



## Why support Whitechapel

*"The Centre for the City's homeless since 1876"*

By supporting Whitechapel, you will be contributing towards an effective solution, at a local level, that will have a lasting impact for individuals on the streets of London. You can also feel confident that you are entering into a relationship that is mutually beneficial, professional and innovative.

A partnership with Whitechapel offers:

- \* The opportunity to generate positive PR
- \* Public display of commitment to highly motivating cause
- \* A unique selling point over competitors
- \* Enhanced staff morale and development
- \* Team building opportunities
- \* Networking opportunities for senior management
- \* An opportunity to show good corporate citizenship in action

In all our corporate partnerships we aim to provide measurable successes, both for our partners and for ourselves. This means you can be sure you are achieving the best outcome from your support.

- \* By adopting Whitechapel as your Charity of the Year, you could make a big difference to our work.
- \* To raise your company's profile amongst key audiences: consumers, investors and policy makers.
- \* To motivate staff and improve internal relations
- \* Your support needn't be in the form of money

To find out more about us and how you can help

Visit us on [www.whitechapel.org.uk](http://www.whitechapel.org.uk)  
 Telephone: 020 7247 8280  
 fax: 020 7392 2707  
 email: [mission@whitechapel.org.uk](mailto:mission@whitechapel.org.uk)



## Involving Employees

Employee involvement has real benefits for employer, employee and for Whitechapel. By encouraging your staff to work together on fundraising projects, you give them the opportunity to develop team working and acquire new skills. Not only can this improve staff morale and motivation, it can also enhance your company's image with staff, suppliers and the community.

The growing understanding of the 'employer brand' has led companies to evaluate their image in the eyes of their existing and prospective employees.

Why not make Whitechapel your company's Charity of the Year? It's a great way to get staff focussed on supporting our work. Offering your staff the opportunity to work together and support Whitechapel can lead to concrete short and long term business benefits:

- \* enhanced team spirit and motivation
- \* cross-corporate commitment to an agreed cause
- \* lower staff turnover and greater productivity
- \* increased 'employer brand' value as a progressive, socially responsible company
- \* enhanced corporate image among shareholders, customers, and the local community
- \* Our team will work closely with you to determine the activities that will work best for your managers, divisions and staff.

*We make a promise that every penny donated to the Whitechapel Mission will be spent directly to help people who are homeless. No donation will be used to pay for administration or fundraising. No donation will be used to pay for electricity, gas, or telephone. We will never use your money to advertise or to generate more money.*



## Whitechapel Mission



*"The Centre for the City's homeless since 1876"*

*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.*

**212 Whitechapel Road**  
**London E1 1BJ**  
**020 7247 8280**

Registered Charity no: 227905

## A brief history of the Mission

In 1876 the forerunner of the Whitechapel Mission was inaugurated as 'The Working Lads' Institute and Home at a Public Meeting in the Mansion House, presided over by the Lord Mayor of London. Little is known of the founder, Mr Henry Hill, but the work was conducted from rented premises at The Mount, Whitechapel Road, London until 1885 when a brand new building was constructed to house the work at 285 Whitechapel Road (famous as the building housing the enquiry into the 'Jack the Ripper' case) and was opened by Queen Alexandra, King Edward VII also attended. The work was continued by a Methodist minister, Revd Thomas Jackson from 1896 as was its association with the burgers of the City continued, and each year the Lord Mayor of London and Sheriffs attended the anniversary celebrations. The Mission then was to keep the doors of the Institute open to orphan and destitute lads. Food, clothing, lodgings, and friendship were provided for upwards of 3,200 needy homeless between the ages of fourteen and eighteen years. In its first year the Institute served over 11,000 breakfasts and was open each and every morning for the homeless of any age.

## The Causes of Homelessness

Homelessness is not a way of life, but a state of mind. Although there can be many causes of short-term homelessness, e.g. relationship breakdown, physical and sexual abuse, illiteracy, financial difficulties and mental illness to name but a few, exclusion, isolation and loneliness cause long-term homelessness. Of the young people who run away from home, 80% do so because of family problems and runaways are five times more likely than their peers to have problems with drugs and seven times more likely to have been physically abused.

At Whitechapel we do not confuse 'Homelessness' with 'Houselessness'. We recognise that the people who come to us for help need far more than a roof over their heads. At Whitechapel we believe that moving somebody into their own accommodation and then preventing them from using the homeless centres, only creates loneliness and isolation, which in turn result in the inevitable return to the streets. We have noted that a common symptom of the homeless is a lack, for whatever reason, of self-worth.

We believe that we should create an environment where people are included, valued, feel empowered and part of something. As we move people on to a better way of life, we encourage them to continue to enjoy the security of feeling part of the Whitechapel Mission Family and being included as a part of society once again.

## The current role of the Whitechapel Mission

Every day Whitechapel helps over 150 people. Many of them come to us because they are on the streets or have become homeless through family breakdown, violence, poverty or discrimination. Others may be unfairly threatened with eviction, or living in property that is damp, dangerous or overcrowded.

We open our doors **every** morning at 6am each day

First of all we meet basic needs by offering:

- a hot breakfast - showers - laundry
- clothing - hairdressing - chiropodist
- optician - pastoral care - befriending.

Then we offer advice and assistance with finding: night shelters - hostels - benefits - identification documents - form filling - debt counselling - finding appropriate help to personal needs - entitlements.

*Belonging, Friendship and Family* are the essence of the way we work. We NEVER call the police to deal with one of our family members. We never exclude anybody from the centre. Whitechapel Mission is 'Family'. We provide a safe, informal, friendly, hassle-free environment where people can come and find warmth and shelter, without being moved on by a policeman or angry shopkeepers, or kicked, sworn at and spat upon by passers-by.

We promote the concept of being part of the Mission and taking ownership of the Mission. Any and all who come are welcome. There are no forms to be filled in, no interviews, no interrogations. No personal records are kept. We practice inclusion not exclusion.

Whitechapel has been working with people that are homeless since 1876. We are not and do not intend to be a national charity. Our strength is in knowing our limitations and building relationships with the people that come through our door. The promise that we make to all of our supporters can only be kept if we are large enough to make a difference, while remaining small enough to deliver the services.



## What of the future? The William Parkes Education Centre

It is not enough simply to feed, clothe and advise. We therefore have a vision to convert part of our premises to an education centre to work alongside our traditional services:

- \* To empower people to learn new skills, discover or develop hidden talents and develop interpersonal skills through participation in the activities of the learning centre.
- \* To offer people the opportunity to set long terms goals for themselves. These may differ greatly from person to person, for some it may be to participate in volunteer and/or work placements while for others it may be finding an interest which enhances their sense of well-being.
- \* To offer people a chance to express themselves creatively through activities such as writing, art and drama.
- \* Allow access to formal education programmes through schemes like learn direct leading to formal qualifications.
- \* To deliver onsite employment opportunities
- \* To build links with local learning resources such as colleges, universities, and community adult learning centres.



Because we believe that prevention is better than cure the the project will also work, through education, to remove/overcome the factors that might otherwise cause homelessness for the next generation of children and young people.