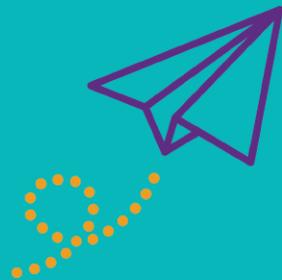




FROM SURVIVING TO THRIVING

**YOUR IMPACT REPORT
2019-2020**





OUR PURPOSE

We deliver high quality, volunteer-led services to support families in Hertfordshire through challenging times. By getting in early, we help parents build confidence and establish support networks so they can be the parent they want to be and give their child the best start in life.

A MESSAGE FROM...

MAGGIE CHARLES: OPERATIONS MANAGER

I started working for Home-Start 13 years ago, initially as manager for a local scheme and when Home-Start Herts was formed, four years ago, I took the post of Operations Manager.

Home-Start has faced many challenges over the years; funding, as always, presenting the biggest challenge. The demand for our service continues to increase, partly because of the continued escalation of issues in the community, such as mental health and domestic abuse and partly as a result of a greater awareness of our service and its positive reputation.

Our volunteers are the backbone of Home-Start and an inspiration to us all as they continue to generously offer their time. In addition to the 118 volunteer mentors who

dedicate their time every week to support families through home visiting and family groups, we have our volunteer trustees and others who assist with media, office tasks and fundraising activities.

Over the year we have worked alongside families who have been in some really complex and desperate situations, however we have seen some incredible outcomes as families have moved forward, made changes and seen their children thrive despite the adversities that they and their family had faced. On behalf of our families, I'd like to say a massive thank you to all our supporters who make what we do possible.

I feel so privileged and proud to work for Home-Start alongside some amazing people.

YOU HELPED APRIL AND DANNY

We lost our twin girls at 23 weeks of pregnancy. I gave birth and watched them leave us the same day. We were left feeling completely broken.

Not long after, I fell pregnant with my daughter, we were scared to be happy, I even pretended I wasn't pregnant. My entire pregnancy was full of fear. Bringing her home didn't make it better, that fear of losing again just never got better, I'm not sure it ever does.

My fear and anxiety stopped me living any normal life. Because of the mental torture, I lived every day behind closed doors. It became normal to beg for the safety of my husband and child, not wanting them to leave my sight.

I was matched with my Mentor Claire; she was lovely and built a great relationship with me and my daughter. She was so patient with me as I found every reason to fight against her and avoid going out. Claire was there to help me try to rebuild my life.



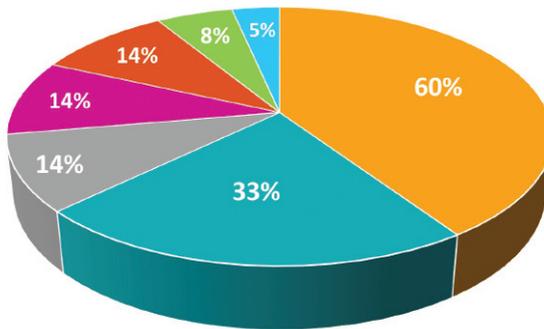
In time my trust grew and she helped me do things that I hadn't been able to, like go into the garden and play with my daughter. With many months of support and encouragement, I have been able to walk my daughter to school on my own. Leaving her and being alone for that time is still hard.

Home-Start's helped me see that isolating my daughter from the world is not good for her or me. I still have struggles, but now I understand and notice when I need help and know how to reach out.

Home-Start have been great in helping me and I will always be truly grateful for their help.

YOUR SUPPORT ENABLES US TO BE HERE TO HELP FAMILIES SURVIVE THE CHALLENGES THEY FACE

CIRCUMSTANCES AT POINT OF REFERRAL



- Mental health issues
- Lone parent
- Isolation
- Domestic abuse
- Post natal depression
- Learning disabilities
- Substance misuse

* total is >100% due to families with multiple needs

97%
Felt less isolated
and more
confident to
integrate into the
community

97%
Felt they had learned
useful parenting skills
and were more able to
manage their children's
behaviour

85%
felt their mental
health had
improved

- We reached 1,279 people in the community
- We received 281 referrals

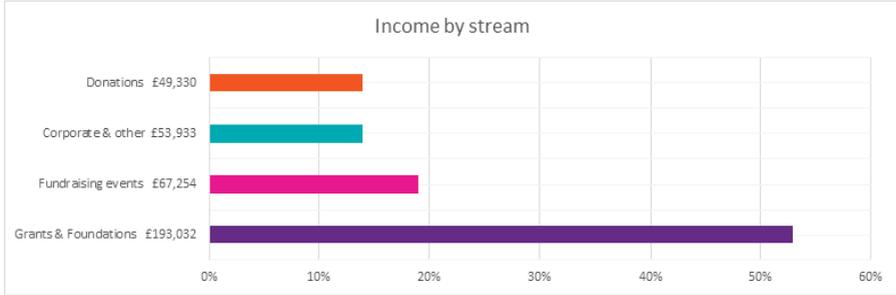
- Volunteers mentors gave 17,262 hours of support
- 81p of every £ goes to support families



Amazing! I could not of been more supported in my life. These people are amazingly great at what they do. Hope they can continue to help more people like me. it makes the world a more compassionate place when there is support out there like Home-Start. The Home-Start volunteer who came out was just so understanding and helpful. Thank you Home-Start!

THE DIFFERENCE YOU HAVE MADE

YOU RAISED **£363,555** TO HELP PARENTS IN HERTFORDSHIRE GET THE SUPPORT THEY NEED....



My volunteer has been like a breath of fresh air to me and I can never thank her and Home-Start enough for everything that they are doing for the boys and me. You've not only helped me through one of my hardest times but you've also helped me to start believing in myself that I can be a good mum and with time keep growing in confidence and battle with my anxieties.

FULL ACCOUNTS AVAILABLE ON REQUEST.

REFERRAL SOURCE



YOU'RE AMAZING



Every year you do amazing things to raise money for us and we are overwhelmed by the lengths that many of you go to, to support local families.

One ambitious fundraiser, Simon Galbraith, took on the challenge of cycling from Land's End to John O'Groats.

Simon cycled 938 miles in a bid to raise £45,000 towards Stevenage Community Trust's dedicated fund to help Home-Start Herts support

families in Stevenage who were waiting for support.

Simon said

'...I wanted to extend my mother's legacy, to help others to get through those tricky sleepless months and to form real bonds with children that will make for better lives.

Cycling the length of Britain strikes me as a good analogy for creating secure attachment. It will be hard and relentless, and there'll be big highs and deep lows.



Claire took on the challenge of a lifetime. She headed off into the harsh wilderness 150km south of the Arctic Circle to undertake a three day survival challenge.

The difference is that after 7 days I can get off my bike and hand it back. The parents of young kids have to keep going, no matter how exhausted they are.'

Simon returned home safely from his ride and raised a fabulous £55,000, £30,000 of which was match funding, donated by Simon himself and our Patron Ken Follett

IMPACT OF COVID

As the financial year came to an end, the country was hit by COVID. Never has our agility and adaptability been tested so much!

Almost overnight we suffered a predicted loss of c£33,000 from fundraising events and activities and we had to cease our home-visiting and group support for the c200 families that we were supporting. The majority of those families were already struggling with mental health, isolation and anxiety and the impact of the virus meant they needed support more than ever.

Within days, a remote package of support was established through a variety of mediums for all families and group attendees.

An emergency appeal was launched, which raised £26,645 in the first two weeks. Strategic staff focused on securing emergency grant funding to keep the service afloat. All staff continue to work remotely from home and all families continued to receive support, appropriate to their needs.

YOU HELPED JANE

Jane* has suffered with anxiety and depression for a long time, but she was doing well and her support was about to end.

When COVID took hold, it set mum back completely, her anxiety became severe, and her support plan was extended.

She was fearful to leave the house in case her children touched anything or ran off. She was on her own with two energetic children under five, overwhelmed by her anxiety and completely isolated.

The volunteer mentor called twice a week. The phone calls helped ease her anxiety and they discussed ways she could use her network and local community for additional support, such as food deliveries and online mental health services.

Jane said "I lay awake at night worrying about who will help look after my children if I'm ill. Having a volunteer really helps as I know that I can get help if that was to happen and speaking to another adult helps me stay calm and not feel so alone."

*name change for anonymity

OUR PROMISES FROM LAST YEAR

In last year's Impact report (2018-19), we pledged to work even harder on three key areas:

- **Build stronger partnerships with businesses, major donors and other service and organisations**
 - We have secured three new company partners this year, Wagada, Task Bubbles and Private Fly.
 - We have appointed our first Home-Start Ambassadors; two leading business women, Amanda Brown of Alterra Business Consulting and Helen Froggett of The Accountancy Practice.
 - Through our business development group, headed up by our patron Ken Follett, we received £55,000 in donations from a fundraising event completed by Simon Galbraith.
- **Reduce the time families spend waiting for support**
 - Our waiting list has reduced from 95 families at the end of last year, to 37 this year
- **Use our new systems to build stronger relationships with our donors and supporters**
 - You, our donors and supporters, are the ones who make what we do possible, and we have worked hard to show you just how much we value you. We now have processes in place and are communicating with you regularly providing updates on the difference your support and donations are making.

THE YEAR AHEAD (2020-21)

● DIVERSITY

Review the diversity of our organisation to identify areas where we are working well and areas that need strengthening.

● REVISE BUSINESS PLAN

In light of the impact of COVID it will be necessary to revise our business plan to stabilise our organisation and create a strategy to manage the financial and operational impact going forward into 2020-21.

● FUNDING

Secure some more long term grants to enable progression and growth over the next 2-3 years.

● COVID MANAGEMENT

Adapting processes and strategies throughout the year as necessary to maintain the operational and strategic stability of the organisation. Reviewing and evaluating efficiencies that have been made and how they are maintained going forward.

WE STILL NEED YOUR HELP TO SUPPORT THIS VITAL WORK...

FUNDRAISE ○ SPONSOR ○ VOLUNTEER ○ DONATE

THANK YOU TO YOU ...

Our corporate donors & partners

5 Rings Telecoms
Task Bubbles
SA Law
The Accountancy Practice
Alterra
Wagada
Comet Hotel
360 Play
ARK
Baldock Networking Group
The Businesses Community
Viva Networking
Apex 25
Marks & Spencer Hertford
Waitrose Stevenage
Waitrose Hitchin
MBDA
Coupa Software

Community groups

Rotary Clubs
Schools and nurseries
Churches
and many other local groups
who have lent their support

Those who donate their valuable services and expertise:

Ember Designs
St. Michael's Manor
BLS Computer Solutions
LV Insurance
BT

Ken Follett and the members of our development group

Trusts and Grant funders

Valiant Charitable Trust
Hitchin Youth Trust
June Margaret Pavyer Will Trust
Chapman Charitable Trust
Dacorum Community Trust
HSUK grant

Locality budget grants

Herts County Council Councillors

Our regular monthly donors

Supporters of our fundraising events and those who sponsor our fundraisers

Many individual donors for their generous support



HOME START

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www.home-startherts.org.uk



HCF
Hertfordshire Community Foundation

TESCO
Bags of Help

Letchworth
Garden City
Heritage Foundation

Stevenage
BOROUGH COUNCIL



St Albans
City & District Council

