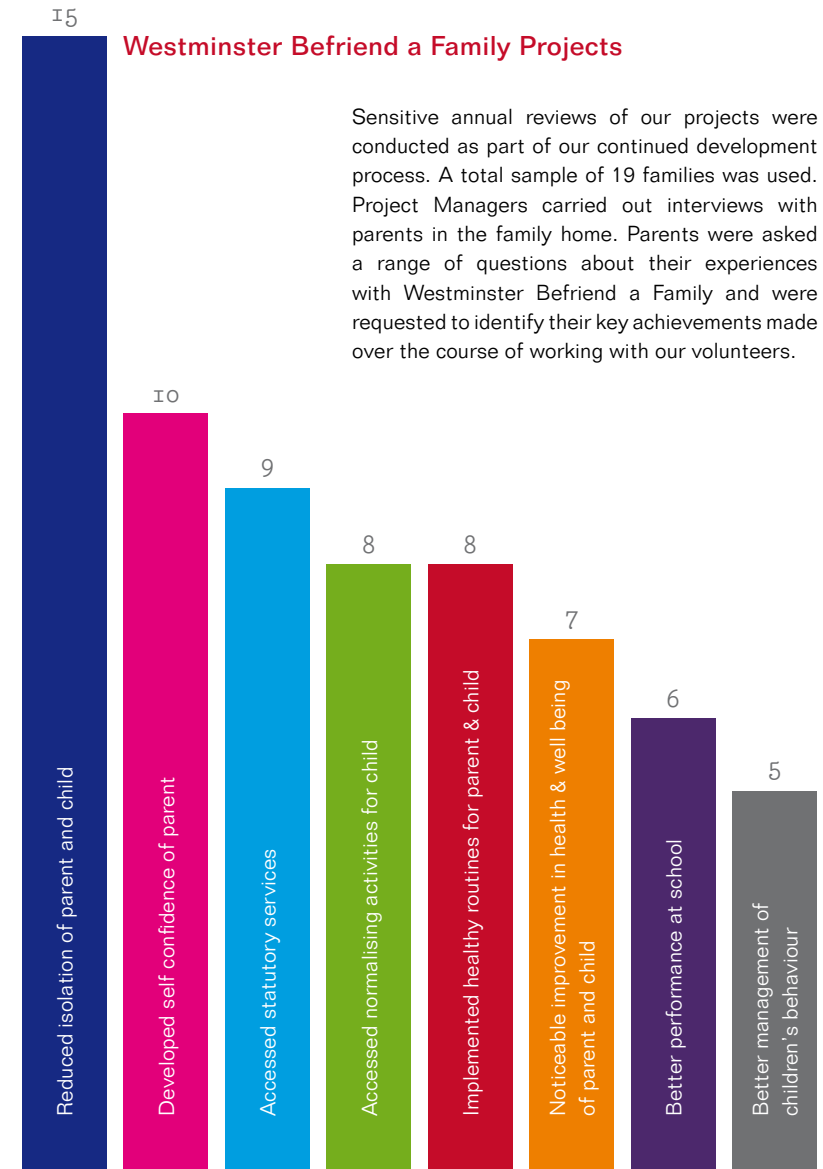
- *Last year we said we would...*increase our partnerships with key agencies and work with at least two more key partners in Westminster.
- *We said we would do this by...*establishing a link with the Cardinal Hulme Centre to increase the scope of our Homeless Families Project and running services out of the Beethoven Centre to increase accessibility for families to partner agencies in Queen's Park and surrounding wards.
- *This is what we achieved...*we were invited to join the '4in10: The End Child Poverty London Project.' Together, we raised the awareness of the extent of child poverty in the area, increase advocacy and develop and demonstrate the potential of locally led initiatives. We are developing a project with the Cardinal Hulme Centre, which will commence in autumn 2010.

Evaluations of outcomes



Our Project Managers closely monitor the work of our volunteers. In turn, internal reviews of projects assess their outcomes. The results are fed back to our volunteers and Project Managers, and modifications are made to training and supervision programmes accordingly.

An equal proportion of our resources go to each project to advertise our services and maximise accessibility for vulnerable families across Westminster. The breakdown of our service users demonstrates the demand for our projects.



The AIM Foundation
 The Albert Hunt Trust
 The Alchemy Foundation
 Awards for All
 BBC Children in Need
 Children's Fund
 City of Westminster
 The Coutts Charitable Trust
 Dolphin Square Foundation
 The Eaton Fund for Artists, Nurses
 Family Welfare Association
 The Fitton Trust
 The Frank Buttle Trust
 Hardship Fund
 Help a London Child
 The Henry Smith Charity
 The Holbeck Charitable Trust
 Hyde Park Place Estate Charity
 John Laing Charitable Trust
 John Lyon's Charity
 Kelly Family Charitable Trust
 The KPMG Foundation
 Lloyds TSB Foundation for England and Wales
 Mercers Charitable Foundation
 Peter Cruddas Foundation

Peter Jones
 Porticus UK
 Society of Friends of Foreigners in Distress
 St Giles in the Fields and William Shelton Charity
 St John Southworth Fund
 Strand Parishes Trust
 Mr M Tooze
 The Westminster Almshouses Foundation
 The Westminster Foundation
 Westminster Amalgamated Charity
 Westminster Charitable Trust
 Westminster St Stephen with St John
 Westminster Small Grants

In-kind Supporters

Finmeccanica UK
 The Home Office
 Land Securities: SW1 Gallery
 The London Eye
 Marks & Spencer
 Oriel Securities
 Orrick, Herrington & Sutcliffe (europe) llp
 Peter Jones
 The Rubens at The Palace
 Shepherd's Restaurant

Donors & funding

2010/11 objectives

Looking to the future, we have identified and agreed a number of top priorities for 2010/11. These have grown from a strategic and reflective review of the year and will form the basis of our aspirations for the next.

Branding

Ensuring our first impression accurately reflects our work

We need to:

- change the name of our organisation as we now provide services to families beyond a 'befriending' capacity
- redefine our job titles to reflect the nature of individuals' work
- update our mission and aims to reflect our aspirations and unique output in Westminster

Social Return on Investment (SROI)

Measuring and proving our impact in Westminster

We need to:

- publicise our unique role in Westminster
- evaluate and monitor the progress of our projects using a combination of quantitative and qualitative surveys

Competitive Strategies

Collaborative work with partners to provide continuous support for families and attract potential sponsorship

We need to:

- better understand the environment within which Westminster Befriend a Family operates in terms of its competitors contributions
- develop local partnerships with complementary services in order to join up service delivery and compete for resources
- develop our brand image to attract corporate partnership in order to secure significant, long term support

Volunteering with us

No organisation is better than the quality of its staff, and that's why Westminster Befriend a Family carefully selects, trains and supervises its volunteers. Over the course of five full days, prospective volunteers complete an eight-module course covering all aspects of volunteering with young children and their families. From learning about child development to understanding barriers to equality, volunteers have the opportunity to learn about their role, become familiar with relevant policies and voice concerns - all within the legislative framework of working with children. All sessions are led by professionals in the field and cover the following pertinent themes:

- an introduction to Westminster Befriend a Family and the role of the volunteer
- being a parent and family lifestyles
- child development and the emotional needs of children
- communication and young people and adolescence
- child protection and confidentiality
- barriers to equality
- homelessness, asylum and refugees
- the caring network and preparing for the first visit

Volunteers are asked to commit to supporting a family for a minimum of six months after training and child protection checks are complete, though many stay for much longer, often working with several families over the course of a few years. Whilst supporting a family, regular contact with Project Managers is supplemented with monthly supervision sessions. Guest speakers are invited to talk on related subjects and peer-to-peer support is encouraged through open discussions of cases. Volunteers are updated and informed of local events and directed to refresher training courses if necessary.

"We befriend in a professional way, by that I mean showing care, respect and help towards your family, but also understanding what your boundaries are."

Our pool of 120 volunteers are tackling issues faced by the most vulnerable families in Westminster. Our volunteers work on the frontline, visiting families in their homes and local areas. Our volunteers also work behind the scenes, providing administrative support to our project managers and ensuring the viability of our projects. Our volunteers reflect the diverse cultural backgrounds of those we work for. Many of our volunteers are multilingual and able to utilize their translation skills on behalf of families who struggle with the English language.

On average, a volunteer spends up to three hours a week with their befriending family. That means, over the course of a year, **many volunteers individually contribute over 150 hours to supporting a single family and in total they provide over 9000 hours of support.**

Westminster Befriend a Family's pledge to volunteers:

- **transparency** - a promise to ensure best practice throughout the charity's work, from board meetings to coffee mornings, and training courses to home visits
- **support and supervision** - a commitment to providing valuable training courses, monthly supervision meetings, one-to-one supervisions as requested and clarity concerning expectations and outcomes
- **development** - a dedication to organising opportunities to discuss successes and problems with experienced Project Managers
- **aspiration** - a resolve to foster ambition through offering stimulating and stretching work

How we are organised

PATRONS

The Rt. Hon Baroness Symons of Vernham Dean
Bernadine Evaristo MBE

BOARD OF TRUSTEES

Chair

Süleyman Hüseyin
resigned 2nd November 2009

Chair

Sanjay Srinder
from 2nd November 2009

Vice chair

Shelagh Blackham MBE
until 22nd March 2010

Vice chair

Lady Tebbit
from 22nd March 2010

Treasurer

Brenda Rennie

Raquel Amin

resigned 28th January 2010

Louise Browne

resigned 7th February 2010

Annie Younger

joined 6th April 2009

Alan Price

joined 6th April 2009

Arthur Moore

joined 14th December 2009

Elga Batala

joined 22nd March 2010

Shamsa Hersi

joined 22nd March 2010

Jennifer Keiza

joined 22nd March 2010

In addition to their work for the Board, Trustees participate in and chair a number of finance, fundraising, volunteer and human resources subcommittees. Our trustees endeavour to remain visible to our volunteers and families, often working with families themselves, or attending monthly supervision sessions.

Who we are

MANAGEMENT TEAM

Director of Services

Jacqueline Crooks

Families with Young Children Project Manager

Caroline Sandes

Homeless Families Project Manager

Lola Turner

Young People's Project Manager

Dee Dee Setongo

resigned October 2009

Francesca Cappelli

joined October 2009

IN-HOUSE TEAM

Family Worker

Christine Mwambia

Volunteer Manager

Esther Akinboye

Project Administrators

Vinoth Jayakumar

Wendi Austin-Joseph

Office Manager

Jackie McDonald

Treasurer's report

Our financial performance continues to improve despite the difficult and rapidly changing economic climate. WBAF is an organisation that relies exclusively on external funding to deliver its valuable services to the Westminster community. We have no major assets to exploit financially and no revenue streams to support our family services.

The relentless demand for these services means an ever increasing drive to seek further funding from external sources. Without this funding we simply cannot deliver our service to those in need. Fundraising is a primary focus, therefore, of the Trustees and Director throughout the year.

We are in a healthy financial position but the increasing uncertainty over future funding is ever-present so it will be necessary in the coming year for us to increase the focus on fundraising even further and diversify our sources wherever possible.

We track and monitor our costs more closely to align them with our funding streams.

Reserves policy

The Operational Contingency Fund is a new provision by the Trustees to set aside sufficient unrestricted funds to enable the Charity to continue its charitable activities for 6 months if its income were to sustain a long term downturn for whatever reason.

£75,000 set aside as the first step towards ring fencing the 6 months operating costs necessary to achieve this goal.

Auditor's statement

Statement of Financial Activities for the year ended 31 March 2010

	Notes	Unrestricted Funds (£) 2010	Restricted Funds (£) 2010	Total Funds (£) 2010	Last Year Total Funds (£) 2009
Incoming resources					
<i>from generated funds</i>					
Voluntary income		53,967	316,275	370,242	269,929
Investment income		337		337	5,809
Total incoming resources	3	54,304	316,275	370,579	275,738
Resources expended					
<i>Costs of generating funds</i>					
Costs of generating voluntary income			4,675	4,675	13,240
Costs of charitable activities	3	97,436	235,275	332,711	236,550
Governance costs		588	1,175	1,763	1,763
Total resources expended		98,024	241,125	339,149	251,553
Gross transfers between funds		78,122	(78,122)		
Net movement in funds		34,402	(2,972)	31,430	24,185
Total funds brought forward		142,150	56,832	198,982	174,797
Total funds carried forward	16	176,552	53,860	230,412	198,982

The net movement in funds referred to above is the net incoming resources as defined in the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commission for England & Wales and is reconciled to the total funds as shown in the Balance Sheet as required by the said statement.

All activities derive from continuing operations.

Volunteers

• Abdi Nur • Adam Bent • Adoja Ahorseay • Afaf Mohamed • Ahmed Hashin • Aleana Ismail • Alex Flemming • Alison Tebbit • Amanda Kendzior • Andreas Demitri • Anky Chan • Anna Heinen • Annie Younger • Ayola Shantay Ellis • Beverley Bynoe • Boon Alapafuja • Carina McFarlane • Carmen Carpenter • Carol Merchant • Carol Ann Bird • Carolina Manosca • Cecilia Ogonleye • Chaher Roumieh • Christina Vaccaro • Clementine McGaw • Daniel Ward • Daniel Olusegun Ola-Thomas • David Onomivbori • Deavon Sinclair • Debbie Courtney • Debbi Hickey • Deborah Lesforis • Dee Davis • Delia Peters • Denis Flavius • Donna Shannon • Dora Ansah • Douglas Armstrong • Edel Boyle • Elaine Bruce • Elga Batala • Ellen Hooper • Emily Simon • Emily Morris • Emmanuelle Michael • Enrica Schaefer • Esther Okpiaru • Fahmida Ghafoor • Folu Fapohunda • Frances Riches • Francia Saltos • George Dellal • George Tagoe • Georgie Bratt • Georgina Angelica • Georgina Guerzodje • Giovanni Ramondi • Gregordi James Scurr • Haleh Haeri • Hannah Griffiths • Hannah Rogers • Hannelie Marais • Henna Munawar • Helen Iwo • Hoda El-Shikh • Holly Tett • Iona Padel Collins • Irene Lobo • Iwona Niec • Jacqueline Kanoel • James Miller • Jane Barltrop • Janice George Pinard • Jean Sheppard • Jeetu Miah • Jennifer Goldstein • Jenny Keiza • Jenny Herring • Jess Hunt • Josef Ali • Joseph Wright • Joseph Bude • Karishma Zaman • Kate Powell • Katie Slee • Katrina Swanston • Kemi Adekoya • Kenrick Pinard • Kerar Alamin • Kerry Griffin • Khadija Bakashaka • Khadija Moussalli • Khalid Israr Haq • Ladi Madawaki • Laui Ibrahim • Lauren Nketiah Brown • Lillianthe Burkmar • Linda Wylie • Lisa Maguire • Louise Brown • Lucia Benassi • Lucy Abercrombie • Mabel Araromi • Madeleine Howatson • Maksud Chowdhury • Mandeep Grewal • Marco Paschoalini • Maria Dokanari • Maria Benfield • Marian Esume • Marie Madeleine Tanoh • Millicent Martin-Lebert • Monica Jato • Monica Sophia Xavier • Monique Lue • Mukti Panchal • Myriam Barnett • Naa Odarty-Montei • Nadisa Martin • Naomi Muigua • Nashila Kassam • Nicholas Stuart Nicholson • Nicole Sochore • Nii Amu Swaniker • Noor Alyassin • Norris Sandiford • Nyekachi Amadi • Olga Garyarva • Olga Amato • Oliver Gyamfi • Osman Osman • Pamela Litika Shiyntum • Pathy Muhirwa • Paul Stephenson • Pauline Young • Peju Akinlude • Peter Ward • Precilla Zivarattinam • Radhika Sanghani • Rainbow Evelyn Wilcox • Ramond Sandi • Rquel Holzmann • Rasa Henein • Reem Hassan • Remedies Herrero • Ria Ravello-Maria • Richard Enimola • Richard Byrne • Rosie Fellner • Rossella Cetorello • Ruth Francis • Ruth Chalmers • Samira Adawi • Sammy Chwanna • Samuel Dada • Sandra Carvalho • Sandra O'Kelly-Lutz • Sandra Simeon • Sanjay Sridher • Sayda El Sharief • Sera Miles • Serena Benassi • Sharon Agostini • Shelagh Blackham • Shenika Hylton • Slaven Maitland • Sophie Walmsley • Stefania Cacciavillani • Stuart Thorpe • Suad Omer Sesse • Susan Baker • Susie Schwartz • Sylvester Baird • Tanisha Angelica Casimir-West • Titi Oduyela • Valerie Hickey • Veronique Bianconi • Yasmin Grewal •

“Westminster Befriend a Family makes such a huge difference. There are some times when **thank you** isn't enough”

With the kind support of:



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