

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: My Life Films	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Richmond	
Contact person: Mr Henry Hudson	Position: Grants Manager
Website: http://www.mylifefilms.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1157198
When was your organisation established? 17/02/2014	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Older Londoners
Which of the programme outcome(s) does your application aim to achieve? People living with Alzheimer's and other forms of dementia having a better quality of life Carers aged 65 years and over better able to access support, advice and respite
Please describe the purpose of your funding request in one sentence. To fund the delivery of 100 biographical film packages for 100 people living with dementia, their primary carers, care workers and family, over two years.
When will the funding be required? 01/07/2018
How much funding are you requesting? Year 1: £75,000 Year 2: £75,000 Year 3: £0 Total: £150,000

Aims of your organisation:

Dementia is one of the biggest challenges our society faces today. Currently, there are over 800,000 people living with the disease in the UK, and the health and social care system is in crisis as there is no cure in sight. People living with dementia have a right to live hopefully and we help them to do so. We aim to improve the quality of life and quality of care of people living with dementia through filmmaking, reducing isolation and bringing families together. By making them our film stars, we aim to help people living with dementia to be as healthy and active as they can be. Finally, we aim to give respite to primary carers and to create a lasting memory of the person living with dementia for their family for years to come.

Main activities of your organisation:

We create biographical films for people living with dementia which are used to improve their quality of life and enhance their quality of care.

Our custom-made, free film package includes a long film and a short film, which both tell the life story of the person living with dementia. The two films have different uses and benefits:

? The Life Story (30 mins) is a slow-paced account of the person's life, providing them with individualised reminiscence therapy that boosts their mood with each viewing, and improves their self-esteem long-term

? The Care Profile (5 mins) is a quick, engaging introduction to the person's life for care workers, providing personal insight which improves communication and enhances care

Our trained filmmakers work closely with the person and their family over 6-8 weeks to produce the films. In doing so, we recognise each person as the individual behind their illness, and give them hope.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
2	3	7	5

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	no end date

Summary of grant request

Dementia is a public health crisis for our aging population; there are more than 70,000 people across London with dementia in 2017, and this is set to rise to 80,000 by 2021. The disease reduces people's quality of life, while making caring for them very challenging. Mike describes how the onset of dementia affected his partner Tom: "with deficits affecting speech and decision-making so profoundly and rapidly" he became withdrawn and shied away from contact with friends and family. Possibly there was some embarrassment, fear of not being able to fully engage in company, feeling less valid."

There is the urgent need for a lasting intervention that improves the mental health and emotional wellbeing of people with dementia, and enhances their quality of care. According to Richmond Dementia Action Alliance, 77% of people with dementia feel anxious or depressed and 67% do not always feel a part of the community. The Alzheimer's Society concluded last year that "People with dementia are being failed by an NHS that is not person-centred enough" (Fix Dementia Care, 2016).

There is also the need for respite for primary carers who work tirelessly to care for their loved ones with the disease.

Our biographical films address these needs by boosting the mood of people with dementia on a regular basis, providing insight into the person's life for carers, and offering regular breaks to primary carers when the films are being watched.

Thanks to funding from the CBT last year, our films have improved the lives of 24 people with dementia and their primary carers, and family across London, but there are many more people who desperately need our service; we have a long waiting list of older Londoners who want a film package.

So, following the total success of our first project, we are applying for a larger grant of £150,000 over two years to fund the delivery of 100 more biographical film packages for Older Londoners.

For each case, one of our trained filmmakers will work closely with the person and family over 3 sessions to source and decide content, before producing the films and screening them at a premiere event, where they receive DVD and online versions to watch for life. By design, our service directly involves older people in managing and running it; they decide the times to meet our filmmakers, and have full control over their life story. Dementia does not discriminate, and neither do we. We welcome and celebrate people with a dementia diagnosis of all identities and from all backgrounds.

The NHS has clinically validated our innovative intervention. The ReBIND pilot study by SWLST Mental Health NHS Trust has provided robust evidence for the films' lasting impact.

We have a track record of excellence, being awarded the Outstanding Dementia Care Product of the Year 2016 and Charity Start-Up of the Year 2016. We've partnered with the Alzheimer's Society, AGE UK, and numerous care homes/providers across London, who all refer cases to us. We're part of the Dementia Action Alliance, and The Media Trust have trained our filmmakers. Our pioneering approach has received high-profile coverage in news outlets including BBC One, Radio 4, BBC World, Channel 4 and The Guardian.

All our freelancers get paid at least the London Living Wage. We closely work with a growing number of volunteers and try to give them something back by inviting them to training days about filmmaking and working with people with dementia. We are going green by reducing the use of paper in the office. We recycle most of our rubbish.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

Outstanding Dementia Care Product of the Year 2016

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

The Life Story film: 30-minute film which is a slow-paced, detailed biography of the person's life. Ten chapters show the person's best memories from birth to present, featuring images from family albums, interviews with the person and their family, and their favourite music tracks.

The Care Profile film: a 5-minute film which is a quick, compact overview of the person's life and their character, condensing the content of The Life Story film. It uses a voiceover rather than interviews to describe their story in a succinct, engaging way.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

The Life Story film will boost the mood of the person living with dementia with each viewing, calming them down when they feel anxious, giving them joy when they feel sad, and helping them to recover from low moods quicker. They will become more capable as a result

The Life Story film will raise the self-esteem of the person living with dementia and give them the confidence to socialise more, equipping them with conversation topics about their life and helping isolated beneficiaries reconnect with their wider community

The Life Story film will provide the primary carer with respite with each viewing, as the person with dementia focuses on their film

The filmmaking process will bring family members together and provide a lasting memory of the person for their family for years to come, helping them to celebrate and remember the life of their loved one

The Care Profile film will inform care workers about the life and character of the person living with dementia, giving them personal insight which will help them to communicate better and provide better quality person-centred care

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

As we produce films that have a lasting impact, no additional funding will be required to keep the films achieving their outcomes beyond the period where we are funded by CBT. We will continue our core work of filmmaking beyond the period, which we will fund through the sales of our trading arm, community fundraising and grant fundraising.

Who will benefit?

About your beneficiaries

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

500

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

London-wide (100%)

What age group(s) will benefit?

65-74

75 and over

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

91-100%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Filmmakers' Salaries for 100 films	37,500	37,500	0	0
Production Expenses for 100 films	7,500	7,500	0	0
Overheads for 100 films	30,000	30,000	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	75,000	75,000	0	0

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Richmond Mayball Beneficiary (expected)	25,000	0	0	0
RPLC Rent Grant (confirmed)	6,000	6,000	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	31,000	6,000	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	50,000	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Filmmakers' Salaries for 100 films	37,500	37,500	0	0
Production Expenses for 100 films	7,500	7,500	0	0
Overheads for 100 films	30,000	30,000	0	0
TOTAL:	75,000	75,000	0	0

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: February	Year: 2017
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Income received from:	£
Voluntary income	0
Activities for generating funds	65,635
Investment income	0
Income from charitable activities	51,500
Other sources	0
Total Income:	117,135

Expenditure:	£
Charitable activities	79,084
Governance costs	0
Cost of generating funds	12,577
Other	10,218
Total Expenditure:	101,879
Net (deficit)/surplus:	15,256
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	15,256

Asset position at year end	£
Fixed assets	0
Investments	0
Net current assets	29,639
Long-term liabilities	0
*Total Assets (A):	29,639

Reserves at year end	£
Restricted funds	14,500
Endowment Funds	0
Unrestricted funds	15,139
*Total Reserves (B):	29,639

*** Please note that total Assets (A) and Total Reserves (B) should be the same.**

Statutory funding

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

Organisational changes

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

In the current financial year since 1 March 2017 we have almost doubled turnover and managed to raise almost 67% of all funds ourselves, with only 33% coming from Grants. See Financial Forecast for 2017/18

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	24,000
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	0	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
Richmond Parish Land Charity (RPLC)	40,000	30,000	30,000
RPLC Rent	0	6,000	6,000
Hampton Fuel Allotments	0	0	10,000
Blg Lottery	0	0	10,000
Healthcare Management Trust	0	0	37,000

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: **Henry Hudson**

Role within **Grants Manager**
Organisation: