



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

# whitechapel mission

2012 Annual Review

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**We served even  
more people  
this year**

## 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.

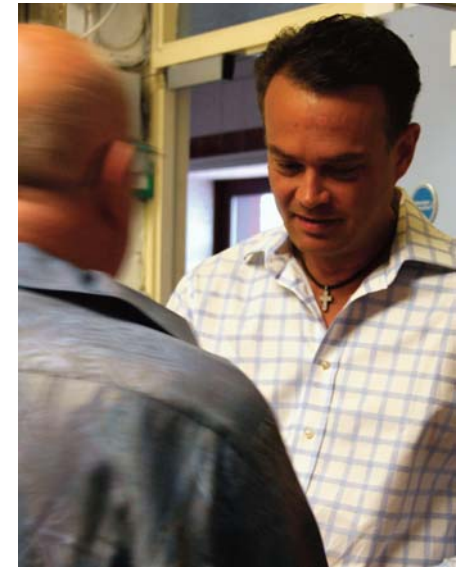
Our goal is to help people to help themselves, giving them the confidence they need to become independent, which we do through practical support and advice and by teaching them the life skills they need to succeed.

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 guests 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 in which to work 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 guests.

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



5032  
different people used the  
daycentre in the last twelve  
months

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

Welcome to the latest Annual Review of the Whitechapel Mission. It has been produced a little earlier this year so that we can inform you about all that has happened during the last financial year in a more timely manner than we have done in the past, so helping to keep you informed and up to date.



Within the last review I said that our task was difficult, but not impossible and that has certainly proved to be true. You are as aware as I am about how the current economic climate is affecting individuals, churches and companies and the effect of all this belt tightening is being felt at The Whitechapel Mission. The response to our harvest appeal was not as good as it has been in recent years, with both donations of foodstuffs and money down. At the same time the numbers coming through our doors and looking to us for help are increasing.

Since our last Annual Report a milestone has been reached – over 100,000 breakfasts were served for the first time, the figure of 109,500 (an average of 300 per day) being up on the previous years. With seating in the dining hall for only 140, there are now occasions when it is difficult for some to find a seat to eat their breakfast, especially if it is cold or wet and those already in don't want to leave until they have to.

The number of people using our services also rose, by 20% and with the increase from the year before we have seen demand rise by over 45% in two years. This isn't sustainable, but what can we do? Our "strapline" is "Always the Homeless First", so we have to find a way.

If ever further proof were needed about the effect on people that living on the streets has, then a report out at the end of last year concerning research undertaken by Sheffield University says the average life expectancy for the

homeless is around 30 years less than the national average at 47 for men and 43 for women. This compares to the normal 74 for men and 79 for women, so you can see that rough sleeping has a more harmful effect on women. The research showed that almost two thirds of rough sleepers are aged 25 to 45 and over a quarter have been rough sleeping for two years or more. When men and women are facing such a stark battle of life and death we have to find a way. And we will.

Throughout the year the number of volunteers who come to work with us has continued to grow and I am very thankful to them for the energy and enthusiasm they show. It is especially gratifying that so many seem to get bitten by the “Whitechapel bug” and keep coming back time and time again to cook breakfasts, sort clothing or help in various aspects of our lifeskills work or Lady’s Day. I am also extremely grateful to our skilled and dedicated staff without whom this organisation could not operate. Faced with more work but without any increase in staff numbers they have achieved so much and I thank them.

But we need you more than we have ever done before. I know times are hard, but I ask that you continue to support The Whitechapel Mission as you have in the past. If you, our supporters, would all commit yourselves not only to continue supporting us during this present year but also to find at least one new supporter determined to stand up and be counted alongside us, then we can truly face the present difficulties with confidence.

On behalf of everyone here, thank you for all that you have done, all that you are doing and all that I know you will do – you and we together are The Whitechapel Mission.

*Tony*

Tony Miller  
Director

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 guests and will never be used to advertise or fundraise for more money. Rest assured the generous contribution you make – how ever big or small – will always be used to benefit those people who come and ask for our help.

## our year

what we have  
been up to

With the many difficulties and problems we face, it is sometimes good to stop and remind ourselves about the achievements we have made:

- ➔ The food-store area has been redeveloped by removing the old walk-in fridge and freezer and buying new free-standing ones and a new volunteers welcome area has been created.
- ➔ Because the take-up for the dental service provided at a mobile dental surgery which parks in the street outside The Whitechapel Mission has been so high, from late summer the dentist started coming weekly instead of fortnightly.
- ➔ A new computer and telephone system has been installed to provide a quicker and safer communications system to cover our expanding work.
- ➔ We have welcomed new corporate sponsors and developed stronger relationships with some of our existing partnerships.
- ➔ 137 people were found accommodation in their own flat and 162 were found hostel accommodation.



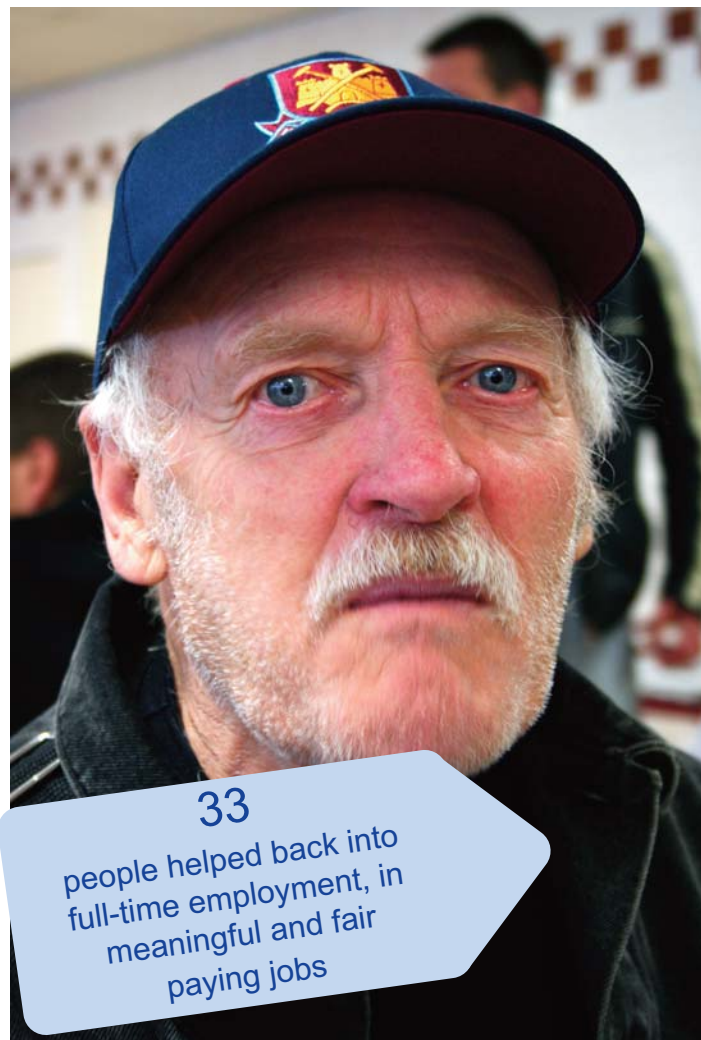
137  
people assisted in  
establishing a permanent  
tenancy in their own flat

- ➔ 73 birth certificates were obtained to help in the obtaining of benefits.
- ➔ 33 people were helped to find employment and 41 were referred to drug/alcohol programmes.
- ➔ 1254 people gift-aided their donations to The Whitechapel Mission, adding £28,100 to their donations.

## the difference we're making

At the Whitechapel Mission, we have been helping the homeless since 1876, meeting the specific needs of each individual man and woman who walks through our doors. First, we help by meeting their immediate needs: food, shelter, clothing, and medical care. Then in our recovery programs we address the deeper needs for life-skills and job skills training and addiction recovery. We measure our progress against four criteria, which indicate to us that a life has been transformed from homelessness to hope: connection to family, commitment to sobriety, a job and a place to live, and a plan for the future.

Today, The Whitechapel Mission is a results-oriented organization that is recognized as one of London's most effective homeless charities.



33  
people helped back into  
full-time employment, in  
meaningful and fair  
paying jobs



## The services we provide:

### Open Day Centre

Whitechapel Mission is open every single day of the year, including Christmas, Easter and all other Bank Holidays and is open to all, without restrictions. They may be special days for us which we can spend with family and friends, or maybe go away on holiday, but if you are homeless every day is just another day when you need a hot meal, a shower, a change of clothing or some time to spend in the warmth or the dry.

The number of people attending The Whitechapel Mission over the past 12 months has again increased with over 5000 individuals using the services of the centre and the number of breakfasts served in the year reached 109,700, an average of 300 per day. Capacity is now becoming a problem as there is only seating at tables for around 140.

Capacity is also a problem in the showers due to the size of the facilities and the ability of the boilers to produce sufficient hot water. During the year 21,200 showers were taken.

Demand for clothing has increased, with the result that by the summer the clothing store was completely empty. Thankfully donations of clothing started to come in again in the autumn and supplies are building up again.

### Advice Services

About 70% of those using the open daycentre will also ask for advice in relation to finding routes out of street sleeping, tenancy

103  
people received help in  
claiming benefits





support or the threat of homelessness. We help with establishing housing rights, referrals to local authorities, permanent and temporary accommodation, special needs housing and help in setting up home. During the past year 2080 different people used our advice services, and we were able to assist 137 find accommodation in their own flat, 162 find hostel accommodation and 47 keep accommodation they were in fear of losing.

We also provide links with specialist services and were able to assist 39 people find alcohol or drug programmes, assist 103 with benefit problems and reconnect 78 people with family.

Once we have helped users to find accommodation we continue the support, training and life-skills to encourage a continued tenancy.

Every Monday legal advice is available with benefits advice every Thursday.

### **Life Skills Centre**

Everyone needs life skills to successfully live and work in the world today. Because life skills are not hereditary, they have to be taught and whilst most of us learn these as we grow up without realising it, for some who have not had the loving, caring home life that most of us will have experienced, these skills are missing. Our Life Skills Centre exists to fill this gap



by providing this knowledge. 2080 different people used our life-skills services during the past year, an considerable increase again this year which, coupled with an increase the previous year, means that demand for training, advice, practical skills and help in securing housing and obtaining benefit entitlements has gone up by more than 50% in two years.

During the course of the year we have continued with our basic computer skills classes, budgeting classes and cooking classes and have held regular sessions providing hygiene information. Sessions about writing a CV, interview skills and job coaching have also been held.

## Ladies Day

Friday afternoons are set aside for the ladies, so once the clearing-up after breakfast has been completed, the kitchen is taken over for the preparation of lunch which around 35 to 40 ladies share. Following lunch a varied programme of activities has taken place over the year thanks to help from some of our corporate sponsors and we now have four sponsors who take responsibility for one Friday every month. The volunteers who come make this service possible and we thank them for all they do. Then to round the afternoon off they have a clothing session.

The ladies have enjoyed events as varied as a hair, facial and manicure sessions, having mendi hand painting and dressing in saris for International Women's Day, a visit to the theatre (a first for many of them), making bead necklaces, line dancing and going out for a picnic in a park. As always, bingo has been a firm favourite still and the annual day out to Southend is always a highlight.



# The Financial Picture

how we are doing

Mention has been made earlier that donations to The Whitechapel Mission are suffering from the economic difficulties and yet we still need around £1,600 each and every day to keep the building in order and provide the services needed to meet the immediate needs and then transform the lives of those that everyone else seems to have rejected. As one of the few remaining independently-funded homeless charities in London, raising this money is a huge task.

Just as those who come to us every day for their very survival rely on us, so we rely on you to provide the financial support that is necessary to enable us to fulfil our promise to be there for them when they need us most.

The £1,600 we need every day does not include the enormous amount of resources we receive in volunteer time, food and clothing – without all that the amount of money we would need would be much higher. For example take the volunteer time – over 24,000 hours of it last year; without that we would have needed to employ a further 7 staff to do what we did. And without all the donated clothing we would not be able to operate a clothing store and without all the donated food the cost of providing the breakfasts would be huge.

So please, please keep volunteering, keep sending us clothing throughout the year and keep adding an extra tin of beans, bag of sugar, box of tea bags or whatever to your weekly shopping list for the Whitechapel Mission. We are so grateful for all that you do, but we do need you to keep doing it!

*It costs £1,591 a day to keep the mission open*



## opportunities

to support our mission

Your donations to The Whitechapel Mission help transform lives! It is financial contributions and donated goods and services that make it possible for The Whitechapel Mission to provide help and hope to the homeless and poor of London. There are many ways for you to donate and help bring about life transformation in men and women in London.

### Donate on-line safely and securely

Your gift to The Whitechapel Mission goes to work right away – providing meals, showers, shelter, medical care, life-skills classes and mentoring for poor and homeless men and women in London. Your gift is safe and secure. You can donate with confidence.

### Donate by phone, mail or fax

You can also donate by calling us 9-3 Monday-Friday or by mailing or faxing our simple donation form to 020 7392 2707.

### Regular Giving - Hope Partners

Hope Partners are special friends who give monthly to The Whitechapel Mission, one gift each month of any amount. The gifts of Hope Partners are important and help us provide over 100,000 breakfasts, support our advice and counselling and ensure we are open throughout the night during freezing conditions.

If you could contribute regularly, £5 a month is actually worth far more to us than £60 a year. You can make your monthly gift by Credit Card, cheque or Bankers Order. To become a Hope Partner, simply email us or call 020 7247 8280.

73

birth-certificates obtained,  
allowing people to get their  
first foot on the ladder

## Donate by SMS text Message

Simply text to the number 70070 with the message 'MISS10' followed by the amount you wish to donate.

eg MISS10£2 or MISS10£10

## Gift Aid

This is an effective way to make your donation to us go even further – all 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 from the Inland Revenue the tax you have paid on your donation at the standard rate. If you pay tax at the higher rate, you can claim further tax relief through your self-assessment tax return. At the present basic rate of tax, gift aiding your donation increases it by 25%.

## Wills, Bequests and Planned Gifts

Leaving a gift in your Will really is a wonderful way to ensure that Whitechapel can continue to carry on its vital work and is one of the most significant ways that you can support us. It can also be a valuable way of reducing inheritance tax liability on your estate, as legacies to a registered charity are tax-free.

Gifts left in a Will, whatever their size really do make a big difference. Only with the support of such individuals can we plan ahead to continue our vital work and protect future generations from the misery of homelessness.





## FORM OF BEQUEST BY WILL

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 Mission, 212, Whitechapel Road, London, E1 1BJ, registered charity no: 227905, 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.

### **Donate Shares**

Are you amongst the thousands of people across the UK owning a handful of shares which you are not sure what to do with. They might have been left to you by a relative or given to you following a company privatisation or take over.

Why not put yours to good use by donating them to the Whitechapel Mission?

There is a share donation form on the web-site, or call 020 7247 8280 for more information.

### **Women of Impact**

Women of Impact is a dynamic group of volunteers who make the commitment to leverage their resources - donating or influencing others to donate - so that The Whitechapel Mission Women's Centre is fully funded each

year and that the sessions are flourishing and sustainable into the future.

Women of Impact members express their passion outside of the Women's Centre doors by hosting events that share the vision of the centre and stories of transformed lives. Women of Impact are committed, year-round advocates for the work in the centre.

### Donate gifts in kind

The Whitechapel Mission accepts donations of various foodstuffs, toiletries and clothing. The web-site is updated on a regular basis to show which items we particularly need at that time. All donations may be dropped off at the Whitechapel Mission. Donations accepted 7 days a week from 6am to 3pm.

There are, however, some items we cannot use, mainly retro or vintage garments, jewellery and accessories, CDs, videos and DVDs, homeware, china, ornaments, pictures and furniture.



39

people have been referred to drug or alcohol programmes

21,200

showers have been taken



## '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, which will allow us to continue to offer the hand of hope to the many coming to our door. This year, 2012, we raised some £34,500 and all it would take to raise that to £50,000 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. Is that a challenge you are prepared to go for in 2013? The run takes place in London in July 2013 and we have 150 places reserved in our name. It is a great day out and a worthy cause. We'd love you to join our team.

Both Tony and Sue have run before and are hoping to do so again this year, so if you cannot run with us, why not sponsor one or both of them?

£34,500  
raised last year, with a goal of  
£50,000 this year



## From Whitechapel Mission to Buckingham Palace

PICTURED in their posh hats after receiving his MBE at Buckingham Palace are Tony Miller, director of the Whitechapel Mission, together with his wife, Sue, and daughter Jessica.

Tony, who has been connected with the Mission for 30 years, was made an MBE for services to homeless people in the Queen's New Year's Honours list.

"I am exceptionally proud, and a little embarrassed to have received this award, as it is the trustees, staff, volunteers and supporters who make the Mission the special place it is. It is an honour to simply be a part of it.", said Tony when asked how he felt.

"A very special day, made even more exceptional by the fact that I was accompanied by Sue and Jess, the investitures were presented by the Queen herself, and the weather was fantastic."

The Mission continues to serve homeless and rootless folk every day of the year, providing a daily breakfast and working with them to improve their life skills and opportunities.

Tony started out in the early 1980's and has been fully directing the work there since 1996.



## our promise

Whitechapel is all about a promise that we make to all those who turn to us for help, be it just a breakfast, a shower, clean clothes, someone to talk to or, when they are ready, a place with people they can rely on who will help them build their lives back up again. That promise is that whatever mess your life may be in, whoever else may have let you down, come 6.00am tomorrow our doors will open and you will receive a warm welcome. A plain welcome is not enough, it is the warm welcome, acknowledging each person as an individual who matters, that makes the difference.

Our many volunteers know the importance of this. They don't just prepare, cook and serve breakfast (although they do that very well indeed), but they serve each individual with a smile and a pleasant word of welcome that says we believe in them and we value them.

To those who others look down on, who are often made to seem invisible, who lead chaotic lives and are excluded from large parts of society, we need to keep this promise. They have to know that we can be relied upon without fail, that 6.00am means they can come through our doors today, tomorrow, seven days a week, 52 weeks of every year. In midweek, at a weekend, on a Bank Holiday. We have to be the stability around which broken lives can be rebuilt.



*In total, our volunteers have given us more than 10,000 hours of their time*

Our motivation comes from our Christian beliefs, just as it did back in 1876 when the forerunner of the present Whitechapel Mission was started –

“Lord, when did we see you hungry and give you food?  
When did we see you thirsty and give you something to drink? When did we see you lonely and make you welcome, or see you naked and clothe you, or see you ill or in prison and go to see you?”

“And the king will reply ‘I assure you that whatever you did for the humblest of my brothers you did for me’”

So we are here every day of the year and we serve all who come in need.

With some, this year as every year, we will see a life turned round, a life in chaos become one of hope with settled accommodation and the skills to enable them to maintain themselves. Some, like 27 men and women last year who were part of the Whitechapel family and who mattered to each and every one of us here, will die on the streets because they are not ready to make such a change.

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.





Others will keep coming for a meal, a shower,

clean clothes, a warm or to find someone to chat to and we need to be there for them, ready and waiting for when they reach that point of wanting to change direction.

If everyone else has rejected them, banned them, turned their backs on them we cannot. Those words of our Lord will not allow us to. We have made that promise that we will be there for them again tomorrow and that promise is the Whitechapel Mission.



27%  
of rough sleepers have been  
on the street for 2 years or  
more

## In the Mission

Whitechapel, what a diverse place, full of different nationalities and cultures. I am sitting in The Whitechapel Mission where the homeless come for breakfast and showers, change of clothes and also advice.

The place is probably one of the best day centres I have ever been in; I have been and volunteered in a few in London. But this one has to be top of my list.

Sue, the manager of the Centre is so helpful with everybody. The staff are all volunteers who give up their time to make the Mission what it is today. It's a tight run ship its brilliant.

All the people I have spoken to in the Mission love coming here because the staff are so friendly and you can approach them with your problems and they will try to help.

The services they run are brilliant, they have a Clothing store for people who need clothes, they have a Benefit adviser who comes in every day to help those who don't know how to claim benefit to get what they are entitled to.

Breakfast at the mission is only 50p to 70p and it is very popular with people who need a hot meal at the start of the day.

But most of all it is the atmosphere and the warmth of the place that get you when you walk in. The Mission is such a joy to be part of, there should be more places in London for homeless people like this. But I don't think that any day centre could beat the service you get here, this is a good honest and safe place to be.

*This was written by one of the men who come in to The Whitechapel Mission for breakfast - to know what those who use our services think about the work here is more than a little humbling.*



and finally  
thank you

So It's 'Thank You'.....But

The work of The Whitechapel Mission goes on, work that is only possible because of the support we receive from so many individuals, companies and churches.....like you. Work that is only possible because of the tremendous commitment displayed every day by the staff and the planning and direction given by the body of Trustees.

If only The Whitechapel Mission were not needed.....but it is and more so today than ever, as our increased numbers demonstrate. Every year we say a warm and sincere "Thank you" for what you have done so far and then we ask you to do a little more this year. This year is no different. Yes times are difficult, money is tight, but in this report you have read the statistics behind the work here and seen the faces of those for whom The Whitechapel Mission and our promise is all they have to hold on to.

If you have donated money, food, clothing or time, all are equally valued and we thank you all. Please continue to donate what you are able and help spread the word so that others are given the opportunity to help as well. When you have read this report, please don't just leave it on one side but pass it on to someone you know who doesn't support us yet and ask if they will join you. Also why not organise a





coffee morning with donations to The Whitechapel Mission or see if your church will donate their harvest produce to The Whitechapel Mission if they don't collect it for any special appeal.

We cannot thank you all by name, you are too numerous for that and some of you donate anonymously so we don't know who you are anyway. But in closing may we say a special "Thank you" to our 5000club partners and supporters for their commitment to our work. The 5000club are those partners and supporters who have backed their giving of gifts and volunteering with a donation of £5,000 or more and their commitment is so important for the continuing work here. They are:

Olswang LLP  
Deutsche Bank  
SNR Denton

BNY Mellon  
Credit Suisse

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

And finally, can we ask just one more thing of you. If you, like us, believe in prayer, please will you pray for all the members of the Whitechapel family – the staff, Trustees, volunteers, supporters and our guests alike. All need your prayers and in that strength we can move forward together.



@whitechapelmiss



WhitechapelMission

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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