



Brighter Futures

Creating brighter futures for families in Jersey



2020

ANNUAL
REPORT



Registered Charity No: 204



Brighter Futures

Together, we are creating Brighter Futures for families in Jersey.




WHO WE ARE?

Brighter Futures is a **local charity** supporting parents, families and young people in Jersey.

Since 2008 we have supported over 2,200 families, benefiting over 8,800 islanders.


Our Vision:


 For every family to have a brighter future.


Our Mission:

 To support families when they need us.

Our Values:

 To support clients to recognise and value their role as their child's first and most important educator.

 To encourage clients to achieve well being and positive, healthy relationships.

 To empower clients to take control of their personal educational development.

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WHAT WE DO?

Brighter Futures **works alongside** the **main carer**, our educational model provides them with the **tools to cope**.

Supporting **150 families** at any one time, we focus on **3 key areas**;

-  **Parent and child relationships**, helping our clients recognise and value their role as their child's first and most important educator;
-  **Well being and positive mental health**, supporting social and emotional wellbeing, allowing increased resilience with the outside world to give our clients a brighter future and a hope.
-  **Personal development and second chance learning**, providing the skills our clients may need in order to progress and succeed in education, work and life.

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Chair's report

by Martin Fricker

Over the last year Brighter Futures has continued to offer important and much needed support to over 250 families who for various reasons have needed help to ensure that their child develops in a safe, stimulating and positive home environment.

Prior to lockdown the charity actively supported 150 families in need at any one time, though this rose by 12% during the initial start of the pandemic and we are sure this will increase even more as lockdown eases and more families are identified as needing support.

Life under lockdown inevitably made an already fragile family environment even more challenging, with financial pressures often mounting due to loss of income and work and for many families, relationships became even more pressured and deteriorating as time progressed and social isolation took hold.

Once the pandemic and lockdown took hold Brighter Futures immediately focused on what vulnerable families needed most at this difficult time, what the charity could do, and how they could do it – safely. The new way of operating was then quickly and clearly implemented whilst ensuring that at all times staff worked within COVID regulations.

The team ensured that families received food parcels and delivered by hand to the door where needed and in some cases additional food vouchers were supplied. Specific needs of babies or young children were also catered for, whether nappies, clothes, toys or mattresses and other essential items were sourced and where necessary delivered. Where financial or other specialist help was needed the team supported clients

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to contact the relevant services and organisations that they needed providing they were still operating. We also developed and delivered activity packs for children with resources so that families could play together and continue to encourage their child's development. We also provided videos and used social media to support early learning, language development and social communications skills in an effort to ensure that children's development needs were met.

Fundraising in 2020 was diverse to ensure that we were able to continue to develop and maintain opportunities and services for families. For example, 'White Collar Darts' raised approx. £65,000 and 500 people attended; a Boodles lunch event for 80 people raised £90,000; a 'Pawsome Beach Party' for 6 raised approximately £240; and varying amounts from corporate dress down days prior to lockdown, regular monthly givers and funding applications made to Trusts and Foundations. Inevitably, Covid has a detrimental impact on fundraising events but we have continued to be innovative and creative launching the first virtual balloon race in Jersey.

We are looking to increase our programmes to include Incredible Years courses for Dads, Drawing and Talking for children (aged 5-8) and a perinatal programme but these plans will be dependent on our ability to raise more funds. We know there is a need and demand for these programmes, and most importantly we know there is increasing demand for our support; sadly, but not unexpectedly, as we come out of lockdown families do have problems that need our help and support now more than ever.

This past year has been challenging for everyone across the world, but we are remaining committed to supporting families to create a brighter future and as an organisation we continue to be resilient and continue to support them.

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Brighter Futures Life under lockdown.



The families we support under normal circumstances are already facing a number of difficulties and challenges and were just about managing to cope. Unfortunately, since Covid-19 many clients' situations have deteriorated further, compounded by loss of income and the enforced social isolation leading to already challenging circumstances becoming even more pressured and deteriorating. Over lockdown we saw a 12% increase of new referrals.

In the first 15 weeks post lockdown over **5,000** contacts were made with clients by phone, face time, zoom and through any and all social media technologies/platforms.

Brighter Futures identified and adopted a remote approach to connect with our 150 families to maintain a level of 'normal' and routine. Online children's stories, creativity packs and resources enabled us to continue offering the services that would normally be part of the Creche and Growing Together Programme (A learning group based on three areas.

1. Personal/social & emotional development
2. Communication & Language
3. Physical development).

Some families required very regular 1:1 contact and support, others less so, but our family numbers have increased as a consequence of COVID-19 and this is continuing even as lockdown has eased.

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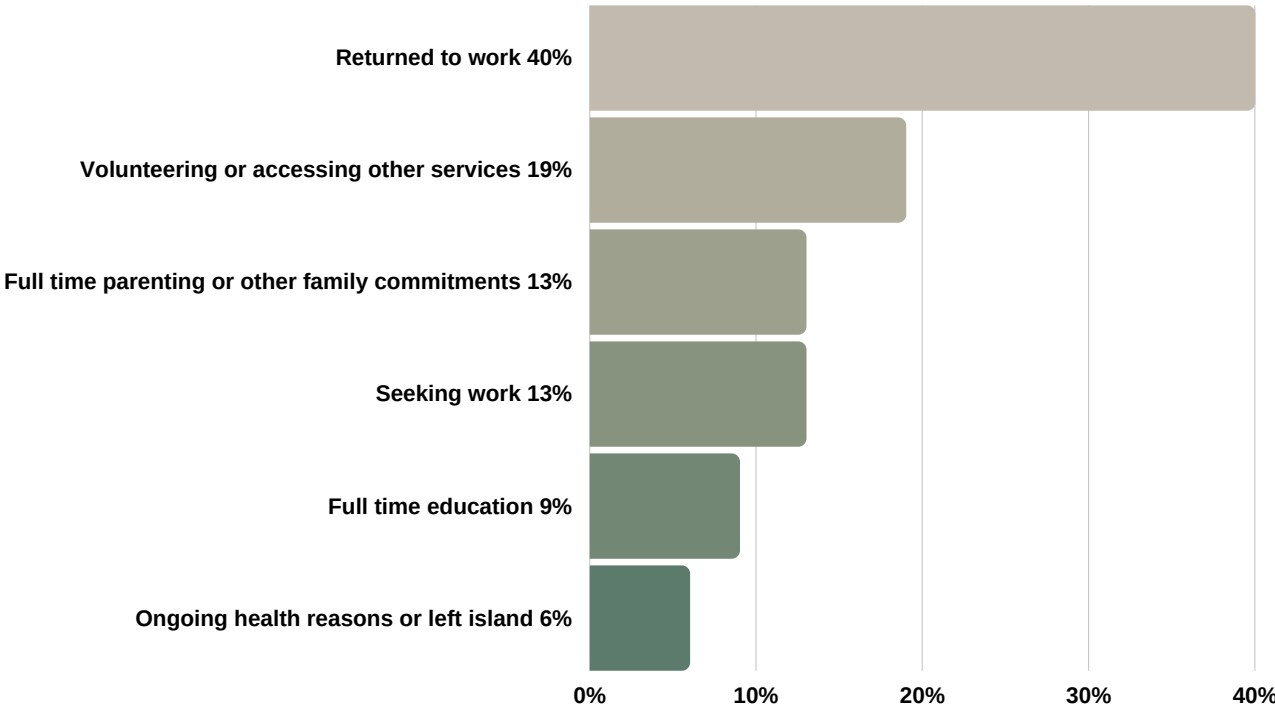
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What difference did we make?



87% of clients reported an increased level of wellbeing.

- ✓ Improved family relationships and connections
- ✓ Increased confidence with parenting
- ✓ Increased resilience with the outside world
- ✓ Children’s social communication and physical skills increased
- ✓ Children’s confidence has increased alongside their social and emotional development



In 2020,
89 clients completed their
journey at Brighter Futures
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Treasurer's report

by Jonathan Irwin

During 2020 Brighter Futures like all other charities have not been immune to the impact of Covid-19. As a testament to the staff of Brighter Futures and their dedication and innovative approach to the effects of the pandemic, they were able to deliver much needed support to families in the second quarter of 2020 in a way that also adhered to government guidelines on social distancing. The continued effort of the fundraising team to go above and beyond to secure funding to offset any loss of event income during the year which has had to be deferred until 2021 has also resulted in Brighter Futures continuing to have a strong level of reserves at the end of the year.

The Finance Committee continues to meet regularly to manage the financial position of the charity. The committee's responsibilities include monitoring cash levels, preparing expenditure budgets, forecasting anticipated funding, reviewing quarterly accounts, and coordinating the audit of the financial statements which has resulted in the Charity delivering operations within its current budget.

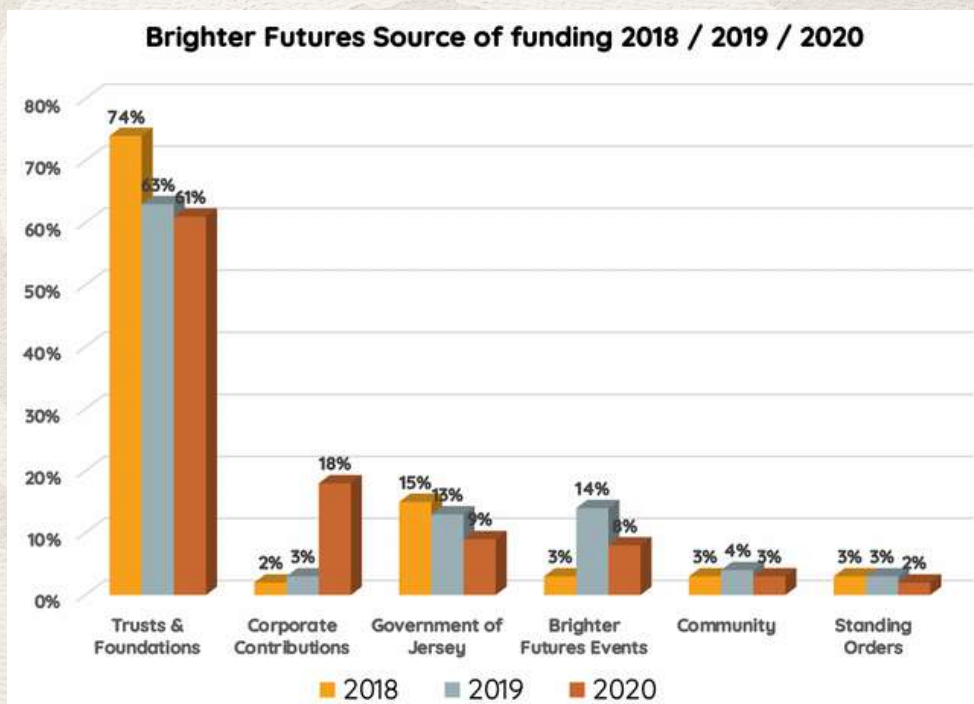
Brighter Futures continues to be funded partly by the Government of Jersey (9%). However, most of the charity's funding is achieved through donations from various trusts and corporations. The remaining income is made up of proceeds from planned events, standing orders from individuals and public collections.

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With planned costs for 2021 expected to reach in excess of £700k, a key factor for the Charity is its ability to expand its fundraising event activities with the intention of increasing the proportion of income from this source and enabling the charity to place less dependence on funding from grants or donations in the future.

Once again, I am looking forward to helping Brighter Futures progress into 2021, as they grow and evolve to meet new challenges, enabling the continued provision of much needed support to Jersey families.



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Programmes list

Every client at Brighter Futures is allocated a key worker who will provide one to one support. In addition, the key worker will co-produce a holistic package of support with the client and identify programmes and groups that will meet their needs. These programmes are designed to meet the needs of the whole family and include a choice of child development, wellbeing and educational groups.

Parent/Carer and Child relationships programmes

- Baby Massage
- Growing Together
- Physibods
- ABC programme - Achieving Better Connections
- Mellow Parenting
- REAL - Raising Early Achievement in Literacy
- Dads' Club - for all dad's in Jersey

Wellbeing & positive mental health programmes

- Walking group
- Mindfulness
- Relaxation Programme
- Drawing and Talking
- Family Massage

Personal development and second chance learning Programmes

- Incredible Years
- Circle of Security
- Wants and Wishes
- Making Changes
- Study Group
- Functional Skills

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Client Feedback

Story Catcher

"Just wanted to say that it's been absolutely fantastic what Brighter Futures has provided during this difficult time. It was nice to watch videos and activities for children on Brighter Futures Facebook page, they loved it. My key worker provided all information I needed, she was brilliant calling me every week and sending me emails and telling me what support was available, which helped a lot because we got help with food from a foodbank and some other things and it all helped to stay positive during this time.

Thank you so much for your help, me and my family really appreciate all your hard work and help and all we got. You are doing an amazing job thank you xxx".

"Thanks for the update, there is so much happening it's hard to sift through what's applicable and important. Just good to have someone at the end of the phone still in case of emergencies, really happy to have that support as you don't know what's going to happen next, It's all a bit scary sometimes."

"Thank you so much that is why I like coming to you.

There are always so many interesting people and stories and so much support. Hearing other people always helps me to put my own problems into perspective I'm looking forward to the future!"

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Corporate Social Responsibility

How can your business help Brighter Futures?

Jersey is a small Island, a community almost like a large family. We all want the best outcomes for our families and we are sure that industry and its employees want the same for their own families, as do clients who come to Brighter Futures.

We all also experience times of difficulties and challenge where we need some help and support; our resilience and networks of support are crucial in how we navigate these challenges. Some people are isolated and do not have the resilience to cope alone.

Brighter Futures are confident that corporate organisations and its workforce can play a significant role in being part of making a difference to many families. By working together, to build community resilience and cohesion, we seek to create shared experiences, with an alignment between the values of an organisation and those that our programmes support.

With all the responsibility surrounding **Corporate Social Responsibility**, Brighter Futures' focus must now be to work alongside community agencies, institutions and organisations, to give them the opportunity to become active partners in addressing community concerns.

An effective CSR programme does not necessarily have to be complex, but it does require more than a fleeting commitment once a donation has been made. When you get it right, there will be a positive return for all involved with greater engagement and growth through shared value.

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To make CSR programmes a success for all involved there are a number of points that Brighter Futures consider:

- ✧ What experiences can Brighter Futures create that allow your team members to engage with us?
- ✧ What change occurs within Brighter Futures as a result of your relationship with us?
- ✧ Do Brighter Futures satisfy the 'but for' test. The change achieved by your CSR commitment that would not have occurred without your company's support.

By working in partnership, we can make a difference to many of the social problems that families in Jersey face on a daily basis.

Therefore, **Corporate Social Responsibility** provides Brighter Futures with an opportunity to facilitate that ambition.

To find out more, please contact

Sharon Betts on s.betts@brighterfutures.org.je

or call on 07797849312 / 01534 449487

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Our Supporting & Community Partners

We are thankful to our Supporting & Community Partners whose support makes creating brighter futures for families in Jersey possible.



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And finally... a thank you from the CEO

What a year 2020 has been! It has been a very different to what we had planned but who could have anticipated a pandemic and everything that this has meant for all of us?

The start of the year saw very much business as usual for Brighter Futures but by March things were looking very different.

I would like to say a huge thank you to everyone who has helped us to continue offering support through the past year, from fundraising, financial donations, food/clothing donations, volunteers, Ambassadors and so much more. The community support we receive is essential to enable us to continue supporting families and you have continued your support in spite of your own challenges. Thank you so much!

I would also want to say a huge thank you to the Brighter Futures team for rising to the many and various challenges that we have faced together this year.

I am also very grateful to our Board of Trustees for their support, advice and guidance.

Thank you,
Ruth Brunton
CEO



Together, we are creating Brighter Futures for families in Jersey.

Can you support us?

Even a **£5 or £10** donation per month could help us to facilitate;



A range of items for our **creche** such as sand to fill our sand pit, seeds to grow flowers for the outdoor play area or books and toys.



Arts and crafts items for the children to use in our creche or therapeutic arts sessions.



New Physibods graduation gowns for our 3 to 4 year olds. Physibods is the stepping stone group leading the children from Growing Together to nursery. The structured sessions comprise of fun and interactive physical activities, singing and developing co-ordination skills, balance and movement.

Handmade blankets for our Achieving Better Connections and nurturing programme.



£4,400

It currently costs £4,400 to support a family for a whole year. If you would like to sponsor a family, part sponsor or support our work in any way, just fill in the form on the opposite page and state your desired regular donation.

Sponsor a **Dads' club** trip and outdoor activity



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Standing Order Authority

Please fill out the form in **BLOCKED CAPITALS**

Please don't send this form to your bank, please return it to:
Brighter Futures, The Bridge, Le Geyt Road, St Saviour, Jersey JE2 7NT

Your name

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Your address

.....

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Your email

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Would you like to receive our email newsletter including details of upcoming events?

Yes No

Your telephone

.....

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Bank name

.....

Bank address

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Name of bank account

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Bank account number

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Sort code

.....

Please transfer the sum of: £

.....

On the (insert date) of each month until further notice

.....

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To:

.....

Lloyds Bank international Ltd, P O Box 10, 9 Broad St, St Helier, Jersey JE4 8NG

.....

For the credit of:

Brighter Futures. Sort code 30-94-61. Account number 57656168

Signed

.....

2nd Signatory
(if applicable)

.....

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Brighter Futures

Patrons:

Lady Dalton

The Bailiff of Jersey

Mr Timothy Le Cocq



THE BRIDGE,
LE GEYT ROAD,
ST SAVIOUR,
JERSEY,
JE2 7NT

Email: info@brighterfutures.org.je

Tel: 01534 449487



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@brightfutureje



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brighter_futures_jersey



<https://youtube.com/channel/UC4TdQezfXeZMSWhm0CmM0fA>