

Whitechapel Mission

2013 Annual Review

www.whitechapel.org.uk

our year in brief 2
what we have achieved

director's 3
comments

what we do 5

spotlight on the 8
lifeskills centre

the financial 11
picture

opportunities 12
for support

and finally 19
thank you

**We served even
more people
this year**

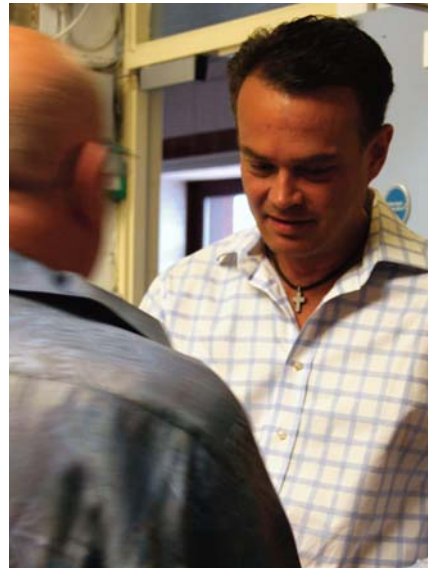
Our year in brief

What we have achieved

Over the past year there have again been changes and successes to report:

The new volunteer area, which was made possible when the old walk-in fridge and freezer were demolished, has been completed.

Existing light fittings are in the process of being replaced with new LED fittings in order to reduce our electricity bills and the aim is to have all the fittings replaced before the dark nights close in again.



179 people were found accommodation in their own flat.

213 people were found hostel accommodation.

82 birth certificates were obtained to enable those concerned to claim benefits.

42 were helped to find their way back in to employment.

51 people were referred to drug and alcohol programmes.

5123

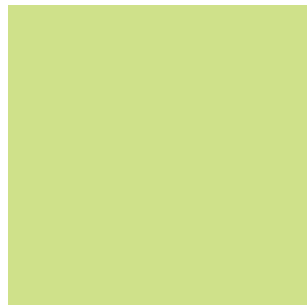
different people
used the daycentre
in the last twelve
months

Welcome to the latest Annual Review for The Whitechapel Mission. The earlier availability of last year's Review seems to have been very well appreciated, so this year we are bringing it out at the same time, but giving it a 'make-over'; I hope that you like the new appearance.

Visually the report may look different, but the message inside is very much the same. We are caught between the proverbial rock and a hard place – on the one hand the response to our harvest appeal is down again, for both goods and money, but the numbers coming to us for help show no sign of falling but remain stubbornly and consistently high. At one time the number of tins of beans we received through harvest donations would nearly carry us through to the next harvest. Not any more. Now we are spending money donated to us buying not only the fresh foodstuffs like bread, bacon, sausages and eggs, but also tinned items like beans, tomatoes and mushrooms. The economic downturn has had an affect on us all and we are having to see where we can cut costs whilst at the same time maintaining the same high level of service to our clients.

I am often asked if the weather makes any difference to the number of people who come for a hot breakfast; do we get more coming when it is cold and fewer when the weather is fine and sunny? The simple answer is "I don't know". Whilst it is true that we get more people in during the winter months than we do in the summer months, we get hot days when we are rushed off our feet and cold, wet days when the numbers are down and we wonder where everyone is. This makes it hard to predict how many will come from one day to the next and so we don't know how much food we will need to prepare or how many staff and volunteers to have in.

But despite the difficulties we carry on because we are faced with so much need. I am grateful to the staff who each year seem to be able to do more with



less. I am grateful to all the volunteers who come with so much energy and commitment, in many cases coming not just once but time after time. And especially I am grateful to you who have supported us through another year. I asked you last year if you could all find at least one new supporter to come on board with us and I want to give you the same challenge again this year. But I also want to ask one more thing from you. If you don't already do so, will you consider setting up a regular gift to The Whitechapel Mission? This type of steady support allows us to plan ahead and offer consistent support to vulnerable people. Please consider this carefully and help us if you can. Together we can continue to give hope to those who have been rejected by everyone else; we can help turn lives around and give people a fresh start; we can continue to make a positive and lasting difference to the homeless who ask for our help.

On behalf of everyone here at The Whitechapel Mission "Thank you" – you are an integral part of who we are and what we do.

Tony

Tony Miller
Director

102,586
breakfasts
served

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 – however big or small – will always be used to benefit those people who come and ask for our help.

what we do

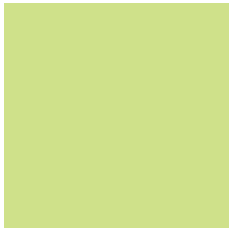
The Whitechapel Mission is a Day Centre open from 6.00am to 11.00am 365 days of the year and is open for all without restrictions, primarily for people who are homeless or in need. Every day of the year a full English breakfast with a choice of cereals is available from 8.00am until 10.00am, with shower facilities available every day for ladies and weekdays for men.

But the working day at The Whitechapel Mission starts well before that, with the first member of staff arriving at 4.00am to open up and begin the preparations for the day, making sure that there are enough towels and fresh clothing in the showers and that there is a good supply of razors, soap, towels, toothbrushes and the like set out ready for when the doors open at 6.00am.

Kitchen staff begin arriving at 5.00am to fill the urns to have a ready supply of tea and coffee available for when people come in and to switch on the ovens so that they are hot enough for when the sausages and bacon need to begin cooking. Then it is checking that the bread is set out ready to be toasted and buttered, and that sufficient tins of beans, mushrooms and tomatoes have been brought from the store to the kitchen to meet the anticipated demand and there is a varied selection of cereals.

At around 5.45am the volunteers who will be undertaking a kitchen challenge will arrive, ready to be briefed as to their duties and don an apron in time to be ready to see to the client's needs when they arrive once the doors are open. Then there is the task of getting the cooking of the bacon and sausages under way, toasting and buttering of nine loaves of bread and buttering four more and beginning the task of frying enough eggs for the anticipated numbers who will be

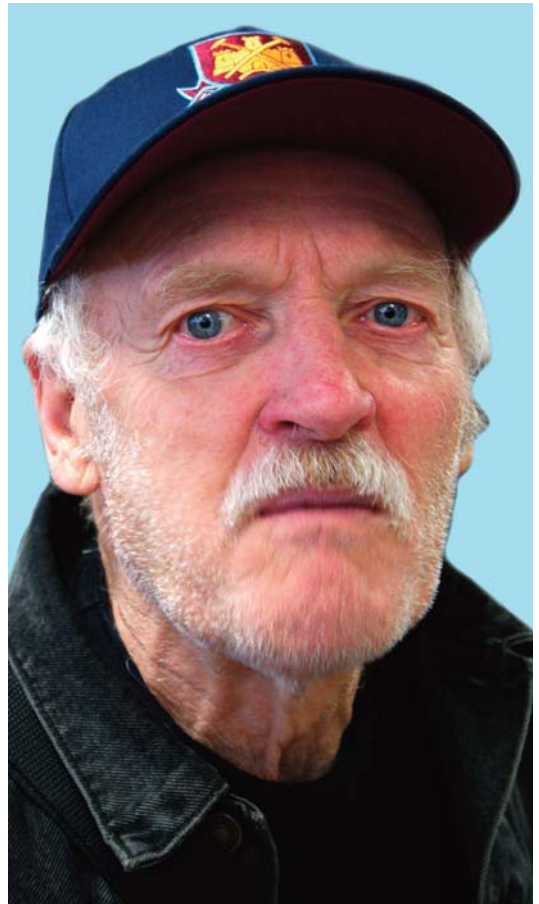
179
people
assisted in
establishing a
permanent
tenancy in
their own flat



for breakfast. Next up the large pans of beans, tomatoes and mushrooms as well as one of porridge have to be heated up. Finally hash browns are cooked in the deep fat fryer, so that hopefully everything is ready to start serving at 8.00am, with breakfast continuing to be served until 10.00am.

The showers are also available between 8.00 and 10.00am, and all the time there will be people requesting a razor, soap, a towel or a toothbrush and toothpaste, or asking for their mobile phone to be charged. They might also want a new bag to keep their belongings in, or a change of socks or a new sleeping bag. Some who have been given accommodation might need a food parcel to help out or it might be that they need a tea or coffee without milk or sugar as the urns dispense both with milk and two sugars.

At 9.00am the other areas of The Whitechapel Mission commence work, the Advice Centre, which is open every weekday for housing and resettlement advice and help with job searches, and the Office which deals with all the administration required for an organisation as large and diverse as the Mission. Once the showers and the serving of breakfast cease at 10.00am, there follows the task of cleaning down the showers and the kitchen ready to do it all again the following day. The Day Centre remains open for a further hour, but at 11.00am it is time for everybody to leave and the dining hall and toilets can then be cleaned down ready for tomorrow. There may still be jobs for the kitchen staff and volunteers to do,



53

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

such as sorting out deliveries that may have come, either equipment or donations of food, clothing or toiletries, but by around 12.00 noon, another day in the kitchens has finished. The Advice Centre and Administration staff continue until the early afternoon, but once they have finished, quiet descends on the building until the cycle kicks off again.

Whilst the provision of the hot breakfast is available every day of the year, most of the other operations mentioned are available every week-day. There are, however a whole range of activities that are provided less frequently by the Education and Lifeskills Centre and these include:

- Legal advice every other Monday morning
- Maths classes every Tuesday lunchtime
- Get Computing, the provision of basic computer skills, is available every Wednesday lunchtime
- Get Cooking, a basic cookery course, takes place every Thursday afternoon
- Women Together, a time set aside just for the ladies, is every Friday afternoon
- The mobile dental van comes to The Whitechapel Mission every Wednesday.

Finally there are teams of volunteers who come to take the Clothing Challenge and sort out the bags of clothing donated at all times throughout the year. This activity can take place at any time, so often it can be late afternoon or early evening when a particular team finds it most convenient to come.

342
people
received help
in
claiming
benefits



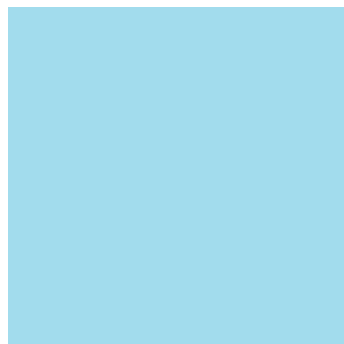
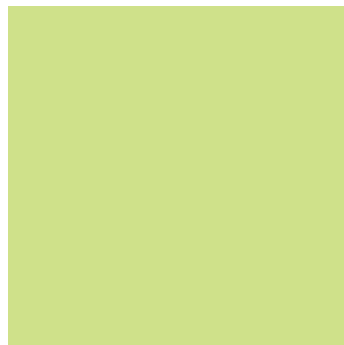
Spotlight on the Lifeskills Centre

If our breakfasts are the “maintenance” part of our work here at The Whitechapel Mission, it’s the work done in the Lifeskills Centre that enables people to change direction and turn their lives around. Here Sonia, our Lifeskills Worker gives us a taste of what a typical day there can be like. If the Lifeskills Centre had a motto, it could well be “Expect the Unexpected” because the next query could lead into a whole new area that has not been encountered before.

“Its 08:38 and the laughter and noise coming from the hall is a very familiar sound at this time in the morning; the queue outside the Lifeskills room holds many familiar faces but also some new ones, each person vocalising the urgency of their case to try and attract attention. Tickets are issued on a first-come first-served basis (at the best of times this can be the most difficult part); the queue continues to extend, others jostle for priority and then there are the new clients, many probably unaware of the ticketing system, unsure what they are supposed to do.

“The next ticket number is yelled out in order to deal with the next client’s difficulties. Despite the structured waiting arrangement, people still try to get into the Lifeskills room, interrupting and distracting the clients and Lifeskills workers alike, attracting attention that should be focussed on addressing the clients’ individual problems / needs. But somehow, despite the chaotic activity of the daycentre and the confined space of the Lifeskills room, the work proceeds and slowly but surely the people in the queue are dealt with.

“Today there are volunteers from Deutsche Bank working in the Lifeskills room and they have been given an introduction to what to do to enable them to deal with the most common and recurring problems. Despite the preparation they are nervously waiting to see what comes next.



“Problems can arise as a result of any number of reasons:

A client comes with a problem that is not commonly encountered and which had therefore not been covered in the introduction.

A client may be unable to understand English, and it may be necessary to find an interpreter

The client being helped may have substance issues which the volunteers are unused to seeing / dealing with.

“Still, despite being thrown in at the “deep end”, it doesn’t take long for them to feel part of the team and become fully engrossed in the client group.

“The first client wants to ring the Benefits Agency, insisting that he needs no additional help. However, ringing the Benefits Agency could tie up a telephone for a long period of time depending on the time of day; before 09:00 the wait should be relatively short, but after 09:00 the wait on the telephone line will be longer, possibly up to 40 minutes.

“So we start on the second client...

“A large number of the issues are similar, they relate to:

- Housing
- Benefits
- Health



“During the conversations with clients, as mentioned before, people are walking in and out of the office, occasionally interrupting or acting as a distraction to the client/s, volunteer/s and myself. Some are just being social or just trying to be helpful; others believe their situation is so urgent that they need an immediate response.

“When it is time to go the Volunteers will have had an interesting day dealing with individuals from a variety of backgrounds and with a range of different issues to be resolved. The volunteer may have initiated a series of actions that will be processed / completed by somebody else on another day, or they may have completed actions previously started by someone else. But I, as the staff member, always feel confident that we have done the best job possible with the information provided to us and with the limited resources that we have.

“Cycles of behaviour by the clients are triggered by the weather and the facilities and services provided by various other organisations particularly around the Christmas and New Year period. For me working in Lifeskills is like juggling, switching from one client’s problem to another, providing input, support and reassurance where required and manoeuvring individuals who drift in and out of the office, for whatever reason/s. It’s a case of multi-tasking, picking up snippets of information from staff, volunteer/s and client/s, piecing it together like a jigsaw and then devising/initiating a course of action.

“The Client may have had their problem resolved, started or continued. For some clients it’s a journey and we share the adventure along the path with different people at various stages of the voyage. Behind every problem there is a story!

“It’s the happy stories that make the job more enjoyable.”

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



the financial picture

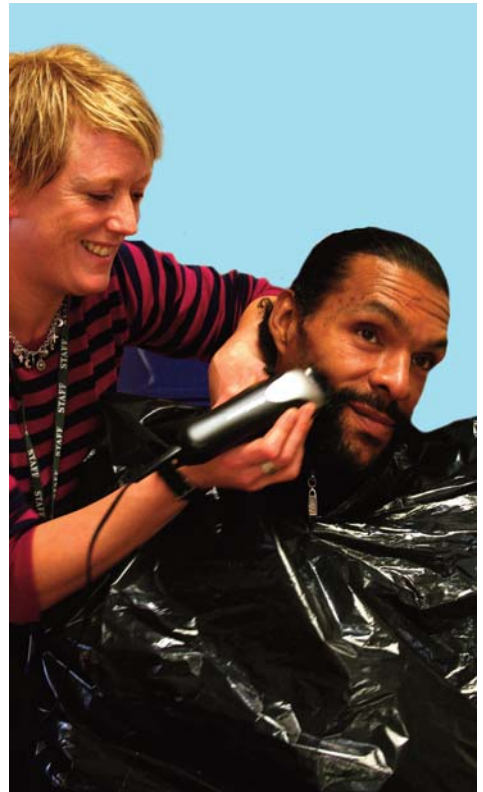
The Whitechapel Mission has been, and still is, suffering from the effects of the economic difficulties that have beset the country at large. But despite that we still need around £1,600 each and every day to maintain the building, provide for the immediate needs of those who have been largely rejected by society and then transform their lives. As the only independently-funded homeless charity in London, raising this money is a huge task made even harder by the current financial climate.

Just as those who come to us every day for their very survival rely on us, so we rely on you, our supporters, 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 £1,591 we need every day does not include the enormous amount of resources we receive in donations of food, clothing, toiletries and volunteer time – if these donations were not there the amount of money we would need would be much higher. 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!

82

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



opportunities for support

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.

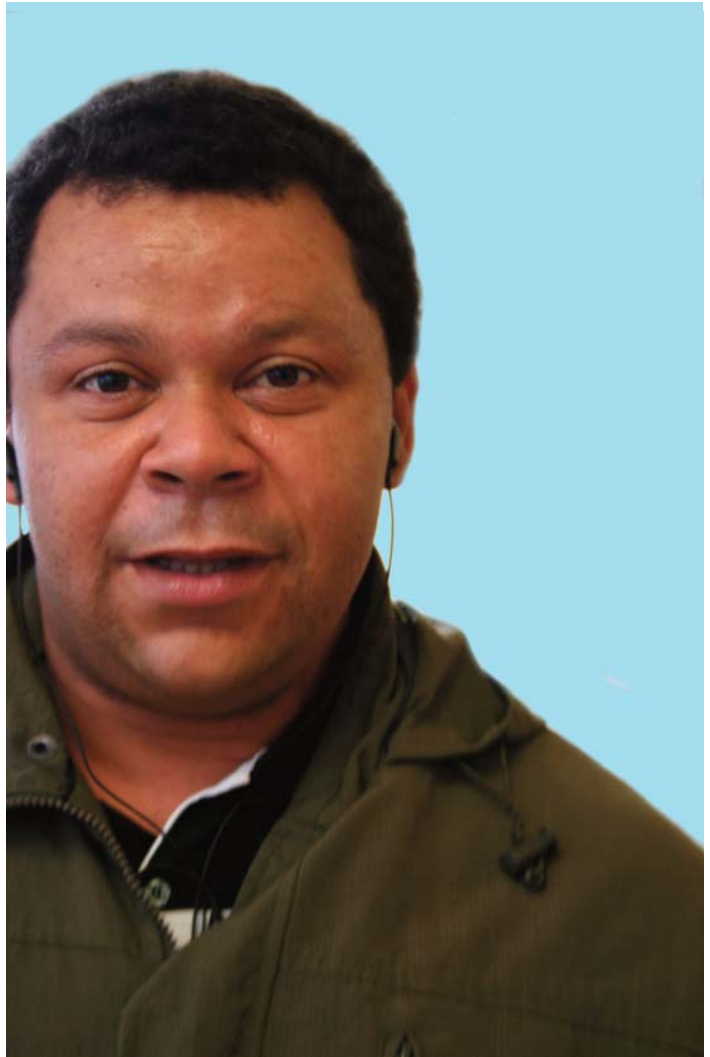
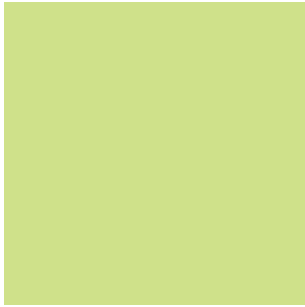


If you could contribute regularly, £5 a month is actually worth far more to us than £60 a year. You can make your monthly gift by Credit Card, cheque or Bankers Order. To become a Hope Partner, simply email us or call 020 7247 8280.

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.

14,340
showers have
been taken

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.

53

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



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.

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.

Donations may be dropped off at The Whitechapel Mission from 6am to 3pm seven days a week.

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.



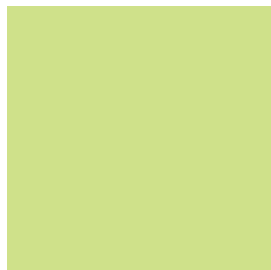
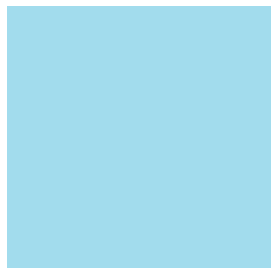
In total, our
volunteers
have given
us more than
24,000
hours of their
time

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 at 6.00am 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.



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. Others will keep coming for a meal, a shower, clean clothes, a warm welcome 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. We have made that promise that we will be there for them again tomorrow and that promise is the Whitechapel Mission.

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.



and finally

thank you

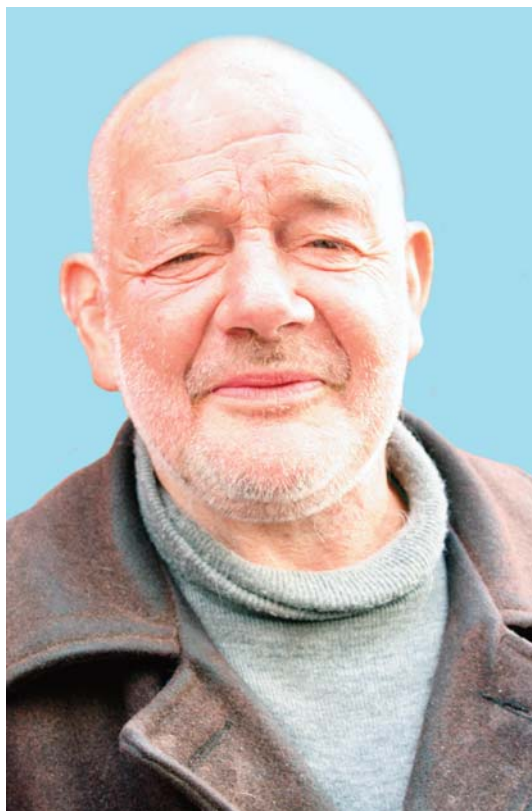
If only The Whitechapel Mission were not needed.....if only! But the increased numbers coming here day by day say very loudly and very clearly that it is needed. Our work is only possible because of the support we receive from so many individuals, companies and churches and the tremendous commitment displayed every day by the staff and the planning and direction given by the Trustees.

In this review we have tried to give you a feel for the work undertaken here at The Whitechapel Mission each and every day. For all your donations, be they food, clothing, toiletries or your time as a volunteer, we say a warm and sincere "Thank you". All your donations, large or small, are equally valued for we know that times are difficult, money tight and there are so many competing claims on your finance and time. But hopefully through this report you will gain the sense of how important the work here is to those for whom The Whitechapel Mission and our promise is all they have to hold on to.

For all those many people who come to us each day, please continue to donate what you are able and spread the word to others so that they are encouraged to help as well. After reading this report why not pass it on to someone you know who doesn't support us yet and ask if they will join you. Or why not organise a coffee



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

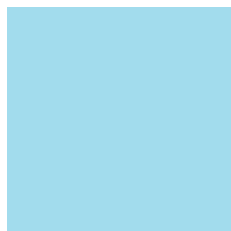
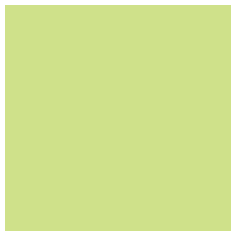


morning with donations to The Whitechapel Mission or see if your church will donate their harvest produce to The Whitechapel Mission if they don't collect it for any special appeal at the present time.

There are too many who have supported us during our past year to enable us to thank you all by name, even if knew all your names. However, we must 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:

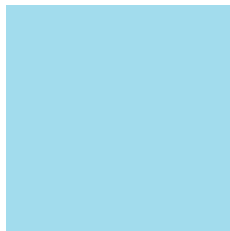
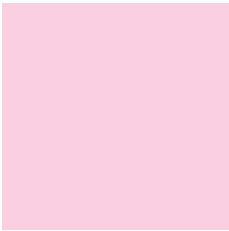
Olswang LLP
BNY Mellon
Credit Suisse
Dentons
Deutsche Bank
Allen & Overy LLP
Kiln Group
Eversheds
Ares Management

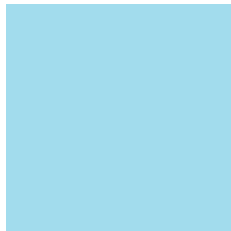
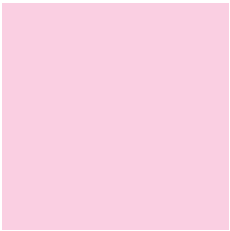
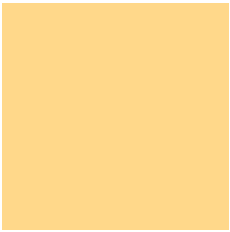
In addition, we must give mention to the members of St Nicholas Church, Chislehurst and Petts Wood Methodist Church. Both churches have again, throughout the past year, provided volunteers to prepare and serve



breakfast on two Saturdays each month, a level of commitment that means we know we will have almost half of our weekend volunteering requirements covered before we start.

With your help and support we have created a community, a family, and every day we reach out and make a difference. Please help us to continue this work with your support, your donations, both financial and in kind and by encouraging others to join us as together we meet the challenges that will face us tomorrow and as many tomorrows as we are needed.







@whitechapelmiss



WhitechapelMission

General Office

Whitechapel Mission

212 Whitechapel Road, London E1 1BJ

Phone: 020 7247 8280

Fax: 020 7392 2707

Email: mission@whitechapel.org.uk

Website: www.whitechapel.org.uk

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

