

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: Embrace CVOC (Child Victims of Crime)	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Camden	
Contact person: Mrs. Rachel Ireland	Position: Fundraising Manager
Website: http://www.embracecvoc.org.uk	Social Media Accounts: @embracecvoc
What Quality Marks does your organisation currently hold? None directly but we work with therapists who are required to be affiliated to the BACP.	

Legal Status

Legal status of organisation: Registered Charitable Incorporated Organisation			
Charity Number: 1166103	Company Number:	CIC Number:	Bencom Number:
When was your organisation established? 30/11/1994			
Aims of your organisation: Embrace CVOC is the only UK children's charity focusing solely on supporting young victims of serious crime and their families. We provide a range of practical, emotional and specialist support for young victims up to the age of 18. Working with police forces and child protection agencies, Embrace CVOC helps those children and young people who have suffered as a result of life-changing crime.			

Main activities of your organisation:

Over 700,000 children between 10 and 15 are victims of reported serious crime each year.

To date we have helped over 16,000 child victims of crime and their families.

We supported 2,070 young victims and their families in 2017/18.

Practical support includes grants (in the form of vouchers or pre-purchase) for urgent items of need (clothing, school uniform) or to replace items stolen or lost through crime; family short breaks, Christmas gifts and food vouchers.

Emotional support comprises 1-2-1 support and counselling or Family Focused Therapy delivered by our associate therapists and/or by our counselling partner, Relate; and family peer group support.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
4	7	14	50
Do you have a Safeguarding policy? Yes			
Are the following people in your organisation subject to DBS checks?			
Paid Staff Yes	Volunteers No	Trustees / Management Committee Members No	

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	Postal address only

Environmental Impact**What action have you taken in the past year to progress environmentally sustainability principles and practice?**

We do not have a central office, with most staff either working remotely or within shared office spaces in key locations. Therefore, we save energy and utility costs/resources by not running a full-time office space. Within this structure, with staff working remotely and at various locations, we make good use of secure cloud CRM management as well as regular weekly Skype calls to cut down on both unnecessary travel and mobile phone usage. We also adopt and promote amongst staff and volunteers, a paperless environment wherever possible to reduce wastage of resources and cost.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/03/2018	31/03/2019	31/03/2020
Grants & donations:	£419,124	£461,000	£503,000
Earned income:	£0	£0	£0
Other income:	£120,442	£132,000	£144,000
Total income:	£539,566	£593,000	£647,000
Charitable activity costs:	£332,559	£365,000	£399,000
Cost of raising funds:	£105,386	£116,000	£126,000
Other costs:	£60,185	£66,000	£72,000
Total expenditure:	£498,130	£547,000	£597,000
Free unrestricted reserves held at year end:	£294,698	£200,000	£200,000

What is your organisation's reserves policy?

Taking into account Charity Commission recommendations the unpredictable nature of our income and our commitment to our objectives, we have set reserves at a level, which would cover essential running costs and spending on objectives for approximately six months. Trustees review this policy on a quarterly basis.

For your most recent financial year, what % of your income was from statutory sources?
0%

Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.

New Chair of Trustees, Sir Paul Stephenson, former Commissioner of the Metropolitan Police, appointed June 2018.

Grant Request

Which of the Trust's programmes and priority areas will your application deliver?
Positive Transitions/Children & young people/Affected by domestic abuse

Which of the programme outcome(s) does your application aim to achieve?

Please describe the purpose of your funding request in one sentence.
Continuation funding for our existing project, delivering counselling and specialist support to young victims of domestic-violence related crimes across Greater London.

When will the funding be required? **01/04/2019**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?

Another funder? (if so which)

Yes

How much funding are you requesting?

Year 1:	Year 2:	Year 3:	Year 4:	Year 5:
£29,392	£29,392	£0	£0	£0

Total Requested: £58,784

What 3 main differences or outcomes do you want to achieve through your funding proposal?

Each year we will accept 75 referrals of child victims of crime (prioritising domestic violence) in Greater London. 40 will go on to receive counselling. All will have access to immediate and appropriate support.

Young victims of crime are better equipped to cope, recover and move on from the trauma they have experienced.

Embrace CVOC will become embedded in the local support network for victims of crime and will successfully work in partnership with statutory and voluntary sector agencies/organisations.

What are the main activities or outputs you will deliver to achieve these differences?

We will deliver support to 75 children/young people per year who have been victims of crime, prioritising domestic violence cases, 40 of which will be through counselling/emotional support.

We will create a network of carefully selected, accredited counsellors in Greater London who will receive specialist training to ensure they are fully aware of the role they can play in offering support to child victims of crime.

We will work in partnership with the police forces, local authorities and voluntary sector to ensure an effective service for young victims of domestic violence in London. This will include a targeted marketing campaign.

You and your grant request

What, specifically, are you applying for (your project)?

We are applying for continuation funding to support young victims of domestic-related crime in Greater London, through an increasing network of specialist counsellors and in partnership with the police forces, local authorities and voluntary sector.

The project will be delivered by our London-based personnel, including therapist and co-ordinator, Simon Littlejohn, who triages referrals for counselling, working closely with our partner, Relate, to place young victims with the most appropriate support.

Since our original application in January 2015, the cost per hour of counselling has risen from £30 to £50. We have also seen an increase in overall referrals across Greater London. Whilst not all will result in counselling, all will be assessed and put forward for a combination of practical, emotional or specialist support. Both of these changes are reflected in our outputs and costs. However, our flexible delivery model is scalable according to the resource available.

How will the project described achieve your stated outcomes?

Delivery of this project fits the 'Positive Transitions' priority and the aim to provide specialist support services for vulnerable and disadvantaged Londoners, especially children and young people affected by domestic abuse.

By offering tailored, flexible support when it is needed most, we are able to meet the immediate needs of the victim and their family.

The urgent nature of our beneficiaries' needs means that social services and other public agencies are often unable to act quickly enough and that results in, for example, benefits being delayed, a temporary and chaotic housing situation.

We offer counselling to all the young victims and families we work with, but they are not always ready for this, or don't feel it is for them and therefore we need to provide a tailored service for each individual.

How do you know there's a need for this work?

Over 700,000 children between 10 and 15 are victims of reported serious crime each year. To date we have helped over 16,000 child victims of crime and their families, 2,070 in 2017/18.

Almost 50% of referrals to Embrace relate to sexual abuse or assault. Domestic violence accounts for nearly 16% of our beneficiaries.

Since the start of our City Bridge Trust-funded project in April 2016, we have delivered the following:

Child victims of domestic violence-related crimes are supported through specialist counselling sessions ? target 50 per year.

Year 1: 52

Year 2: 44

Year 3 to date (5 months): 16

Deliver specialist counselling sessions to children/young people who have been victims to domestic violence

Year 1: 243

Year 2: 192

Year 3 to date (5 months): 78

We have provided training for 63 counsellors and currently have 8 London-based therapists with specialist training in supporting domestic violence victims/witnesses.

How will the work be delivered - specifically, what will you do?

The project will focus on meeting the immediate need of the young victims and families we support across Greater London, focusing primarily on victims of domestic violence-related crimes, but not at the exclusion of other cases of serious crime such as sexual abuse/assault, for which the majority of referrals to Embrace CVOC relate to.

We aim to increase the number of referrals of domestic violence cases through a targeted media and marketing campaign, run by our Head of Communication & Marketing.

We know how important it is, to the young people and families we help, to have a full range of services available to them locally, and to understand that what each individual needs is different. By assessing each case individually and considering many levels of intervention, ranging from practical to emotional to specialist support, we give the right support at the right time to those most in need.

Why are you the right organisation to do this work?

With 25 years' of experience working with children and families who have been victims of serious crime, we believe we are best placed to understand their needs and deliver the wide range of support that can help them to cope, recover and move on.

We have a strong team in place in London, not only managing incoming referrals and directly delivering support, but working hard to raise the profile of Embrace CVOC and what it does, to develop robust processes and referral mechanisms, ensuring that no-one in need of immediate support slips through the gap in provision. We maintain a short waiting list (around 5 days) for therapy or our complementary emotional support programmes.

Embrace has developed a comprehensive Continuing Professional Development programme for Embrace therapists to ensure that all are skilled in Domestic Abuse, Sexual Violence, and the evidence-based treatment modality of Trauma Focused CBT.

How does your work complement and not duplicate other services within your area?

By working on the ground, through local staff, and in partnership with local agencies, we will ensure that our project does not duplicate other services, but rather seeks to complement existing provision.

Whilst an all crime charity, this project will prioritise providing specialist support around Domestic Violence. We are committed to providing a free, confidential service of therapeutic counselling, play therapy and in targeting those most vulnerable in our society, often Looked After Children and those living in poverty.

Across London we have developed effective partnerships with and taken referrals from Victim Support, Victims' Hubs, Social Services, Youth Offending Services and Winston's Wish, in addition to the referrals from Family Liaison Officers and other frontline police officers and children's services staff.

Through Relate and our own counsellors, we can offer direct access to professional therapy for children, young people and families who have been traumatised by crime.

How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?

Our staff work very closely with the families they support and regularly receive feedback, either in person or by email/text. We record all of this feedback and use it to improve our service. As such, our services develop organically, based on real need and feedback from our beneficiary group. We believe this is a better way to evaluate and grow our service, in line with local need, rather than to insist on user groups and formal evaluation, as it is not always appropriate with the age groups we support and the trauma they have recently experienced.

We do, however, get formal feedback from our therapists, who will use an Outcomes Star approach to complete an assessment at the beginning and end of their involvement. Where able, children/young people will be also asked to complete a Wellbeing Questionnaire.

How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?

We often provide support to the young victims' family members who are also in need of help to re-build a strong family network. In doing so the likely outcome is that the whole family are more able to cope, recover and move on from the trauma.

The basis of all our support services is to provide what the child and family needs, what will make the biggest difference to them and have the most lasting positive impact. This will be different for each family but will usually include improving their mental health, supporting the whole family, setting out a path for the child to return to education and to provide support to help them deal with the process of a trial and/or conviction.

Family Focused support by qualified therapists brings together the whole family, strengthening support networks and creating long-term coping mechanisms.

Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?

Almost 50% of referrals to Embrace relate to sexual abuse or assault and domestic violence accounts for nearly 16% of our beneficiaries. In 2017/18 we supported 106 young victims in Greater London across all crime types and through our range of services. So far in 2018/19 we have received 146 referrals in London. The increase is partially due to the launch of our 'Dear Santa' campaign which provided gifts and food vouchers for those families most in need. We expect that as the campaign runs, many of these referrals will generate additional requests for counselling for children and their families who have suffered from the most serious crimes, and we include details of our City Bridge Trust-funded provision to all enquiries and initial referrals received within Greater London.

Who might you need to work closely with in delivering this project - whether before, during or afterwards?

We will build on our existing partnerships with the Metropolitan Police, the City of London Police, MOPAC, the local authorities, women's refuges and the Sexual Abuse Referral Centres. Through our targeted marketing campaign and the 'Dear Santa' campaign we aim to reach additional organisations, media platforms and open up more avenues for referrals. In delivering the counselling provision we will continue to work closely with Relate as a formal partner, and with other specialist delivery organisations across Greater London.

Additionally, our partnership with the Metropolitan Police has evolved, as we are now the key partner of their Christmas Tree Project which is raising funds to buy Christmas gifts for children and young people that might otherwise not receive anything at all. This partnership is an example of how we are preparing for significant growth in key areas, starting with Greater London.

Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?

We believe the majority of beneficiaries will be at the 'Surviving' stage when they first come into contact with Embrace CVOC. Many young victims have experienced serious trauma, often over a long period of time. They and their family members may not be able to effectively process what has happened to them. They are likely to be scared, feeling vulnerable and without much hope for the future. The aim of all of our services; practical, emotional and specialist, is to help them to cope, recover and move on from the trauma of being a victim of crime. As such, we expect the vast majority of this project's beneficiaries will progress through the 'Coping' and 'Adapting' stages, with many hopefully reaching the 'Thriving' stage, and much of the feedback we receive from families indicates that this is the case, as a direct result of the support they have had.

Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?

Whilst this will not be a key objective of the project, we will encourage beneficiaries and their families to follow similar procedures as our staff. Where possible local staff will undertake all of the direct support in a bid to cut down on travel expenses and pollution. Our CRM system enables us to contact beneficiaries' families via email and phone. We use letter and postage as little as possible and encourage our beneficiaries to contact us by email or via our website.

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Counselling services	3,000	0	0			3,000
Counselling Services Clinical lead salary	38,245	38,245	38,245			114,735
Staff costs: Young Victims' Support Officer/Co-ordinator for London - £28,000 + 20% on costs - 1 day per week (20%)	6,720	6,720	0	0	0	13,440
Gift vouchers	2,000	0	0			2,000
50 referrals x 10 counselling sessions each @ £30	15,000	15,000	15,000			45,000
Lead Therapist - 10% contribution of £50,000	5,000	5,000	0	0	0	10,000
50 x counselling sessions x 6 sessions @ £50 plus practical/other interventions for a further 25 @ average £200	20,000	20,000	0	0	0	40,000
Partnership with Relate	12,000	12,000	0	0	0	24,000
Management fee at 10% of project total	4,372	4,372	0	0	0	8,744
TOTAL:	48,092	48,092	0	0	0	96,184

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Kent PCC	2,000	0	0			2,000
The Big Give	18,000	0	0	0	0	18,000
The Royal Masonic Lodge	6,408	0	0			6,408
The Frogna Trust	723	0	0			723
Staffordshire PCC	10,000	0	0			10,000
TOTAL:	18,000	0	0	0	0	18,000

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Children In Need	21,722	21,722	21,722			65,166
TOTAL:	0	0	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Counselling services	3,000	0	0			3,000
Counselling Services Clinical lead salary (20%)	7,649	7,649	7,649			22,947
Staff costs: Young Victims' Support Officer/Co-ordinator for London - £28,000 + 20% on costs - 1 day per week (20%)	6,720	6,720	0	0	0	13,440
Gift vouchers	2,000	0	0			2,000
50 referrals x 10 counselling sessions each @ £30	15,000	15,000	15,000			45,000
Lead Therapist - 10%	5,000	5,000	0	0	0	10,000

contribution of £50,000						
50 x counselling sessions x 6 sessions @ £50	15,000	15,000	0	0	0	30,000
Management fee at 10% of application total	2,672	2,672	0	0	0	5,344
TOTAL:	29,392	29,392	0	0	0	58,784

Who will benefit?

How many people will directly benefit from the grant per year?

75

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide

Does this project specifically target any groups or communities?

No - open to everyone

This project will specifically work with the following age groups:

0-15/16-24

This project will specifically work with the following gender groups:

This project will specifically work with the following ethnic groups:

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

No

This project will specifically work with LGBTQI groups:

No

This project will specifically work with other groups or communities:

Victims of crime

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

Through our website, engagement with existing referral agencies, staff on the ground, social media and marketing.

Are there any groups or communities you think your organisation will find hard to include through this project?

No

If yes, please specify which groups or communities? Where possible using the categories listed above.

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Rachel Ireland**

Role within **Head of Fundraising**
Organisation: