

Impact Report

2016–17

**Here now.
Here always.**



welcare

strengthening families since 1894

welcare.org



@welcareuk



welcareuk

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Who We Are

Welcare has served children & families for **123 years**

We have **5 centres** across South London & East Surrey

We put children **first**



We are Welcare, a charity that utilises our Christian value base to support children and families in their time of need.

We exist to help families not only to survive but to thrive, empowering them to access opportunities, build support networks and improve their life skills.

We provide practical and emotional support for families with children up to the age of 13. Everything we do is focused on ensuring that children can have the best possible start in life and a positive future.

What We Do

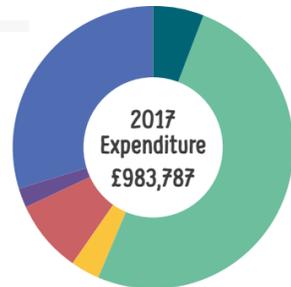
We deliver a range of targeted social work and family support services, parenting courses, group work programmes, mentoring services for children aged 8–13 and a Children's Centre in Redhill.

We work with children and families in their own homes, our Welcare centres and other community settings, such as churches and schools, providing practical help and emotional support. Our staff and volunteers' aim is to build on the positive elements of family lives and to build trust, enabling families to prevent difficulties from escalating.

To us, every child and family is unique and individual. Whatever challenge families who turn to us are facing, we are here for them.

Where we spent our money in 2016–17

- Fundraising & Marketing
- Child & Family Support Services
- Volunteer Programme
- Community Social Work
- Groups & Workshops
- Redhill Children's Centre



Highlights of the Year

- We held our first Volunteer & Supporter Awards ceremony in September 2016 to recognise and reward the achievements of our amazing volunteers, supporters and community fundraisers
- We were granted £40,000 from Lambeth Child & Adolescent Mental Health Services (CAMHS) to run a young person's drop-in and participatory photography group
- #TeamWelcare entered the British 10K London Run for the second year. Our team of 19 raised over £5,000
- Welcare won three awards in separate categories at the 2016 Bromley Volunteer Awards Ceremony



The Difference We Made Last Year

We developed our Volunteering Programme

Our volunteers are a key, valued part of our service delivery. They form a natural extension of the professional support we offer to the vulnerable children and families facing multiple challenges who turn to us.

Following our *Investing in Volunteers* award by the United Kingdom Volunteering Forum (UKVF) in October 2015, which recognised the strength of our volunteer recruitment and training, our volunteer programme has continued to go from strength to strength. Last year we benefitted from the support of 209 volunteers in a diverse range of roles, such as assisting with community and group work, providing individual help to parents and families in their homes, delivering mentor support for children, and administrative support for staff in our centres.

We have developed an innovative and comprehensive programme to engage, support and recognise the role they play. Delivery of our first fully comprehensive training programme for Welcare's Family Support and Child Mentor volunteers was held last year. The programme runs over five days and includes sessions on Effective Volunteering, Volunteering with Families, Safeguarding and Child and Adolescent Development.

We increased the number of groups we delivered

Last year we set out to create a programme of group work that is consistent across our services and that meets the needs of service users throughout the communities in which we operate.

In our 2015/16 Impact Report we referred to the Toxic Trio of mental health issues, domestic abuse and substance misuse, that can all increase harm and risk to children and result in poorer outcomes during childhood. Our group work programme aims to address these issues in both a preventative and therapeutic way:

MySpace A treatment and recovery programme for young people between the ages of 8-13 who have been exposed to domestic abuse. The focus is on helping children to understand and manage their feelings about what they have experienced and to prevent issues in future relationships

Strengthening Families, Strengthening Communities A culturally sensitive group work programme that aims to strengthen resilience and promote good parenting resulting in better outcomes for children

Voice of the Parent A group that enables parents to stay connected to the support of Welcare and other parents following one-to-one or group work. Each session has a different theme, such as preparing for work, self-care or managing behaviour, and helps encourage self-reliance and peer support

We enhanced our outcome measurement

We strengthened and built upon our use of the outcome measurement tool **Outcomes Star** and introduced two new stars that are relevant for our services users: Family Star+, which adds emotional wellbeing for the parent and return to work suitability to the original star, and My Star, which is specifically for working with young people. Each of the stars has specific areas for discussion with the parent, child or family, and they are mapped twice or more through the course of Welcare's involvement, so that change and progression can be demonstrated.

In 2016–17, our 209 volunteers provided over

3,735hrs of support across all our services



"I felt at breaking point and then Rachel turned up and we sat down, had a coffee and a chat, and it really made a difference. It got me through that day and the following day as well."

— A parent supported by a Welcare Family Helper volunteer

93% of our volunteers said volunteering had given them an increased feeling of attachment to their community



Example of a mapped My Star

Please complete both sides

I believe in Welcare's work and...

I would like to make a single gift of

£25 £50 £100 Other

Please find enclosed my cheque/postal order

Or please debit my:

Visa Mastercard American Express

Name on card:

Card No.:

Valid: Exp:

Security Code: Issue No:

Please do not send cash in the post.

Or... I would like to make a regular gift of

£5 £10 £25 Other

Frequency: monthly quarterly annually

Starting on:

and thereafter until further notice by Standing Order.

Name of Bank:

Acc. No.:

Sort Code:

Bank Address:

Make your gift worth 25% more, at no extra cost to you! *giftaid it*

I am a UK taxpayer and would like Welcare to reclaim the tax on this donation and any others I have made in the last 4 years and any future donations I make.*

*I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please let us know if your tax circumstances or name and address details change so we can update our records

BANK INSTRUCTION: Southwark Diocesan Welcare, NatWest Bank PLC, London Bridge Branch, PO Box 35, 10 Southwark Street, London SE1 1TT. Account Number: 65621115 Sort Code: 51-50-03

At any time you are free to alter the payment amount or frequency or cancel a standing order.

Signature: _____

Date: _____

Please complete both sides

Would you like more information about Welcare?



Fill in your details and return to us at:
Welcare, 19 Frederick Crescent, London SW9 6XN

Or our freepost address (no stamp required):

FREEPOST WELCARE

nothing else needs to be written on the front of the envelope.

Personal details

please complete in BLOCK capitals

Title:	First name:
Surname:	
Home address:	
Postcode:	
Email address:	
Telephone No:	

Your support changes families lives—thank you. Your details are always safe with us, we will never share them and we will not bombard you.

You can change your mind at any time. All our emails have an unsubscribe link or you can contact us on 0207 820 7910 or email us at info@welcare.org.

I'd like to hear more about the following areas:

Services Volunteering

Fundraising & Events Finances

I am happy to be contacted by:

Post Email

Telephone SMS

Last year we helped...

417 children & 238 families with intensive support

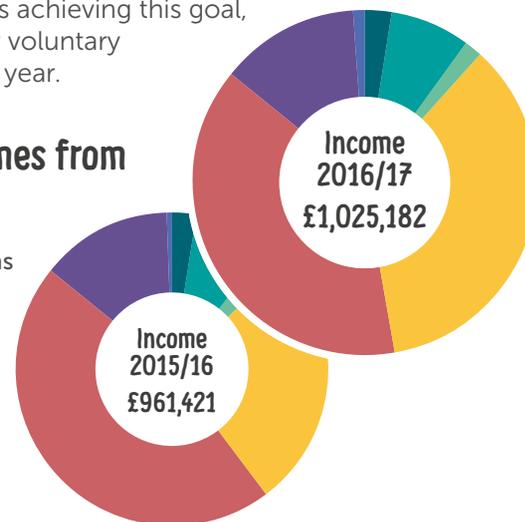
In addition **916 children & families** benefitted by attending groups, programmes or activities organised by Welcare

Using **Outcome Family Star+** and **My Star** to measure our impact, over **81% of parents & children** told us that Welcare's intervention had made a **positive change** in their lives. Next year we want to increase this figure even further.

Since 2012 Welcare has focused on diversifying our income and becoming less reliant on statutory funding. Each year we work towards achieving this goal, with the percentage of our voluntary income increasing year on year.

Where our money comes from

- Individual Giving
- Churches & Organisations
- Fundraising Activities
- Trusts and Foundations
- Local Authority Funding
- Investment Income
- Other



For every £1 we raised, we spent 89p on helping families. The remaining 11p went on raising vital funds for the future



Our Goals for the Future

- To position the needs of children and families at the heart of the organisation by developing service user engagement and feedback directly into our services
- To develop engagement with young people aged 11–13 in Inner London and deliver a range of drop-in and group work programmes in response to their needs
- To re-launch our services in the Royal Borough of Greenwich by delivering our distinctive Child and Family Support Service
- To increase awareness of the work of the charity and encourage new supporters, utilising social media, crowdfunding and other integrated campaigns



A huge thank you to all those who have supported our work in the past year.

Thank you to everyone of our donors, volunteers, funders, supporters, partners and colleagues. You help to make sure Welcare continues to be here now and always for local children, young people and families in their times of need.

Registered Office: 19 Frederick Crescent London SW9 6XN
President: The Bishop of Southwark | Chair of Trustees: Cherry Murdoch | Chief Executive: Anna Khan
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All figures have been extracted from Welcare's Annual Report & Accounts 2016/17 which are available on our website: welcare.org