



# Happy Families, Positive Futures

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Your Impact Report  
2022-2023

## OUR PURPOSE

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Home-Start Hertfordshire (HSH) is a small charity with a big vision; to ensure every parent in Hertfordshire has the support they need to give their child the best start in life.

We are a volunteer-led, quality driven, non-judgemental, family support service. We reach out to families who are experiencing a variety of different and complex challenges.

By getting in early we aim to prevent the family reaching crisis point and having a detrimental affect on the child.

## A MESSAGE FROM OUR CEO, SUZY MOODY...

Over the last year we supported 352 families, including 750 children. We started 2022 still very much in a transitional phase, having recently recruited new trustees, a new Chairperson, and a CEO.

Working together, we set out our 5-year plan which we launched at our AGM in October. The objective of the plan is to increase the impact that we have within the Hertfordshire community, by doubling the number of families supported, from 400 to 800, by 2028.

It would be fair to say it is an ambitious plan, however we will be upscaling our current income generation activities as well as developing the untapped potential of other income streams.

We have started building some really positive relationships with large corporates as part of an exciting project to set up an 'Ambassadors Group'. Of course we will continue to deliver our fabulous Gala event and the annual St Albans Pancake Festival, both of which Home-Start Herts are renowned for.

There have been some new challenges during the year as charities across the UK experienced a shortage of volunteers. This has had a direct impact on our ability to support families; however staff pulled together and delivered a county-wide recruitment drive, resulting in the successful recruitment of 25 new volunteers, over the year. A new hybrid training course has been launched which makes training more accessible.



The year ahead is a busy one, but with a clear plan, good foundations, sound governance, and heaps of enthusiasm and dedication - which we are never short of - we will continue to be there when families need us, to help them thrive and ensure children have the best start in life.

## “MY HOME-START VOLUNTEER CHANGED MY LIFE...

... if she hadn't scooped me up, I'd have been in crisis mode.

She was my umbrella in my darkest storm. It sounds like such small things but actually, they were the big things. Tia was a colicky baby and cried every night between 5pm and 11pm.

I remember the first time my volunteer came I managed to wash my hair and shower in almost silence because my volunteer was taking care of her.

She gave me time to sort out my unpaid bills and unopened post. It gave me some much needed time, space and peace to enable my head to undertake these tasks. It meant so much at what was a really difficult time.”



# ACHIEVEMENTS FROM LAST YEAR AND LOOKING AHEAD

## Our pledge versus what we delivered

### 1) Family support & volunteers

Last year we pledged to increase our family support by 15% and grow our volunteer team to 125. There are two key factors out of our control and could not have been predicted; first, several volunteers stepped back to host Ukrainian families, they needed to return to paid employment due to the economic climate or they needed to look after grandchildren so parents could return to work. Second, more families were being referred to us with multiple/more complex needs, requiring more time in order to help families work through their challenges. Because of this, our volunteer team reduced from 100 to 80.

Mitigating actions were put into place including a county-wide recruitment drive for volunteers. This year we continue to re-build our volunteer base to ensure we can meet the demand for family support in Hertfordshire.

### 2) Income required

We set the target of £411,000 to reach but 2022-23 was another difficult year with the economic climate meaning fewer grants/post-covid funding were available - and less one off, large donations were made. Through our five income streams, we managed to achieve £351,572, which was seen as an achievement in itself. The year ahead sees us focussing on securing multi-year funding and building relations through the launch of an Ambassadors Group.

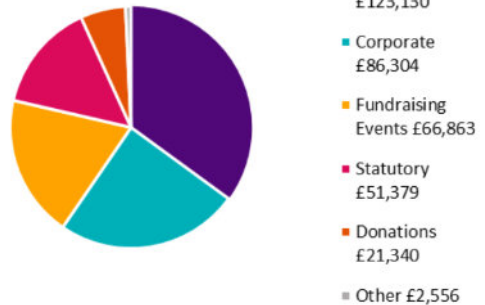
### 3) Meeting the obligations of the Home-Start UK Agreement

In signing up to the new Home-Start Agreement with Home-Start UK (HSUK) in October 2022, we

are responding to the needs of our local communities and families, whilst being part of the wider federation of Home-Starts across the UK. This offers us the benefits of a national brand and voice, consistent quality standards, and a network in which to share ideas and scale learning.

Working with other Home-Starts and HSUK has provided us with invaluable peer support and resources, informed improvements in our work, equipped us with a framework to uphold the quality of our governance and given us the opportunity to share our CRM expertise.

Income 2022-23



## A FAMILY SUPPORTED BY AN HSH FAMILY MENTOR

“Home-Start have been amazing to me, I fled a domestic violent relationship with our 5 month old son with the clothes I was standing up in, a bag of baby grows and formula milk.

Being referred to Home-Start has been a lifesaver.

They helped me to start piecing my life back together, introduced me to a Volunteer who specialised in domestic violence support and introduced us to new people and forge new relationships at their group sessions with my son, I can't thank them enough for all the help and support they have given us. ”



## FAMILY GROUPS

Our 8 Family Groups continue to run weekly across the County. All groups are facilitated by a Family Group Leader, supported by up to 2 amazing volunteers each week. Stevenage and Dacorum groups continue to be very busy, reflecting the local need.

Parents who attend a Family Group are often looking for a little more support and may be experiencing isolation, anxiety, low self-esteem, have a child with an additional need or have issues within their relationship. We also support several families who have twins or triplets. Referrals for neuro diverse issues in particular are increasing. Our Family Groups offer a supportive environment where parents can make friends, create networks and integrate into the community.

## VOLUNTEERS

In June 2022 we had a wonderful Volunteer Celebration with many of our volunteers from across the county. Sally Burton, High Sheriff attended the event, extended her thanks and presented our volunteers with certificates to say thank you for their dedication to Home-Start Herts.

Sadly we have seen a decline in volunteer numbers, so recruiting Family Mentors for Family Groups and home visiting support was a huge focus over the last year. Our 'Pathway to Work' initiative was launched, supporting parents whilst they gain experience volunteering with families. In return we offer CV writing

support and provide a reference (following an agreed period of volunteering), assisting volunteers with job applications.

## PARTNERSHIPS

We hugely value working in partnership with other organisations and continue to work with local CVSs, Foodbanks, local councils and attending termly Family Centre District Partnership meetings. In September 2022 we were delighted to hold a joint partnership lunch with Stevenage Family Centre which was attended by the Mayor of Stevenage, local schools, health visitors and other professionals.

**VOLUNTEERS NEEDED**

**MAKE A DIFFERENCE TO FAMILIES**

JOIN US NOW [WWW.HOME-STARTHERTS.ORG.UK](http://WWW.HOME-STARTHERTS.ORG.UK)



## IMPACT OF HOME-START HERTS 2022-23

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Between 1st April 2022 and 31st March 2023 HSH have supported:

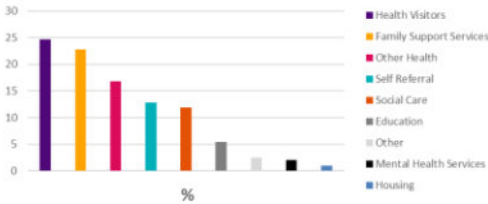
- 352 families in Hertfordshire
- 468 children under the age of 5
- 193 children over the age of 5

### Of the families surveyed:

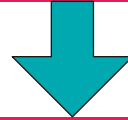
- 90.4% had seen an improvement in one or more issue that they had been struggling with since receiving support from Home-Start Herts
- 100% of parents said they would recommend Home-Start Herts to a friend



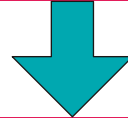
Referral Source



82 Volunteers



10,332 hours



Equivalent to  
£105,283

## FAMILY SUPPORTED HAVING SUFFERED FROM DOMESTIC ABUSE

“I had my son just before lockdown. I had fled domestic abuse from my son’s Dad and was living in a woman’s refuge. I needed support and someone to talk to. I was also a victim of rape when I was 14 years old. I suffer with anxiety, depression and PTSD because of the trauma and stress I have experienced and I felt very isolated.

My experience with Home-Start has truly been amazing - I've had regular meetings with my volunteer who is truly the most caring, understanding & beautiful soul I've ever met. Every week I look forward to having our meetings in the comfort of my own home. It has really helped me just to have someone neutral who is a great listener, who I can offload and vent to.

If we could clone my volunteer so that my little boy and I could keep one of her for ourselves, we would; she has a great energy and vibe about her and a lovely infectious smile which lights up a room and instantly puts you at ease.”



## FUNDRAISING

As the 2022/23 year progressed, the evident changes in the economic climate became progressively more of a challenge, so too did fundraising.

Throughout the year generally, we noticed fewer individuals were able to fundraise and ask their friends and colleagues for sponsorship. We were, however, particularly grateful to those who did fundraise and supported Home-Start during an uncertain financial period.

### Helping Herts Campaign

The Helping Herts campaign was set up to help children's welfare charities throughout Hertfordshire. We were delighted to be one of them and contributed to different fundraising events throughout the year, including The Great Big Walk for Herts where we each covered one leg of the Hertfordshire Way. In total, £14,103 was presented to Home-Start Herts.



### St Albans Pancake Festival 2022

We were delighted to have 36 teams support this traditional event on 21st February 2023. Supporters turned out in force on the streets of St Albans to cheer on their teams as they competed for the prestigious pancake trophies. With thanks to our Headline Sponsor **SA Law**, race track sponsors and our dedicated community volunteers, we managed to raise a record £4,400.



### Skydiving

Three intrepid skydivers took on the challenge of a Tandem Skydive at 10,000 feet and raised a fantastic £3,071 between them!



### Masquerade Ball

Our annual themed fundraising event at St Michael's Manor, St Albans was another successful evening, with guests donning a variety of masks from stylish Venetian to fantasy super heroes. Guests enjoyed entertainment with a touch of mystery from our resident magician, singer, an auction, and casino – raising a fantastic £15,600! Huge thanks to our sponsors for the night, **Musterhubs Bushells** and **Hertfordshire Chamber of Commerce**.



### The Big Give 2022 Campaign

For the third year running we took part in this fabulous match funded campaign- whereby donations made during the live campaign week were **DOUBLED** by our matching pot. We are hugely grateful to our supporters who pledged and our champion funder **The Reed Foundation**. Although we didn't reach our initial target of £25k, given the change in economic climate, we were still very delighted to raise £16,495.

Over the last two years we have seen our charity overcome some profound challenges - our success has been through our amazing people. A good measure of any charity is its ability to adapt, not just to survive, but to thrive. This Impact Report shows that our team of staff and volunteers have continued to help the families who need support across Hertfordshire. Their hard work this year has generated huge enthusiasm and interest for what is to come as we developed our vision for the future. They should all be proud of what has been achieved.

Nothing ever stays still in any charity. Delivering on our core responsibilities has been paramount. We have taken this year to ensure that we have a strong core, putting in place strong robust governance and striving for excellence in everything we do. As we move forward, we will need to be nimble and responsive to changing times and alive to new opportunities so that we are successful, sustainable and fit to support the families who need our help.

Home-Start Herts saw a number of changes at the end of the 2021, with myself becoming the Chairperson, a number of new trustees joining us and Suzy joining us as the CEO. The team has now had a full year of working together and we are in a strong position to support more families.

I hope you have enjoyed reading about the fantastic work our team have delivered, to ensure children in Hertfordshire have the best start in life.



Our fabulous Patron, award winning worldwide author, Ken Follett, was presented with an award at our annual gala dinner, in recognition of his 17 years dedication to HSH.



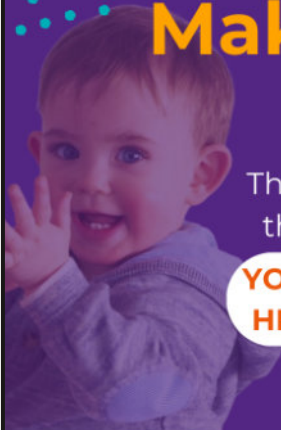
# Make A Child Smile

## URGENT APPEAL

The cost of living crisis is **devastating** the **wellbeing of children & families.**

**YOUR REGULAR DONATION COULD HELP CHANGE A CHILD'S FUTURE.**

[bit.ly/HSHMakeAChildSmile](https://bit.ly/HSHMakeAChildSmile)



# WITH OUR THANKS TO EVERYONE WHO HAS SUPPORTED US...

## Corporate Donors & Partners

Baldock Networking Group  
College Street Partners Ltd  
John Lewis Partnership & Waitrose  
Kyocera Document Solutions Ltd  
Microsoft  
Morgan Sindall  
Musterhubs Bushells  
Raymond James  
Riverside Business Services  
Settle  
St Albans Business Community  
St Albans District Chamber of Commerce  
The Follett Trust  
Viatrix

## Trust & Grant Funders

Asda  
Brook Trust  
Co-op  
Four Acre Trust  
Garfield Weston Foundation  
Hertfordshire Community Foundation  
Hitchin Youth Trust  
Home-Start UK (White Stuff)  
June Margaret Pavyer Will Trust  
National Lottery Awards For All  
Shanly Foundation  
Sylvia Adams Charitable Trust  
Tesco

## Those who donate their valuable services and expertise

Ambassador Amanda Brown  
Arishi Agency  
BLS Computer Solutions  
Business Buzz  
Ember Designs  
Herts Heart FM  
St. Michael's Manor Hotel, St. Albans  
Viatrix  
Wagada

## Ken Follett and the Members of his Development Group

## Community Groups

Churches & Schools  
Freemasons Cheshunt Lodge  
Helping Herts Campaign  
Inner Wheel & Lions Clubs  
Rotary & Round Table Clubs  
Soroptimists International  
St Albans Cathedral

## Councils

Hertfordshire County Council  
North Herts District Council  
St Albans City & District Council  
Stevenage Borough Council

...and individual County Councillors

Individual fundraisers and their sponsors.

Supporters of our events.

Individual and regular donors for their  
generous support.



We still need your help to support this vital work

Volunteer ● Sponsor ● Fundraise ● Donate

[www.home-startherts.org.uk](http://www.home-startherts.org.uk)