

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Woman's Trust	
If your organisation is part of a larger organisation, what is its name? Not applicable	
In which London Borough is your organisation based? Kensington & Chelsea	
Contact person: Ms Heidi Riedel	Position: Director
Website: http://www.womanstrust.org.uk	
Legal status of organisation: Charitable company	Charity, Charitable Incorporated Company or company number: 6886781 1143513 (charity)
When was your organisation established? 30/07/1996	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Making London Safer
Which of the programme outcome(s) does your application aim to achieve? More survivors of domestic violence accessing good quality support services that help them to improve their safety, health and well-being Domestic violence survivors empowered to avoid or leave violent, abusive or exploitative situations
Please describe the purpose of your funding request in one sentence. We request core funding to support us achieve our strategic objectives of expanding services, strengthening impact measurement and improving our impact on policy and understanding.
When will the funding be required? 03/11/2014
How much funding are you requesting? Year 1: £45,000 Year 2: £45,000 Year 3: £45,000 Total: £135,000

Aims of your organisation:

Woman's Trust (WT) was formed by domestic violence (DV) survivors, counsellors and other women to address the substantial gap in mental health support to women affected by DV in London. DV damages mental health, disempowering women, preventing them from living full lives and undermining their ability to support their children.

Our aim is to empower women so they can overcome the harmful effects of DV on their mental health, re-gain control, make positive choices, rebuild their lives, live free from violence and abuse, and be better able to safeguard and support their children.

We do this through the provision of women-only, client-led, services, by:

- Delivering services solely;
- Delivering services in partnership with other agencies;
- Providing training to agencies, to increase their awareness of DV, to stimulate the referral of clients, and to help them respond better to the needs of women affected by DV;
- Working strategically to inform and influence policy and the provision of DV services.

Main activities of your organisation:

Current free direct services, London wide:

- Person-centred/Humanistic one-to-one counselling - one initial assessment, plus 18 weekly 50-minute sessions at times to suit the client, provided from local venues. (1141 referrals received 2013/14 for women 18+; sustained 30% increase on 2011/12).
- Self-development workshops- 1-day workshops, in 6-week blocks, where women learn, re-learn skills or learn about DV and its effects on them and their children, provided in East or West London. (675 participants in 2012/13; for women aged 18+).
- Training for statutory/voluntary agencies to increase their awareness of DV, their ability to provide responsive services to women and their ability to refer clients to WT for support. (15 presentations in 2013/14, half 2012/13 due to resource restrictions).
- One-to-one counselling for women aged 16-18 (pilot project: Kensington & Chelsea, Westminster, Hammersmith & Fulham).
- Support Groups for women. 8 women meeting once a week for 8 weeks, provided in rotated venues in East and West London.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
2	8	11	65

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?
Leased	Rolling with 3 months notice

Summary of grant request

We request 3 years core funding to employ an Administration Manager to enable:

- Development and expansion of services
- Improvements in impact measurement
- Greater influence on policy

Need:

The economic climate and funding cuts have weakened support for DV survivors. Demand for our services increased 30% in 2012/13, without additional outreach or promotion, indicating unmet need. We sustained support at this level through 2013/14, but resources restricted growth.

We have identified gaps in our service including: lower demand from some demographics (addressable through partnerships); no support to 16-18 year-olds (service piloted); boroughs with no suitable local provision; no support group services (funding secured-services started March 2014).

The impact of current outreach suggests pro-active outreach would uncover more unmet need. We feel sharing learning from our impact measurement can enable better responses to all DV survivors.

Delivery:

Currently operational demands challenge growth and development. We seek core funding for an Administration Manager to reduce operational demands on our Director enabling her to focus on growth and development.

Aims for the next three years:

- Increase service capacity;
- Enhance existing services in response to feedback;
- Expand numbers of locations from which we operate, enabling access;
- Diversify counselling services (e.g. supporting young women - 16 to 18 - currently piloted);
- Increase partnerships, through consortia; collaborations with specialists
- Expand our impact measurement;
- Share data/knowledge from service provision to influence policy and provision to DV survivors London-wide/nationally.

Why us:

1. We were formed in 1996, explicitly to meet this need and have 15 years delivery/management expertise.
2. Evaluation has proven our Person-Centred approach effective.
3. We operate locally in communities we serve, building partnerships, enabling symbiotic effectiveness and wider referral routes.
4. We are reputable amongst statutory/non-statutory partners; and women in the communities we serve. 30% of referrals come via word-of-mouth.
5. Our counselling expertise is acknowledged by funders: Royal Borough Kensington & Chelsea, West-London-CCG, Barking & Dagenham NHS, Big Lottery, Dept. of Health.
6. Our low cost operating model uses specialist volunteer counsellors working to accredited standards.
7. Social Return on Investment research shows that women's organisations can generate up to £14 of social value for every £1 invested.

Programme outcomes:

In 2013/14, evaluation of CORE (Clinical-Outcomes-in-Routine-Evaluation) data and Exit questionnaires, showed women:

- Were healthier - 71% reported improvements in stress, 67% depression, 68% self-esteem, 65% isolation. 69% were less suicidal, 69% less likely to self-harm

- Had greater autonomy and more life choices - 90% reported improved knowledge of rights, 94% improved knowledge of other support services, 94% improved confidence, 92% felt more in control of their future, resulting in a greater ability to make healthy choices and effect life changes.
- Were better able to function - 94% reported improvements in their ability to interact with others, 94% in their ability to self-care, and 98% in their relationships with their children.
- Felt safer - 58% felt less at risk.

Good Practice:

Users

Users cannot involve in the management or running of services. Ex-users can, but predominantly don't due to the closeness of the issue. They volunteer in administrative roles. Current users involve in development/evaluation of services through our User Involvement Group, stakeholder surveys, focus groups, and end of service user consultation.

Diversity

In 2013 over 70% of clients were from BAMER communities. We provided counselling in 10 languages.

Volunteers

Counselling volunteers receive specialist training, induction, external clinical supervision and on-going management support. Administrative volunteers receive on-the-job training and support. All volunteers receive travel/lunch expenses.

Carbon footprint

WT's Environmental Policy aims for sustainable operations through initiatives such as: cycle scheme; desk-sharing; re-cycling equipment.

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

Not applicable

Do you have a Vulnerable Adults policy? ~~No~~ **Yes**

What Quality Marks does your organisation currently hold?

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.

Employment of an Administrative Manager to take over day to day operational responsibilities currently carried out by the Director and to support the additional operational demands that will arise with expansion of services.

Administrative Manager takes over day to day operational management of Woman's Trust from the Director.

Director uses freed up time to undertake more growth and development work in line with strategic objectives: developing and expanding services, improving impact measurement, and influencing policy and practice.

Fundraising to support growth in services.

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.

Through the employment of an Administration Manager there will be increased organisational capacity to enable growth and development.

Increase in our service capacity by approximately 15% per annum in years 2 and 3.

Expansion in the number of locations of 3 per annum, from which services are provided enabling more localised access as well as specialist DV counselling to be provided in boroughs where there is none at present.

Expanded impact measurement including through engagement with academic institutions and allowing input into wider research.

Impact shared more widely influencing policy and practice in the field.

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?

Through full cost recovery we will aim to recover half of core costs from service contracts and service grants. The growth in services this grant will support us achieve, will facilitate this. We will add to this through events; individual donations; applications to statutory funders; and applications to local and regional trusts and foundations.

Who will benefit?

About your beneficiaries

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

1,800

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

London-wide (100%)

What age group(s) will benefit?

16-24

25-44

45-64

65-74

75 and over

What gender will beneficiaries be?

Female

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
Admin Manager Salary (including NI & pension)	35,110	36,163	37,248	108,522
Recruitment	1,000	0	0	1,000
Core costs (rent, rates, phone, copier, insurance etc)	8,680	8,680	8,680	26,040
External supervision	660	680	700	2,040
Training	300	309	318	927
Travel	50	52	53	155
Meetings/conference	100	103	106	309
Miscellaneous	100	103	106	309
	0	0	0	0
TOTAL:	46,000	46,090	47,212	139,302

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	0	0	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
No other funders are considering this at present	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Admin Manager Salary (including NI & pension)	35,110	36,163	37,248	108,522
Recruitment	1,000	0	0	1,000
Core costs (rent, rates, phone, copier, insurance etc)	7,680	7,590	6,468	21,738
External supervision	660	680	700	2,040
Training	300	309	318	927
Travel	50	52	53	155
Meetings/conference	100	103	106	309
Miscellaneous	100	103	106	309
	0	0	0	0
TOTAL:	45,000	45,000	45,000	135,000

Finance details

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

Financial year ended:	Month: March	Year: 2014
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Income received from:	£
Voluntary income	225,318
Activities for generating funds	
Investment income	261
Income from charitable activities	306,698
Other sources	2,700
Total Income:	534,977

Expenditure:	£
Charitable activities	496,467
Governance costs	10,694
Cost of generating funds	38,907
Other	
Total Expenditure:	546,068
Net (deficit)/surplus:	(11,091)
Other Recognised Gains/(Losses):	
Net Movement in Funds:	(11,091)

Asset position at year end	£
Fixed assets	5,762
Investments	
Net current assets	192,641
Long-term liabilities	
*Total Assets (A):	198,403

Reserves at year end	£
Endowment funds	
Restricted funds	44,695
Unrestricted funds	153,708
*Total Reserves (B):	198,403

* 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? 14%

Organisational changes

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

Previous funding received

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

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	318,523	259,742	80,740
London Councils	0	0	0
Health Authorities	26,001	27,002	61,102
Central Government departments	20,000	31,594	73,684
Other statutory bodies	0	5,000	5,000

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	2012 £	2013 £	2014 £
Henry Smith Charity	10,000	20,000	20,000
Oak Foundation	38,728	0	0
Garfield Weston	0	10,000	10,000
Tudor Trust	0	0	30,000
Big Lottery Fund	0	96,972	87,911

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: **Heidi Riedel**

Role within **Director**
Organisation: