

MEETING: 27/11/2014

Ref: 12408

ASSESSMENT CATEGORY - Making London Safer

Woman's Trust

Adv: Tania Bronstein

Amount requested: £135,000

Base: Kensington & Chelsea

Benefit: London-wide

Amount recommended: £75,000

The Charity

Woman's Trust (WT) is a pan-London provider of one-to-one counselling, therapeutic support groups and psycho-educational workshops for women affected by domestic violence (DV). It delivers services from 37 local venues, including children centres, libraries and other agencies' premises in 11 boroughs. These are provided by 53 volunteer counsellors who are either fully qualified, or students of a Diploma or BA course in Counselling. Last year WT received 1,198 referrals from over 160 agencies, and offered counselling for 563 women and workshops for a further 102.

The Application

WT seeks three years' funding for an administration manager's post, and for core running costs and overheads. The purpose of this post is to take over some of the Director's day-to-day responsibilities, and hence enable the Director to focus on expansion and the development of sustainable funding for WT's services.

The Recommendation

This charity offers valuable support to help women in overcoming the harmful psychological impacts of DV. However, it has fundraising and administrative capacity already to enable its Director to focus on strategic development. Therefore the recommendation is towards core funding to support existing positions.

£75,000 over three years (3 x £25,000) towards core costs to sustain administration and fundraising capacity.

Funding History

None

Background and detail of proposal

WT offers psychological support for women experiencing violence perpetrated by a current or former partner or a family member. Its services complement other provision that help women into safety, but which do not offer the emotional support that women often need and which are critical to their recovery and ability to rebuild their lives.

This charity's services adhere to recognised good practice in counselling. Volunteer counsellors receive thorough training and regular clinical supervision; many have been with WT for several years, and a number speak languages other than English. A service evaluation in 2013-14 shows that the service helped in reducing clients' levels of depression; stress/anxiety; and post-traumatic stress disorders, by 67%, 71%, and 68% respectively (as measured from in-take to the end of WT's 18 weeks' counselling programme).

This application seeks funds for a post to relieve WT's Director of administrative tasks to create more time to focus on expanding services and resources. Over the recent past, WT has increased resources spent on fundraising, resulting in growth in charitable funding streams. WT is confident of its ability to maintain its service in the short-term, but recognises that it needs to be more proactive seeking and developing new opportunities for growth in the longer-term.

Besides a full-time Director, WT's central administration team consists of two fundraisers (each working three days/week); a finance officer; an administrator (both working two days a week); and a reporting and monitoring officer working one day a week. The charity also employs 1.2 FTE administrative staff to coordinate bookings and client appointments.

Your assessor considers that, given the size of the charity, there is sufficient administrative capacity in place to enable the Director to focus on growth and development. However, administrative posts, essential to underpin smooth service delivery, are unpopular with funders and very difficult to finance. The recommendation, therefore, is to support the related core costs to enable WT to sustain its administration team over the next three years.

Financial Information

Forecast income in the current year to 31st March 2015 is £550,997, of which £431,497 (78.3%) had been raised as at 20th October 2014.

Year end at 31 March	2013/14 Audited Accounts £	2014/15 Current Year Forecast £
Income and Expenditure		
Income	534,977	550,997
Expenditure	546,068	504,475
Unrestricted Funds Surplus / (Deficit)	(14,080)	65,327
Restricted Funds Surplus / (Deficit)	2,989	(18,805)
Total Surplus / (Deficit)	(11,091)	46,522
Surplus / (Deficit) as a % of turnover	2.1%	8.4%
Cost of Generating funds (% of income)	38,907 (7.3%)	26,750 (4.9%)
Free unrestricted reserves		
Unrestricted free reserves held at Year End	61,393	126,720
How many months' worth of expenditure	1.3	3.0
Reserves Policy target	£80K - £120K	£80K - £120K
How many months' worth of expenditure	1.8 - 2.6	1.9 - 2.9
Free reserves over target	(8,607) - (58,607)	46,720 - 6,720