

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Action on Elder Abuse	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Lambeth	
Contact person: Mrs. Jemina Talja	Position: Director of Fundraising
Website: http://www.elderabuse.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1140543
When was your organisation established? 01/01/1993	

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? Fewer older Londoners aged over 75 years with depression and more reporting improved well-being Older Londoners aged 75 years and over living more active and healthier lives
Please describe the purpose of your funding request in one sentence. Providing buddying support to help victims of elder abuse achieve full recovery, regain their confidence, re-join their communities and put the experienced trauma behind them.
When will the funding be required? 15/01/2015
How much funding are you requesting? Year 1: £11,900 Year 2: £14,305 Year 3: £18,213
Total: £44,418

Aims of your organisation:

We seek a society which values older people and one in which they can live free from abuse perpetrated by those in whom they have an expectation of trust. Where such abuse occurs we seek an environment in which it can be identified and addressed.

We want to facilitate actions and create circumstances that prevent abuse and to encourage timely and effective intervention to protect when abuse occurs. We want to increase awareness of abuse at an individual and societal level. By doing so we increase the ability of people to recognise, identify and take action against elder abuse; We want to increase the awareness of abuse of all those working with or having a responsibility for adults at risk of abuse. By doing so we increase the ability of practitioners and others to respond appropriately to circumstances of abuse; We want to encourage genuine empowerment, free from coercion, which allows people to make informed choices about their lives.

Main activities of your organisation:

Action on Elder Abuse is a specialist organisation focusing exclusively on issues relating to the abuse of older people. We provide direct support annually to over 15,000 elderly individuals and reach many more through our awareness raising activities and policy work. We:

- Raise awareness of elder abuse
- Educate people to recognise signs of abuse and respond accordingly
- Influence statutory bodies to provide safeguarding and better care
- Enable older people to challenge abuse and support each other through buddying programmes
- Provide helplines and practical support to actual and potential victims

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
2	6	12	25

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	3 year cycles - March 2015

Summary of grant request

Over 500,000 older people are physically, emotionally, sexually and/or financially abused in the UK. This causes severe humiliation, suffering, and emotional scars to already vulnerable people nearing the end of their lives. The victims are primarily women over the age of 70 with long-term illnesses: some of the most vulnerable people in our society.

There has been very limited focus on the long term impact elder abuse has upon its victims, or how they cope with life after the abuse. Many survivors are left emotionally and psychologically scarred and a 2013 Prevalence Study found that 76% of elder abuse survivors suffer from serious or very serious emotional and social effects, with almost 25% living with depression. These individuals need support to achieve full recovery and such support isn't currently provided by local governments or any other third sector organisations.

Our buddying approach addresses this gap in support for elder abuse survivors through a structured one-to-one peer support process that aims to facilitate full recovery from the emotional and psychological impact of abuse, empower abuse survivors to re-engage in their community and help them keep themselves safe in the future. With the early intervention of a buddy victims can be diverted from the need for adult safeguarding intervention, a possible deterioration in mental and physical health and an increased reliance on social and health care services. This matches the City Bridge Trust's programme outcomes of fewer older Londoners with depression and more reporting improved well-being and older Londoners living more active and healthier lives. Based on our pilots and trials we expect at least a 90% success rate in supported survivors reaching their goals and their targets for full recovery.

Our buddying service utilises volunteers and past abuse survivors to work as buddies. In this manner we involve older people in the management and running of the service and ensure best possible results for the victims. A clear vision for full recovery is set with each victim and the progress towards this is closely measured and monitored. Weekly one-to-one sessions will be held between the elder abuse victim and their carefully matched designated buddy. Sessions will focus on listening to the victim, assisting them in switching focus from the effects and circumstances of the abuse toward how they would like their life to develop; drawing out their strengths and positive life experiences; supporting them in setting realistic improvement goals and making choices and decisions; as well as exercises around promoting hope and confidence building.

The requested grant, with a secured Lloyds Foundation grant, would cover the development, launch and running costs of the new elder abuse survivor buddying programme in the London Boroughs of Lambeth, Southwark and Wandsworth. The new London buddying group will support approximately 80 elder abuse victims within the initial three years of activity.

Since 1993 Action on Elder Abuse has significantly influenced Government and statutory policies on elder abuse. Our definition of elder abuse was adopted by the World Health Organisation and we are recognised as experts in this field and used as consultants in major inquiries.

Over 20 years we have gained extensive knowledge on the psychology of abuse, and understanding of the limitations and challenges for victims, and the motivations and strategies of abusers. We have hosted regular consultations among elderly abuse victims in order to involve them in developing our services and find out what type of support is needed. We have trialled different delivery models of buddying support for the past seven years and have developed buddying groups in four UK locations, with a 100% success rate in meeting the set recovery goals.

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

What Quality Marks does your organisation currently hold?

Membership of Telephone Helplines Association

Membership of International Network for Prevention of Elder Abuse

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.

One new elder abuse victim buddying support group established for London Boroughs of Lambeth, Southwark and Wandsworth

80 elder abuse victims supported through the new buddying group. Victims are supported in reaching full recovery and leaving the experienced trauma behind them

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.

Participating elder abuse victims have reached full recovery from the emotional and psychological effects they have suffered

Participating elder abuse victims have regained their independence

Participating elder abuse victims have regained their confidence and re-integrated into their local community

Participating elder abuse victims have gained the tools and capabilities to protect themselves in the future

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?

After the initial set-up and development costs the buddying programme is very economical to maintain. Prior to the completion of funding from City Bridge Trust we will approach local community funders and companies for the project area. In addition to this we will have funds from our self generated activities available for this purpose.

Who will benefit?

About your beneficiaries

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

25

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

Lambeth (34%)

Southwark (33%)

Wandsworth (33%)

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?

71-80%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Buddying Coordinator recruitment and salary	16,993	20,391	20,799	0
Volunteer buddies recruitment, training and support	4,200	5,700	8,000	0
Set-up and running costs of buddying programme in London Boroughs of Lambeth, Southwark and Wansworth	13,600	10,769	13,943	0
Initial marketing costs for local agencies	2,500	0	0	0
Contingency	3,700	3,686	4,270	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	40,993	40,546	47,012	0

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Lloyds Foundation Invest Grant	24,093	23,241	24,799	0
Self generated income	5,000	0	0	0
	0	0	0	0
TOTAL:	29,093	23,241	24,799	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Self generated income to be earmarked towards the project	0	3,000	4,000	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
Set-up and running costs of buddying programme in London Boroughs of Lambeth, Southwark and Wansworth	11,900	10,805	14,213	0
Volunteer buddies recruitment, training and support	0	3,500	4,000	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	11,900	14,305	18,213	0

8. Finance

From your most recent audited or independently examined accounts, complete the following:

Financial year ended -

Month: **March**

Year: **2014/15**

Income received from:	£
Voluntary income	£215,645
Activities for generating funds	£6,203
Investment income	£9,037
Income from charitable activities	£55,172
Other sources	0
Total Income	£286,057

Expenditure:	£
Charitable activities	£242,422
Governance costs	£6,869
Cost of generating funds	£33,092
Other	0
Total Expenditure	£282,383
(Deficit)/surplus for the year:	£3,674

Asset position at year end	£
Fixed assets	£1,279
Investments	0
Net current assets	£61,327
Long-term liabilities	0
*Total A	£62,606

Reserves at year end	£
Endowment funds	0
Restricted funds	£29,000
Unrestricted funds	£33,606
*Total B	£62,606

* Total A and Total B must be the same and should be taken from your balance sheet

9. Statutory funding

For the financial year above, what % of your income was from statutory sources?
13%

10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

- New South London Buddying Group developed in 2914/15
- Inhouse Fundraiser appointed in May 2014 and a subsequent fundraising strategy developed focusing on strengthening the organisations income streams
- 5 year Big Lottery funding secured from 2015 onwards

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	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	55,064	54,764	45,264
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	2012 £	2013 £	2014 £
Comic Relief	86,775	50,000	73,433
Headley Trust	0	29,000	29,000
Mercers Trust	5,000	0	0
A B Charitable Trust	0	0	10,000
Persula Foundation	6,000	5,000	0

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: **Jemina Kristiina Talja**

Role within **Director of Fundraising**
Organisation: