



# WIMBLEDON GUILD

## IMPACT REPORT 2017/18

*A local charity supporting  
people across Merton*



# WELCOME TO OUR IMPACT REPORT 2017/18



**This year Wimbledon Guild helped over 2,000 people and I think that's an amazing achievement.**

Much has changed over the 111 years since Wimbledon Guild was established, but our mission has remained the same: we offer people in Merton help and support in times of need.

We know that times are tough as public resources continue to be stretched. And over the course of the year we have spent time planning for the future, in the context of these changing needs. Using our new Wellbeing Indicators we have developed the following four strategic objectives:

- Reduce social isolation and loneliness
- Help people who are experiencing difficulties in life
- Enable older people to be active and healthy
- Create and sustain an environment which supports our mission

Resourcing our services remains a key consideration and we have also refocused our fundraising activities, increased the number of community events and offered new opportunities for local people to help through volunteering.

The next few pages contain just a few of our many stories about people we have been able to help. I hope that you will find them as inspiring as I do.

And finally, huge thanks to our 250 volunteers, trustees, our fantastic staff team, and to everyone who has supported us. Without your dedication, loyalty and enthusiasm Wimbledon Guild would not be the vibrant and welcoming organisation that we are all so proud of.

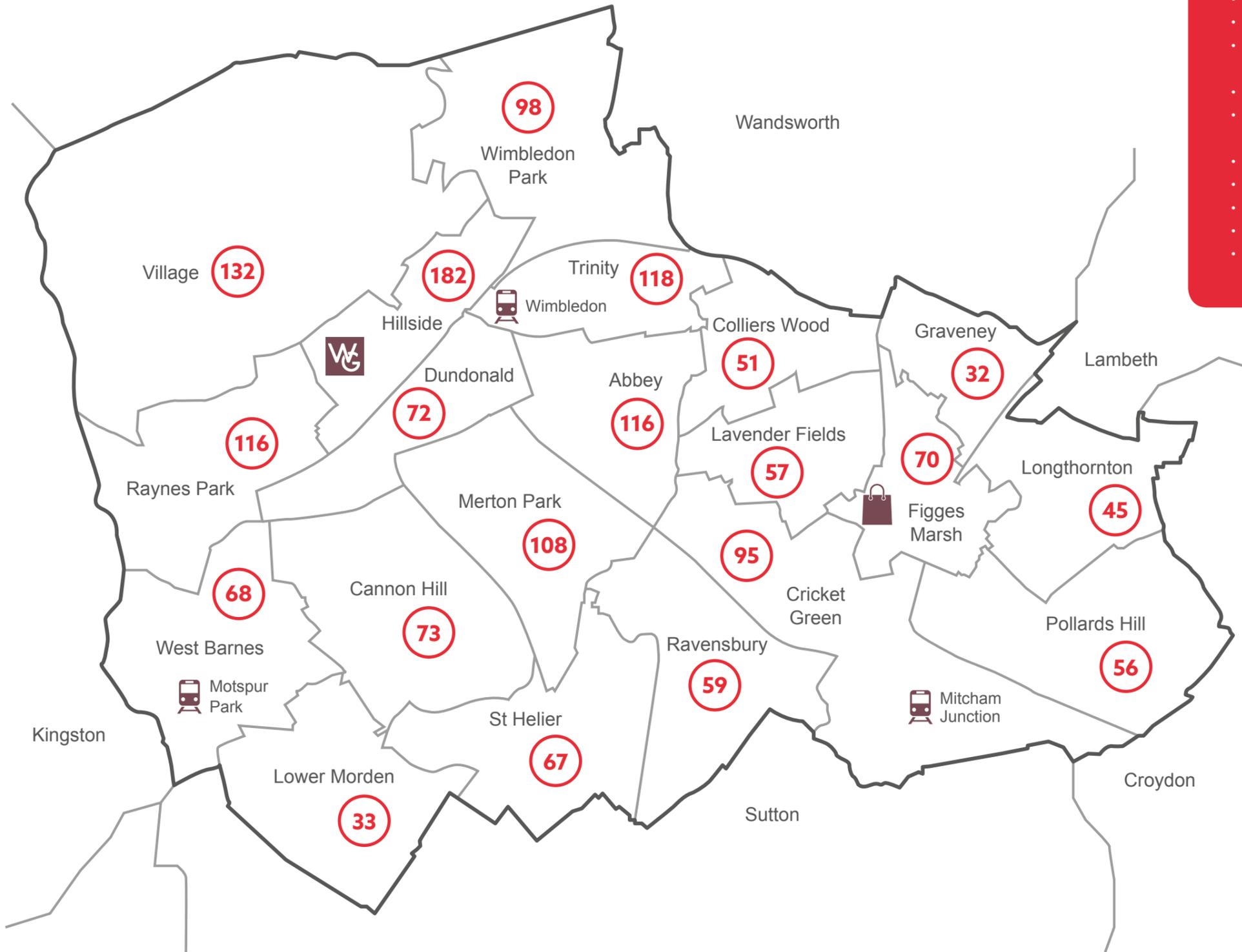
**Thank you again**

*Wendy*

**Wendy Pridmore**  
Chief Executive

# OUR WORK ACROSS THE LONDON BOROUGH OF MERTON 2017/2018

In 2017/18 over 2,000 people from Merton accessed our services.



We continue to work hard to reach those people who are isolated and need our support. We would not be able to do this without our close links with many organisations such as:

- Age UK Merton
- Association of Family Therapists (AFT)
- BACP
- Carers Support Merton
- Christian Care Association
- Citizens Advice Merton & Lambeth
- Faith in Action
- Improving Access to Psychological Therapies (IAPT)
- London Borough of Merton
- London Fire Brigade
- Love Wimbledon
- Merton & Sutton CCG
- Merton Chamber of Commerce
- Merton Clinical Commissioning Group
- Merton Complex Depression & Anxiety Service
- Merton IAPT
- Merton Voluntary Service Council (MVSC)
- Merton Women's Refuge
- Nelson Hospital
- South Mitcham Community Association (SMCA)
- St George's Hospital
- St Helier Hospital
- Wimbledon District Nursing and Midwifery Benevolent Society
- Wimbledon Foodbank

- Wimbledon Guild
- Wimbledon Guild Charity Shop
- Train Stations
- Boundary of London Borough of Merton

*Some of our customers live outside the Merton area.*



# TRANSPORT, BENEFITS AND HOME SAFETY

Helping people to live independently.

There are many reasons why someone can feel that they are on their own, with no one to turn to. The loss of a loved one, a change in circumstances, relationship problems with family members might all lead to a sense of isolation and powerlessness.

Our team of caring and friendly staff provide a complete assessment of each individual and offer a wide range of options. The team are here to listen, understand each person's needs and concerns as well as provide support to ensure they can still enjoy an independent life. The team also help with information about transport options and guidance on how people can live safely in their home, advice on benefits they may be entitled to and help filling in forms.

We also work with families and friends where possible.

Our Outreach volunteers are also our eyes and ears in the local community, regularly visiting isolated older people and helping to improve their quality of life.

But it is not always just the person who is lonely and isolated who needs help: very often we find carers need support too.

This is how Wimbledon Guild helped Debbie and Grace:

**“** *I have known my best friend Debbie for many years. Some time ago I decided to move away to be closer to my grandchildren but Debbie and I remained close. Sadly recently she had a stroke which resulted in her being hospitalised.*

*Living alone with no friends or family nearby, she needed my help. She was alone, dealing with the after effects of the stroke feeling confused and disorientated. I was her sole carer and I was travelling an hour and a half twice a day to help with daily tasks, ensuring she was taking her medicine and eating properly.*

*I realised after a while that I couldn't cope. I'm no spring chicken myself and the travel and increased responsibility was really affecting me. I didn't know what to do or where to turn. I wanted to help my friend but it was getting more and more difficult for me.*

*Through another local friend, I was told about Wimbledon Guild. I spoke to a lovely lady in the Outreach team. She took the time to listen and was very nice to me. She spoke with the care agency and informed the GP about Debbie's poor health.*

*I cannot put into words how grateful I am to Wimbledon Guild. Knowing that Debbie has the ongoing additional support she needs for her care is a great relief.*

**”**

Our Outreach service provided intensive support to **261 people**



We have **32 Outreach volunteers** out and about in the community supporting isolated older people



# TALKING THERAPIES

Providing professional support for people experiencing difficulties in life.

Our BACP accredited counselling and psychotherapy services have continued to develop over the last year. Following consistently high levels of demand, we have concentrated on developing a new strategy, introducing wellbeing services and changing our referral procedure.

Whilst this has been a transitional year, we continued to support a large number of people across Merton. We believe that the rebranded department is now stronger and better placed to meet the gaps in local service provision.

We also continued to build on our highly regarded professional training programme which supports our services through income generation. Our programme includes at least ten Continuous Professional Development (CPD) events per annum, an annual attachment conference and longer CPD training such as our five-day bereavement counselling training.

One of the people who used our Group Psychotherapy service was Chris.

*Chris was in his mid 30's, struggling with OCD and depression and before joining the group he'd also experienced a significant loss in the family. Joining a psychotherapy group was very challenging for him, as the group offers a variety of views on the world.*

*Chris first joined a group that included mostly older adults and this became a safe place for him to deal with depression and his need to control his environment. At times it was very difficult, but he was determined to get something therapeutic from the group experience. In time a place in the evening group became available which included younger adults who had jobs. This was a challenge for Chris who had stopped work after a breakdown and the group was more robust and competitive which proved to be a catalyst for Chris to move forward in his life.*

“

*I wanted to thank you for your generous support and guidance I received through the psychotherapy group. I have often reflected on the help I have received - for someone who has a tendency to desire and expect things quickly, it has been an inspiring experience that has helped me to understand and appreciate the value of gradual steady healing. I now feel more grounded in the world and lighter in my heart. I am truly thankful to my fellow group members for their stories, courage, honesty and most importantly their humour and friendship. Finding my way through the murky swamp of depression and anxiety has been exceptionally difficult and I wanted to thank you for your patience, kindness, generosity and skill. Thank you for being there for me when I needed it most.*

”



**413 delegates** attended our CPD events and training



**345 unique clients** were supported within individual counselling, group psychotherapy and family therapy





# GRIEF SUPPORT

Providing bereavement assistance.

The death of someone close, whether it is a partner, relative or friend, can leave people overwhelmed and struggling to make sense of the world. Grief Support is a warm and confidential space where people can talk about what has happened and begin to put the pieces back together.

In conjunction with the NHS, we offer our Grief Support service across Merton for any adults who are bereaved. Last year our clients were from a broad range of ages – our youngest was 20 and our oldest 91.

Over the last year we have helped people access information on:

- End of life care planning
- Guidance on how to arrange a funeral
- Power of attorney
- How to make a will
- Probate
- Helping to register a death

Our comprehensive approach ensures we also offer links to our Talking Therapies team and further support services, which can help cope with the emotions surrounding loss.

Cecile sought Grief Support, here's her story:

**“** *It's amazing how things can change so quickly. One day my husband passed away unexpectedly and I was devastated. I tried to hold it together for our teenage son and I thought I was coping OK. But then it all become too much, I started to struggle to get out of bed and I couldn't be bothered to cook, I could see the effect it was having on my son but I just could not function properly. I was clearly depressed and could not see a way out, my son had suddenly become the carer.*

*A friend told me about Wimbledon Guild and suggested I contact Grief Support. They were so kind to me. I finally had someone I could open up to and they helped me get my life back on track. They visited me at home and helped me access counselling and occupational therapy and even provided a small grant. The days are still long without my husband but with the support from Wimbledon Guild I am feeling more positive about the future.*

**148 people** were seen by our Grief Support team



Clients were seen from all **20 wards** in the borough



# SOCIAL CLUBS, CLASSES, TALKS AND TRIPS

Helping people stay active and healthy in a friendly environment.

Over 120 activities take place each month at Wimbledon Guild. From exercise classes to clubs, talks and trips, there is something that suits all abilities and interests. Classes and sessions are fun and friendly and hosted by approachable, qualified staff and volunteers.

All our activities are developed to ensure they help older people in the following ways:

- Reducing social isolation: for many of our customers the social aspect of coming to activities is just as, if not more, important than the activity itself. Customers really value being accepted as part of a group and for many of them the activity provides a rare opportunity for 'me' time.
- Maintaining and improving flexibility, balance and muscle strength: the majority of our exercise classes focus on 'Falls Prevention' and are designed to keep older people stable and flexible to aid independent living

At the heart of our charity is our HomeFood Café: Using ingredients donated by local supermarkets and growers, we provide subsidised home-cooked and nutritious meals. Even more importantly, the café is a friendly social environment with a communal table, where everyone is made to feel welcome. Staff take time to greet and chat to customers and a dedicated volunteer team helps with conversation, food preparation and service. The café frequently hosts themed lunches and teas to celebrate festive events during the year when people may be feeling most alone.

Our yoga classes are very popular, this is how they have helped Margaret:

“

*I used to be a very active person but have had quite a few health issues over several years now. I had a cancer diagnosis which meant lots of radiotherapy. Then some time later I discovered the cancer had spread and required more treatment. Now my short term memory's poor, which is really frustrating and my balance isn't great.*

*I thought I would like to get back to doing yoga, but something a bit gentler than I used to do some years ago. I needed something a bit calmer and that's when I found the class at Wimbledon Guild. Our teacher is wonderful, my balance is improving and the more yoga I do the better it is. The class is very friendly and people care for each other - it's great. I've made friends in the class and we go and have a cup of coffee and a chat. I look forward to coming here!*

”

866 individuals attended  
our activities



Over 7,000 meals served  
in our HomeFood Café

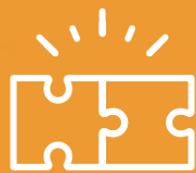




**107 people** were supported through the befriending service



**41 people** were matched with a befriending volunteer



# BEFRIENDING

Helping to reduce social isolation and build confidence.

In Merton 33% of people aged over 65 live alone. We meet many people who have lost their confidence to mix with others or may be housebound due to illness and have little contact with the outside world.

Our volunteer befrienders offer companionship and help with small tasks. Many involved in our befriending programme have developed long lasting friendships and look forward to their weekly visit. Befriending develops self-confidence, trust, increases independence and reduces isolation in a fun and relaxing way.

Rather than following a simple postcode-based approach to matching, we are very proud of the careful, sensitive approach we take which nurtures genuine and lasting friendships between clients and volunteers. We are delighted to be working with Age UK Merton on this programme.



How Wimbledon Guild's befriending programme made a difference to Sheila:

**“** You never know what life is going to throw at you. Unfortunately, I started to suffer from post traumatic stress disorder. It was terrible - I was so anxious and wouldn't dare leave the house. Luckily for me I had my service dog for company but other than that I had limited human contact.

I found out about Wimbledon Guild's befriending service through my community nurse and I am so glad I did. They really listened to my needs and found me a wonderful lady who I meet every week. She first came

to meet me at home and slowly but surely we have started venturing out to the local shops round the corner and we even venture into Wimbledon town centre. I couldn't believe it at first how my confidence had improved. My befriender brings joy and hope to my life which has not been there for several years.

Recovery is a slow process but I'm getting there. I feel now that life is worth living again and I really look forward to my friend visiting each week.

**”**

# SMALL GRANTS PROGRAMME

Helping to provide items people desperately need but cannot afford to buy.

Our grants are used to pay for items as varied as household appliances; school trips; furniture; clothing and school uniforms.

By working with health professionals, social workers and other referring organisations, we identify local people who need the support of our programme.

One of the people we helped was Dave:

“

*Living on benefits is not easy and if one month you have extra expenses it becomes impossible. At the end of the summer we faced a very difficult situation. Not only did we not have money but we lacked food as well.*

*Someone recommended I contact Wimbledon Guild. I was desperate, we did not have enough food even for my child... but still it took me two days to finally make a call. The team at Wimbledon Guild treated us as the most important people in the world... on the same day we received financial aid and food.*

*Wimbledon Guild also taught me a valuable lesson: it is not a bad thing to have problems and to be 'down'. It is more important to find in yourself the strength and courage to call for help and let others help you get back on track.*

*For us Christmas came early this year.*

*Thank you to everyone who helped us at Wimbledon Guild.*

”

Last year we distributed over **£40,000 of small grants** to local people who are struggling to receive assistance from other sources



**295 households** in Merton were supported through the programme





Photo by Stephen Willerton.



# OUR SUPPORTERS

We would not be able to provide our services without the support from you, our local community and over **250 volunteers.**

And thank you to everyone who visited and donated to our charity shop in Mitcham. Our shop continues to grow from strength to strength, providing good quality items at a low cost for local people.



“

I was lucky enough to do some volunteering in your community garden and meet some of the staff which prompted my donation. I think the Guild is doing a great job and am happy to continue supporting it.

”

# SUMMARISED ACCOUNTS

## YEAR ENDED 31 MARCH 2018

### Income

Donations and legacies  
Charitable activities  
Grants  
Other trading activities  
Investments

	£	£
		53,237
		810,570
		91,685
		264,096
		516,705
		<u>1,736,293</u>
		1,628,898
	105,828	
	163,650	
	305,437	
		<u>574,915</u>
		<u>2,203,813</u>

### Expenditure

Charitable activities  
Raising funds:  

- Investment costs
- Generating future income & fundraising costs
- Other (incl Charity Shop, Wimbledon Guild Village Fair & Drake House)

### Free reserves

The Trustees have adopted a reserve policy which they consider appropriate to ensure the continued ability of the charity to meet its objectives.

Free reserves are defined as that part of the Charity's funds that are freely available for its general purposes. At the balance sheet the free reserves were £1,420,980.

Approximately 75p of every pound spent goes directly to helping people in Merton who need our support.

For a more detailed breakdown of income and expenditure, please see the full annual report and accounts, available at [www.wimbledonguild.co.uk](http://www.wimbledonguild.co.uk).

# HOW WE ARE GOVERNED

## Wimbledon Guild of Social Welfare

Company registration number: 383330  
Charity registration number: 200424  
Registered office: Guild House,  
30/32 Worple Road, London SW19 4EF  
Website: [www.wimbledonguild.co.uk](http://www.wimbledonguild.co.uk)

*Wimbledon Guild of Social Welfare ('The Guild') is constituted as a company limited by guarantee and is registered for charitable purposes with the Charity Commission. The Guild's governing document is its Memorandum and Articles of Association incorporated 15 October 1943 as amended by special resolution at 6 October 2009.*

## The Board of Trustees

**Honorary Officers**  
Chairman Susan Cooke  
Vice Chairman Tom (R.A) Steele  
Treasurer Roger Morris  
**Other Members**  
Karen Biggs  
Clive Handford  
Simon Leathes  
Caroline Mawhood  
Amir Siddiqui  
Theresa Zlonkiewicz

**Directors**  
The Trustees of the Wimbledon Guild of Social Welfare are the charity's trustees under charity law and the directors of the charitable company.

**Life Vice-President**  
Sheila Dunman

## Senior Management Team

Wendy Pridmore  
Chief Executive Officer and General Secretary

Emma Aldridge  
Head of Welfare

Mark Williams  
Head of Communications and Fundraising  
(Appointed September 2017)

Georgina Hoare  
Head of Talking Therapies

Andrew Stodhart  
Head of Finance and Resources

## Advisers

**Auditors**  
Crowe U.K. LLP (Formerly Crowe Clark Whitehill LLP), St Bride's House,  
10 Salisbury Square, London EC4Y 8EH

**Bankers**  
Barclays Bank plc, Wimbledon Business Centre,  
Alexandra Road, Wimbledon, London SW19 7LA

**Employment**  
Roger Vincent Associates, 19 Claremont Road,  
Claygate, Surrey KT10 0PL  
Resolve Personnel Management Limited,  
1 Acacia Court, 16 Avenue Road, Christchurch,  
Dorset BH23 2BY

**Investment Managers**  
Cazenove Capital Management, 12 Moorgate,  
London EC2R 6DA

**Solicitors**  
Russell-Cooke LLP, 2 Putney Hill, Putney,  
London SW15 6AB

# THANK YOU

A-B 24/7 Ltd  
Bells Commercial  
Bishop Gilpin Church of England Primary School  
Cawston Press  
Centre Court  
Clear Insurance Management  
Emmanuel Church  
Fentimans  
FM Conway  
H.R. Owen Maserati London  
Haygarth  
Holden Harper  
ICON Solutions  
InterCash First Exchange  
Jackson-Stops & Staff  
King's College School  
Knight Frank  
L&R Scaffolding  
Marcus Beale Architects  
Marks and Spencer  
Merton Chamber of Commerce  
Metro Bank Wimbledon  
Micro Scooters  
Morrisons Solicitors  
New Wimbledon Theatre  
Nousha Photography  
Orbis Investment Advisory Ltd  
parkrun  
Parkside Hospital  
Peacock Charitable Trust  
Peldon Rose  
Robert Holmes  
St Mark's Church, Wimbledon  
Savills  
Smash Wimbledon  
Stone Lion Veterinary Hospital  
The David & Claudia Harding Foundation  
The Study Preparatory School  
The William Allen Young Charitable Trust  
Time & Leisure  
Viking Cruises  
Waitrose  
Wilko  
Wimbledon & Putney Commons Conservators  
Wimbledon Brewery  
Wimbledon Business Group  
Wimbledon Foundation  
Wimbledon High School  
Wimbledon Nannies  
Wimbledon Village Business Association

The names used in our case studies have been changed to protect confidentiality.



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