



# 130<sup>th</sup> Anniversary Review

1876 - 2006

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Caring for the poor and homeless of London regardless of race or religion, in their struggle against hunger, poverty, disease, prejudice and exclusion since 1876

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# mission

## statement

*Founded in 1876, Whitechapel has been caring for the poor and homeless of London regardless of race or religion, in their struggle against hunger, poverty, disease, prejudice and exclusion.*

And the need for our services is as great today as it was 130 years ago when we first opened our doors. In fact, the demand is growing each year, with more and more clients from diverse backgrounds asking for our support.

While we'll always provide a hot meal, showers, clothes or just somewhere safe to keep warm to those that need it, we're actually about much more than this. Our true goal is to empower people and we do this by creating a place built on trust, belonging and understanding.

We know that we can, and are, making a huge difference to the lives of the people who come to the Mission. It's your support – as colleagues, volunteers, givers and fundraisers – that makes our work possible.



# and finally

## thank you

The word 'home' conjures feelings of warmth, family, friendship and love. To be homeless is to be alone, with no one to care about you. Tackling homelessness is not just about providing shelter from the elements, it is about providing advice, advocacy, education and meaningful occupation, but above all, care within a community that can be called 'home'.

Much of this report is about asking for more support! It is a sad reality that we will always need more and will always be coming back to you in the hope that you can dig a little deeper in to your pocket. But we thank you most warmly for the support you have already given. We can not take credit for the service we offer, as this is only due to you and your support.



We would like to thank all who donated money, food, clothing and time to the Whitechapel Mission. Special thanks to those trusts, companies, universities, churches, schools and individuals that have made our progress possible.

Together we have created a community, a family and everyday we reach out and make a difference.



Queen Mary Pro Bono Group presenting a cheque to Tony Miller for £700

# regular giving

By giving a small amount regularly – perhaps as little as £1 a week – you will allow us to plan ahead and offer some of London's poorest people the long-term commitment they need to improve their lives.

A regular gift by standing order is a great way to help the homeless because committed giving helps us to plan for the future with confidence.

## How much should I give?

That is entirely up to you. You can also choose how often you want to give – whether annually, quarterly or monthly. For example, you may choose to give a large amount each year, or a few pounds each month.

Here are some examples of how we could use your regular donation:

**£5** would allow us to feed, shower and clothe one person for a day

**£25** would allow us to book one person into a hostel for a night

**£100** would allow us to purchase the essentials to turn an empty house into a home

**£250** would allow us to run the life-skills centre for a day

**£500** would allow us to feed everybody coming to our door for one day

**£1369** would run the mission for a day and pay for all services and expenses

# a promise

We are known on the street as the Cavell Street Mission and have become famous for our cooked breakfasts. More than 150 people each morning join us to enjoy this breakfast, and many more visit to take advantage of a shower, clean clothing, medical attention and good toilet facilities with somewhere to have a shave, wash up after a night sleeping on the street. We are known for these services to the homeless and with the help of our many volunteers and supporters, we are good at the delivery.



And yet this is not what Whitechapel is about! Whitechapel is all about a promise - we promise that whatever mess your life maybe in, whomever else may have let you down, at 6am tomorrow morning our doors will open and you will receive a warm welcome. We will not bar you or exclude you. If your behaviour is not acceptable you will be asked to leave, but will be welcome back the next day.

To keep this promise the Mission needs to be open tomorrow and the day after. We need to stay open on Bank Holidays and at Christmas. We have to be open every day. We are the stability in chaotic lives. We are the rock on which people can rely and maybe begin to rebuild their lives.

But it is also about the warm welcome. A plain welcome is not enough! A warm welcome, acknowledging individuals and making sure they understand they have value and are worth the effort. Our many volunteers deliver this message every day. It is not the fact that they prepare, cook and serve breakfast, but how they serve breakfast. With a smile and a pleasant word, confirming at the beginning of each day that we believe everyone has potential and we are here to support them all.

We do make a difference every day, but only because of the support of people like you. Thank you.

Tony



# a christmas story

For 14 days during Christmas, as well as at other times of the year, we hand over the work of the Mission to volunteer groups. These groups are made up of no less than 4 and no more than 6 people and they are responsible for ensuring the continued services of the Mission. We supply one member of staff to supervise/assist. The Centre opens at 6am and closes at 11am each day. You will be required to be on-site by 5:45 latest. We do have a car park available for your vehicles.

We do not know how many will arrive on any given day. It may be as few as fifty or as high as two hundred, but we feel that if there is only one person knocking on our door then we should open that door and make them welcome.

The first task of the day will be to prepare and cook breakfast. This requires the preparation and cooking of bacon, sausages, beans, tomatoes and eggs. Buttering of bread and making of toast. We will make and serve over 400 cups of tea, and 100 cups of coffee.

At 8am, some of the group will serve breakfast, while others continue to cook more breakfasts and others will collect plates, wipe tables and wash up.

During all of the morning, we will be giving out towels, soap, razors, shampoo and toothbrushes.

At about 10:30am we can begin to clean the kitchens down and prepare it for the next day's group.

By 11am the centre will close and we will begin the big clean-up. The Dining area will need to be swept and mopped. The toilets will need to be cleaned and hosed. The shower area will need to be cleaned and prepared for the following morning.

By 11:30 we should be finished for the day.

months did well, but he was not keen to stay on the land, so he returned, and again we found an opening for him, and from a kitchen porter he has risen to be one of the chief cooks in an important City restaurant."

At the annual meeting in that jubilee year, The Lord Mayor... "said he did not think there was a better institution in existence for the uplift of lads employed in the City, and residing for the most part in the East End."

Another fifty years on, and the demand for our core services – food, warmth, clothing and somewhere safe to rest – grew further: "...there has been a steady flow of homeless men and women through the doors of the Mission. Some have part-time accommodation in hostels but many sleep out or sleep in derelict properties taking with them their possessions, what they can carry on them or in bags which they take around with them. Some leave their pension books in our care as they have nowhere to put them - except on their own person and thereby taking the risk that the books may be stolen from them whilst they are asleep."

The sentiment of our Treasurer's appeal in the late Seventies is echoed today: "We still need money - everything costs so much more these days, yet the need for the work to continue remains as desperate as ever. We have a wonderful team of dedicated people here in Whitechapel, and it would be sad to see them let down for lack of tangible help."

As our history lengthens and our success stories grow, so too does the need for the Whitechapel Mission to support those people in London who are homeless.

And we need your help to be able to do so.



# skills

## for a brighter future

For some people, life is a recurring pattern of sleeping rough, hostel living and then into a flat – only to begin the circle again six months later. Why? Because many just don't have the skills or knowledge needed to keep things going.

We're here to help break this cycle by teaching essential life skills – the skills we all use every day. Paying a bill, catching the bus, cooking dinner, filling in a form. And more fundamentally, building relationships, emotional literacy, self respect and respect for others.



The work of our life skills colleagues is having incredible results. When the centre opened in 2004, we hoped to help 50 people – to feel empowered, to claim the benefit they were due, to get into hostels and housing, and to obtain work. In reality, 548 of people have felt the benefit.

And while numbers are an easy way to tell a story, it's the real people behind the numbers that matter – and are now looking forward to a brighter future. Michael is one of these people.

When Michael arrived at the Mission he told us that he had been a chef in the West End, but had fallen on hard times. Apart from the fact that he was sleeping rough, had no money, work or any possessions, his self esteem was shot to pieces. It took a very short time for us to sort out his benefits and find a hostel place

for him and this had the added effect of lifting his spirit and raising expectations. Within only three months it

## WHITECHAPEL MISSION

212, Whitechapel Road, London E1 1BJ  
Tel: 020 7247 8280 Fax: 020 7392 2726  
Registered Charity No: 227905

### Donation Form



Title ..... First Name ..... Surname .....

Address .....

Post Code .....

Telephone ..... E-mail .....

I would like to donate £ .....

Please debit my Mastercard/Visa/Switch (delete as appropriate)

Card number ..... / ..... / .....

Expiry date (mm/yy) ..... / ..... Issue no. (Switch only) .....

Signature ..... Date .....

**OR**

I enclose a cheque/postal order/charity voucher made payable to Whitechapel Mission

Tick this box if you would prefer **not** to receive any further communications from The Whitechapel Mission

Please send me ..... additional copies of the Annual Report

### Gift Aid Declaration

If you are a UK tax payer and you complete the form below we will be able to reclaim from the Inland Revenue the tax you pay on donations received after 6th April 2000. If you pay tax at the higher rate you can claim further tax relief in your self-assessment tax return. The additional income we generate - at no extra cost to you - will provide a significant boost to our work with homeless people.

Signature ..... Date .....

I am a UK tax payer and I want The Whitechapel Mission to treat all donations I make from 6th April 2000 (until I notify you otherwise) as Gift Aid donations.

Yes  No  My donations to Whitechapel are already registered as Gift Aid

**Please Note:** *The amount of income and/or capital gains tax you pay during the fiscal year must at least equal Income Tax at the standard rate on the total Gift Aided donations.*

**Thank you for helping The Whitechapel Mission to offer hope and support to the street homeless**

# legacies

It is possible to make a difference, to reach out and touch even the poorest amongst us. We can do this by getting involved, by financially supporting and even by finding out how to make the world a better place by remembering our work in your will.

If you do want to leave something to our work the donation can be as small or as large as you like. Rest assured, however much you decide to give, you will not have to pay any Inheritance Tax on your gift.

For the guidance of friends who may desire to make bequests for the general work of the Whitechapel Mission, the following form of bequest is suggested:

I GIVE AND BEQUEATH to the Treasurer for the time being of the Whitechapel Methodist Mission, 212, Whitechapel Road, London, E1 1BJ, for the use of the said Mission the legacy or sum of £..... (free of duty) and direct the said last mentioned legacy or sum to be paid within twelve months of my decease from the proceeds of my real and personal estate, but primarily out of my personal estate, and the receipt of the Treasurer shall be sufficient discharge to my executors.

*NOTE: The Mortmain and Charitable Users Act, 1981, enables testators to give by Will for the benefit of any charitable use not only pecuniary Legacies, but also tenements and hereditaments of any tenure. The Will must be signed by the testator at the foot or end thereof in the presence of two independent witnesses, who must sign their names, and addresses and occupations, at the same time, in their presence and the presence of each other.*



had been possible to turn Michael's life around and was keen to press ahead with change. He joined our life skills programme and also started working in our kitchens, serving others in need. He was one of the first to participate in our basic hygiene course, offering a recognised certificate allowing kitchen work in any commercial kitchen and after signing up for an additional training course was able to obtain a City and Guilds Level 1 qualification in the field of catering. He was able to leave us and acquire full time employment in a West End restaurant.



Without the dedication of our colleagues and the financial and volunteering support from our partners – this wouldn't have been possible.



And with more and more people using the services of our life skills centre, the resources needed to run it continue to grow. The phone bill alone for the Life Skills centre has already topped £3000 a year.

## prevention through education

We take great pride in the work we do to give our homeless clients the support they need. But for the next generation, we'd rather prevent them becoming homeless in the first place.

That's why we're working with young people at schools across the South East and providing lessons about homelessness and social exclusion as part of the PSHE

# getting involved

curriculum. The idea is to raise awareness of homelessness in schools, and to inform pupils of the realities of street life, drug use, alcohol abuse and prostitution.

Many pupils are unaware of the causes homelessness, who it affects and what can be done to both prevent and resolve the issues. The classes are designed to provoke debate and discussion with a goal to encourage thought and involvement at a local level.

*“For most of our pupils it was a trip to humility and understanding, whom would have happily travelled through life without knowing just how lucky they were. The coach trip back to school was a buzz with comments, questions and even ideas as to what we could do to make a difference.*

*For a few though, it was an awakening! They were shown a possible future, and I could see the opening of eyes. I am confident that everybody has been touched in some way by the experience and will not forget this PSHE class.” Comments from a Head teacher*

If we can prevent just one young person from becoming homeless in the future, or inspire them to join us in the fight against homelessness, we know that our mission has succeeded.

If you're interested in finding out more about how we could help your school, please get in touch.



While so much has been achieved, there's still much more to do. And with the demand for our services continually rising, we'd really appreciate your support. There's so many ways to get involved, here's just a few...

## Giving time

*Why not become a volunteer at Whitechapel?*

- ★ Breakfast service
- ★ Clothes sorting
- ★ Delivering life skills classes (CV and interview skills, IT, cookery and more)

## Giving money

*Perhaps you'd rather help financially?*

- ★ Fundraising
- ★ Making a donation
- ★ Tax-efficient giving through your payroll
- ★ Remembering us in your will

## Gifts in kind

*Or maybe you're able to send much needed gifts?*

- ★ Food
- ★ Toiletries
- ★ Clothes
- ★ Harvest

To find out more about ways of giving to the Mission ring 020 7247 8280 or visit us at [www.whitechapel.org.uk](http://www.whitechapel.org.uk) or use the donation slip attached to this review.



# thanks to our staff

its a tough life.....

As we acknowledge 130 years of service to the homeless and contemplate the many lives that have been touched and transformed by our presence, we must pause to consider those that have actually delivered the service. We are always grateful to our supporters and of course the volunteers, but at this time we need to consider those that have given their time, and in some cases their lives, to working at Whitechapel.



Over the decades there have been many individuals that have stepped forward to make a difference and serve the homeless. We will never be able to measure the impact they have had on individuals, but I am secure in my belief that each and every one of them should be remembered for their part.

And of course we must not forget our current staff team. They are at the front line of our fight to make a difference, dealing with the frustrations and pressures of a constant request for help. Over the years we have witnessed the demands upon our services continue to grow, with more people than ever crossing our door step each morning. More than ever wanting a shower, clean clothing and intervention on their behalf.

Thanks never seems enough to offer our dedicated staff team, John, Liliya, Tony, Paul, Sonia, Lucy, Will, Chrissy and Sue, with the assistance of Ian, Jack, Hilary, Bill - who continue, with the help of our many volunteers to minister to the needy of East London.

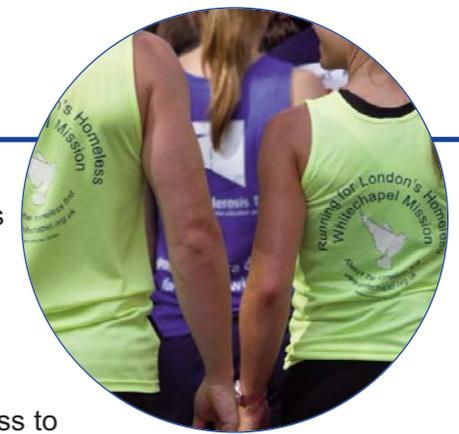
# 10k london run

we ran with a mission

Sunday 2nd July was a particularly hot day. And not just for our volunteers on breakfast duty, but also for the 138 people who came together for the British 10k London Run to raise more than £30,000 for Whitechapel Mission.

Staff and trustees ran alongside supporters from our church and corporate partners in a sea of fluorescent yellow vests – raising money and awareness to support London's homeless.

And while there's still more sponsorship money to come in - £30,000 will enable us to employ an advice worker to work along side our Life Skills staff.



Staff from BDGworkfutures leading the way

We are hoping to field a team of 200 runners for the 2007 event and have set a target to raise £50,000. So why not consider getting fit in the New Year and setting yourself the target of getting fit enough to “run with a mission”. It would be a good way to lose a few of those extra pounds gained at Christmas.

Why not consider getting two or three people to run for your church and asking the rest of the congregation to sponsor your efforts. Or starting a lunch time running club at work and making a difference for London's homeless!

We have seen the number of breakfasts served increase from 11,000 to 54,320 in past year. More than 400 people got involved in our Life-skills Programme and we assisted 68 individuals find a place off the streets and helped 48 people into work.

1780 students participated in our Education Programme, engaging in more than 230 different workshops. We saw students from as far as the USA and Germany participating.

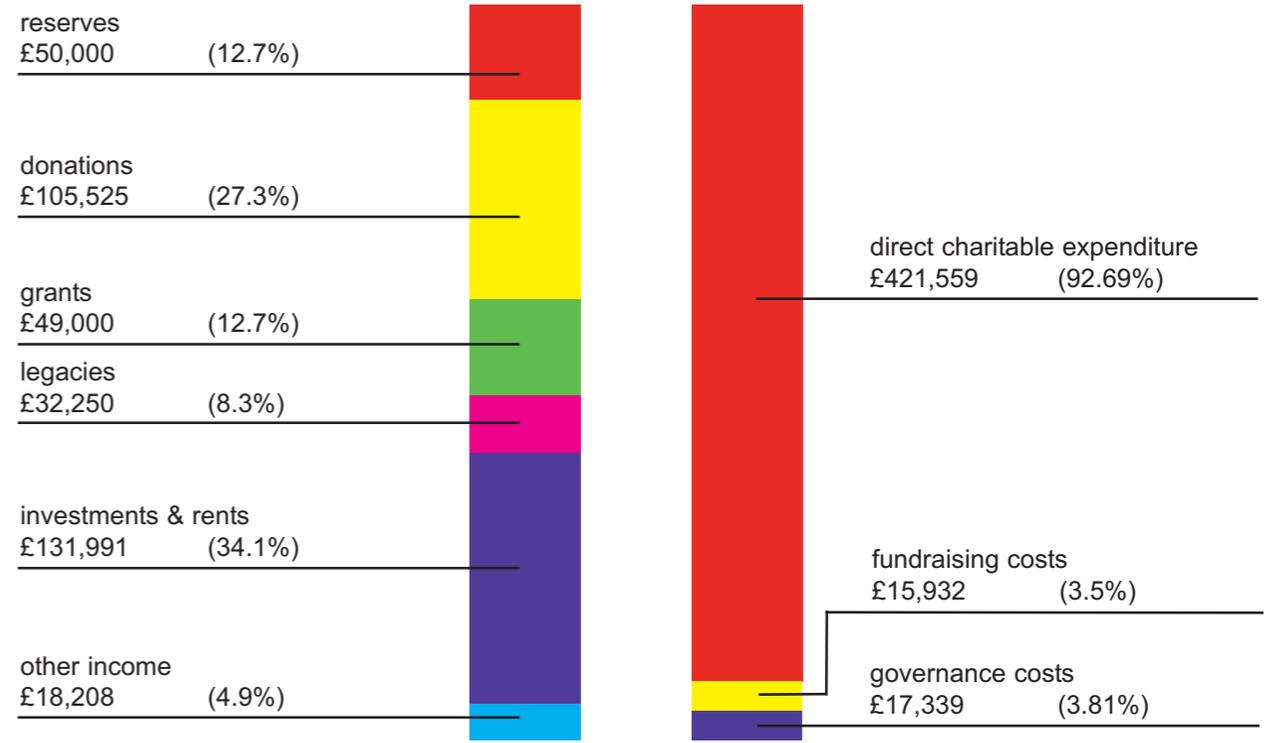
As the demands for our services grows, it has been necessary to make adjustments. We have increased our provision for service deliverance, increased the number of days we are open and increased the number of staff delivering and as a result, we have increased our expenditure considerably. You will see from the summarised accounts over that it has been necessary to withdraw £50,000 from reserves to meet our expenditure, but this action is something we cannot afford to repeat.

The pattern of increase shows no sign of letting up, and we therefore prepare for another year of service not knowing if we will have the funds to meet the demand.

This Annual Review, can only open a small window on our work and show you a minute amount of what happens in your name. I can assure you that the work is as much needed today as it has ever been and this need will continue to grow. We reach out and touch many lives each year and we do make a difference.

As we enter our 130th year of service to the homeless and needy, we need you assistance more than ever. Please help us to make a difference as we offer a hand of friendship, understanding, belonging and support to those coming to our door.

### Summarised Accounts



Note: These summarised accounts do not provide all the information required by law to be included in the accounts of the charity. The full accounts (which have been audited by an independent auditor) have been submitted to the Charity Commission.

A copy of the full accounts may be obtained by writing to the Mission at Whitechapel.