



Brighter Futures

Creating brighter futures for families in Jersey



2021

ANNUAL
REPORT



Registered Charity No: 204

Our Programmes

All of our programmes are research and evidence based.

Regular observations are carried out, to ensure that they stay true to their purpose, and deliver expected results to meet the needs of the whole family to make sustainable change.

We use a 'Parents Voice' questionnaire that enables us to monitor client satisfaction rates with the services provided and ensure the best fit to the ever changing needs of the clients.

We know that what we do works.



Brighter Futures




WHO WE ARE


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

Since 2008 we have supported more than 2,800 families, benefiting over 11,200 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.

Story catch

“I cannot believe the difference in my child...I can't believe that parenting could be so enjoyable. I don't know how I would have got through this year without you. Thank you so much for everything you have done.”






Brighter Futures



WHAT WE DO.

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

- Supporting **170 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.

Chair's report

by Martin Fricker

2021 was a year of two halves. During the first six months, Jersey remained in the grip of COVID and the consequential restrictions. Brighter Futures continued to operate, but in a limited fashion.

Our normal programmes at the Bridge were either not possible at all or were very restricted. Our fund-raising activities were also severely curtailed, as they were in 2020.

Despite these challenges, the Brighter Futures Team continued to use their imaginations and ingenuity to support the families we help, either face to face wherever possible or through the tech that has become the norm for us all. We continued to be in touch with clients daily, weekly or fortnightly as needed, supplied food parcels and vouchers as necessary, and helped with entertainment for children.

By the second half of 2021 the Island began to open up again as case numbers fell and restrictions eased. This allowed the Bridge to reopen, at first with smaller groups to enable social distancing, which meant running more groups, but from September we were pretty much back to normal.

By the Autumn we could start to fund raise again. We held our second White Collar Darts event in September together with a 'Fashion for Futures' event. In October, our wonderful Ambassadors hosted a very successful Lunch, with the support of Boodles. These events raised awareness and essential funds and we are extremely grateful to those who organised these events and everyone who attended and supported them. We are already drawing up our events plans for next year!

Brighter Futures

Chair's report, continued

During the Summer, the Board reviewed its strategy and defined our ambitions for the next three years. Sadly, as a consequence of the series of lockdowns, many clients' situations deteriorated further, compounded by loss of income and the enforced social isolation leading to already challenging circumstances becoming even more pressured.

In recent years we have been able to support about 150 families at any one time. By the Autumn, client numbers had risen into the 180s and for the first time we had to start a waiting list.

The Board's strategy for the coming years therefore focuses on three main themes:

Pre-birth and Perinatal support: To expand the range of programmes to support families from preconception until the child reaches two years. This will require the introduction of pre-conception and perinatal programmes to support families both before and during pregnancy. We hope that this will give those who want to start a family the chance to develop the skills and confidence needed to do so.

Capacity increase: In recent years, Brighter Futures have supported about 150 families at any one time from the Bridge. As the Island came out of lockdown, so the demand for our help increased. We are currently supporting more than 180 families with a waiting list – we have never faced this before. We therefore have an aim to support 200+ families at any one time.

Raising more funds to enable Brighter Futures to take on extra premises, hopefully in East St Helier, and increase our staff numbers to cope with addition programmes and client numbers.

Chair's report, continued

During 2021, the Brighter Futures team was awarded a Gold Medal in the Bailiff's COVID Awards, and we were a finalist in the Pride of Jersey Awards 2021. Our CEO, Ruth Brunton was honoured by the Institute of Directors by being named Director of the Year, Third Sector.

Ruth sadly had to retire after being diagnosed in early 2021 with a life changing condition. Ruth has directed Brighter Futures superbly over the last 6 years and she is much missed both by the charity but also in the wider community, third sector and in relevant government departments where her expertise and knowledge was highly respected and sought after.

We were fortunate though in having Fiona Brennan as the Manager of Brighter Futures and she took over as CEO in the summer. Fiona's extensive knowledge of the charity, families, and her expertise in helping families with young children will ensure that Brighter Futures continues to reach those who need us most.

In closing I would like to thank all the wonderful staff at Brighter Futures, who work tirelessly for little reward to help families in Jersey. They are a truly remarkable, selfless group of individuals who have continuously demonstrated their commitment to supporting others in normal times as well as through the challenges of COVID. Brighter Futures, our clients and the Island of Jersey is indebted to them.

Brighter Futures

What difference did we make?

80% of clients reported an increased level of wellbeing.

During 2021, **115** clients completed their journey at Brighter Futures.

We helped and are helping a total of **275** families in 2021

36% of our clients returned to work

23 % began volunteering or accessing other support services

20% of our clients are seeking work.

15% continued with full time parenting or other family commitments.

6% of Brighter Futures clients were unable to complete our programmes due to ongoing health reasons, or because they left the Island.

115 clients completed their journey with Brighter Futures during 2021.

Treasurer's report

by Jonathan Irwin

Currently Brighter Futures needs to raise about £800,000 annually to support 150 families at any one time. In recent months, Brighter Futures has provided support to over 170 families who require our weekly input. In order to continue to provide this level of support, employ more staff and open additional premises we will need to raise approximately £1m per annum from 2022. This will be a challenge, but we are confident these targets are achievable.

Brighter Futures continues to be funded partly by the Government of Jersey (approx. 10%). However, most of the charity's funding is achieved through grants and donations from various trusts and corporations. The remaining income is made up of proceeds from planned events, standing orders from individuals and public collections, as well as from individual and legacy giving.

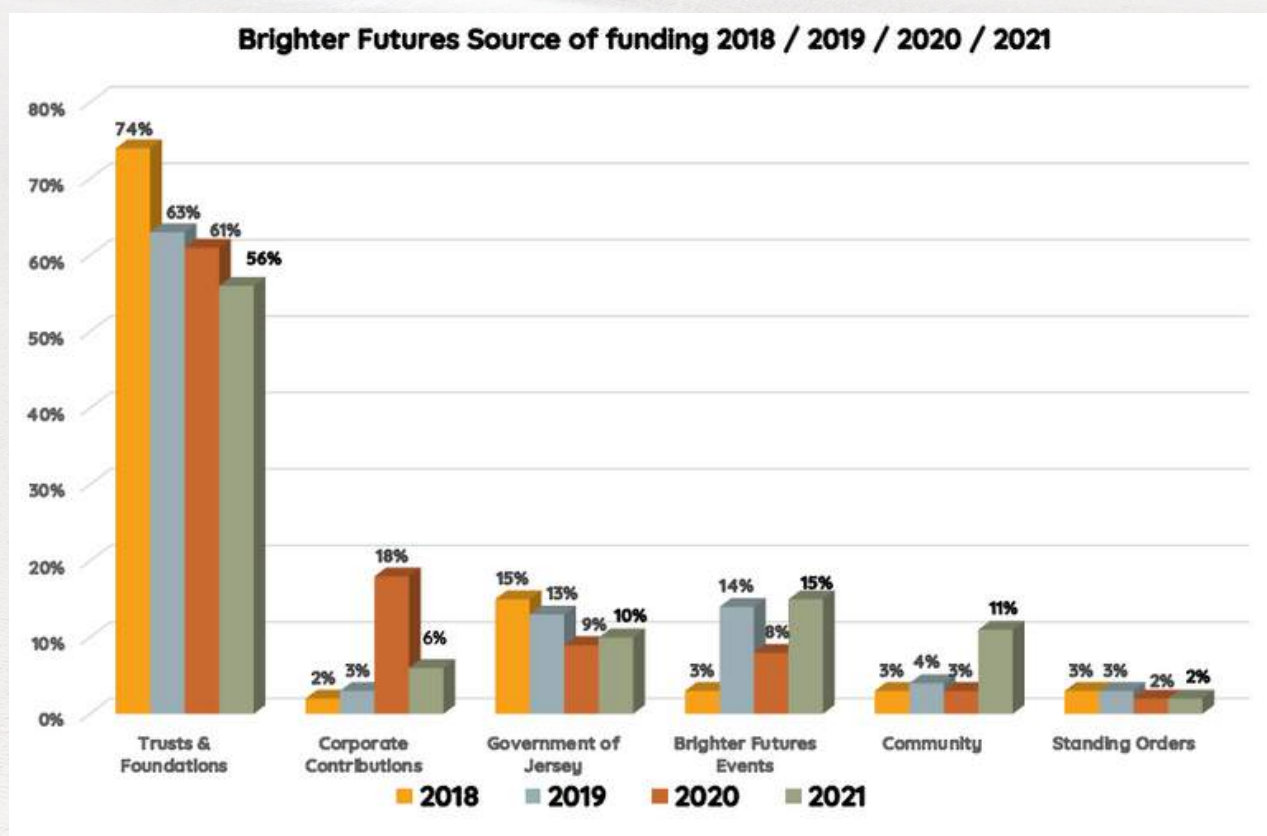
We are grateful to the Government of Jersey, with whom we work closely, for granting us funds under its Fiscal Stimulus Programme which has enabled us to recruit a Digital Lead to develop our digital and media strategy and also to employ interns to backfill some roles, allowing existing staff to undergo development programmes as the next key workers.

Brighter Futures

Treasurer's report, cont.

A key factor for Brighter Futures remains 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.

I would like to sincerely thank all the Trust and Foundations, Ambassadors and our supporters (both corporate and personal) for their continued support and enabling Brighter Futures to assist the families that so desperately need our help. We could not do anything to reach them without your generous support.



Our Programmes

Every client at Brighter Futures is allocated a keyworker who provides one to one support. The keyworker co-produces a holistic package of support tailored to the client and identifies programmes and groups that are the best fit for their needs. 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

- ABC programme - Achieving Better Connections
- Baby Timme
- Baby Massage
- Dads' Club
- Growing Together
- Mellow Parenting
- Physibods
- REAL - Raising Early Achievement in Literacy

Wellbeing & positive mental health

- Drawing and Talking
- Mindfulness
- Relaxation Programme
- Rest and Repair
- Walking Group

Personal development and second chance learning

- Incredible Years
- Baby Incredible Years
- Dads Incredible Years
- Circle of Security
- Functional Skills
- Making Changes
- Growing Together Study Group
- Wants and Wishes
- Drama Group

Feedback from families

What our clients say about us

**"I cannot believe the difference in my child...
I can't believe that parenting could be so enjoyable.
I don't know how I would have got through this year without you.
Thank you so much for everything you have done."**

**"Amazing to see how different I was then to how I feel now.
I feel like I'm looking at a different person almost.
Much happier now and more myself.
Thank goodness."**

**"Thank you for all of your help and support - you've been great.
And I really appreciate your time and kindness.
Thank you again."**

**"You have been so much help, and been there for me all the time -
even when I have shouted at you, you just kept helping me and when
I have needed to talk to you, you have always been there and not
judged me or told me off.
Thank you for everything you do."**

**"You have been extremely supportive throughout this difficult time.
You don't realise what a blessing you have been.
Thanking you from the core of my heart.
We extremely appreciate you."**

Community Engagement

Reflections by Sharon Betts

The need for charities to have a range of income streams has never been more pressing. Covid-19 will long be remembered for the way it quickly dismantled our way of life, and our ways of working. This can especially be said of the third sector.

Brighter Futures worked tirelessly during 2021 within and for our community to raise the much needed funds to continue our services. From Darts to Dogs Dinners, from Balloons to Ballroom, from Serendipity Suppers to Serenade! All such events took place alongside our Community/Supporting Partners who share in our vision to help Brighter Futures make a better Jersey.

Brighter Futures presented to and entertained more than 1,000 people through event experiences in 2021 by managing social conditions positively. Despite continued uncertainty, we believed that we needed to look towards a 'brighter future' and forge ahead with our plans to meet our £750,000 per year running costs and in the knowledge that it costs the charity £4,400 per year to support one family. Together, we not only made a difference for the most vulnerable families in our Island, but we also brought some much-needed cheer to the wider community. This was especially true of our White Collar Darts event in September.

We rely heavily on the generosity of the Island to generate more than 90% of our income. Event experiences are part of our on island impact and contribute significantly towards our diverse and sustainable income streams.

In all that Brighter Futures does through the platform of Event experiences, we seek to describe our mission, our aspirations, our contribution to society, our outcomes, achievements and the economics of our charitable organisation to policy makers, potential donors, investors, community/supporting partners, trusts and foundations and most importantly, to reach families who require our services.

2021 Event and Award highlights

June

Several 'Lunch & Learn' events took place
 Royal Ascot at The Grand Hotel
 Opera & Tea
 Co-Op fundraising Flag Day

August

La Moye Golf Club Charity Raffle

September

Fashion for Futures, The Windmill, courtesy of Catherine Best and Ellis Collections

The Association of Jersey Charities -Charity of the Year (entrants)

The Sound in the Evening, Government House, by kind permission of His Excellency Sir Stephen Dalton, The Lieutenant Governor, and our Patron, Lady Dalton.

Institute of Directors Awards, The Royal Yacht Hotel
 (Winner, Director of the Year award, Third Sector)

The Pride of Jersey Awards, Community Champion(s) of the Year, Le Manoir du Rooster (Finalist)

White Collar Darts, The Royal Jersey Showground

October

Boodles for Brighter Futures Luncheon event

Musical Bingo, So Bar

December

Ten mile staff walk in aid of Brighter Futures and MND Jersey.



Our Supporters

Here are a small selection of businesses and people who helped us during 2021, however we would also like to say a huge thank you to everyone else who has helped us by continuing to offer support through the past year, via fundraising, financial donations, food/clothing donations, to our volunteers, Ambassadors and so much more. The community support we receive is essential to enable us to continue supporting families. Thank you so much!



Andrew Gardham became an Ambassador for Brighter Futures in 2021. Welcome, Andrew!

To find out more about becoming an Ambassador, please contact Sharon Betts, Community Engagement Officer:

s.betts@brighterfutures.org.je

HLG Associates: The construction industry consultants donated 50 complimentary Jersey Heritage passes to Brighter Futures which we were able to provide to numerous families that we support.

Brighter Futures was awarded £10,000 by the **Association of Jersey Charities**. The grant was made as part of the AJC's 50 at 50 campaign, which saw 52 local charities presented with funding awards as part of a major AJC anniversary '50@50' initiative.

Following an invitation from **Durrell** (Jersey Zoo) to apply for the Access to Nature Fund, we were successful in obtaining zoo tickets and Durrell memberships. This meant so much to our families, who might not otherwise have been able to enjoy the fantastic experience that is Jersey Zoo.

Organisations who proudly flew the Brighter Futures flag on our behalf included Accuro Jersey, Blu Waters, Gaspé House, The Royal Jersey Showground, The Town Hall and the Government of Jersey's Broad Street offices. Also several private residents.

From 1 December, **The Bosdet Foundation** will provide us with funding over the next three years, at the rate of £30,000 per year.

Acorn Finance presented us with a cheque for £10,000

A thank you from our CEO

Fiona Brennan

2021 has been a year of extreme challenges, both Island-wide and for the Brighter Futures staff family. The ways we communicated with our clients, delivered our programmes and made future plans all continued to evolve out of necessity due to the ongoing pandemic. During the summer, we were very sorry to say farewell to Ruth Brunton, who had led Brighter Futures for six memorable years. It is a privilege to have taken on the role of CEO, following Ruth's excellent example of leadership. She remains an inspiration to our whole team.

Looking ahead to 2022, our key aim is to support the growing number of families referred to us each week. We have had to start a waiting list for our services as we are working with 170 families per week. We do not want to turn anyone away who needs our help. With this in mind, we will shortly be launching the **'22 Families in 2022'** campaign, with a target of raising £96,800 during the year. This is based on the £4,400 that it costs the charity to support a family at any one time. The campaign represents an opportunity for Brighter Futures to renew our current donor relationships and to hopefully have the pleasure of introducing new supporters to the work of our charity. If you would like to support the campaign, please do get in touch.

I remain grateful to our Board of Trustees for their support, advice and guidance. I would like to express gratitude to everyone who has helped us to continue offering support through the past year, whether through fundraising, financial donations, food/clothing donations, volunteering, Ambassadors and our staff team, who continue to show their commitment, energy and kindness to the families who need us.

Thank you.

Can you support us?

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

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.



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

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.

Handmade **blankets** for our ABC programme.

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.

Brighter Futures



Standing Order Authority

Please fill out the form in **BLOCK 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

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Bank address

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Name of bank account

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Bank account number

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Sort code

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Please transfer the sum of: £

.....

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

.....

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To:

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

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For the credit of:

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

Signed

.....

2nd Signatory
(if applicable)

.....



Patrons:

Lady Dalton
The Bailiff of Jersey, Mr Timothy Le Cocq



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