

# ANNUAL REPORT

2022/23



Royston, Buntingford  
& South Cambridgeshire

HSRBSC: embedding diversity, equality and  
inclusion into everything we do in our community

**Supporting local families  
and their children for  
over 39 years**

*We want to see a society in  
which every local parent  
has the support they need  
to give their children the  
best possible start in life*



**HOME-START ROYSTON, BUNTINGFORD AND SOUTH CAMBRIDGESHIRE**

*Incorporated as Home-Start Royston & South Cambridgeshire*

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Charity Number: 1105385 | Company Number: 05183873

# CHAIR'S REPORT



2022/23 has been another successful year for Home-Start Royston, Buntingford & South Cambridgeshire (Home-Start). 2023 is also an exciting year for the organisation as it marks the start of the 40th Anniversary of our Home-Start scheme. The work we do and the nature of support given to our families has evolved over those 40 years, but the basic principle of supporting local families who are struggling with parenthood has remained our main ethos.

From the 1st of April 2022 to the 31st of March 2023, Home-Start has been in contact with 93 families. This has resulted in the charity providing support through Home Visiting or Family Support Groups to 82 families and 202 children. This compares with last year's figures, where a total of 82 families and 183 children received support. In 2022-23, families identified parental mental health and supporting their children's early learning, development and socialisation skills as the main areas where Home-Start support was required.

*In 2022/23 Home-Start had contact with 93 families*

## Meeting challenges ahead

This has been a challenging year for us with the rise in the number of families with complex needs and the ongoing high level of those experiencing mental health issues, but we continue to expand our work. We are proud to have started a successful South Cambridgeshire Family Support Group, having recruited a new co-ordinator to our team.

We also delivered a very successful volunteer training programme, which was completed in March 2023, where we welcomed 10 new volunteers to our existing team. Thank you to the staff team who worked so hard to make this event such a positive experience for the trainees, to our corporate supporter who helped us with the venue for this training, and of course, a big thank you to our volunteers, too.



## Continued community support

Home-Start continues to be well supported financially by our community. Our profile has been raised considerably by increasing our networking, raising our social media presence and improvements to our website.

Our Community & Events Development Manager left us in the year, and after several unsuccessful recruitment drives, we have decided to restructure and make better use of the skills we have already within the team and recruit for an additional administrator support to join the team during 2023.

*In 2022/23 we trained 10 new Home Visiting volunteers*

We have had many very successful fundraising events during the year. Notably the Home-Start Strictly for Charity event at the Cambridge Vale Hotel in May 2022, The Aquathon at Royston Leisure Centre and 'Celebrating Voices', a community choir concert at St John the Baptist Church, Royston.

Feedback on these events was exceptional, and I would like to thank everyone involved in organising and volunteering at these events for all the hard work involved. Events such as these demonstrate the sound community relationships that Home-Start has nurtured and developed over the years that help keep our charity embedded in our local community.

## Working together

We continue to liaise with our neighbouring Home-Start schemes, Home-Start Cambridge and Home-Start Hertfordshire. We were pleased to complete the final year of our school readiness project in partnership with Home-Start Cambridge, with funding from South Cambridgeshire District Council. I am also pleased to report that we have now signed the new, updated Home-Start Agreement. This Agreement is the legal document between Home-Start UK and Home-Start that establishes the requirements and responsibilities for both organisations and confirms our Home-Start membership.

## Fond farewells and welcomes

During this year, we have said goodbye to Maureen Brierley when she retired as Chair of the Trustee Board after more than 13 years in the role. We would like to take this opportunity to thank Maureen for everything she did for Home-Start and for the wonderful support she gave to everyone involved with Home-Start over the years. She will be very much missed.

We also said farewell to six other trustees during the year who stepped down due to changes in personal circumstances. We have welcomed two new Trustees: Dr Guy Watkins, who has taken over as the Trustee responsible for Safeguarding and Angela Gear, who recently joined and is taking over the role of Treasurer from Philip Hodgson.

## Looking to the future

Due to the pressures of the cost of living crisis, we anticipate that the need for the charity's support will continue to grow. Although the pandemic is becoming less prevalent than in previous years, the consequences to our families and the difficulties they faced during these times continue to have an impact. I know our Trustees, staff team, and volunteers will continue to work together to provide the best delivery of our service.

We have now finalised our Development Plan which sets out our future progression for the next three years. The plan includes our vision for the end of this period, how we intend to achieve it, and how we will review our actions to make sure we are moving forward in line with the plan, supporting our charity's growth.

I would like to take this opportunity to thank my fellow Trustees, the staff team and the volunteers for their support to me over the year, especially since I took over as Chair of Trustees in February 2023.

**Julie Mitchinson**  
**Chair**

## Quotes...

***"I can't thank you enough for putting so much support in place for this family.  
We value the support Home-Start offers to families and schools"***

**LOCAL REFERRER**

***"Home-Start is amazing. An absolute godsend. I hope in good time I'll be able to  
volunteer myself. It's just fantastic. My volunteer has helped so much with practical  
things and emotional support, making me feel less isolated and confident about  
interacting with other grown-ups."***

**FAMILY**

# FINANCIAL REVIEW



Our income is lower for the second consecutive year, down around 33% from 2020/21 when we benefited from COVID pandemic generosity from local authorities, trusts and individuals. The charity landscape post-COVID and our ability to organise local fundraising activities to generate income, alongside the cost of living pressures, means donations and income are harder to come by. The support of local charities, local authorities and many corporate and private donors has been consistent. We are grateful to all those in the community who have contributed to this result and for ongoing commitments for the future by way of regular donations.

At the same time, inflation is up so our base expenditure is higher, offset by some cost savings during the year, resulting in another overall deficit this year. The deficit this year (and last year) is at a manageable level, and we continue to explore opportunities to raise more income. Similarly, we are focussed on keeping our controllable expenditure tight to minimise the deficit expected for the next financial year.

Our policy is to maintain a level of reserve funds sufficient to smooth out the years of surplus and deficit enabling us to organise staffing levels such that we can plan to meet the needs of our local community, and ensures that in the event of closure, we have sufficient funds to meet any liabilities arising to staff and suppliers.

Below is a summary of the accounts for Home-Start for the year to 31st March 2023; a full set of accounts is available on request from the office.

**Angela Gear**  
**Treasurer**

## Financial Summary for Year Ending 2023

<b><u>INCOME</u></b>		<b>2022/23</b>	<b>2021/22</b>	<b>2020/21</b>
Total donations and legacies	-----	£91,645	£88,240	£153,198
Other income	-----	<u>£56,817</u>	<u>£52,316</u>	<u>£69,247</u>
Total income	-----	£148,462	£141,736	£222,445
<b><u>EXPENDITURE</u></b>				
Total expenditure	-----	<u>£153,819</u>	<u>£157,937</u>	<u>£136,484</u>
<b>NET (DEFICIT)/SURPLUS FOR YEAR</b>	-----	<u><b>(£5,357)</b></u>	<u><b>(£16,201)</b></u>	<u><b>£85,961</b></u>
<b><u>FUNDS</u></b>				
Unrestricted funds	-----	£72,958	£86,094	£95,100
Designated and restricted funds	-----	<u>£138,643</u>	<u>£130,864</u>	<u>£138,059</u>
<b>TOTAL FUNDS</b>	-----	<u><b>£211,601</b></u>	<u><b>£216,958</b></u>	<u><b>£233,159</b></u>

*The above figures are taken from the annual accounts for 2022/23, which have been prepared and reviewed by independent accountants*

# WAYS TO SUPPORT HOME-START



There are so many ways you can support Home-Start and help us reach our 2023/24 fundraising target of **£200,000**, you could...

**Sign up for Payroll Giving through your employer**



**Set up a Direct Debit for a few £££'s each month**



**Buy a ticket for East Herts Lottery and choose Home-Start as your good cause**




**Take on a sponsored personal challenge and ask your employer to match your sponsorship**

**Shop online using:**




**Ask a Local Business to make Home-Start their 'Charity Of The Year'**



**Purchase exclusively designed Home-Start cards**



**LEGACY GIVING Leave a gift in your will**



**Like and share our social media posts**



**Text HOMESTARTGIVE to 70580 to donate £3**



**Encourage your Community Groups to run Fundraising Events for Home-Start**



**Come along to one of our events and bring your family and friends, or you can volunteer to help**



**Send one of our exclusively designed eCards on [DontSendMeACard.com](https://DontSendMeACard.com)**





# SCHEME MANAGER'S REPORT



## Home-Start celebrates 40 years of supporting families

2022-2023 has been another busy year for Home-Start, and as we entered 2023, we began celebrating 40 years of supporting families in our local community. This incredible achievement demonstrates the ongoing need for our charity and the work that we do locally. We see first-hand how difficult nurturing a family can be when parents feel isolated with a lack of support. We understand how crucial those first 1001 days from the start of pregnancy are for children's development and that the lack of a stable, loving environment can result in children who don't develop the skills and confidence they need to help them later in life.

This year, Home-Start has been in contact with 93 families, providing Home-Visiting or Family Support Group support to 82 families, including 202 children.

31% of parents asked for help managing their children's mental health



## A new Family Support Group

Our staff team has seen some changes over this year, with the departure of our Community and Fundraising Manager, Cathy Coulthard and the arrival of a new Co-ordinator, Kate Pumfleet. Kate, who joined the staff team in September, has been fundamental in realising our ambition to set up a Family Support Group for the SG8 villages of South Cambridgeshire. This new group, which was piloted in December, had its official start date in January 2023. The group has gone from strength to strength, providing fun, learning and support to the parents and children who attend.

## Rise in children's mental health needs

Although, in many ways, Covid has had a reduced impact on our work this year in comparison with last, it is sad to see some ongoing ramifications, particularly related to children's mental health. This year 31% of parents asked for help managing their children's mental health, compared with last year's figure of 14%. The rise in this figure seems indicative of the increased pressure on parents to manage the lasting impact of COVID-19 on children of all ages, as well as the lack of readily available services in our local community to support families with mental health challenges.

*"My volunteer has showed me it is okay to smile"*

**FAMILY QUOTE**

## Working with complex needs families

This year we continue to see an ongoing need for Home-Start services, along with an increase in the families that we work with who present with multiple needs. Too many parents struggle to access the support they need to thrive, and this is often exacerbated for parents of children with complex needs, who can experience reduced well-being and heightened stress levels, trying to manage the pressure of meeting their family responsibilities alongside the additional needs for their children.

Our co-ordinators and volunteers work hard to support all families with the challenges they are facing, and working with an increased number of families facing complex needs requires more careful planning and communication with outside agencies, alongside increased supervision and support for both volunteers and staff.

## Peer led support works

The support Home-Start volunteers have provided to families over the last year has been tremendous and serves as an important reminder of how valuable peer-led support is. Some families are wary of accepting support from Statutory services for fear of being judged, but working with a trained volunteer who can share their experiences of parenting challenges often makes Home-Start support easier to accept.

Regular weekly visits at a family's home over a period of months, in many cases, lead to trusting relationships being formed, and over time, parents feel less judged and more able to ask for support. Our Family Support Groups are rooted in our local community and offer parents a safe place to visit where they can share experiences with other families and volunteers, access local services and develop confidence and friendships to take with them long after their Home-Start journey ends.

*"I'm so impressed at how quickly you are able to start working with families, I feel very lucky to be able to offer this to our parents."*

**REFERRER  
QUOTE**

## Working in partnership

Referrals have continued to come from a wide range of other agencies, although our health-visiting colleagues remain our largest referring group, and self-referrals continue to be consistent. The profile of our charity is important, especially in ensuring that we are accessible to those people who prefer to contact us directly. We have prioritised working in partnership with other organisations, community groups and businesses to ensure we are able to provide the support that families tell us they need whilst keeping our profile visible in our local community.

## Our vision for going forward

I am extremely grateful for the support Home-Start has received over the last financial year from all our stakeholders including our trustees, volunteers, staff and supporters. I would like to say a special thanks to the staff team. They work tirelessly to ensure Home-Start is the best it can be, providing a compassionate, supportive and professional service to local families.

Our vision remains seeing a society where every local parent has the support they need to give their child the best possible start in life. And in order to achieve this, we remain committed to working in partnership with our local community to shape and provide a range of services to families through our Family Support Groups and our Home Visiting services. We want to reduce loneliness, build confidence, maximise accessibility and continue to be there for parents when they need us most because childhood can't wait.

**Sarah Mascall  
Scheme Manager**



# CELEBRATING 40 YEARS



This wonderful poem was written by Home-Start volunteer, JR, some time ago and captures the essence of our Family Support Groups.

## Open Air Family Group



Mums nattering  
Volunteers chattering  
Children playing  
Fresh air and space

Sunshine and clouds  
Waterproofs and wellies  
Kindness and care  
Warmth in our hearts

Stories and sticking  
Puzzles and paint  
Dancing and singing  
Joy and relief

Parents participating  
Released from home schooling  
Pale and pressured  
Happy to be out

Everyone trying  
Uniting together  
To navigate through  
This lockdown labyrinth





# CELEBRATING 40 YEARS



This lovely poem was written by another Home-Start volunteer, KD, a while back and describes what a toddler might be thinking. We love it!

## Watch Where You Walk

Not pebbles, nor uneven grass,  
Nor litter scattered far & wide,  
But on the floor of a noise-filled hall  
Small bundles crawl, from side to side.

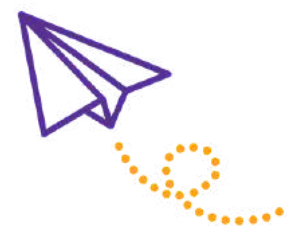
A tiny face looks up and smiles –  
“Please don’t hesitate or tarry,  
Just give me now, without pre-amble –  
My well-earned and much needed carry.”

A lady scoops this bundle up,  
She smiles with every loving care,  
Hands this new and tiny being  
To parent, carer, sitting there.

Small head flops on friendly shoulder,  
Eyes closed now, on rounded face.  
Soon, how soon he’ll stand and chat,  
Soon, how soon he will grow older.

Bossy sibling looks at him,  
“You’ve such a long way to go,  
Before you really catch me up –  
Remember I’m already two!”

Will they remember and think of them –  
Books and games, and cheerful chatter  
When first they’re five and then are forty,  
I trust these things, they think will matter.



# FAMILY SUPPORT GROUPS



This year saw the start of our new Family Support Group in South Cambridgeshire. Kate joined as a new Co-ordinator in September and set about shadowing Jo to see how the Royston and Buntingford groups were run. Once a suitable location had been found, a couple of trial sessions were put on before the Christmas break, with it starting weekly from January 2023.

Running a group located more rurally presented some new challenges, with some families who wanted to attend from more remote villages unable to get there without transport. With the amazing help of our volunteers and staff, we were able to offer lifts to these families.

One of our new families to group commented, *“I wish family group was on everyday”* – the weekly session is the only contact she and her children have with anyone else.

## Support through Family Support Groups

Home-Start has continued to deliver Family Support Groups in Buntingford, Royston and now South Cambridgeshire, with a total of 43 families accessing support this way. The Buntingford group has supported 16 families, the Royston group 17 and South Cambridgeshire group 10 families since it started.

In 2022-23, isolation continued to be a big issue (73% of all families), and this was especially true for those referred to our family groups. 75% of families wanted to support their child’s development, early learning and socialisation – this is clearly a need within our family groups, with 20% of the families we support having special educational needs.

Our co-ordinators Jo and Kate work closely together to support each other and promote a consistent approach to how the groups are run. Each group has its own identity, and the families that attend have a sense of belonging, with each group having its own volunteers.

At Family Support Group staff and volunteers have provided a listening ear for families as well as interesting activities for the children that support all areas of their development. This year families at Family Support Groups have enjoyed activities including music and dancing, painting and crafts, playdough, park visits, reading stories and making cards. Parents and children have enjoyed learning how to willow weave, arrange flowers and make soup, and we have been fortunate to have visits from Linda Bance and her musical instruments as well.

Over the course of 2022/23, we have enjoyed a pirate-themed summer party as well as a trip to Audley End, where we had great fun on the train ride and enchanted fairy and elf walk. We had a Christmas party with a visit from Father Christmas, a look around Royston Fire Station, and a soft play session at Royston Leisure Centre with badminton for the adults.

*“Family group has been my safe place for a long time now. My place to vent, rant, feel listened to, reassured and to have some me time. I’ve learnt a lot from you all. I couldn’t have done parenting without you.”*

**FAMILY QUOTE**



**Kate Pumfleet  
Co-ordinator**

# HOME-VISITING



As Home-Start celebrates its 40th year of supporting families, we reflect on the simple yet powerful difference made as we come alongside parents, helping them give their children the strongest start they can in life. Part of the support we provide is weekly Home Visiting, which is family-friendly, compassionate and non-judgemental, focussing on what families tell us they would like support with.

Every one of our Home Visiting volunteers is well trained and has parenting experience themselves, so are well placed to offer individually tailored support, walking with a family as they face a variety of challenges, be it challenges around their own mental health, struggling with their children's behaviour, isolation, bereavement and many other issues which life can throw at us. Parenting can be challenging and our Home Visiting volunteers are there to build a trusting relationship with parents and children giving their time in a myriad of small moments, which overall makes a big difference.

## Rise in challenges facing families

When first meeting with parents, they told us the areas they found most difficult. Like last year, the most common issue parents told us they were struggling with was coping with their own mental health. 89% of parents cited this as a challenge for them and the way this impacted on them and their family life.

Parents then told us the next two areas they wanted help with were around their children's development/early socialisation and their feelings of isolation. (75% and 73% respectively). Partly this may be an impact of the turbulent few years we have experienced and coming out of the covid pandemic.

We are pleased to report that at the end of support, 85% of parents said they were better able to manage their mental health, 100% of parents felt they were more able to be involved in their children's early development and socialisation and 85% of parents said they felt less isolated than when we first met them.

## Cost of living increase

We are also seeing the impact of families struggling with the increase in the cost of living, and we have been able to work with Hertfordshire County Council to distribute food vouchers as well as volunteers supporting families with budgeting and food ideas to help cut down costs.

In South Cambridgeshire, our volunteers have supported families to access Cambridgeshire's household support fund, which has required help to get online – not an easy task when there are young children around.

Home-visiting volunteers have also continued to offer support for children and their parents, helping them to prepare for their next stage of starting school or early education settings. This has been more challenging for some children born during the lockdowns as they haven't been used to seeing and relating to other adults. Our volunteers help to bridge this gap by visiting parents and children in their own homes, with a range of activities, supporting the families with the children's transition and settling into an educational setting.

**Jackie Cotton**  
**Senior Co-ordinator**

In 2022/23 Home-Start supported 61 families by visiting them at home



*"I feel happier and calmer in myself, not putting myself under too much pressure."*

**FAMILY QUOTE**

# VOLUNTEERS



Our amazing volunteers have continued to impress us with their care, commitment, and willingness to 'go the extra mile' throughout another busy year.

By the end of the year, Home-Start's volunteers had donated an impressive total of 3,580 hours of their own free time, spread across all types of volunteering opportunities. All of these have enabled us to help families in need of support in another challenging year.

Our 13 faithful trustees spent a total of 859 hours helping us with finance, governance, fundraising, strategic planning, board meetings, moral support and so much more. Led by our amazing chairs, Maureen and Julie, the trustees have given unerring support to the Home-Start team, giving us confidence in the knowledge that we are part of a well-managed, effective scheme.

## Volunteer skills

As always, our 56 family support volunteers have worked with kindness, patience, and flexibility to offer a wide range of support to families of all shapes and sizes with a host of different needs. Our volunteers are friendly, generous, creative, fun, playful, practical, wise, helpful, positive, sensitive, and non-judgemental; using these skills, they support parents and children to make a positive difference in their lives. Support has been offered in the home, at the park, online, on the phone and at our Family Support Groups. Their help at end-of-term parties, summer trips and school holiday activities has also been invaluable.



Another important role is undertaken by our fundraising volunteers, who help to keep the funds flowing to facilitate the work that we do. We have benefited from the time and talents of this creative group of volunteers who have helped to plan events, baked cakes, put up gazebos, manned stalls, sold raffle tickets, sold things on eBay and helped with office admin into the bargain.

## Quotes...

***“As volunteers, we are so incredibly lucky to be supported by such a professional and compassionate team. Being a part of Home-Start has really enriched my life in so many ways, and I look forward to that continuing.”***

**HOME-START VOLUNTEER**

***“Just keep choosing the most lovely people that you do. You're all amazing and what you do is amazing. I would like to be in a position where I can do this one day.”***

**HOME-START FAMILY**

*I've been so impressed by Home-Start and what it aims to achieve. The training course was excellent and I realise I have a lot more I can learn, as a result. I can't wait to get started!*

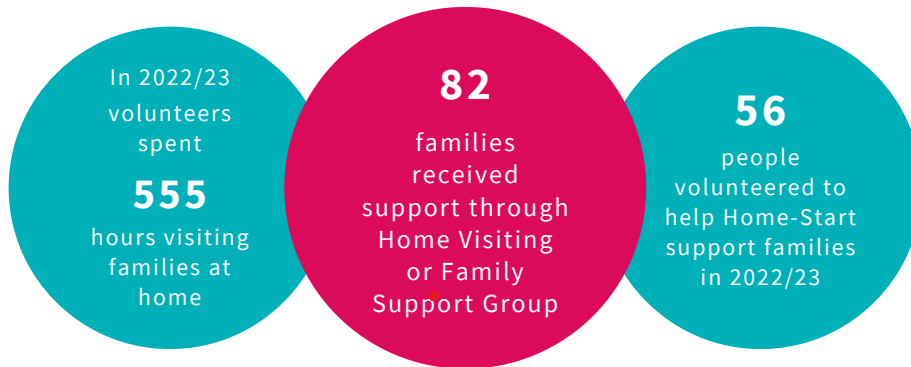
**VOLUNTEER  
QUOTE**



## Welcome to our new recruits

We welcomed eight new Home Visiting volunteers to the team in April 2022 and started training another 10 in February 2023. We were also pleased to boost our number of Family Support Group volunteers by 8 people in September and a further 4 in November. Sadly, 3 of those new recruits had to step down due to a change in personal circumstances, and 3 more are currently taking a break for health reasons. We hope they will soon be fit enough to return.

Additional training for our volunteers included online sessions run by Home-Start UK as well as the opportunity to attend 'The Thinking Environment' training in person, which taught us how to encourage others to talk about their worries and to allow time for them to find solutions.



## A big Thank You

We do our best to say thank you to our volunteers whenever we can, to express our gratitude for all they do and to demonstrate that they are valued. In November 2022 we hosted a thank you event for volunteers, with tea, cake, and messages of thanks from the families we have supported during the year. We also took the opportunity to say a huge thank you to Maureen our chair of trustees who stepped down from the role after 13 years' service.

Another similar gathering took place in February 2023, with a celebratory craft activity to make bunting for the 40th anniversary events planned throughout the coming year and gave us a chance to welcome our new chair, Julie. These events acknowledged the enormous commitment of time, energy, and expertise that we are so lucky to rely on from our amazing volunteers, no matter what obstacles are put in their way!

**Jo Adams**  
**Co-ordinator**

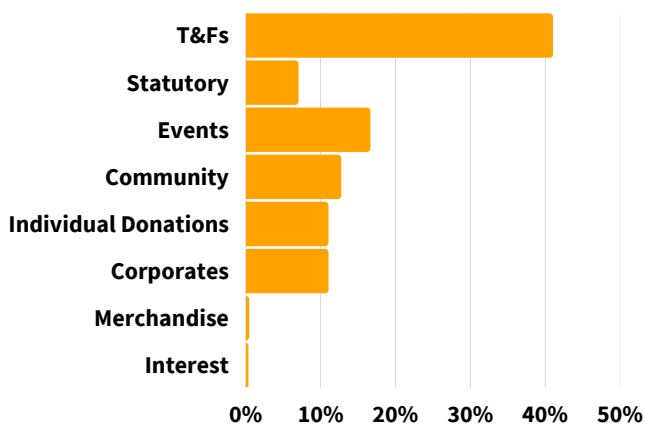


# FUNDING REPORT



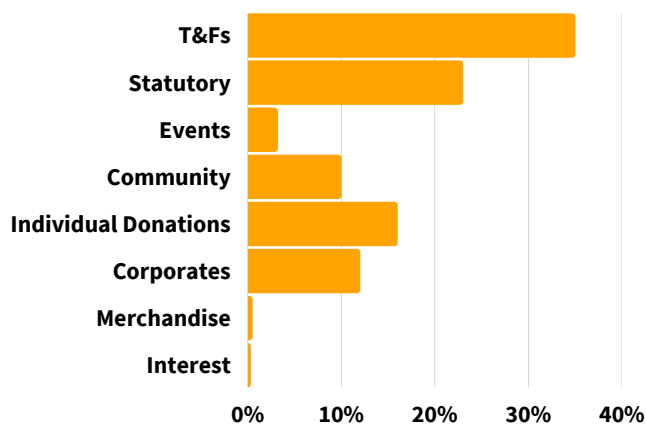
**Fig. 1**

**Income Streams 2022-23 (Total £148,462)**



**Fig. 2**

**Income Streams 2021-22 (Total £141,736)**



T&Fs (R)	41%	Individual Donations (UR)	11%
Statutory (R)	7%	Corporates (UR)	11%
Events (UR)	16.6%	Merchandise (UR)	0.4%
Community (UR)	12.7%	Other (UR)	0.3%

T&Fs (R)	35%	Individual Donations (UR)	16%
Statutory (R)	23%	Corporates (UR)	12%
Events (UR)	3.2%	Merchandise (UR)	0.5%
Community (UR)	10%	Other (UR)	0.3%

(R) = Restricted (UR) = Unrestricted

Home-Start raised **£148,462 in 2022-23**. This significant achievement represents a tremendous collective effort from the Fundraising team, with fewer staff for a significant part of the year.

In some respects, the financial year 2022-2023 brought with it a better sense of fundraising stability when compared to previous years; however, it was not without challenges. The pandemic has certainly left a changed fundraising climate, ending long-standing traditions and bringing with it a sustained shift towards digital fundraising requiring improved digital marketing, interesting and creative content and provision for tech-based donation options.

Inflation has affected the families that Home-Start supports, resulting in their needs being more complex, inevitably increasing our costs in providing support. Inflation and the cost of living crisis are also affecting people's ability to give to charity. Research showed that when asked, in 2023, 60% of the public found it harder to give to charity than they had done 6 months before (*Donor Pulse Spring Edition 2023: Insights from Enthuse Intelligence*). In line with this research, total income from Individual Donations received by Home-Start fell to 11% compared to 16% over the previous 2 years.

There have been other shifts in Home-Start's funding across the year. Great thanks must be attributed to Amanda Hourmand, who continues to successfully secure funding from bids made to Trusts and Foundations and Statutory sources. However, because this type of funding is usually restricted to spending on specific projects, it was pleasing to see a slight decrease in total funds received from these sources, giving Home-Start more flexibility to spend money in all areas of support.

Corporate donations remain largely unchanged compared with last year, at 11% of total income. Pleasingly, income generated from running events has seen a jump back to pre-pandemic levels, producing nearly 17% of funding in 2022-23, compared with just 3% the year before, highlighting people's increased confidence in returning to face-to-face events. Thanks to Tracy Aggett for delivering an interesting programme of events across the year whilst continuing to network with our local community.

Digital fundraising has remained fundamental to our success in raising our profile over the last year. Creating interesting content, using videos, knowing your brand and having good analytics all go together to help generate funds by using social media platforms, the website and other digital fundraising platforms.

## Looking ahead

**Our fundraising target for 2023-2024 is £200,000**, and already, for the year ahead, raising money continues to present challenges as we get to grips with new initiatives and ways of working. The world of fundraising certainly feels like it is on shifting sands with an increasing need for innovation and creativity.

Our funding strategy will focus on expanding our corporate partnerships, developing opportunities to secure income generated by legacy giving and considering ways to increase income from merchandise sales. Although many predictions for funding suggest that income generated through individual donations will continue to fall, we want to ensure that we are maximising the potential for this stream. In order to do this, we need to encourage increased newsletter and supporter sign-ups, improve our digital donation options, including text and online giving and offer flexible giving options in a world where donations in cash are dwindling, and there is a reluctance to make card donations.

We continue to be grateful to all of our many generous supporters, donors, volunteers, staff and champions. With their ongoing support, we are looking forward to the challenging task of working together to improve our fundraising successes, enabling Home-Start to continue to provide crucial support to local families in our communities.

## Quotes...

***“Home-Start is a fantastic organisation which actively supports our local community. We are thrilled to support them any way that we can. We are a business that is based in Royston town centre and are passionate about our town; we are grateful to Home-Start for helping so many local families in the work that they do”***

**KELLY'S KITCHEN**

***“Birch's supports Home-Start because they support local families in need and in times of rising costs. We think we all need to support our community as much as possible. Keep up the good work guys”***

**BIRCH'S COFFEE SHOP**

“The Original Factory Shop supports Home-Start because it is a lifeline for young families.”



Our fundraising target for 2023/24 is £200,000



# FAMILY STORY



**Family:** Rachel\* (mum) and four children; Adam\* (16yrs), Thomas\* (10yrs), Edward\* (6yrs) and Sarah\*(2yrs)

Rachel first contacted us as she had heard about our charity from a friend who had received Home-Start support in the past. Until now, she had always managed by herself, but struggling to do everything on her own encouraged her to find the confidence to reach out for some extra support.

Rachel’s daughter, 2-year-old Sarah, had been born just before lockdown in March 2020. This had been a difficult time as Rachel was grappling with home-schooling her three boys and caring for a baby.

Throughout this time, Rachel had been strong, dealing with all the challenges of a busy household, but as she came into 2022, the strains of the past two years were having an impact on Rachel’s mental health, and she was feeling increasingly anxious, depressed and had lost her confidence. Rachel’s 6-year-old son Edward was finding going back to school difficult, and he was behind in his learning.

Rachel was also worried about Sarah, who had had little contact with other adults, and she wondered how her daughter would manage when she went into preschool, especially as Sarah’s speech was delayed.



*Our volunteer showed me it is OK to smile, we love her, she is lovely, very patient and motivates me to get going*

## What did we do?

We introduced a volunteer to Rachel and they quickly developed a trusting relationship even though she was initially very anxious about having someone she didn’t know coming into her home.

The 2-year-old loved the volunteer visiting and they did lots of activities together which helped to support Sarah’s speech development and becoming confident relating to another adult.

Rachel felt that she now had an adult that she could talk to and offload, especially as there were difficulties in her relationships with extended family members. Having someone to talk to and not judge her meant she felt she wasn’t losing the plot, which she sometimes felt she did.

Thanks to the volunteer’s support, Rachel's confidence blossomed, and she received the guidance she needed when her daughter started preschool. The first couple of sessions were tricky, and Rachel was able to share her anxieties with the volunteer, who helped her overcome her fears and encouraged her to keep going. As a result, Rachel's daughter settled into preschool, happily participating in all the activities and advancing her language skills.

Once support came to an end, Rachel said her anxiety had reduced, and she had increased confidence, which enabled her to socialise with her friends again, which is something she didn’t think she could ever do. She also found the courage to enrol on some online learning and hoped this would help her with work.

With the volunteer’s support, Rachel was able to realise the strengths she did have, which helped her manage her anxious feelings and increase her confidence.

*\* Names have been changed to protect the confidentiality of the family and volunteer*



# OUR IMPACT



<i>Family needs</i>	Percentage of families that identified this as a need	Percentage of families that said they felt more able to manage this at the end of their support
Managing children's mental health	31%	89%
Managing children's behaviour	61%	94%
Being involved in children's development and socialisation	75%	100%
Coping with parent's mental health	89%	85%
Coping with feeling isolated	73%	85%
Coping with low self-esteem	63%	81%
Managing stress and relationships	45%	74%

## Our Current Staff and Team

- Sarah Mascall - Scheme Manager
- Laura Barnes - Administrator
- Jackie Cotton - Senior Co-ordinator
- Jo Adams - Co-ordinator
- Kate Pumfleet - Co-ordinator
- Tracy Aggett - Fundraising Events Support Manager
- Paula Maplesden - Marketing & Digital Communications Co-ordinator
- Sue Stanton - Fundraising Volunteer
- Yvonne Wright - Book Keeper
- Amanda Hourmand - Bid Writer



## Advisors to Board

- Sally Baines - Volunteer Representative
- Cllr Lisa Adams - Royston Town Councillor
- Cllr Mick Furness - Buntingford Town Councillor

## Trustees

- Julie Mitchinson - Chair
- Angela Gear - Treasurer
- Philip Hodgson
- Andrew Xia - Data Protection Lead
- Anwen Smith - HR Lead
- Guy Watkins - Safeguarding Lead

# THANK YOU



## Our Community

- Bar 11
- Bassingbourn Barracks
- Bassingbourn Parochial Church Council
- Better Removals and Storage Ltd
- Birch's Coffee Shop
- British Queen, Meldreth
- Bruntwood Sci-Tech
- Bury Lane Farm
- Cecil Newlings Easter Eggs
- Chadwell After Eights
- Chris Carter
- Dave & Tracy Aggett
- Elica Ltd
- Ensum Brown Estate Agents
- Etex Exteriors UK Ltd
- Fieldgate Nurseries, Meldreth
- Friends and Family in Memory of Michael Smith
- GPA Global UK Ltd
- Icknield Walk School, Royston
- John Lewis
- Johnson Matthey
- Jude Simpson
- K M Software Systems Ltd
- Keeley Thomas
- Layston Masonic Lodge No 6699
- Limitless Academy
- Linda Bance and WomenSing Choir
- Liz Meissner
- Lois Nolasco
- Louise and Stuart Bennett
- Mandy Jinkerson and Tesco, Royston
- Melbourn & Meldreth Churches Together
- Melbourn Playgroup and After-School Club
- Meldreth Jubilee Fete Committee
- Meldreth Baby & Toddler Group
- Mia Caro
- Monkey Mermaid Ltd
- One Stop Shop, Meldreth
- Pannier Consulting
- Pico technology
- Reed Church
- Round Table Royston
- Royston Arts Society
- Royston First
- Royston Ladies Luncheon Club
- Royston Leisure Centre
- Royston Methodist Church
- Royston Parish Church
- Royston Pasque Flowers WI
- Royston Repair Café
- Royston Townswomens Guild
- Royston WI

## Our Community (contd.)

- Sarah Harrison
- Searles Butchers
- Sheila Ball - Igniting Thinking
- Sheila Walker - Project Linus
- St Mary's Church, Braughing
- Sure Safe Ltd
- The Old Bull Inn, Royston
- The Original Factory Shop, Royston
- The Works, Dobbies, Shepreth
- TK Maxx Homesense Foundation
- Trademark Kitchens & Bathrooms
- Treasurecache

## Trusts and Foundations

- BBC Children In Need
- Book Trust
- Brian Leslie Racher Trust
- Cambridge Community Foundation
- Four Acre Trust
- Hertfordshire Community Foundation
- Patrick Rowland Foundation
- Rosmarinus Charitable Trust
- Tesco Bags for Help
- The Cole Trust

## Statutory


- Bassingbourn Parish Council
- Hertfordshire County Council
- Melbourn Parish Council
- North Herts District Council
- Royston Town Mayor's Community Trust Fund
- South Cambs District Council
- Whaddon Parish Council

## Other

- All those generous people who have made regular or one-off donations
- All those incredible people who have taken on personal challenges
- All the schools, organisations, groups and individuals that took part in our Love Your Home-Start campaign
- All groups and individuals that took part in our Aquathon event
- All businesses and organisations who placed adverts in our event programmes
- Everyone who has purchased our Christmas Cards and supported our eBay sales
- All those who hosted and attended an 'At Home With Jude event'
- All those people who have used AmazonSmile, easyfundraising or taken part in the East Herts Lottery
- Everyone who has donated their time, expertise or supported us in any other number of ways



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