



Octavia Foundation

Making a difference on your doorstep

2014-2015 Impact Report

Published October 2015

Help us make a difference on your doorstep

Consider for a moment what kind of community you'd like to live in. Think about what it might be like to grow up and eventually grow old there. As a child, would you have a safe space to learn and play? In later life, could you look forward to the friendship and support of those around you?

We all want to live in a strong, happy, healthy community. Yet within our local area, pockets of deprivation exist. Most of our work takes place in the affluent boroughs of Kensington and Chelsea, Hammersmith and Fulham, and Westminster, but **our work supports those affected by low income, ill health, social isolation or unemployment**. And with recent welfare reforms and cuts in public expenditure, their needs are growing.

At the Octavia Foundation, we connect people of all ages with opportunities for positive personal change. You can learn about our impact over the past year and our plans for the future in the pages that follow. Find out about the work we do to **care for older people** on pages 2-9 and our projects that **support and inspire children and young people** on pages 10-15.

I would like to extend my warm thanks to all the donors, volunteers, fundraisers, shop supporters and others who have made our work possible this year. With your help, we have found a friend for many older people, supported unemployed people into work and inspired young people to achieve things they never thought possible. I am proud of the difference we've made. In total, we have helped over 2,000 people.

In 2014-2015 we experienced a significant increase in those in need and we expect this to continue to grow. Please support us in any way you can as we try to meet this need.

Together, we can strengthen our community and transform lives.

In 2014-2015 we experienced a significant increase in those in need and we expect this to continue to grow.



Peter S Chapman
Chair of Trustees
Octavia Foundation



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01.

Caring for older people

Have you ever been stuck at home, unable to go out, with no-one to talk to? Imagine what that must be like for days, weeks or even months, with no end in sight. In the boroughs we work in, around 50% of older people live alone.¹ And recent research shows that one pensioner in four is unable to take part in social activities for reasons connected with poverty, health or isolation.²

Social isolation has a major impact on mental wellbeing and is strongly linked to clinical depression and Alzheimer's disease. Lonely, elderly people also suffer from a range of physical health problems which stem from the effects of a poor diet and lack of exercise.

No-one should be lonely. In 2014-2015, we worked hard to meet the needs of isolated, elderly and vulnerable people in our community. Read on to find out how we did it.

1. www.rbkc.gov.uk and www.westminster.gov.uk
2. GLA Update 2013-14: Poverty in London



Millie and Judy



Judy has been coming to see me for 18 months now. I'm excited when I know she's going to visit. If I'm feeling low she lifts my spirits. Judy nourishes me.



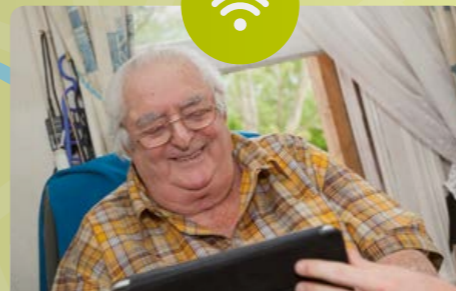
3,250

We delivered 3,250 hours of befriending, our weekly friendship visits scheme



114

Assisted 114 people with finding transport solutions



192

Provided 192 hours of support through our Digital Champions project



354

Engaged with 354 older people through our outreach programme



92

Introduced 92 people to activities and outings



84

Supported 54 befriending matches and 30 new ones

Our impact in 2014-2015

Caring for older people

Befriending

Our volunteer befriending service, funded by the City of Westminster, offers vital emotional support to older and vulnerable people living in Westminster. Lonely adults over the age of 50 are matched with a volunteer befriender, who gives at least an hour of their week, every week, for a minimum of six months. These dedicated volunteers offer their company and support, either visiting the older person in their own home or providing the support they need to venture out.

All of our volunteer benders are fully trained and carefully matched to our beneficiaries. Some of these matches last for many years, which reflects the true friendships and connections the scheme fosters. Together, our volunteers have given 3,250 hours to the befriending scheme in the past year – an amazing gift.

Khilna has become a close part of my life. I no longer have to spend my birthday on my own. I was isolated and alone, without friends or family. Now I have a friend who cares about me and is there for me.

“” Jacqueline



Ester is compassionate and she goes beyond the call of duty.

“” Ghassan

Every time she comes to me the sun is always shining, even when it's raining.

“” Kitty

I enjoy Adam's visits and it's a two way thing, I mentor him and he mentors me.

“” Lisette

Fay spends time with me generously in a lovely, relaxed, never judging way.

“” Imelda

I could not wish for a more honest friend than Trevor.

“” Nigel

Older people describe the visits as life-changing. Most of the people using the service are aged 75 or over, with the oldest being 103 years old. Many are isolated due to long-term chronic illness or significant mobility issues that prevent them from getting out of their homes. Take a look at the difference a befriender has made to Jacqueline, Ghassan and many other older, lonely members of our community.

Events and outings

Everyone likes getting out and about in London. But if a trip to the local shops feels like an obstacle course, a journey to a theatre or a party can seem impossible. And yet the fun and stimulation of meeting others and the chance to do something different can provide a real boost to many lonely, older people.

Last year, 92 older people enjoyed a wide range of cultural and social events. The highlight of the year was our Christmas lunch party which included a visit from Santa, a festive hot lunch and a goody bag of food to take home. For some, this was the only Christmas lunch or gathering they would attend, and the opportunity to celebrate in the company of others was very special.



10 older people attended an Easter Tea Party, courtesy of Proximity London.

15 guests went to the London Children's Ballet.

12 guests were invited to a fashion show and afternoon tea held at Grosvenor House, courtesy of Penfold Community Hub.

15 guests saw the West End theatre performance of the Jersey Boys.

30 guests attended Silver Sunday events including a live band, afternoon tea, and a performance by Irish folk dancers.

15 guests visited the Royal Albert Hall for A Tribute to John Williams, performed by the Royal Philharmonic Orchestra.

50-60 guests attended our annual Christmas lunch party for elderly residents of Westminster and Kensington & Chelsea.



Outreach and support

Getting around the real world and finding your way around the virtual one can be challenging for older people. Last year we provided practical support with transport and with using the Internet, both through our own initiatives and by working closely with a range of organisations.

Getting out and about

We helped 114 people with their transport needs, so they could venture out of their homes with confidence. Older and vulnerable people need support with essential trips like health appointments or food shopping, and with the kinds of social events that do so much to reduce loneliness and isolation.

As well as arranging transport, we provided an escort for those who needed additional physical or emotional support. We worked in partnership

with the Penfold Hub to enable older Westminster residents to attend the weekly lunch club, Grub at the Hub, and assisted those attending the North Westminster Memory Café at the Dementia & Memory Resource Centre.

Joining the digital community

Our Digital Champions project helps people gain the confidence and skills they need to become digitally active. Being able to use the Internet provides isolated people with solutions to everyday tasks such as doing a regular food shop, looking after their money and staying in touch with friends and family.

We trained 10 people as Digital Champions who then provided 28 local people with a total of 192 hours of support. This project was funded by the Royal Borough of Kensington and Chelsea.

02.

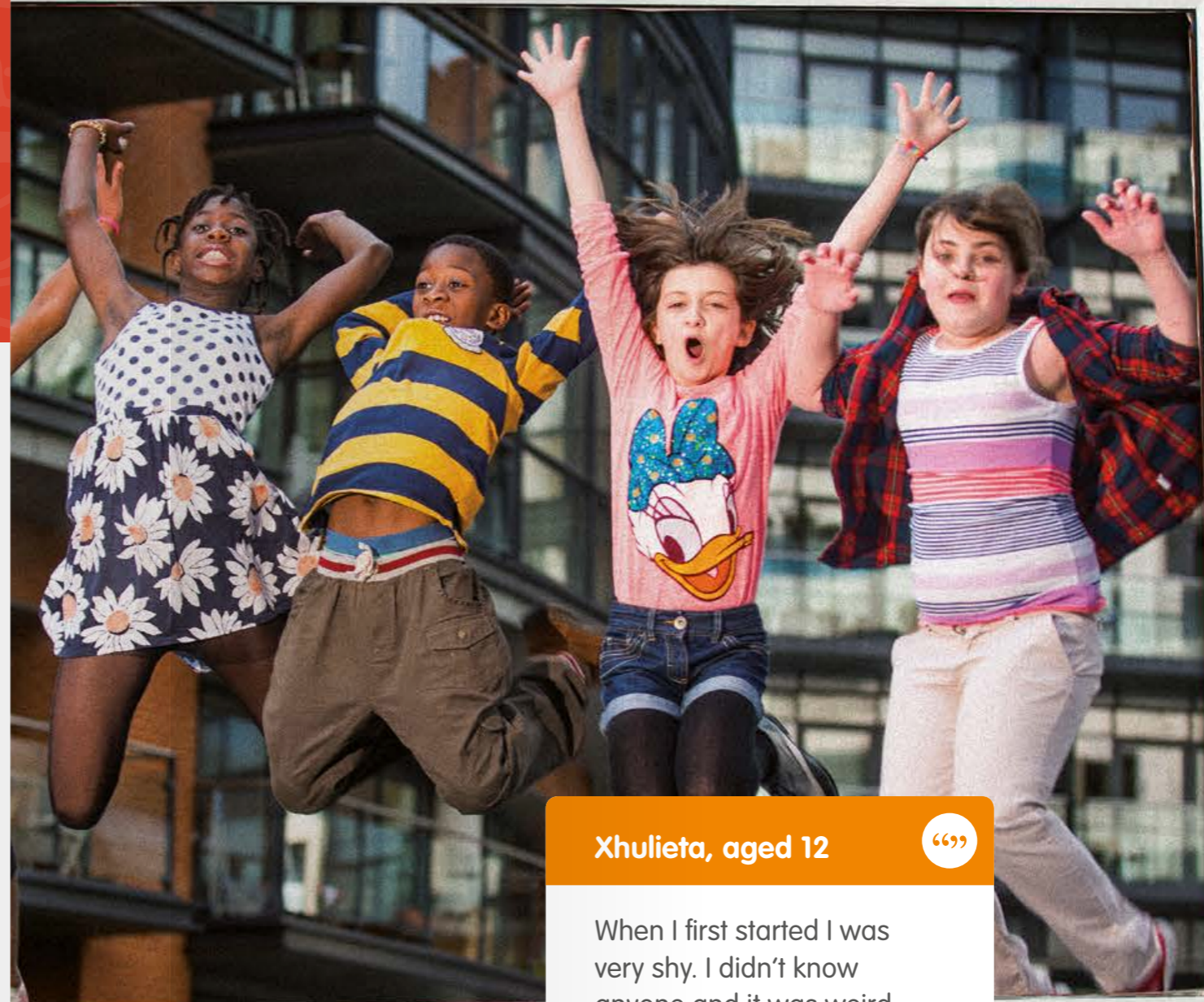
Supporting children and young people

Many children enjoy a secure and happy childhood. They can expect a loving environment, a safe place to play and a healthy meal on the table each day. Some are lucky enough to take part in all sorts of cultural, social and sporting activities in the local area.

Sadly, not all the young people in our community share that experience. A staggering 45% of London's children live in poverty.¹ And 20% are unable to afford six out of ten everyday items.² Some are living in the shadow of local gang activity. Others face a range of practical and emotional challenges connected with low income and limited social opportunities.

We believe that every young person should have a place they can go to feel safe, included and inspired. In 2014-2015 we provided a comprehensive programme of activities focused on meeting the needs of local children and young people.

1. GLA Update 2013-14: Poverty in London
2. London's Poverty Profile 2013



Xhulieta, aged 12



When I first started I was very shy. I didn't know anyone and it was weird for me. After four years, BASE is like my home. BASE is part of my life. If anyone was to ask me to draw a picture of my home, I would also draw BASE.



26

Delivered 26 trips, providing 130 hours of fun, team-building and other learning experiences



120

Mentored 9 young people through 120 intensive one-to-one development programme hours



550

Supported 165 children and young people through 550 session hours at BASE



144

Provided 144 hours of workshops through our own tutors and other organisations



60

Engaged over 60 young people through 96 hours of street based sessions



Our impact
in 2014-2015

Supporting children and young people



BASE cultural and creative club

BASE works to nurture growth in children and young people through the exploration and encouragement of their skills and talents and the development of their personal and social skills. We aim to be a consistent support mechanism, a family that will enhance their progress.

We run weekday sessions at our base in Pimlico. Our junior age group is for 7-12 year olds and our senior group for 13-25 year olds (or up to age 30 for vulnerable or disabled young adults). Every evening, the young people help cook a nutritious meal which they sit down to eat together. They also take part in a wide range of creative and challenging sessions, actively engaging in music, drama and sports activities, as well as film and media projects. Older children and teenagers join in youth-led workshops on topics covering everything from cultural issues and tolerance to sexual health.

The difference BASE has had on my son has been so good. He looks forward to learning new things and being in a safe place with his friends.

Parent

Highlights of a year at BASE

In 2014-2015 we offered a wide range of regular activities through BASE including science club, candle-making, football, cooking, painting, sculpting, music and film production, and photography. Older members also took part in workshops on poetry, mental health and money management.

We ask our young people what kind of additional activities they would like to take part in and we base our programme on their feedback. Here are some of the year's highlights:

Anderton Centre, Chorley

In October half-term, we took members of our senior group (13+) away to Lancashire on a four-day activity trip. Many of the young people had never been outside London and didn't know what to expect, yet they learned to support each other's needs and to work as a team. At least one member of the group overcame a fear of water, another a fear of heights. They abseiled, built rafts, climbed trees and bonded with each other and with staff. The highlight of the trip was a midnight walk when, away from the artificial lights of the city, the group saw a night sky full of stars for the very first time.

Only Connect

15 people from the creative criminal justice charity, Only Connect, came to BASE in September to perform their play, Back Story. The performance explored the lives of ex-offenders and sparked animated discussions about young people facing challenges and how to overcome them. Everyone had something to contribute, and those in our Acorns personal development programme were able to reflect on their experiences in their one-to-one sessions.

Poetry and script-writing workshops

A spoken-word artist performed at BASE and delivered two workshops in April, helping our young people to express themselves and increasing their confidence. And in June, a volunteer director and script writer, along with a troupe of actors, ran a very successful workshop on how to build characters for a script, using the theme of knife crime.

Community fun day

In September, we welcomed 65 members of the local community into BASE. We provided food from around the world, African drumming, a spoken-word workshop, arts and crafts sessions and outdoor activities. Everyone had a great day and now even more people know that we're here and what we do.

Meeting Moktar

Moktar first volunteered with the Octavia Foundation at the age of 16. He had big ideas for youth activities and he made them happen. The first person in his family to go to university, Moktar is now a 22 year old social enterprise entrepreneur who recently delivered a six week job-ready programme for ten young people, most with experience of prison. The results were exceptional: seven are now in jobs. In February, Moktar came along to BASE to share his story.



03.

Helping people into work

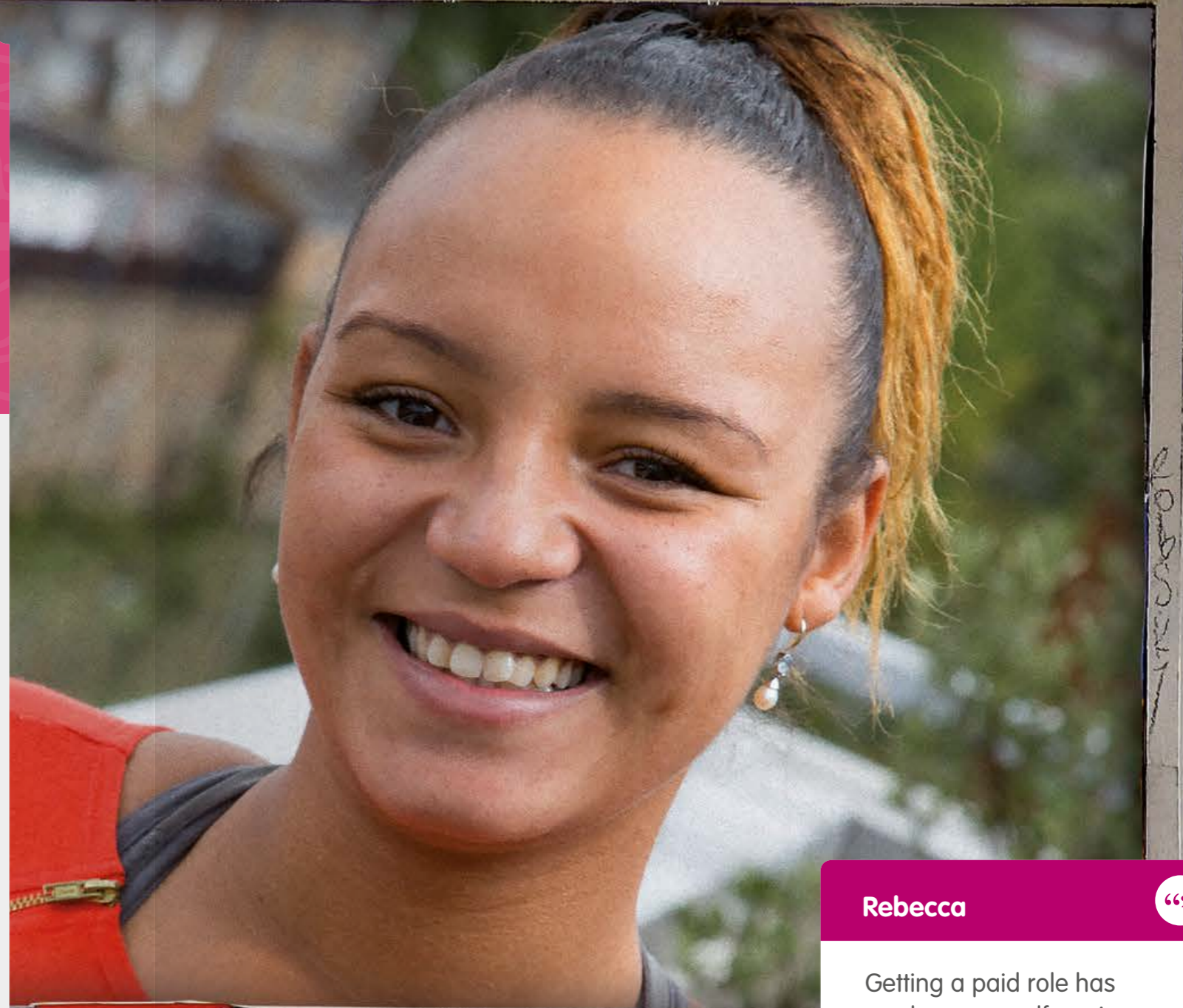
How can we help people of working age into employment?
How do young people get the right skills and experience to find their first job?

There are a growing number of people in London who either cannot find work or are unable to earn enough money to meet their basic needs. Young adult unemployment is at its highest rate since 1993. One young Londoner in four is unable to find work, compared with one in ten young adults in the UK as a whole. And the number of people in part-time work who were unable to find a full-time job is three times as high as it was ten years ago.¹

Being out of work can have devastating effects for individuals and their families. Long-term unemployment is linked with physical and mental health problems, the breakdown of relationships and debt.

That's why one of the key areas of our work is supporting unemployed local residents with a range of practical solutions. In 2014-2015, we provided workshops, drop-in sessions, one-to-one support, volunteering opportunities, work placements and apprenticeships to help 223 individuals into work and training.

¹ London's Poverty Profile 2013



Rebecca

“”

Getting a paid role has made me myself again. I feel independent. Not just a mummy! I want my daughter to look up to me and I want to teach her why it's important to have a job. It's about my self-worth.



223

Provided 223 unemployed people with advice, information and guidance



17

Provided employment support for 17 people living with an HIV diagnosis



39

Assisted 39 people seeking work experience into volunteer work placements



4

Gave 4 local young people a paid, internal apprenticeship or internship lasting between one and three years



36

Helped 36 people find paid employment during the year

Our impact
in 2014-2015

Helping people
into work

Young people's employment scheme

Getting training and experience through an apprenticeship significantly increases a young person's chance of finding paid employment. It's an opportunity to develop skills, experience and qualifications in a supportive working environment.

Now in its third year, our apprenticeship scheme enables local 16-24 year olds to earn while they learn. The scheme attracts both young men and young women and can offer a range of different opportunities from construction to business skills or youth work. In 2014-2015, two apprentices continued their training: Clifton as an electrician, and Shaun as a plumber.

For the first time, we also offered two paid internships, open to young graduates who live in social housing. The market for graduate jobs is increasingly competitive and getting that first step on the ladder can be a challenge. Clara joined us to support our youth initiatives and Will arrived to assist with our projects for older people.

This internship has given me a fantastic opportunity. I've gained experience in everything from building partnerships to giving presentations. I'm now interested in working in a career in not-for-profit project management.

Clara, intern

Working with River House Trust



We work with local partners to help those in most need. River House is a community-based centre for people who live with HIV. With funding support from Hammersmith United Charities, we provided employment workshops and one-to-one support at River House for 17 people living with an HIV diagnosis.

These workshops helped the participants to identify their skills, write a CV and prepare for interviews. Most importantly, they helped build confidence. Two of the 17 have already found employment and a further two are now volunteering – a fantastic result. We will continue to work in partnership with the River House Trust to support even more people into training and employment.

Volunteer work placements

There are almost as many different reasons for volunteering in the workplace as the number of volunteers we place. Every volunteer has their own story. For some, it's about building confidence after a period out of work. For many, it's an opportunity to gain a particular skill or type of experience required for a paid role. Others need the flexibility of a volunteer role to work around health issues or family responsibilities.

Last year we placed 39 individuals into volunteer roles in the offices of Octavia Housing, the Octavia Foundation or other local organisations.



Georgette, volunteer

"I have been a part-time volunteer in the Finance department of Octavia Housing for three years now. It suits me because I suffer from health problems including severe arthritis, which makes it impossible for me to go into work some days. The volunteer scheme means I can just come in when I'm able. It's depressing not working at all. When I wasn't using my brain I found that my memory was fading. It's much better now. Working here makes me happy. I feel useful. I tell them: 'Whenever you need me to come in, just call!'"



Tijana, volunteer

"I moved to London from Serbia last year. My background is in adult education but I needed to improve my English and boost my confidence before applying for a paid job. I also wanted to integrate into this society and make a contribution. I found it quite hard to find a volunteer placement that would really prepare me for the workplace but the Octavia Foundation replied to my email within 5 minutes! I like working with older people and have enjoyed teaching ICT as part of the Digital Champions project. At the same time I've learned some really useful software skills myself – good preparation for my job applications."

04.

Training young people and telling a community story

If you're a talented, creative, young person, keen to make a mark on the world around you, how do you do it? Talent and hard work might get you so far. But how do you get the skills and experience you need to make the most of any opportunities that come along?

Our extended media projects provide essential skills and training for young people keen to enter the creative industries. Since we launched our two-year project, The Story of QPR, 38 young people have gained invaluable knowledge, experience and confidence. Several are now in paid employment in the media industry.

As well as supporting and training young people, our media projects are designed to engage and benefit the wider community. The Story of QPR charts the history of Queens Park Rangers football club, attracting not only QPR fans but also those interested in the history of their local area.

The R'Story film has been watched by 1,657 people, and the trailer viewed more than 10,000 times. Around 100 members of the local community contributed by being interviewed, sharing QPR memorabilia or by supporting our crew. Schools and youth groups have also benefited from our online heritage-based educational resource, as well as our in-school learning sessions.



Max

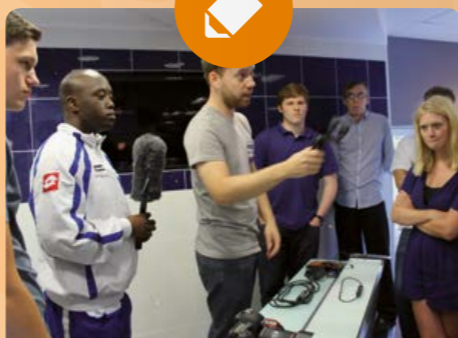
“”

QPR has always been my local team and I have learnt about the history and what makes it so crucial to the area as 'the heartbeat of west London'. I would like to be a filmmaker and this experience has made me particularly interested in producing documentaries. I am so grateful and honoured to be involved with this project, I could not be doing anything better.'



93

Engaged 93 members of the local community who shared memories and gave support



115

Delivered 115 creative media sessions over 450 hours (615 hours over 2 years)



334

Provided 15 learning sessions in local schools and youth groups for 334 children



7

Helped 7 young people gain employment in the media industry and 3 in other industries



10,000

Made a film watched by 1,657 people, across 21 venues, with a trailer viewed 10,000 times



22

Engaged 22 young people in the making of The Story of QPR (and 38 over 2 years)

Our impact
in 2014-2015

Training young people and telling a community story

How the making of a film became the making of local young people

R'Story, a sixty-minute documentary film about Queens Park Rangers Football Club, premiered to the public at the end of February 2015. It charts the story of the club's beginnings in 1882 through to the present day. R'Story is a tapestry of many voices that include memorable players and passionate, long-standing fans.

The film was created over a two-year period by a group of local young people, most of them unemployed. We partnered with QPR in the Community Trust to run this project, which has helped 38 young people gain vital media skills and experience. Seven of these have already found paid employment in the media industry. A further three have gained full-time work in other industries and one has gone into full-time education.



Meet our young filmmakers

Ayo, Director

"I've learnt so much about organising film shoots, helping young people and much more. I managed to get paid work on another film project and am now helping them to set up a youth-led production team and we've got our first paid event soon."

Maria, Lead Researcher and Production Assistant

"Looking back at it, I'm sure that working for The Story of QPR project helped me to develop the skills and competencies required for the job I'm doing now."

Ross, Director and behind-the-scenes Filmmaker

"I've enjoyed being able to film on the pitch at Loftus Road, especially the play-off game against Wigan. It's not often you get to walk alongside the players after they've just secured a place at Wembley!"

Alice, Director

"It's difficult to break into the industry so this was a great opportunity to gain some essential skills in researching, interviewing and filming."

Chris, Director and Music Maker

"Everyone was helpful and I really felt supported. I feel that with this experience to add to my CV, I can show the skills needed for a media job."

Documenting the heritage of a community

Running parallel to the unique story of the club is a wider story of what football means and has meant to British society, and in particular to London's working-class and diverse local communities. A key aim of The Story of QPR Project was to discover and document the heritage of both the club and the area. Thanks to support from the Heritage Lottery Fund, we were able to create an archive of historical material that will interest and inform future generations. R'Heritage explores in more depth some of the themes touched upon by the R'Story film.

What's in your loft?

October saw W12's answer to the Antique's Road Show: a local heritage and memorabilia event we called 'What's in your loft?'. Fans and locals brought along old photos, video footage, lucky charms, mascots and all sorts of other memorabilia to Loftus Road Stadium to share with each other and with us.

There was an exhibition of items from the QPR archive, many of which had never been on public display before, and a panel discussion featuring legend Andy Impey and other key QPR figures.

The event illustrated the extent to which QPR is part of the fabric of people's personal lives and histories. It was an emotional day, recalling the highs and lows of what it means to be 'RTID' – "Rangers 'Til I Die"!



The R'Story premiere... brilliantly highlighted, the history of the 'Rs', from St Jude Hall to the present day. Thanks... for producing a film that reflected not just a football team, but the whole QPR community spirit.

“” Doreen

[What's in your loft?] was a great day learning and viewing some of the history – not just QPR's but of west London. It brought back some great memories as well as seeing some brilliant memorabilia on show.

“” Local resident



Oral histories and short films

The Story of QPR project interviewed over 50 fans, experts, and local people. We gathered hundreds of stories and anecdotes that reveal personal insights and viewpoints and offer a window into the past of both the club and the area. We also produced five short films that investigate how football, W12 and the wider world have changed over the last half-century. All these resources are freely available at www.storyofqpr.co.uk.

Online learning resources for schools

Building on our unique archive, we created online lesson plans and activities linked to the National Curriculum. These are also available on the website. The photographs, documents and stories contributed by both the club and local people have been chosen to help children understand ideas and developments within sport and society at large.

We also ran 15 learning sessions for 334 learners in schools and youth groups using these resources.

Hoops Heritage magazine

Volunteers drew on the themes, events and interviews carried out throughout the project, in order to put together a magazine celebrating the historical content we had discovered. Taking on the roles of journalists, editors, illustrators and designers, and with some support from guest writers, they produced Hoops Heritage: a collection of memories, experiences and perspectives, generously supplied by R's fans and local residents. This is available both in print and online.

The children really enjoyed the short film about QPR and debating the different topics surrounding football. Great opportunity for the children to expand their analytical skills and form their opinions within the debate.

“” Teacher

St Cuthbert with St Matthias Church of England Primary School

05.

Making it happen

So how do we make all this happen? We do it with your help.

Our success depends on the army of dedicated volunteers who support us and the generous individuals and organisations who donate funds.

Over the past 12 months, more than 200 people have offered us their time and talents. Our regular volunteers help to raise funds in our charity shops, provide emotional and social help to older people, and inspire local young people. Others have taken on intrepid, personal challenges to generate funds through sponsorship.

Our funding comes from a wide range of individuals, partners, trusts and other bodies. We are immensely grateful for every donation, large and small. We simply couldn't do what we do without these gifts.

You can read more about some of our volunteers, as well as how we raise and spend our funds, in the pages that follow. And take a look at what we're planning next. Which of our goals could you help us achieve?

Mel Giedroyc presents Khilna Malde with her award for Outstanding Volunteer of the Year.



Mel Giedroyc

“““

Whenever I've volunteered for anything in my life, it's provided me with an incredible sense of wellbeing and community. And that's what Octavia's all about. The people who volunteer for the Octavia Foundation are legends, each and every one of them!



Mel Giedroyc presents Steve Savage with his award for Shop Volunteer of the Year

Volunteering and fundraising

Volunteer Awards and Celebration

We recognized the contribution made by all the year's volunteers at our annual Volunteer Awards and Celebration. The Great British Bake Off presenter and comedienne, Mel Giedroyc, played host this year and presented the awards. Mel entertained our volunteers with tales of her own experience of volunteering, and talked about her desire to pass on the value of volunteering to her own children.

Charity shop volunteers

Our popular, red-fronted charity shops are well known and loved across London. They raise funds for our work and provide a place for local people to volunteer, find great-value fashion items and donate their pre-loved items. Many donors make our funds go even further by signing up for Gift Aid. Doing so raises an extra 25% on top of the worth of any donation.

We have many fantastic volunteers in our shops and this year we recognised one of the very best. Steve Savage, respected and well liked by so many of our customers, won the Octavia Foundation

While I was fundraising, I got very positive responses. When I was bag-packing at my local supermarket, people really got on board with the idea of a 'community' charity and especially that the Foundation was helping people from across generations, young and old.

“ Louise

One of our BUPA 10k runners and community fundraisers.

Shop Volunteer of the Year Award. The customer who nominated Steve described him as “an asset to your organisation who deserves recognition” for his excellent customer service and can-do approach. We're proud of volunteers like Steve, who make a visit to one of our shops such a welcoming experience.

Corporate fundraisers

2014-2015 was a great year for corporate volunteering. Highlights included a Barclays Bank staff cycle ride all the way to Paris - and back again! As if that wasn't enough, the same Barclays volunteers went on to run workshops on finance and entrepreneurship for our young people. A sterling effort, as was another corporate contribution, this time from Proximity London who provided our older people's Christmas party. Our guests usually sit down to fish and chips but, thanks to Proximity, they enjoyed a wonderful home-cooked Christmas dinner this year.



Community volunteers and fundraisers

Every year we're bowled over by the imagination and enthusiasm of individuals who raise funds for our work. From abseiling to cocktail parties and everything in between, members of the community have always made a significant contribution. This year was no exception, with volunteers running, swimming or even bag-packing their way to success!

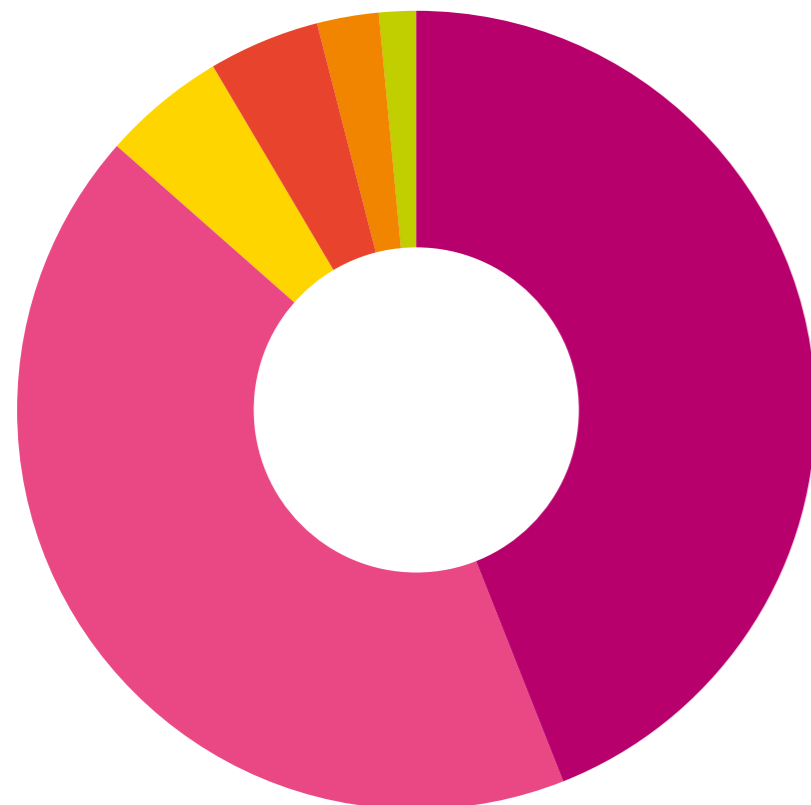
Find out more about volunteering online at: www.octaviafoundation.org.uk/volunteer



Where our funding came from...

In 2014-2015 we benefited from new charitable trust funding sources such as the Westminster Foundation and John Lyon's Charity, as well as from continuing support from our key donors and partners.

We were also delighted to launch the Octavia Circle, a group of local residents who support our work and wish to make a financial contribution over a three-year period. The group is actively raising funds for our young people's outreach project and our older people's befriending work.



Income

£401,349

Grant income and donations excluding Octavia Housing

£370,000

Grant from Octavia Housing

£43,470

Funding from Friends of Octavia

£31,687

Property rental income

£41,338

Offices and services from Octavia Housing

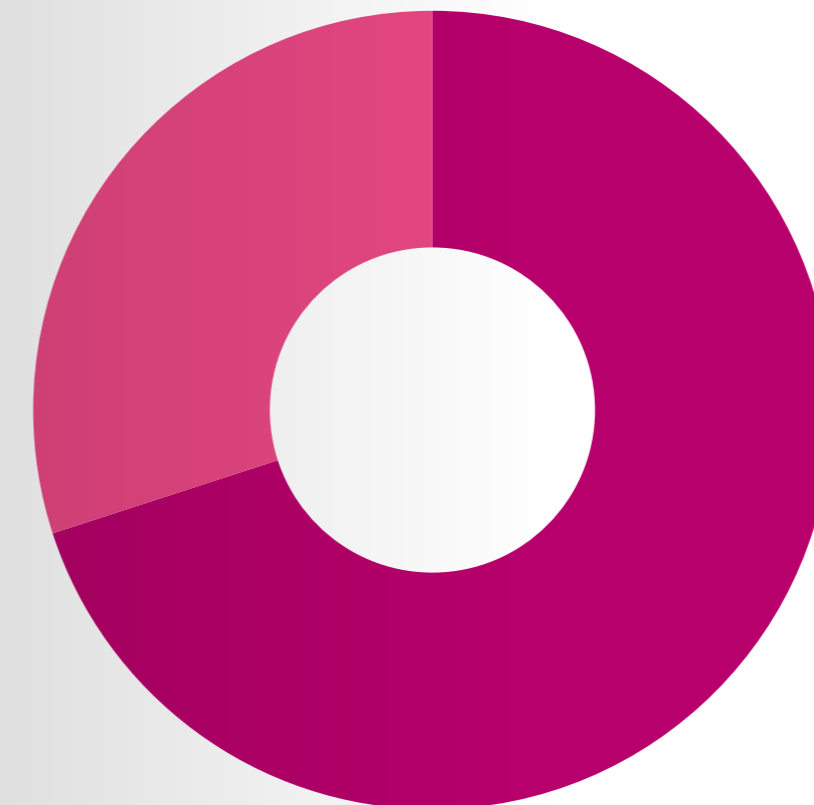
£9,447

Income from investments

Total: £897,291

...and how we spent it: every £1 generated £23.16 in social value

Our overall project expenditure increased slightly, with spend focused on the two key areas that feature in our growth plans: supporting young people and caring for older people. Applying the social value metrics system developed by HACT and the London School of Economics has shown that, for every £1 spent, we generated an amazing £23.16 in social value.



Expenditure

Project costs

£189,487

Young people's activities

£192,837

Older people's activities

£91,435

Employment and training

£52,997

Financial inclusion

£53,881

Community involvement

£27,600

Digital Champions project

Total £608,237

Other costs

£289,054

Includes administration, fundraising and office services costs.

Total: £897,291

The full version of our audited accounts are available on request.

Our future plans

In 2014-2015 we experienced a significant increase in those in need in our community. We were asked to help more people than ever before, especially older and vulnerable people and young people looking for work. In total, we have helped over 2,000 people. We expect this need to grow even further and plan to meet the demand through these 5 key projects.

2. Befriending in Kensington and Chelsea

Expand and develop our volunteer befriending scheme to meet the needs of isolated older people in Kensington and Chelsea, building on our scheme in Westminster.



3. Kensal Green media and heritage project

Deliver an extensive media skills and training heritage project that will uncover the hidden histories of Kensal Green Cemetery, one of London's oldest public burial grounds.



1. Detached youth work

Increase our support for young people by delivering a mobile youth work service, particularly in Earl's Court and North Kensington where we have identified significant need.



4. Apprenticeships and internships

Run a paid apprenticeship and internship scheme for young people, in addition to our broader employment and training programme.



5. BASE cultural and creative club

Continue to deliver creative and cultural sessions for young people at BASE, providing after-school sessions and holiday activities. We will also plan the development of an additional BASE in Kensington and Chelsea.



How you can help us



Make a regular gift

Can you make a regular gift to support Londoners in need? Regular gifts make a big difference to our work. They mean we can plan ahead and use your contribution more effectively. It's easy to set up through our website and you can choose whether to give monthly, quarterly or annually.



Make a single gift

If you have a passion for a particular area of our work, you may like to give a single gift to support a specific project. We will keep you informed of what we achieve through your gift and the difference it makes to people's lives. You can make a single gift through our website or write a cheque (payable to Octavia Foundation).



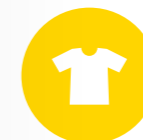
Leave a legacy

Leaving a legacy enables you to make a lasting difference. You can support the whole range of our work, or choose a project close to your heart, such as befriending for older people or providing a safe space for young people. To find out more about leaving a legacy, please get in touch with our Head of Fundraising on 020 8354 5619.



Volunteer

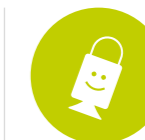
You will find a wide range of volunteering opportunities for individuals and companies in the Octavia Foundation. From contributing your skills and talents to one of our many projects, to helping out in our shops or working in our offices, you can make a difference. The many rewards you can gain from volunteering include developing your own skills and experience, making new friends, building confidence and just having fun! You can read about our fantastic volunteers on pages 32-33 and visit the Volunteering pages on our website to find out more.



Donate your pre-loved clothes

Your pre-loved clothes and other items of good quality will always find a home in one of our many charity shops. Please sign up to the Gift Aid scheme. HMRC allows us to claim 25% of the sale price of your items at no cost to you, giving us an extra 25% in funding for our community projects. You can do this in our shops or online.

If you represent a local company or organisation, you might like to run a Donation Day – a fun and feel-good way to support your community. We can help you with promotional material and by arranging transport of your collection. Please call 020 8354 5619 and ask to speak to our Head of Fundraising.



Have fun and fundraise

Take on a 10k run, complete a marathon, sky dive, hold a cake sale or host a quiz. There are lots of ways that you can support our work whilst achieving something you enjoy or have always wanted to try. We would love to hear your ideas, so please get in touch!



Find out more about fundraising online at: octaviafoundation.org.uk/support_us



Meet our staff

Back in 2006, we started out with just one member of staff. Over time, we have grown to support an increasing number of those in need in west and central London.

If you would like to find out more about the work we do, please get in touch. Some of our staff members are listed below and the full list is available on our website. We look forward to hearing from you.



Reena Mukherji
Director

Reena is the Director of the Octavia Foundation and has overall responsibility for the charity and our shops. Reena has over 30 years' experience of working with charities and joined the Octavia Foundation in 2006. If you would like to find out more about our history, future plans or our organisational values, please contact Reena.

E reena.mukherji@octaviafoundation.org.uk
T 020 8354 5695



Gabrielle Tierney
Head of Community Initiatives

Gabrielle has worked in the charity sector for over 12 years and joined the Octavia Foundation in 2007. She has overall responsibility for our community projects and focuses on developing key partnerships. If you would like to find out more about the projects, please contact Gabrielle.

E gabrielle.tierney@octaviafoundation.org.uk
T 020 8354 5558



Naomi Roper
Head of Fundraising

Naomi works closely with individuals and organisations who support us through fundraising, direct donations or giving their time and talents. She has over 12 years' experience of fundraising for local charities. If you or your organisation would like to make a difference in your local community, please contact Naomi.

E naomi.roper@octaviafoundation.org.uk
T 020 8354 5619



Colm Ennis
Head of Retail

Colm joined us in April 2015 and is responsible for the profitability and development of our 19 charity shops in west and central London. He has over 20 years' experience in retail. If you or your organisation would like to support our shops through donations, volunteering or sharing your expertise, please contact Colm.

E colm.ennis@octaviafoundation.org.uk
T 020 8354 5536



Jenny Liddiard
PR & Marketing Officer

Jenny is responsible for the charity's marketing and PR activity. She has 20 years' marketing experience and works closely with the fundraising, shops and projects teams to help the foundation achieve its goals.

E jenny.liddiard@octaviafoundation.org.uk
T 020 8354 5664

Thank you for your support

Trustees

Peter **Chapman** (Chair)
Tom **Hopkins** (Honorary Treasurer)
Isis **Amlak**
Debs **Bourner**
David **Dunbar**
Gwen **Godfrey**
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PIMCO
Royal Borough of Kensington & Chelsea
Westminster Almshouses Foundation
Westminster Amalgamated Charity
Westminster City Council
Westminster Foundation
Anonymous (1)

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Mark and Caroline **Winterbottom**

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Barclay's Notting Hill Gate
Blenheim CDP
The **Beethoven Centre**
Hannah **Cameron**

Campden Charities
Campden Hill Lawn Tennis Club
Chelsea Old Town Hall
City & Westminster College
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Friends of Kensington Day Centre
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QPR in the Community Trust
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The **Tate Network**
Volunteer Centre Kensington and Chelsea
Westminster University
The **Workzone Team**



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