



2025

Impact Report

Reflecting on how we've supported our community over the past year.

What we do

Wimbledon Guild is a community charity in Merton offering practical help and support, so you'll never have to face life's challenges alone.

Whether you're worried about money, you're feeling low or overwhelmed, or you're looking for new friends and activities locally, we're always here.

How we can help



When you want to try something new

Keen to try Pilates, have a go at tap dancing or get in touch with your inner artist? There's always a new experience to enjoy with our fun and friendly classes, clubs and talks for over 50s.



When you want to meet new people

Like our activities, our busy HomeFood Café is a great place to build friendships. Or, if you can't get out, we'll connect you with someone local who'll happily pop round for a regular cuppa and a chat.



When you're feeling low

Talk to a therapist one-to-one or join one of our friendly groups to tackle difficult feelings and emotions.



When you're worried about money

From replacing broken appliances to paying for emergency fuel, warm clothes or school uniforms, we can help make sure you've got the things you need right now.



When you want to stay independent

Whether it's arranging transport, adapting your home, or support to continue doing the things you love, we're here to help.



Welcome to our Impact Report 2025

Wimbledon Guild has been around for 100 years, and this past year has been about taking steps to make sure that we'll be around for at least 100 more.

Like a lot of UK charities, we've seen a reduction in income, partly because of the effect of global instability on our investments. Careful budgeting and planning means that we've still been able to deliver services where they're most needed to support people in our community, even as costs continue to rise.

This year, we've received confirmation that our ambitious refurbishment plans for Guild House will be starting in 2026. Our newly refurbished building in Wimbledon will mean that — like our base in Morden — our warm, welcoming and professional environment will reflect how our team interact with everyone who visits us.

Often people come to us because they have nowhere else to turn. Our team of highly professional and dedicated staff treat everyone who comes to us with respect, compassion and care. We take the time to really understand each person's situation, helping them access support from across Wimbledon Guild's services.

A heartfelt thank you to everyone who has supported us this year. The kindness, resilience and dedication of our staff and volunteers has made a real difference to people in our community struggling with all that life has thrown at them.

Wendy

Wendy Pridmore, Chief Executive

Our impact in numbers

3,369

hours of
Talking Therapies
delivered

8,118

meals served in
our community
café

483

grants given to
support local
families and
individuals

100

percent of people
would recommend our
Wellbeing Support
service to a friend

6

fundraising
events
organised

300

people completed
our Merton Moves
pledge

981

people took part in
one of our
activities

3

consecutive years
we've been shortlisted
at the Merton Best
Business Awards

We've
supported over

4,000

people

192kg

of organic
produce grown
for our café

What we've achieved

When someone comes to Wimbledon Guild, we look beyond the issue they come to talk to us about and often uncover other problems that they face. Our team are trained to look at the bigger picture so that we can combine our services to tailor the support we can offer.

Tackling loneliness and social isolation

Nearly all of us have felt lonely at some point in our lives, but chronic loneliness can feel unbearable and even increases people's risk of certain mental and physical health conditions.

Our **Befriending** volunteers have had regular chats with 161 people across Merton over the last year. Many of the people our befrienders visit have complex health problems and some live with life-limiting conditions.

For the people we visit, befriending is the highlight of their week. Having even one person to talk to on a regular basis reduces their feelings of loneliness and reminds them that they still belong and have an important part to play in our community.

“I struggle to go out so it's nice to have regular contact with someone, and it's great to go out with them when possible.”

Everyone who visits Wimbledon Guild is welcomed and our **Community café** and **Activities** are also places where people can spend time chatting to others and making new friends.

Supporting people who are experiencing difficulties in life

Our **Welfare Grants** team have given financial support to 483 local residents over the past year.

People come to us in all sorts of situations — fleeing domestic abuse, refugee families, families struggling on low wages, and people whose lives have been turned upside down by unexpected news.

There is no easy fix. The financial relief we're able to offer can be short lived but provides breathing space while we help people come up with a longer-term solution.

Supporting older people to live full, active and healthy lives

We offer a varied and inclusive programme of social and exercise activities each week. Just under 1,000 people took part in one of our activities last year.

Our **Merton Moves** programme is designed to get people active after they haven't exercised for a while. A total of 300 people have now completed their 6-week Merton Moves pledge, with the majority of those (76%) retaining their new, more active lifestyle after completing their 6 weeks of activity.



“I am not only happy when Monday comes, but also feel so energised at the thought of playing a bit of table tennis that I usually walk my 5k to Wimbledon Guild if it doesn't rain.”

Our **Wellbeing Support** team are a lifeline for many in the community, and help people continue doing the things they love in their own home for as long as possible. The service is unique to every individual, with some clients needing long-term, intensive support.

“You boosted my morale and encouraged me to socialise again. Overall, I am much happier since contacting Wimbledon Guild.”

Looking ahead

We're excited to begin delivering our ambitious plan to completely refurbish our Wimbledon base — Guild House — to create a modern and welcoming space for staff, customers and volunteers.

The new building will be integral to delivering our ambitious plan to be somewhere where no one has to face life's challenges alone.

Guild House was built in the 1960s and is now very much in need of repair and modernisation. We've lost several days this year when we had to cancel activities and close the café due to unscheduled repair work.

We'll be funding the project from reserves built up over many years.



Thank you to our wonderful volunteers

Volunteers play a vital role in helping us deliver our services. We couldn't do it without them and are lucky to have such incredible volunteers championing our cause across the many community services we offer at Wimbledon Guild.

Last year, 140 volunteers gave up their time to help deliver our services. From giving their time in the café, kitchen, or garden, to running our exercise classes or social activities, or helping out with our befriending programme, we are incredibly grateful for everything that they do.

Financial Summary

Total income:

£2,438,817

Total expenditure:

£3,332,509

Our income and expenditure have risen over the last year. However, our investments have not performed as well as the previous year, resulting in a deficit for this year. We continue to monitor our expenditure compared to budget with a view to generating savings where possible. Thank you to everyone who has supported our work over the last year. A copy of our full set of statutory accounts is available at www.wimbledonguild.co.uk.



88p of every £1 spent goes directly towards helping people in Merton.

Highlights from the past 12 months



We were delighted to be selected as one of the Mayor of Merton's chosen charities for 2025/26.



We celebrated Eid al-Fitr with a feast of fabulous homemade dishes.



Our community café guests enjoyed special dishes created for a range of cultural events including Black History Month and Chinese New Year, as well as Burmese and Indian Culture Through Cuisine Talks.

We raised money to buy our new electric vehicle which is now out and about across Merton.

