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whitechapel mission

2010 Annual Review

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We served 25%
more breakfasts
this year

our mission and values

Whitechapel Mission is dedicated to providing a lifeline to the poor and homeless people of London who struggle each day against hunger, poverty and exclusion.

Our goal is to help people to help themselves, giving them the confidence they need to become independent, which we do through practical support and advice and by teaching them the life skills they need to succeed.

We believe everyone deserves another chance, regardless of their background, race or religion.

We believe in keeping promises, which we use to guide our work each day:

- ➔ We promise our service users that we will provide a warm and welcome place for them to come, built on trust, belonging and understanding, regardless of what they have done before.
- ➔ We promise our colleagues and volunteers that we will give them a safe environment for them to work in and a real opportunity to make a positive impact on the lives of the people they support.
- ➔ And we promise our supporters that every penny they give us will always go directly to services and to support our clients.

Our work is inspired by our Methodist church heritage and our Christian beliefs.

We know that we can, and are, making a positive and lasting difference to the homeless who ask for our help.



2,175
different people used the
daycentre in the last twelve
months

Welcome to the latest Whitechapel Mission Annual Review.

As I review our work over the past year, I think back to when it all started in 1876; the faces may have changed, the building is different, but the basic problems of the homeless have changed little over that time and essentially we are still doing the same work that has been going on at Whitechapel for over 100 years. In the past 12 months we have seen an increase in the number of homeless people in London coming in and making use of our services. In the light of all this therefore, it would be easy to think that we have achieved very little.



In actual fact I see this as a positive sign that we are making a difference, a difference that more and more people who look to us for various measures of support are recognising. As information about our services has been shared more widely, and as the benefit felt by those we work with has grown, so too has the demand for what we do. We don't advertise our services, but those who feel the benefit of what we do spread that good news far and wide.

Many of the new faces that come to us have been on the street for some time (27% of rough sleepers have been on the street for 2 years or more); others are completely new to the area. But what they share is the desperate need for a welcome and for help, without many of the restrictions that they may have faced elsewhere.

We are extremely thankful that the number of volunteers who want to work with us has grown and is still growing so that, alongside our team of skilled and committed staff, we are able to cook more breakfasts, supervise more showers, hand out more clothing and, importantly, reach out to more people with our lifeskills and education programmes. You can find full details of the numbers using these services elsewhere in this Review.

Our challenge now is to continue to fund the growth in these services as well as find the finance to increase the

range of services that we can provide. At the same time we have to ensure that we continue to do what we do to the same high standards as now, keeping the promises we make that are so central to what the Whitechapel Mission stands for. Difficult? Yes. Impossible? No. Not with our colleagues, Trustees and volunteers all determined to stand up and be counted. And not with you, our dedicated supporters who have contributed so much in the past. We need you now more than we have ever done and I know you will not let us down.

On behalf of everyone here at Whitechapel, thank you so much.

Tony

Tony Miller
Director

87
people received help in
claiming benefits

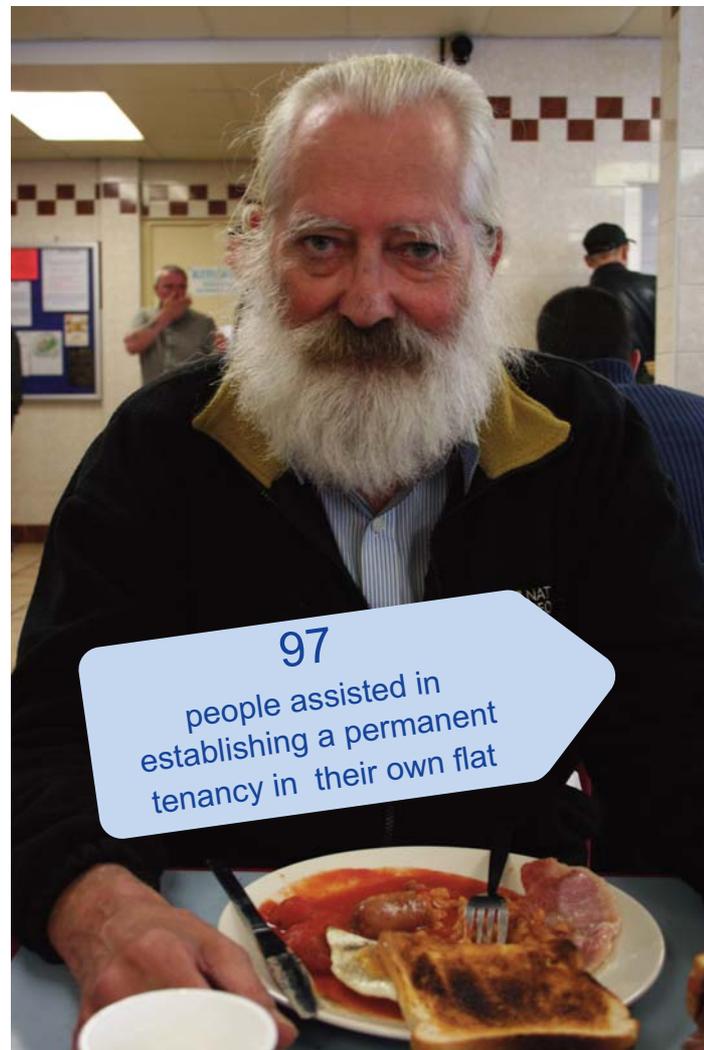
our year

what we have
been up to

Because the usage of all our main services has grown, so too has the pressure on our resources. But despite the many problems that this has created, it's been an incredibly positive and successful time. We have achieved a lot to be proud of:

- ➔ We have served 25% more hot breakfasts than in the previous year and showered and clothed hundreds of people.
- ➔ We have sustained our success in getting homeless service users into permanent accommodation and work; and helped more to take the first step by securing temporary hostel accommodation.
- ➔ We have continued to review the staffing structure in place in all areas of the Mission, so ensuring that the skills of our employees are put to best use.

- ➔ This means that not only can we offer the very best opportunities for them, our service users can also obtain the best service and our supporters can get in touch with us more easily.
- ➔ The Trustees have reorganised the way that they operate and new Trustees have been brought on board to add experience in different areas, so that as a body they are now better able to effectively plan the strategic direction of and manage the Whitechapel Mission.
- ➔ This will be essential if we are to cope with the growth in demand for our services that we are currently seeing and the increase that we are certain will come as the cuts being made by central and local government bite harder. Life at the bottom of the pile is hard at the best of times; when economic conditions are difficult it becomes even harder.
- ➔ We have hosted 196 volunteer challenge days in the day centre, making breakfast and sorting the clothing store, and have had 289 volunteers in the life skills centre – teaching people the skills they need to move their lives forward.
- ➔ In total, our volunteers have given us more than 10,000 hours of their time – the equivalent of six full time staff.



→ We have continued with visits to churches, church groups, schools and colleges to raise awareness about homelessness and to talk about our work. Our aim, as far as we can, is to reduce and eventually stop what at present seems an endless stream of young people from our capital becoming homeless and living on the street.

→ Whilst we have lost the support of some of our corporate sponsors, new relationships have begun with others and the existing partnerships with our corporate supporters that have grown and developed have become stronger, for which we are immensely grateful.

→ Our annual Thanksgiving Service again took place last November in the Whitechapel church to give thanks for the work of the Mission and all our supporters, without whom our work simply could not continue. This year we were pleased to welcome back as the preacher at this service Rev John Lines, who was the minister at the Whitechapel Mission from 1991 to 1996 and it was good to see that he has lost none of his affection for Whitechapel or enthusiasm for the work that is done here.

→ We have completed a refurbishment of the dining-room, replacing the old tables and chairs which had suffered wear and tear. This has given us the



22
people helped back into
full-time employment, in
meaningful and fair
paying jobs

opportunity to buy new furniture which is slightly smaller, so allowing more tables and seating to be fitted in to accommodate the higher numbers now coming to the Mission daily. Also the walk-in fridge and walk-in freezer, which have served us well for 20 years, have been demolished as part of a major refurbishment to our kitchen area. This has opened up the opportunity to re-develop the whole of the food store area to maximise the use of the space there and install new free-standing commercial fridges and freezers that should reduce our running costs. All this work would not have been possible had it not been for some generous donations to fund the new equipment, for which we are very grateful.

the difference we're making

Life skills Centre

Our advice and life skills programme has been developed to actively tackle homelessness and related issues by offering guidance to service users and training them in the practical skills needed to secure and sustain housing and employment. In the past year, we have seen a 30% increase in users.

We know that a number of people get trapped in a cycle of homelessness because they don't have the skills or knowledge needed to keep things going – life is a recurring pattern of sleeping rough, hostel living and then into a flat – only to begin the circle again six months later. We're here to help break this cycle.

We have invested time and money in helping 61 people obtain a copy of their birth certificate, which is the first step in proving their identity and claiming benefit to help move them forward.



In the past year, we've run 200 advice sessions and have seen 1,375 people engage with our advice services. Legal advice is now available on Mondays and benefits advice on Thursdays. 87 have received assistance in claiming their benefits, 595 have got involved in our life skills programme and over 100 have done both. They have taken part in sessions about writing a CV, interview skills and job coaching, all aimed at trying to get them into employment. Basic computer skills classes have been held, also to help them job-wise and cooking classes, budgeting classes and hygiene information have all been available to improve their life chances by giving them skills that will help them sustain tenancies and integration into the wider community.

As a result of the help we have given, 264 people have found a place away from the streets, 97 having found accommodation in their own flat and 127 in hostels and 80% have managed to successfully sustain themselves. 22 people have secured employment and 4 have gone into further education. 57 people have been referred to drug or alcohol programmes.

We invest time and resources into helping people become independent; and ultimately less reliant on the Mission's services. This then allows us to help the new people who come through the door each day.

Day Centre

Whitechapel Mission is open every single day of the year and offers a lifeline to between 180 and 250 people every day, rising to as many as 350 on a bank holiday.

57
people have been referred to
drug or alcohol programmes

19,631
showers have been taken

We provide a hot meal, a shower, clean clothes or even just a place to keep warm. In the past year, we've served 99,938 cooked breakfasts. Yes, that is 99,938. I will leave you to work out how many eggs, rashers of bacon, tins of beans, tomatoes and mushrooms that has involved!

Over the past 12 months 19,631 showers have been taken, an average of 75 every weekday. We don't give out clothing, but rather let people choose their clothing as they leave the showers, using an estimated £61,000 worth of

items donated by our supporters. With that many showers being taken, it means that we are always in need of towels, our washing machines and driers work overtime to wash and dry them and the hot water often runs out during the course of the morning.

Ladies Day

Those who come to the Mission are predominately men, and that can be very intimidating for the women who form part of our community. So Friday afternoons are restricted to women only and we now have as many as 35 to 40 women within this community, sharing a lunch time meal, taking part in various activities (bingo goes down a real storm!) and have a clothing session. These afternoons provide an opportunity to take a break from the pressures of street life. We offer a special thank you to our volunteers for making this service possible.

We were able to take a group of 18 of the regular ladies on a day out to Southend, accompanied by volunteers from two city companies, which they enjoyed immensely. Fish and chips on the sea-front, a walk on the pier, a ride on a rollercoaster and to finish, tea at Leigh-on Sea Methodist Church kindly provided by the ladies of the church, with sandwiches and home made cakes. A simple, enjoyable day made extra special by the kindness of all involved.

Severe Weather Emergency Provision

When the weather drops below zero, the Mission will open its doors to help the homeless cope with the freezing temperatures. During last winter there were 37 nights when the temperature fell below zero (the lowest being -7 degrees) and on those nights the Mission was open all night to provide sleeping bags, warm clothing and shelter, a hot meal and of course tea and coffee.

During those 37 nights an average of 65 people stayed in each night and a total of 2,632 evening meals were served.

This winter, the Mission will again open every night the temperature falls below zero, with priority being given to local rough sleepers.

money, money, money

our finances

I know it sounds obvious, but running the Mission costs money. A lot of money. Without counting the enormous amount of resources we receive in volunteer time, food and clothing from our generous supporters, it takes some £560,000 each year – nearly £47,000 each month or £1,534 every day – to keep Whitechapel Mission running and to provide the services we offer homeless people. As the only independently-funded homeless charity in London, the effort needed to secure this income each and every year should not and indeed must not be underestimated.

Just under a quarter of our income – some £130,000 – comes from investments we make and the rents from Whitechapel House, our key-worker housing project. Much of the remaining income comes from the donations we receive from individual supporters, trusts and companies. The ongoing financial support from these sources is our lifeblood, and something that we prioritise to secure our future prosperity.

In the past we have occasionally benefited from receiving a large legacy; indeed two years ago we received two legacies totalling almost £70,000. Last year our legacy income was only £7,000, so we have to look at this source of income as something extra if we receive any and not include it as part of our regular funding stream.

The challenge we face as demand for our services increases, is to secure our future funding so that we can keep doing what Whitechapel Mission has done since the day it was founded – be there, open every day, to provide for those who rely on us so much. In this we rely on you, our supporters, each and every day to keep these services going.



It costs £1,534 a day to keep the mission open

opportunities

to support our mission

Our work with London's poor and the homeless has already achieved great things, but there's still so much that we want and need to do.

And with more and more people asking for our help, hopefully we've inspired you to want to lend a hand too. The choice of how you'd like to support is entirely up to you, whether giving us your time, your money or the food and clothing that is so much needed.

Give time

Get involved

The Whitechapel Mission began 134 years ago and much of our work would never have been possible without the support of thousands of volunteers. Today, volunteers play a crucial role, working with homeless people, providing essential administrative support or raising much-needed funds.

We want volunteering at Whitechapel to be fun, rewarding and challenging. The skills, opinions and/or the experiences of each of our volunteers are hugely valuable, which is why they're such an important and integral part of what we do.

Volunteers are welcome to come alone or in small groups.

Many people bring work colleagues and choose to help out in a morning before going to work. Or if you can't come to us, we can come to you! We've been pioneering a new clothing challenge with a few Methodist Churches who collect and sort clothes for the Mission from the comfort of their own community. We look forward to sharing the idea with more of our supporters who may find it difficult to make the journey to Whitechapel.

61

birth-certificates obtained,
allowing people to get their
first foot on the ladder

Whether you'd like to get involved in making breakfast, sort the mountain of clothes for our clothing store or deliver programmes in our life skills centre, there's a volunteering opportunity for you. We're also currently looking for volunteers with bookkeeping, IT maintenance and handyman skills to help out.

'run with a mission'

The British 10K run each July is becoming a key event in the Whitechapel Mission diary. For the past two years we've been joined by many of our supporters to run and raise money for the Mission.

This event has the potential to raise a large amount of money for the Mission, which will allow us to continue to offer the hand of hope to the many coming to our door. This year, 2010, we raised some £43,000 and all it would take to raise that to £50,000 is for one person within each church to agree to run the six miles with us and ask for sponsorship from within the church and even the local community. Is that a challenge you are prepared to go for in 2011? The run takes place in London on Sunday 10th July 2011 and we have 150 places reserved in our name. It is a great day out and a worthy cause. We'd love you to join our team.

Both Tony and Sue have run before and are hoping to do so again this year, so if you cannot run with us, why not sponsor one or both of them?



£43,000
raised last year, with a goal of
£50,000 this year

Give money

Legacies

Making a will ensures that your estate and possessions go to the people you care about most once you die. The money Whitechapel Mission receives from supporters' legacies facilitates our daily work with homeless people.

A charity legacy in your will is free from inheritance tax and so a tax-effective way to give. For the guidance of those friends who wish to remember the work of the Whitechapel Mission in their will, the following form of bequest is suggested:

I GIVE AND BEQUEATH to the Treasurer for the time being of the Whitechapel Mission, 212 Whitechapel Road, London, E1 1BJ, for the use of the said Mission the legacy or sum of £..... (free of duty) and direct the said last mentioned legacy or sum to be paid within 12 months of my death from the proceeds of my real and personal estate, but primarily out of my personal estate, and the receipt of the treasurer shall be sufficient discharge to my executors.

NOTE: The Mortmain and Charitable Users Act, 1981, enables testators to give by Will for the benefit of any charitable use not only pecuniary Legacies, but also tenements and hereditaments of any tenure. The Will must be signed by the testator at the foot or end thereof in the presence of two independent witnesses, who must sign their names and addresses and occupations, at the same time, in their presence and the presence of each other.

Make a donation

Whether you give a one-off amount, or regularly by standing order or through your monthly salary or whether you donate by remembering us in your will, your donations are always welcome.

£560,000 is a large amount to raise each year, so please, please be as generous as you can. We and the homeless and vulnerable people who rely on us need your help.

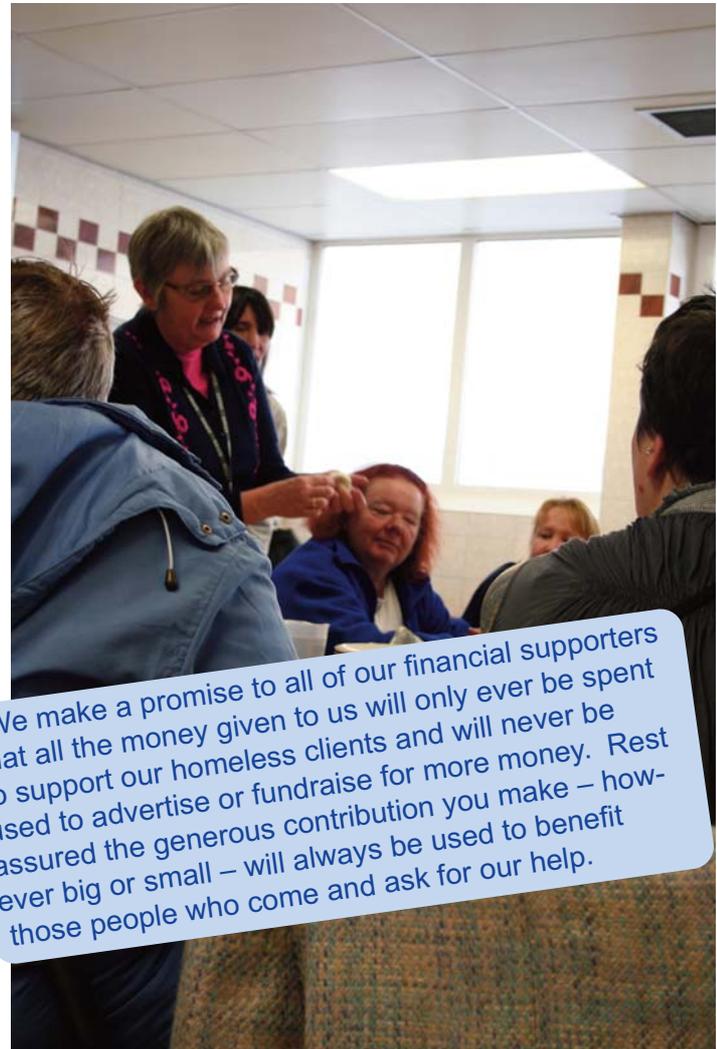
Payroll Giving (GAYE)

Payroll giving is the most tax-efficient way for individuals to make regular donations to us. And that's because the donation comes out of your pre-tax salary each month. So every £1.00 you give will only actually cost you 80p, and if you're a higher rate tax payer, it will only cost you 60p. Some employers operate schemes to match what you pledge – ask your payroll team for information and to sign up. Visit <http://www.hmrc.gov.uk/payrollgiving/> to read more about payroll giving.

Gift Aid

This is a great way to make your donation to us go even further, without any additional cost to you. If you are a UK tax payer and complete a Gift Aid form, we will be able to reclaim the tax you have paid on your donation from the Inland Revenue at the standard rate. If you pay tax at the higher rate, you can claim further tax relief in your self-assessment tax return.

To make a credit card or debit card donation, please visit our website at www.whitechapel.org.uk or go to our Justgiving page at www.justgiving.com/whitechapelmission/donate/



We make a promise to all of our financial supporters that all the money given to us will only ever be spent to support our homeless clients and will never be used to advertise or fundraise for more money. Rest assured the generous contribution you make – however big or small – will always be used to benefit those people who come and ask for our help.

Give a homeless person a holiday

Did you have an enjoyable holiday last year?

Maybe you had two weeks away in the summer, or you have had a winter break in the New Year, perhaps going skiing. It's good to get away from the routine and travel to somewhere different, with a comfortable bed and meals provided.

How much will you pay for your holiday? £200 each for a short break in Paris? £400 each for a fortnight in Spain, or if you are really 'pushing the boat out' £1000 or more for a cruise?

Please spare a thought for the homeless people you will leave behind, and help to give them a holiday as well.

No, we are not planning coach trips from the Mission to the seaside, but every day, summer as well as winter, we give our service users new shoes to help them travel, a new set of clothes to keep them warm, a new sleeping bag for a bed, and breakfast every morning. And in summer our income falls, as the needs are not so obvious.

To feed and clothe a homeless person for a week costs £35, to buy them a blanket £7, to help them find a hostel place £25. So for £102 you can give a homeless person a fortnight's 'holiday'.

Please think about this as you make your own holiday plans and help us to help the homeless all the year round.



Gifts in kind

We are always pleased to receive any gifts donated in support of our work. In particular, we welcome food, clothes, toiletries and harvest festival goods – our website is regularly updated to indicate the items that we particularly need at that time.

But to ensure that we can always make use of what you give us, please do not send us:

retro or vintage garments, jewellery and accessories, music and films (CDs, videos, DVDs), homeware, china, ornaments, pictures etc.

Church Services

Planning a special service?

Harvest - Home Missions - Social Responsibility

We can provide preachers to share in or conduct your worship

For further information please contact Jenny Hughes at:

020 7247 8280 (Mon -Wed) or by email: jenny@whitechapel.org.uk

our promise

We are known on the streets as the Cavell Street Mission and have become famous for our cooked breakfasts. More than 200 people each morning join us to enjoy this breakfast, and many more visit to take advantage of a shower, clean clothing, medical attention and good toilet facilities with somewhere to have a shave and wash up after a night sleeping rough. We are known for these services to the homeless and with the help of our many volunteers and supporters, we are good at the delivery.

And yet this is not what Whitechapel is about! Whitechapel is all about a promise – we promise that whatever mess your life may be in, whoever else may have let you down, at 6.00am tomorrow morning our doors will open and you will receive a warm welcome. We will not bar you or exclude you. If your behaviour is not acceptable you will be asked to leave, but come the next morning you will be welcomed back.

To keep this promise the Mission needs to be open tomorrow and the day after, to stay open on Bank Holidays and at Christmas. We have to be open every day. We are the stability in chaotic lives. We are the rock on which people can rely and maybe begin to rebuild their lives.

But it is also about the warm welcome. A plain welcome is not enough! A warm welcome, acknowledging individuals



In total, our volunteers have given us more than **10,000** hours of their time

and making sure they understand they have value and are worth the effort. Our many volunteers deliver this message every day. It is not the fact that they prepare, cook and serve breakfast, but how they serve breakfast. With a smile and a pleasant word, confirming at the beginning of each day that we believe everyone has potential and we are here to support them all.

Our motivation to be here each morning and to offer this service comes from our desire to do His bidding. We offer food to the hungry and open our doors to the homeless and poor. Give clothes to those who have nothing to wear. We will be here each day of the year and will serve everybody that presents themselves at our door.

We go much further and you will have already read in this review that we place much effort on services offering advice, counselling, lifeskills and pastoral care, attempting to make a difference every day for those seeking a different lifestyle.

But we need also to be aware that many people living on our streets may not be ready for such a change and will simply die on the streets.

Before we can help somebody make a claim for housing or unemployment benefit, they need to be able to prove who they are. This means a birth certificate, passport or other photo ID. Not so easy if you are sleeping rough. To help somebody get their foot on the first rung of the ladder costs £11.50.



Last year 27 of those people known to us died. Every single one of them mattered. The death of each of them is a tragic loss for the Whitechapel family. We need to be there for when people reach the point where they want to change direction, so that others will not die.

For all those who come to Whitechapel we can only offer a demonstration of our Lord's love and be there for them when everybody else has turned their back. By being here each morning, offering food, clothing and being accepting, we can show people what Whitechapel is really about.

All of this is only possible because of the support we are offered by the many people and churches that support our work. We ask you to please continue allowing us to make the difference!

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99,938
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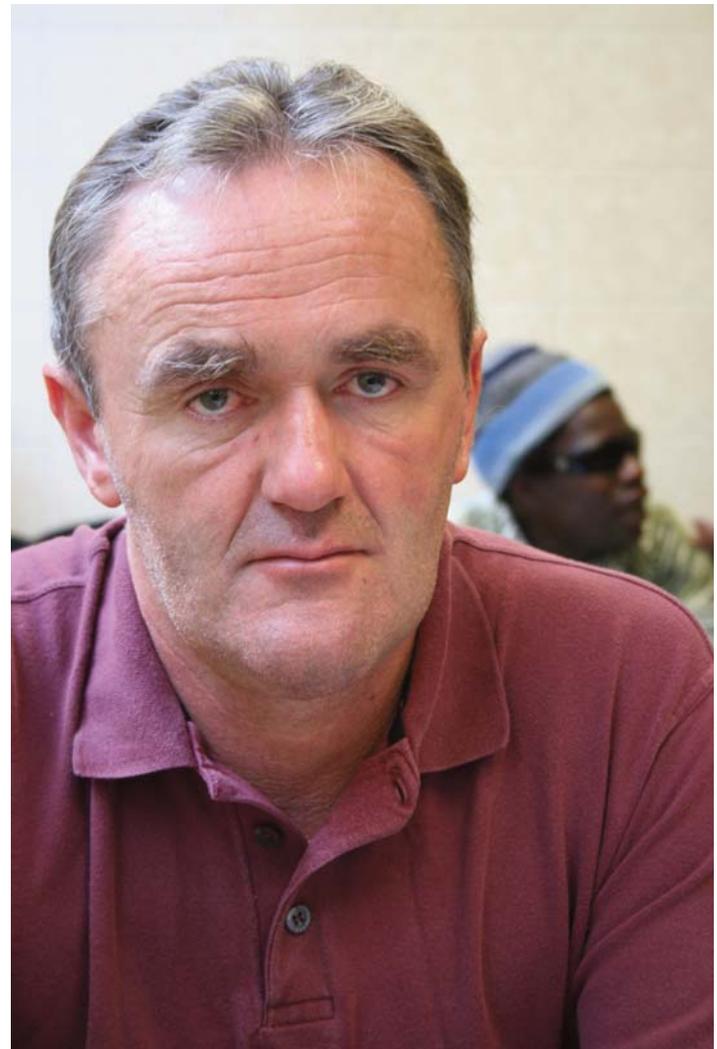


and finally thank you

Much of this report is about asking for more support! It is a sad reality that we will always need more and will always be coming back to you in the hope that you can dig a little deeper into your pocket, or maybe organise a coffee morning for friends and neighbours, with donations for the Whitechapel Mission. Additionally if each of our supporters were to introduce one additional supporter, what a difference this would make. Please consider this and help us if you are able. But we thank you most warmly for the support you have already given. We can't take credit for the service we offer, as this is only due to you and your support.

We would like to thank all who have donated money, food, clothing and time to the Whitechapel Mission. Thanks too to those trusts, companies, universities, churches, schools and individuals that have made our progress possible, and who are far too numerous to name.

But special thanks have to go to our 5000club partners and supporters, for their commitment to our work. The 5000club are those partners and supporters who have backed their giving of gifts and volunteering with a donation of £5,000 or more each year and their commitment is so important for the continuing work here.



They are:

BNY Mellon
Lloyds of London
Kiln Group
Joseph Rank Trust
Pret Foundation Trust
The Centre For Social Justice
StreetSmart
St John's Methodist Church - Potters Bar
Deutsche Bank
Petts Wood Methodist Church
Lloyds of London
St. Nicholas Church - Chislehurst
Freshfields Bruckhaus Deringer
Queen Mary Student Pro Bono Group
BDGworkfutures
Allen & Overy LLP
Eversheds LLP
Bloomberg
Credit Suisse



Together we have created a community, a family, and everyday we reach out and make a difference.

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Registered Charity No: 227905

Caring for the poor and homeless of London regardless of race or religion, in their struggle against hunger, poverty, disease, prejudice and exclusion since 1876