



General Office  
Whitechapel Mission  
212 Whitechapel Road, London E1 1BJ

Phone: 020 7247 8280

Fax: 020 7392 2726

Email: [mission@whitechapel.org.uk](mailto:mission@whitechapel.org.uk)

Website: [www.whitechapel.org.uk](http://www.whitechapel.org.uk)

# 2007 Annual Review

1876 - 2007



With thanks to Allen & Overy LLP  
for the production of this review

Registered Charity No: 227905



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

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

# our mission

## and values

Whitechapel Mission is dedicated to providing a lifeline to the poor and homeless people of London who struggle each day against hunger, poverty and exclusion.

Our goal is to help people to help themselves, giving them the confidence they need to become independent, which we do through practical support and advice and by teaching them the life skills they need to succeed.

We believe everyone deserves another chance, regardless of their background, race or religion.

We believe in keeping promises, which we use to guide our work each day:

- ★ We promise our service users that we will provide a warm and welcome place for them to come, built on trust, belonging and understanding, regardless of what they have done before.
- ★ We promise our colleagues and volunteers that we will give them a safe environment for them to work in and a real opportunity to make a positive impact on the lives of the people they support.
- ★ And we promise our supporters that every penny they give us will always go directly to services and to support our clients.

Our work is inspired by our Methodist church heritage and our Christian beliefs.

We know that we can, and are, making a positive and lasting difference to the homeless who ask for our help.



# and finally

## thank you

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 into your pocket. But we thank you most warmly for the support you have already given. We can't 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, far too numerous to name.

But special thanks have to go to our **5000club** partners and supporters, for their commitment to our work.

Allen & Overy LLP  
Deutsche Bank  
Lovells LLP  
Royal Sun Alliance  
ED & F Man  
Eversheds LLP  
Wingrave Methodist Church

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

## Joe\*

had been living rough on the streets since he was a teenager.

In and out of care, foster homes and detention centres, he had

never had the consistent role models and direction he needed.

When he first came to us at Whitechapel, all he wanted was clean clothes, a hot shower and something to eat.

Through our life skills centre, he has been inspired to learn the skills and confidence to move himself forward. He's been taught about IT, writing a CV, cooking, personal hygiene and interview skills.

We've helped him secure accommodation and benefits; and, most recently, a job in the post room of a global bank.

\*names have been changed to protect service users' identities.

# director's

## insight



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.

Our motivation to be here each morning and to offer this service comes from our desire to do His bidding. In Isaiah 58 we are informed that our Lord wishes us to offer food to the hungry and open our doors to the homeless and poor. Give clothes to those who have nothing to wear. We will be here each day of the year and will serve everybody that presents themselves at His door.

We go much further and you will have already read in this review that we place much effort on services offering advice, counselling, lifeskills and pastoral care, attempting to make a difference every day for those seeking a different lifestyle.

But, we need also to be aware that many people living on our streets may not be ready for such a change and will simply die on the streets. In fact, my experience with people living on the streets tells me that far more will simply die than will change direction.

For these people, we can only offer a demonstration of our Lord's love and be there for them when everybody else has turned their back. By being here each morning, offering food, clothing and being accepting, we can show people what Whitechapel is really about.

All of this is only possible because of the support we are offered by the many people and churches that support our work. We ask you to please continue allowing us to make the difference!



Welcome to the 132nd Whitechapel Mission Annual Review.

Producing this review has given me the opportunity to reflect on the issue of homelessness, the services we've been offering and the impact that we've managed to achieve.

The number of homeless people in London fluctuates greatly from one year to the next, and even by season. But the constant that we've witnessed over the past year or more is the increase in the number of homeless people looking for our support. As information about our services has been shared more widely, and as the benefit felt by those we work with has grown, so too has the demand for what we do.

Many of the new faces that come to us have been on the street for some time; others are completely new to the area. But what they share is the desperate need for a welcome and for help, without some of the restrictions that they may have faced elsewhere.

Fortunately the number of volunteers who want to work with us has grown so, alongside our team of skilled and committed staff, we are able to cook more breakfasts, supervise more showers, hand out more clothing and, importantly, reach out to more people with our lifeskills and education programmes.

Our challenge now: to continue to fund the growth in these services.

Tony Miller  
Director

# our year

## what we've been up to

It has been a busy 12 months at Whitechapel Mission, for our colleagues, Trustees, volunteers and service users. And because the usage of all our main services has grown, so too has the pressure on our resources.

But nevertheless, with the commitment and passion of all our supporters, it's been an incredibly positive and successful time. We have achieved great things:

- ★ We have served 14,750 more hot breakfasts than in the previous year and showered and clothed hundreds of people.
- ★ We have sustained our success in getting homeless service users into permanent accommodation and work; and helped more to take the first step by securing temporary hostel accommodation.
- ★ We have made significant and positive changes to the way that we structure the staffing of the Mission. This ensures the skills of our employees are put to best use so we can offer the very best opportunities for them, the best service to our clients, and make it easier for our supporters to get in touch with us.
- ★ And behind the scenes, the Trustees have spent time reorganising themselves to make sure we're in good shape to direct Whitechapel Mission. Time and energy has also been spent making sure the strategy we're guided by is in good order for future growth and for the growing demand on our services.
- ★ We have hosted 196 volunteer challenge days in the day centre, making breakfast and sorting the clothing store, and have had 289 volunteers in the life skills centre – teaching people the skills they need to move their lives forward.



# our 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 and 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 may be in, whoever 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

90

birth certificates acquired for 90 people, enabling them to take the first step

**Before we can help somebody make a claim for housing or unemployment benefit, they need to be able to prove who they are.**

**This means a birth certificate, passport or other photo ID.**

**Not so easy if you are sleeping rough.**

**To help somebody get their foot on the first rung of the ladder costs £11.50.**

people helped back into full-time employment, in meaningful and fair paying jobs

**An important part of our work is to encourage people to leave the streets and look towards a tenancy and employment.**

**Critical to rebuilding lives is raising service users' self-esteem – securing meaningful employment plays an important role.**

**In the past 12 months we have supported 42 people into full-time work.**

## ★ Give a homeless person a holiday

Are you looking forward to your holidays?

Maybe you have had a short break this Easter, or with the warmer weather are planning your summer holiday. It's good to get away from the routine and travel to somewhere different, with a comfortable bed and meals provided.

Maybe you will buy a new swimsuit for the occasion.

How much will you pay for your holiday? £200 each for a short break in Paris? £400 each for a fortnight in Spain, or if you are really 'pushing the boat out' £1000 or more for a cruise?

Please spare a thought for the homeless people you will leave behind, and help to give them a holiday as well.

We are not planning coach trips from the Mission to the seaside, but every day, summer as well as winter, we give our service users new shoes to help them travel, a new set of clothes to keep them warm, a new sleeping bag for a bed, and breakfast every morning. At the same time our income falls, as the needs are not so obvious.

To feed and clothe a homeless person for a week costs £35, to buy them a blanket £7, to help them find a hostel place £25. So for £102 you can give a homeless person a fortnight's 'holiday'.

Please think about this as you make your own plans this summer, and help us to help the homeless all the year round.



★ In total, our volunteers have given us more than 10,000 hours of their time – the equivalent of six full time staff

★ We have been on the road visiting churches, church groups, schools and colleges to raise awareness about homelessness and to talk about our work. Our goal is to help prevent another generation from becoming homeless.

★ We've started new relationships and strengthened existing partnerships with our corporate supporters.

★ November saw the introduction of a new Thanksgiving Service, held at Whitechapel, to give thanks to the work of the Mission and our supporters, without whom our work simply could not continue.



# the difference

we're making

## Life skills Centre

Our advice and life skills programme has been developed to actively tackle homelessness and related issues by offering guidance to service users and training them in the practical skills needed to secure and sustain housing and employment. In the past year, we have seen a 22% increase in users.

We know that a number of people get trapped in a cycle of homelessness because they don't have the skills or knowledge needed to keep things going – life is a recurring pattern of sleeping rough, hostel living and then into a flat – only to begin the circle again six months later. We're here to help break this cycle.

We have invested time and money in helping 90 people to get hold of a copy of their birth certificate, which is the first step in proving their identity and claiming benefit to help move them forward.

In the past year, we've run 240 advice sessions and have seen 779 service users, who have asked for our help. 191 have received assistance in claiming their benefits, 432 have got involved in our life skills programme and 139 have done both. They have taken part in sessions about CV and interview skills, job coaching, basic computer skills and cooking, budgeting and hygiene, to name a few.

As a result of the help we have given, 128 people have found a place away from the streets, 76% of whom have managed to successfully sustain themselves. 46 people have secured employment and 11 have gone into further education.

We invest time and resources into helping people become independent; and ultimately less reliant on the Mission's services. This allows us to help the new people who come through the door each day.



But to ensure that we can always make use of what you give us, please do not send us: retro or vintage garments, jewellery, bags and accessories, music and films (CDs, videos, DVDs), homeware, china, ornaments, pictures etc.

## Payroll Giving (GAYE)

Payroll giving is the most tax-efficient way for individuals to make regular donations to us. And that's because the donation comes out of your pre-tax salary each month. So every £1.00 you give will only actually cost you 78p, and if you're a higher rate tax payer, it will only cost you 60p.

Some employers operate schemes to match what you pledge – ask your payroll team for information and to sign up.

Visit <http://www.hmrc.gov.uk/payrollgiving/> to read more about payroll giving.

It costs us  
**£1,369**

each day to run  
**Whitechapel  
Mission**

**We provide our service users with a safe, informal and friendly place to find shelter, without being moved on by the police or an angry shopkeeper and without being abused by passers-by.**

**There are no interviews or interrogations; everyone is welcome to access food, clothing, showers and the opportunity to develop key life skills to get them back on their feet.**

## ★ Legacies

Making a will ensures that your estate and possessions go to the people you care about most once you die. The money Whitechapel Mission receives from supporters' legacies facilitates our daily work with homeless people.

A charity legacy in your will is free from inheritance tax and so a tax-effective way to give.

For the guidance of those friends who wish to remember the work of the Whitechapel Mission in their will, the following form of bequest is suggested:

I GIVE AND BEQUEATH to the Treasurer for the time being of the Whitechapel 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 12 months of my death 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.*

## ★ Gifts in kind

We are always pleased to receive any gifts donated in support of our work. In particular, we welcome food, clothes, toiletries and harvest festival goods – we always update our website with the items that we particularly need at the time.

## Day Centre

Whitechapel Mission offers a lifeline to between 150 and 200 people every day, rising to as many as 350 on a bank holiday.

We provide a hot meal, a shower, clean clothes or even just a place to keep warm. In the past year, we've served 64,780 cooked breakfasts.

On a typical weekday, around 40 people take advantage of a hot shower, with up to 60 people on a weekend and as high as 80 people coming on a bank holiday. We don't give out clothing, but rather let people choose their clothing as they leave the showers, using in the region of £54,000 worth of items donated by our supporters.

Friday afternoons are restricted to women only and we now have as many as 20 women within this community, sharing a lunch time meal, activities and an opportunity to take a break from the pressures of street life. We offer a special thank you to our volunteers from Stoneleigh Methodist Church and others for making this service possible.

We extended our hours to open the Mission Day Centre every single day of the year a few years ago now, to ensure we are constantly providing our homeless clients with an open door – and the salvation that they need.

# Nick\*

**was a drug addict, frequently in trouble with the law, with no money and nowhere to live.**

**A regular visitor to the Mission, coming to us for somewhere warm and safe to relax, he decided he wanted to get his life back on track.**

**With our help and support, he was able to leave the streets of Whitechapel and join a rehab programme.**

**Now Nick is clean of drugs and alcohol, we're working with him to secure him a place to live.**

\* names have been changed to protect service users' identities.

## Education Centre

(in memory of Revd William Parkes)

For the next generation, we want to educate about and prevent homelessness. So as part of the PSHE curriculum, we're working with young people at schools across the South East and providing lessons about homelessness and social exclusion. The idea is to raise awareness of the issue and to teach pupils about the realities of street life, drug use, alcohol abuse and prostitution.

In the past school year, more than 3,300 students have passed through our 'Acts4' Education Programme, a 12% increase over last year's figures. We have worked with more than 45 schools and delivered 230 different workshops. Some of these have taken place at Whitechapel Mission, but most are held at the individual schools.

The feedback has been very positive.

### Church Services

Planning a special service?

Harvest - Home Missions - Social Responsibility

We can provide preachers to share in or conduct your worship

For further information please contact Jenny Hughes at:

020 7247 8280 (Mon -Wed) or by email: [jenny@whitechapel.org.uk](mailto:jenny@whitechapel.org.uk)

It's really easy:

- Choose a gift that your friend or relative will like
- Give us a ring or visit our website to place your order
- We'll send a gift certificate
- Our homeless clients will benefit from your donation – we promise that every penny goes directly to helping them

Before we can help somebody make a claim for housing benefit or unemployment benefit, they need to be able to prove who they are. This means a birth certificate, passport or other photo ID. Not so easy if you are sleeping rough. To help somebody get their identity back and start them on their journey to independence, you can buy them a copy of their birth certificate for just £11.50.

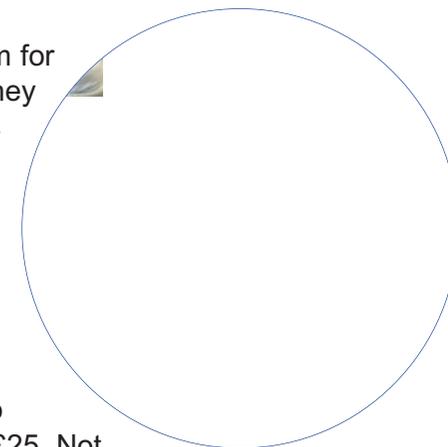
Or perhaps you'd like to enable someone to secure a hostel place for the night, for just £25. Not only does this mean they won't have to sleep on the street, but with their hostel receipt they can start claiming their benefit entitlement.

**£250** would enable us to run our life skills centre for the day, equipping our clients with the practical skills and knowledge they need to be able to find accommodation and secure a job.

There's a full range of gifts, from £5 for a hot meal through to £1,369 to run Whitechapel Mission for the day. Whatever your budget, or whoever you'd like to buy for, there are plenty of ideas for you to choose from. Simply call 020 7247 8280 or visit our website at [www.whitechapel.org.uk](http://www.whitechapel.org.uk)

Alternatively, please send your cash or cheque donations, along with the donation form contained in this booklet, to:

Whitechapel Mission at 212 Whitechapel Road, London E1 1BJ.



## our finances

### Give Money

#### Make a donation

Whether one-off, by standing order, through your monthly salary or by remembering us in your will, your donations are always welcome.

We make a promise to all of our financial supporters that all the money given to us will only ever be spent to support our homeless clients, and will never be used to advertise or fundraise for more money. Rest assured the generous contribution you make – however big or small – will always be used to benefit those people who come and ask for our help.

Gift Aid is a great way to make your donation to us go even further, without any additional cost to you. If you are a UK tax payer and complete a Gift Aid form, we will be able to reclaim the tax you have paid on your donation from the Inland Revenue at the standard rate. If you pay tax at the higher rate, you can claim further tax relief in your self-assessment tax return.

To make a credit card or debit card donation, please visit our website at [www.whitechapel.org.uk](http://www.whitechapel.org.uk) or go to our Justgiving page at [www.justgiving.com/whitechapelmision/donate/](http://www.justgiving.com/whitechapelmision/donate/)

#### Good Giving

A gift with a difference that makes a real difference

Looking for the perfect present? Don't know what to buy? How about a gift that can help change the life of a homeless person.

Whatever your budget and whoever you'd like to buy for, there's a full range of gifts for you to choose from. And to recognise your donation, we'll send a gift certificate in the name of your friend, relative or loved one for them to open on their special day.

Running the Mission costs money.

Without counting the enormous amount of resources we receive in volunteer time, food and clothing from our generous supporters, it takes some £500,000 each year – more than £40,000 each month or £1,369 every day – to keep Whitechapel Mission running and to provide the services we offer homeless people.

As the only independently-funded homeless charity in London, the effort needed to secure this income each and every year shouldn't be underestimated.

Just over a quarter of our income – some £130,000 – comes from investments we make and the rents from Whitechapel House, our key-worker housing project. Much of the remaining income comes from the donations we receive from individual supporters, trusts and companies. The ongoing financial support from these sources is our lifeblood, and something that we prioritise to secure our future prosperity.

In the past two years, we have benefited from two large legacies which have increased our legacy income to almost £70,000 a year. It is this funding that has enabled Whitechapel Mission to sustain the high level of services reported throughout this review. The challenge now is to secure this funding as part of our regular income stream so that we can keep doing what we do best – and meet the ever-increasing demand.

We rely on our supporters each and every day to keep these services going.

# opportunities

## to support our mission

Our work with London's poor and the homeless has already achieved great things, but there's still so much that we want and need to do.

And with more and more people asking for our help, hopefully we've inspired you to want to lend a hand too. The choice of how you'd like to support is entirely up to you, whether giving us time, giving us money or giving us stuff.

### Give time

#### ★ Get involved

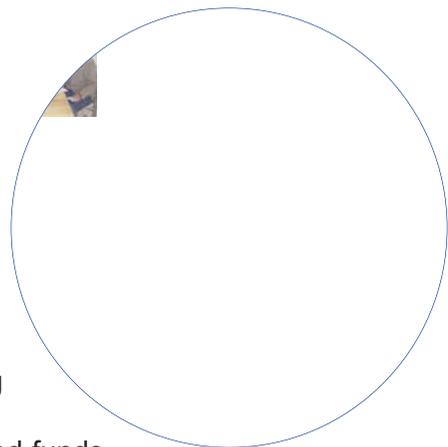
The Whitechapel Mission began 132 years ago and much of our work would never have been possible without the support of thousands of volunteers.

Today, volunteers play a crucial role, working with homeless people, providing essential administrative support or raising much-needed funds.

We want volunteering at Whitechapel to be fun, rewarding and challenging. The skills, opinions and experiences of each our volunteers are hugely valuable, which is why they're such an important and integral part of what we do.

Volunteers are welcome to come alone or in small groups. Many people bring work colleagues and choose to help out in a morning before going to work. Or if you can't come to us, we can come to you! We've been pioneering a new clothing challenge with a few Methodist Churches who collect and sort clothes for the Mission from the comfort of their own community. We look forward to sharing the idea with more of our supporters who may find it difficult to make the journey to Whitechapel.

Whether you'd like to get involved in making breakfast, sort the mountain of



clothes for our clothing store or deliver programmes in our life skills centre, there's a volunteering opportunity for you. We're also currently looking for volunteers with bookkeeping, IT maintenance and handyman skills to help out.

#### ★ 'run with a mission'

The British 10K run each July is becoming a key event in the Whitechapel Mission diary.

For the past two years we've been joined by many of our supporters to run and raise money for the Mission.

This event has the potential to raise a large amount of money for the Mission and will allow us to continue to offer the hand of hope to the many coming to our door. In the last two years we have raised over £30,000 each year and hope to do far better this year.

All it would take is for one person within each church to agree to run the six miles with us and ask for sponsorship from within the church and even the local community and it would be possible for us to reach our target of £50,000.

The run takes place on Sunday 6th July 2008 in London and we have 200 places reserved in our name. It is a great day out and a worthy cause.

Both Tony and Sue are running and currently battling to see who can make the best time or raise the most money. If you cannot run with us, why not consider sponsoring one of them

We'd love you to join our team.



## Gift Aid Declaration

If you are a UK taxpayer 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 taxpayer 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 homeless**

