



BROMLEY BRIGHTER BEGINNINGS

AGM REPORT 2019





CONTENTS

Chair's Report	3
Treasurer's Report	5
Financial Report	6
Enquiries Report	8
Volunteers Report	10
Campaigns Report	11
Bed for Every Child Report	11
Newborn Packs Report	12
Impact Report	13

CHAIR'S REPORT

A year ago, the Bed for Every Child Campaign was depleting our funds at quite a rate because the need in the borough was sadly very high, and the enhanced support referrals were also using a lot of funds and volunteer time. We had to make the difficult decision to put our enhanced support referrals on hold, as well as the bed campaign, and to really focus on how to increase the level of donations made to the charity. I am delighted to report that things have really turned around this year, and Tracy will go into the details of the finances in her Treasurer's report.

Throughout the year, we have continued to fulfil our key aim of providing impoverished families in the borough with essential items to help them care for their children, and in the last 12 months, we have helped 217 families (not including the Christmas hampers).

Our other key achievements during the year have been:

- ▶ Obtaining our highest level of annual funding since we started, from several different sources, thanks in particular to our new Fundraising Coordinator, Jenny Manning. As well as further donations from MFS, we have received grants from Chislehurst and Beckenham Rotary Clubs, and taking part in Waitrose Community Matters Scheme (currently at Waitrose at Bromley South). We have been distributing collection boxes to various places. We have also applied for a couple of other grants and await the results of those applications;

- ▶ Recruiting a communications team that has already done a fantastic job, launching three major campaigns: firstly, a drive for donations of items for our Newborn Packs, secondly, the re-launch of the Bed for Every Child campaign, and thirdly, our brand-new School Uniform campaign. The team has grown our presence on social media: our Facebook group has over 4,000 members now, which represents more than a 15% increase since January 2019, and we have 680 followers on Twitter, which represents an 8% increase during the same period. The comms teams has also generated three articles in the Bromley Times this year, on the topics of the Christmas Hamper campaign, A Bed for Every Child and the School Uniform campaign. We even made it into the Guardian a couple of weeks ago, commenting on the pressures placed on families by the cost of branded school uniforms;

- ▶ Running another fantastic Christmas hamper project, which benefits families we have helped during the previous year. Our volunteers nominate families who they feel could really do with an extra boost at Christmas, to take the pressure off financially and to help them feel supported at what can be a very difficult time for many people. The hampers are always gratefully received by the families, and the project is popular with our supporters and provides a good opportunity for publicity.

One of the many things that is incredible about BBB is that not only do we fulfil a huge number of referrals, but our volunteers also do a great deal behind the scenes. Every member of the team is genuinely dedicated to helping as many families in need as possible, and I can only say what I say every year: thank you to all of you for your contribution. Whatever your particular role may be, that contribution has helped some of the most vulnerable families in the borough.

Recently we received a message from one of our referrers, a family support worker, that I would like to share with you as it really demonstrates the impact that BBB now has in the borough:

“Thank you once again for helping another family in desperate need. I really do not know what we would do without you. Bromley is so blessed to have an organisation such as yours here doing what you do.”

I usually finish my report by summarising our aims for BBB for the coming year. At the moment, we are in the middle of an unprecedented political situation. All Trustees have been advised by the Charity Commission to consider the likely impact of Brexit on the work of their particular charity, and the Trustees of BBB have tried to do so. Our assessment is that as many of the items we supply to families are pre-owned, Brexit should not have too much of an impact on the availability of items that we distribute.

We have also prepared as far as possible by stocking up on the items that we do regularly purchase, for example for our Newborn Packs. So we have prepared as much as we can, and can only wait and see what happens. It is possible that any economic downturn, or even uncertainty, may mean that our supporters feel less able to make financial donations, and the number of referrals we receive may increase. We need to be prepared for both of these eventualities. The Trustees will continue to monitor BBB's financial situation and will make adjustments to the services we offer if we need to do so. As things stand, however, we are in a strong position, and our supporters continue to be as outstandingly generous as they have historically been.

Subject to that, our key issues for BBB's development over the next year are:

- To continue to support the comms team as they grow BBB's presence, and to build on the publicity generated so far;
- To run the new School Uniform campaign; and
- To continue the Bed for Every Child Campaign as needed.

As always, the Trustees are grateful to receive suggestions from all of our volunteers and supporters on these or other issues relating to BBB.

EMMA MARTIN

Bromley Brighter Beginnings - Chair

TREASURER'S REPORT

This year we received a total of £35,037.35 in donations, a truly staggering amount and almost double from 2017- 2018. This means we have brought in more than we have spent, which is just fantastic and as a direct result, we have opened up our Bed for Every Child campaign again, so those funds have had an immediate impact to those in need.

The biggest donations were £12,000 from MFS, who have continued to support us even though we thought this may stop, and £10,000 from Winn & Coales via our team member Kerriann. We have received money from the rotary club, local running clubs, churches and so on – the small donations are as well received as the large as they all make a difference.

We have also seen a huge growth in donations from Just Giving with it generating over £8,000 for BBB in comparison to £2500 last year. This is not through luck, this is from the real hard work of the communications team, as is the huge upspike in funds in general – they have done a great job in raising our profile, making targeted appeals and reaching audiences wishing to donate we had not reached previously. We also now have new revenue streams such as PayPal, Amazon and For Good Causes that are working well for us as ways to donate.

Our biggest expense this year has been referrals and is almost in line with last year, and we now show the split clearer between our usual referrals and our bed for every child campaign and extended support.

As you can see a huge chunk went to Bed for Every child and that was with us only reopening that campaign in May, so the need for funds is constant clearly as that is still sadly an issue in our area, and something we hope to keep going for as long as we can.

Newborn Pack spend has gone up only slightly, but we expect that to fall next year as we had a great campaign at Easter that saw us get stock donated via Amazon which was great and means funds can be diverted elsewhere.

Running costs have gone down a little as we have stopped paying for the mobile phone as we were not using it, and this year we haven't donated anything to BCWA.

We have recently had our accounts audited for the first time. Whilst not a legal requirement, we found that having unaudited accounts was hampering some grant applications. An accountant at MFS audited them independently and all was fine. As a result of the audit and on the advice of the auditor, the expense form was updated to be more transparent around exactly where the money is going, and also on authorising larger spends – thank you to everyone for their cooperation and understanding with this.

I now finally have access to the bank online so can do bank transfers which is working really well all round I hope!

So as it stands at the moment, we have a healthy bank balance, which is really great, and thank you to all of you as you have all paid a part in that.

However if you look as an example at the beds campaign, in 3 months we spent nearly £6,000 on that, so it is easy to see how quickly the funds would be depleted in a year if the demand stays at that rate for beds (or goes up, which we would expect it to with the profile of the campaign reaching a wider audience). So, I apologise if it appears that we hold the purse strings tightly, but sadly it is a necessity to ensure we can help as many families as possible. For the Trustees, as we have grown as a charity our roles have evolved, and we often have to make really tricky decisions on where funds should go and who and how much we can help. That is not something that sits easily with any of us as we would like to say Yes to everyone for everything, but we have to take a more measured and strategic approach. So when we ask that we all shop around for the best deals on purchases, and to keep asking if we can get it donated from supporters, whilst it may only be a difference of a small amount, it is to ensure that absolutely every penny we spend is totally impactful and as far-reaching as it can be.

TRACY GRIFFIN

*Bromley Brighter Beginnings - Trustee
& Treasurer*



FINANCIAL REPORT

Bromley Brighter Beginnings

RECEIPT & PAYMENT ACCOUNTS 01 Aug2018-31 July 2019

SECTION A - RECEIPTS AND PAYMENTS

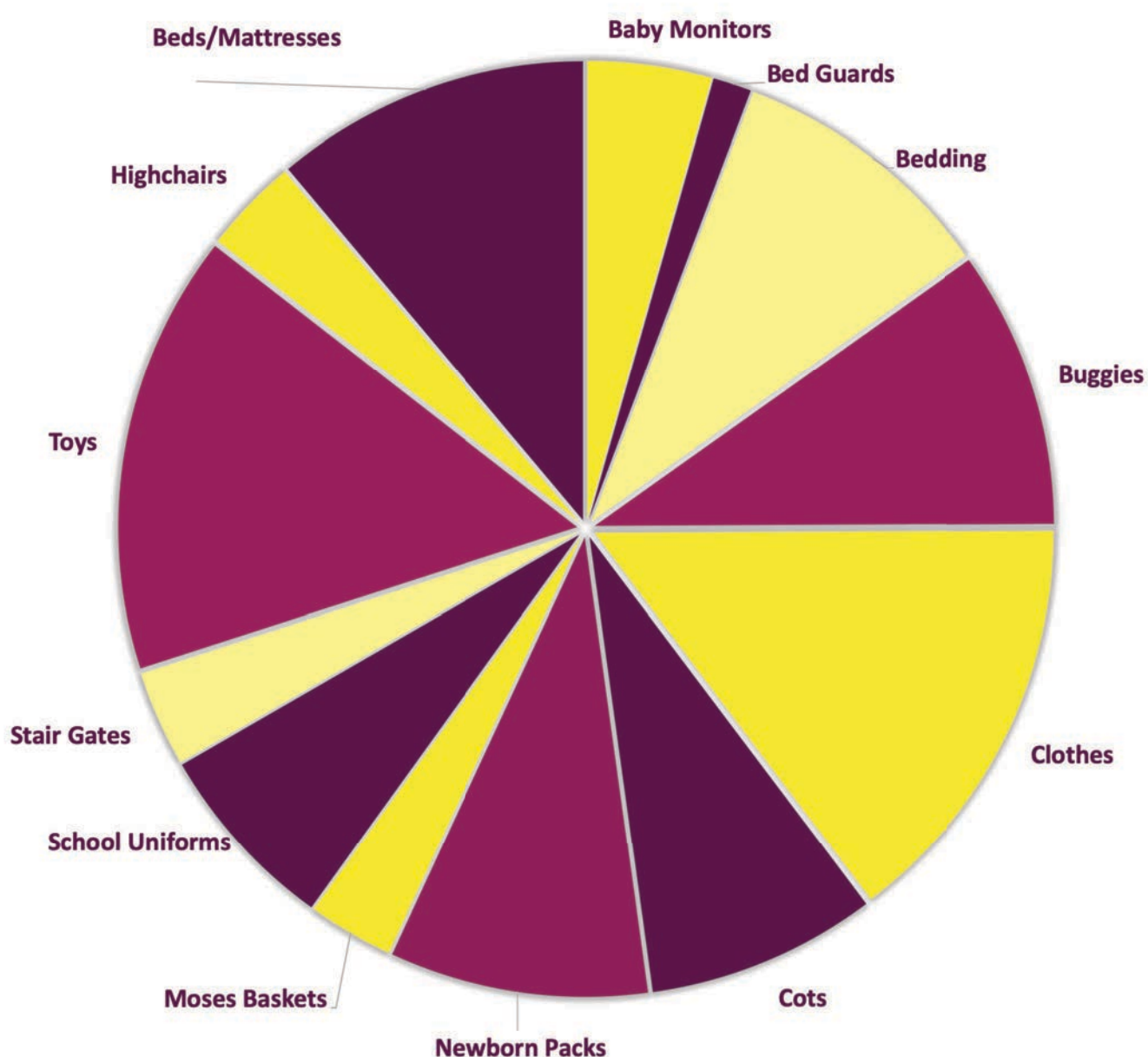
	RECEIPTS	PAYMENTS	Net
One Off Donations	12,428.37	0.00	12,428.37
Monthly Donations	207.00	0.00	207.00
Just Giving	8,315.11	216.00	8,531.11
For Good Causes	977.60	0.00	977.60
Collection Boxes	54.59	0.00	54.59
Amazon	8.68	0.00	8.68
Paypal	196.00	0.00	196.00
Grants	12,850.00	0.00	12,850.00
Sponsorship	0.00	53.94	-53.94
AGM	0.00	53.50	-53.50
Enhanced Support	0.00	7,302.28	-7,302.28
Referrals	0.00	5,762.05	-5,762.05
Newborn Packs	0.00	1,779.03	-1,779.03
Advertising	0.00	45.00	-45.00
Bed for Every Child	0.00	6,344.97	-6,344.97
Xmas Hampers	0.00	893.60	-893.60
Training	0.00	249.00	-249.00
School Uniform	0.00	40.08	-40.08
Volunteer Appreciation	0.00	401.39	-401.39
Running Costs	0.00	618.92	-618.92
Misc	0.00	0.00	0.00
TOTAL	35,037.35	23,759.76	11,709.59
	0	0.00	
Opening Balance @ Bank	19,400.91		
Closing balance 31 July 2018	31,604.10		

Please note the difference from accounts Net to closing balance is 1 uncleared cheque for £493.6

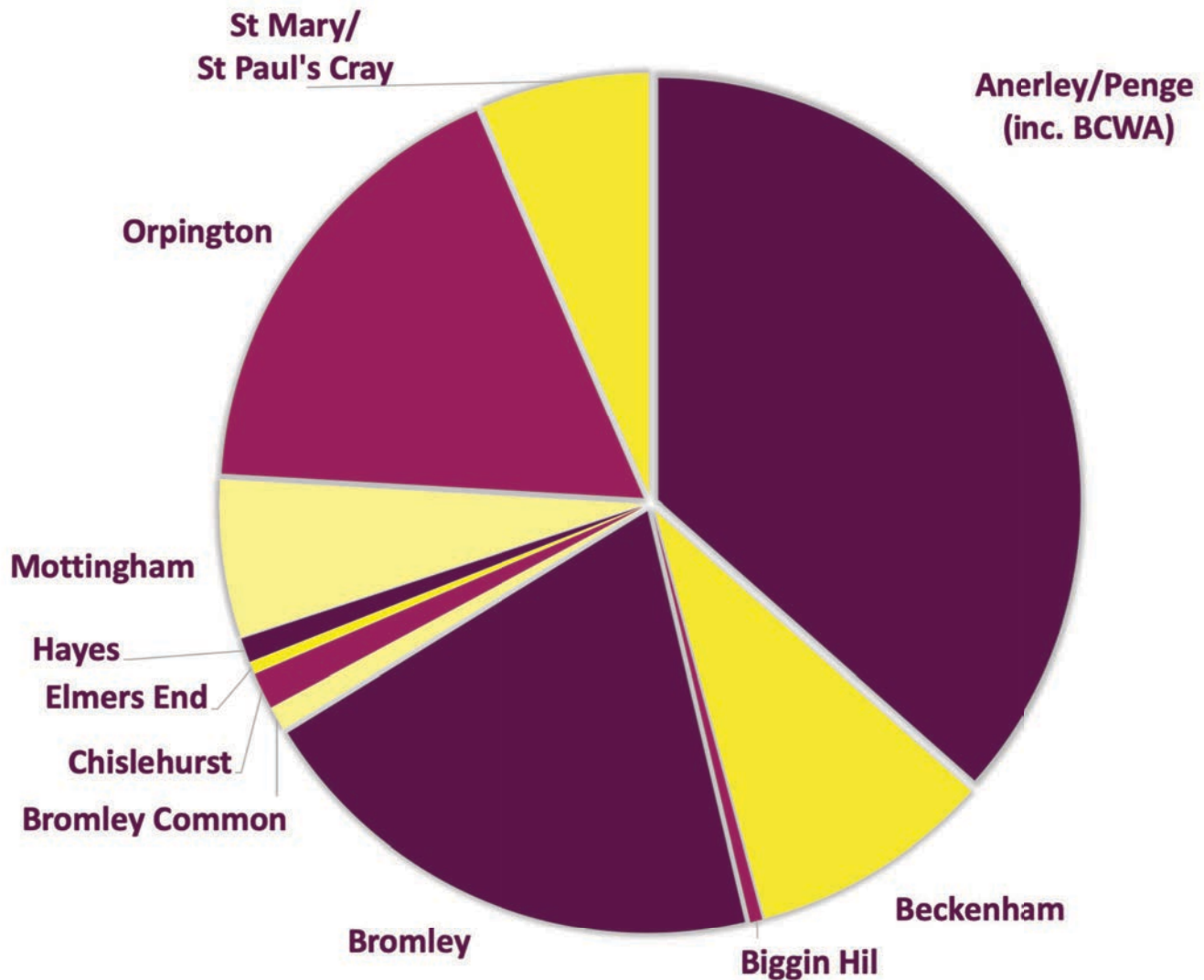
ENQUIRIES REPORT

During the period 31 August 2018 to 3 September 2019 we had 217 referrals, which is an increase of 7% on last year. The two charts give an indication of where referrals are coming from and what is being requested.

ITEMS REQUESTED



REFFERALS BY LOCATION



From my point of view, Airtable is functioning really well at the moment, it's very simple to get the information we need on to it and is fairly intuitive to use. It would really help me with the enquiries if everyone could put a quick date and initials after any note or comment they put on a case, some people do this already and it's very helpful.

LUCY KENNEDY

Bromley Brighter Beginnings - Referrals
Co-ordinator



VOLUNTEER REPORT

BBB is a purely volunteer-run charity - we simply couldn't do what we do without the time and effort our volunteers put in to support local families in need. We currently have 23 active team members, with 10 of these being Family Liaison Volunteers. These volunteers are our 'front line' who liaise with referrers and families in need, as well as our supporters, to provide the items requested, and to help to give the children of Bromley a brighter beginning'. Our Family Liaison Volunteers are spread across most areas of the borough, giving good coverage - however as demand is now so high from areas such as Orpington and Penge, increasing volunteer numbers is something we will be considering in the coming months.

In addition to our Family Liaison Volunteers, we have a relatively new Communications team (comprising 3 volunteers) & a Fundraising Coordinator, who have been a huge asset to our charity, bringing fresh ideas and enthusiasm which are so valuable. We are also fortunate to have committed volunteers who are responsible for other areas, including: coordinating incoming referrals, managing the Bed for Every Child project and the School Uniform campaign, creating graphic design and managing our website, controlling stock for our Newborn Packs, and storing buggies ready for emergency requests. All of these roles require a substantial commitment and we are so grateful for the professional and dedicated approach that all our volunteers bring to their work with BBB.

LORELEI FREEMAN

*Bromley Brighter Beginnings - Trustee
& Volunteer Co-ordinator*

CAMPAIGN REPORT

Bed for Every Child

This year has been an amazing year for the Bed for Every Child Campaign. Despite putting enhanced requests on hold for nearly half of the year, we still managed to supply:

- 39 single beds
- 2 double beds
- 7 bunk beds
- 3 mattresses
- 1 bed frame
- 12 full sets (duvet, duvet cover, fitted sheet, pillows and pillow case) of bedding

We spent a total of £15,387 on beds with our supplier Surrey Beds. I am very happy with the service we are providing to our clients as the bed company provide excellent quality beds in a quick, professional and discreet manner. I propose that we continue to use this supplier.

We spent a total of £500 on bedding. I use Marks and Spencer as our bedding supplier as they offer very good value for money and often deliver within 2 days. We do not currently automatically supply bedding with new beds and only do so if specifically requested.

The popularity of the Bed for Every Child campaign is evident in the volume of requests we are receiving. When we re-opened the enhanced support facility at the beginning of April 2019, we were flooded with referrals. As we now ask for detailed evidence of why the referrer feels that beds are required, we are able to see the true extent as to how dire some of our clients' situations really are.

We have had cases where children are sleeping on the sofa or on blankets on the floor due to broken beds, children who are suffering bed wetting issues and therefore sleeping on smelly mattresses, families sleeping on broken beds provided by local authority housing, children on sofa beds or sharing with adult members of the family. The overwhelming note made by referrers is that families who are just about managing day to day finances simply cannot afford the cost of buying beds for their children.

MADELEINE HAY

*Bromley Brighter Beginnings - Trustee
& Bed for Every Child Co-ordinator*



Newborn Packs

The Newborn Packs contain all the essentials for the first few days with a new baby including toiletries for mother and baby, towels, nappies, pads, bottles, baby clothes, a first aid kit, thermometer and room thermometer and a soother.

We have provided 31 full packs over the past year plus individual items from the packs have also been provided to families in need e.g. first aid kits, bottles, wipes etc.

Many of the contents are bought from supermarkets/Boots and InKind Direct with some items being supplied via appeals to supporters and an Amazon wish list. First aid kits are bought from St Johns Ambulance and the room thermometers are purchased from the Lullaby Trust. These also contain safer sleeping advice. Many of the families we help are at greater risk of Sudden Infant Death due to their circumstances. The Lullaby Trust are also able to provide other printed information that may be of use for some of the families that we work with. We have been including a card with details of the 'babycheck' app in the packs to help families in making decisions about when their baby needs to be seen by a doctor

<https://www.lullabytrust.org.uk/safer-sleep-advice/baby-check-app/>

The Newborn Packs cost the charity between £50-80 depending on the availability of donations from specific campaigns and from requests on our Facebook page. We are not able to store many of the larger items such as nappies, and some items are not available in bulk, so more frequent purchasing can be required depending on need.

We are still seeing publicity regarding baby boxes which are being distributed in some parts of the UK but the Lullaby Trust has announced that they do not think it appropriate to recognise these boxes as a way to reduce the risk of SIDS as they are not produced to a safety standard, unlike cots and Moses baskets. For this reason we do not have plans to introduce baby boxes at this time.

MARY BRAGG

*Bromley Brighter Beginnings - Trustee
& Neonatal Resources Co-ordinator*

2018 IMPACT REPORT

23

VOLUNTEERS

31

**NEWBORN PACKS
PROVIDED**

48

BEDS PROVIDED

217

FAMILIES HELPED

4,000

**FACEBOOK
SUPPORTERS**

£35,000

DONATIONS RECEIVED

