

Please complete both sides

Would you like more information about Welcare?



Fill in your details and return to us at:
Welcare, 19 Frederick Crescent, London SW9 6XN

Or our freepost address (no stamp required):

FREEPOST WELCARE

nothing else needs to be written on the front of the envelope.

Personal details

please complete in BLOCK capitals

Title:	First name:
Surname:	
Home address:	
Postcode:	
Email address:	
Telephone No:	

By giving us your email address you consent to us contacting you by email.

Your support changes families' lives - thank you. Your details are always safe with us, we will never share them and we will not bombard you.

You can change your mind at any time. All our emails have an unsubscribe link or you can contact us on 0207 820 7910 or email us at info@welcare.org.

I'd like to hear more about the following areas:

Services <input type="checkbox"/>	Volunteering <input type="checkbox"/>
Fundraising & Events <input type="checkbox"/>	Finances <input type="checkbox"/>

I am happy to be contacted by:

Post <input type="checkbox"/>	Email <input type="checkbox"/>
Telephone <input type="checkbox"/>	SMS <input type="checkbox"/>



Our Goals for the Future

- To maximise the opportunity presented by our 125th Anniversary in 2019

We will use this as a platform to tell the inspiring stories of the children and families we support, raise awareness of the charity and increase our voluntary income over the year. We will launch our #capeability campaign online and in schools and churches

- To increase the scope of our services to enable us to reach more children and families in need

We plan to increase the number of children and families we support by 25%

- To involve and engage more of our beneficiaries, especially young people, to work alongside us to develop our services, ensuring we are meeting their needs

We will develop our framework for capturing feedback from our beneficiaries, especially through the use of digital tools, ensuring our work is driven and shaped by those we work with

- To work collaboratively to fulfill our mission, enhance our services and have a greater impact within communities

As a key professional, confident and creative partner we will always ensure our work complements the needs and offers in local areas

- To invest in our fundraising to ensure our resources match our ambitions

We aim to increase our total income by 20% by 2021. We will develop our digital fundraising and communications strategy to engage a new generation of supporters

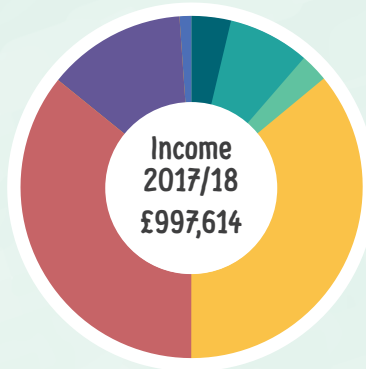
- To value our dedicated staff and volunteers and support them in their roles

We will continue to ensure our staff and volunteers are well-trained, motivated and feel supported. We will strengthen our volunteer programme and work towards maintaining our Investing in Volunteers accreditation.



Where our money comes from

- Individual Giving
- Churches & Organisations
- Fundraising Activities
- Trusts and Foundations
- Local Authority Funding
- Investment Income
- Other



Last year we helped 855 children and 627 families* with intensive support, increasing from 417 children and 238 families in 2016/17.

A further 900 children and families benefitted by attending groups, programmes or activities organised by Welcare.

Using Outcome Family Star+ and My Star to measure our impact, 93% of parents and children told us that Welcare's intervention had made a significant positive change in their lives. This is an increase from 81% recorded last year.

*includes our Redhill Children's Centre in East Surrey, not included in previous year

A big thank you to all our staff, donors, volunteers, funders, supporters, partners and colleagues who have supported our work over the past year.

Registered Office: 19 Frederick Crescent London SW9 6XN
President: The Bishop of Southwark | Chair of Trustees: Cherry Murdoch | Chief Executive: Anna Khan
Southwark Diocesan Welcare is a Charity registered in England & Wales. Registered charity no. 1107859. Company limited by guarantee: no. 5275749.

welcare
strengthening families since 1894

All figures have been extracted from Welcare's Annual Report & Accounts 2017/18 which are available on our website: welcare.org

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strengthening families since 1894

Impact Report 2017-18



T 020 7820 7910 E info@welcare.org

welcare.org

From our CEO

I am proud to introduce our 2017-18 Impact Report. I would like to thank my colleagues, trustees, volunteers and supporters for their hard work and tenacity over the last twelve months which has enabled us to increase the number of families we supported and achieve lasting outcomes for our beneficiaries. Our community-based child and family support services offer practical and emotional support for families impacted by domestic abuse, mental health challenges and substance misuse. I am very pleased that we were able to maintain our social worker-managed services delivered from our Greenwich centre in south east London. We achieved this through a

combination of increased funding from charitable trusts, including BBC Children in Need, and our first crowdfunding campaign, which harnessed new individual donors.

With your help and continued support, I look forward to working together to continue making a difference for the children and families we serve and to achieve our ambitions for Welcare over the coming year.

Best wishes,

Anna Khan
Chief Executive

This year, we refreshed our vision, mission and core values and developed our three year strategic plan for 2018-21. Our vision and mission drive everything we do, and our core values underpin and shape our decisions. We will map some examples of our impact over the year through our core values.

We are Nurturing

We strengthen and inspire children and families by being flexible and responsive to their evolving needs.

We are Collaborative

We enjoy working in close partnership with children, their families and other agencies. We are pleased to now be part of The South West London & Surrey Social Work Teaching Partnership, which was awarded government funding in March 2018 to create a world-class social work education community.

The Partnership comprises Welcare, the NSPCC, Achieving for Children, Kingston University and six local authorities.

The DfE funding will be used to provide attractive training and development opportunities to help the partnership attract and retain the brightest and best social workers in the country.

We are Trusted

Our volunteers are a key, valued part of our service delivery. We have developed an innovative and comprehensive programme to engage, support and recognise the role they play. We were awarded the Investing in Volunteers award by the United Kingdom Volunteering Forum (UKVF) in October 2015, which recognised the strength of our volunteer recruitment, training and ongoing support procedures and will seek re-accreditation in 2018.

Our volunteers form a natural extension of the professional support Welcare offers to vulnerable children and families facing multiple challenges – they play a vital role in empowering children and parents to build positive lives. Our family-facing volunteers participate in a comprehensive training programme and undergo DBS check as appropriate.

We celebrated the contributions of our volunteers and supporters at our Volunteer Awards ceremony in September 2017. Certificates of recognition were presented by The Rt Revd Dr Karwei Dorgu, Bishop of Woolwich.

We are Beneficiary-Focused

We always put the safety and wellbeing of children and families first.

We are Inclusive

Over the year we piloted a range of services specifically for young people aged 11-13 in Inner London, including a weekly drop-in group and a summer holiday activity programme, which used photography to encourage young people to tell their own stories. Our services for young people have included groups specifically for boys; engaging directly within schools; and addressing issues such as mental health, risks of gang involvement, bullying, anger management and food poverty. Our participatory photography programme was introduced to enable young people to share their experiences, learn new skills and cross language barriers through creative imagery. Their photographs were made into a film, which was premiered at our Annual Meeting and Awards Ceremony in September and exhibited at The Ritzy Cinema in Brixton, with the young photographers attending as guests of honour.

Volunteers provided a total of **3,645** hours of support across all our services

We have benefitted from the support of **50** volunteers, in roles such as group assistants, family helpers, child mentors and administrative support

90% of our volunteers reported that volunteering with Welcare had given them an increased sense of attachment to their community

"Jade* is like a child again. She is happier and talking about her feelings more" Alex*, parent

"If it wasn't for Welcare I definitely would be stuck in a hole" Nita*, parent

*Name's changed to protect identity

Our Vision

Our vision is of a world where every child and family is respected, included and resilient, and able to overcome challenges in life.

We believe that by working together we can create a society where parents and children have the confidence to recognise and seize every opportunity to flourish.

How do we do this?

Welcare staff and volunteers aim to intervene early to provide practical and emotional help and support to strengthen families who are experiencing difficulties. Our aim is to enable a parent to become the very best parent they can be to their children, to engage with their available networks and to improve the outcomes for vulnerable children and their families. We believe that by working together we can create a society where parents and children have the confidence to recognise and seize every opportunity to flourish.

To achieve this, we:

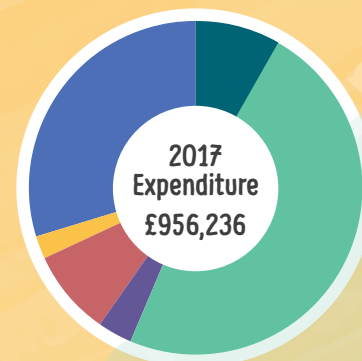
- support children and families to develop resilience, confidence and self-esteem
- enable children and families to thrive within their communities
- provide practical support to meet immediate needs
- work with families to prevent the need for statutory social work interventions
- develop our services to support children's emotional health and wellbeing
- work collaboratively with the community, schools and churches

Our Mission

Our mission is to work alongside parents to give children secure and confident childhoods and to enable them to thrive in the future.

Welcare is a charity, based on Christian values, working in South London and East Surrey. We strive to empower families with children up to the age of 13 by offering practical and emotional support to overcome challenges and change lives for the better.

Where we spent our money in 2017-18



- Child & Family Support Services
- Volunteer Programme
- Community Social Work
- Groups & Workshops
- Redhill Children's Centre
- Fundraising & Marketing

Please complete both sides

I believe in Welcare's work and...

I would like to make a single gift of

£25 £50 £100 Other

Please find enclosed my cheque/postal order

Or please debit my:

Visa Mastercard American Express

Name on card:	
Card No.:	
Valid:	Exp:
Security Code:	Issue No:

Please do not send cash in the post.

Or... I would like to make a regular gift of

£5 £10 £25 Other

Frequency: monthly quarterly annually

Starting on:

and thereafter until further notice by Standing Order.

Name of Bank:
Acc. No.:
Sort Code:
Bank Address:

Make your gift worth 25% more, at no extra cost to you! *giftaid it*

I am a UK taxpayer and would like Welcare to reclaim the tax on this donation and any others I have made in the last 4 years and any future donations I make.*

*I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please let us know if your tax circumstances or name and address details change so we can update our records

BANK INSTRUCTION: Southwark Diocesan Welcare, NatWest Bank PLC, London Bridge Branch, PO Box 35, 10 Southwark Street, London SE1 1TT. Account Number: 65621115 Sort Code: 51-50-03

At any time you are free to alter the payment amount or frequency or cancel a standing order.

Signature: _____

Date: _____