



Brighter Futures

Creating brighter futures for families in Jersey



# 2022

## ANNUAL

## REPORT



Registered Charity No: 204




## WHO WE ARE.

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

Since 2008 we have supported more than 3,100 families, benefiting over 12,400 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.



## WHAT WE DO.

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

Supporting approximately **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.

# What difference did we make?

**81%** of clients reported an increased level of wellbeing

During 2022, **139** clients completed their journey with Brighter Futures

We helped and are helping a total of **296** families in 2022

**50%** of our clients returned to work

**11 %** began volunteering or accessing other support services

**15%** of our clients are seeking work

**10%** continued with full time parenting or other family commitments

**14%** of Brighter Futures clients were unable to complete our programmes due to ongoing health reasons, or because they left the Island

**139 clients completed their journey with Brighter Futures during 2022.**

Brighter Futures

# Family stories.

## What our clients say about us

“I feel that my home life was quite chaotic, and I suffered a lot from anxiety. I would often stay home and not want to leave the house. I felt that I didn’t have the skills to be a good parent or understand my children’s needs. I had no time for myself or my partner, and I struggled. After receiving support from Brighter Futures, everything changed. People now comment on how well my children are doing and how much we have changed. I feel that I am now a confident parent, and I have fun with my children.”



“Breakfast Club not only helped us financially with providing breakfast; the chance to go somewhere and use the toys and see friendly faces every day has really helped with wellbeing, and feeling welcomed, and that we belong. It has got me out of the house on days when I may not have otherwise.”

“Brighter Futures has been my angel. I feel so different from when I first started at Brighter Futures. I feel like a weight has been lifted off my shoulders and it finally feels good to be in a good place.”

“I came to Brighter Futures suffering with post-natal depression and anxiety. I didn’t feel very confident as a mum and struggled with things. I didn’t have other people around me who I could talk to. Since coming here, I have felt supported, just knowing that I have someone at the end of the phone who I can talk to is huge. Its wasn’t always about the conversation for me, it was just knowing I had some who I could call if I needed to. My keyworker has helped pick me up emotionally and made me smile.”

# Chair's report.

## by Martin Fricker

In my report for 2021, I commented that in the second half of the year, Brighter Futures returned to some form of normality. I am pleased to say that 2022 has seen Brighter Futures able to operate its full range of programmes as the Island finally rid itself of the worst risks from COVID. However, whilst the world returned to normal, the consequences of COVID isolation, and consequential financial and mental health pressures from the lockdowns have resulted in ever more carers and families seeking our help.

Whilst we normally seek to support about 150 families at any one time, during 2022, we have at times been supporting up to 185 families. Limited building space, staff numbers and financial constraints have sadly resulted in the charity needing to limit the number of families we can help at any one time until we can find additional finance to allow more staff to operate in larger or separate premises.

Fortunately, our wonderful events and fundraising team have been able to deliver a full year of fundraising events such as the successful White Collar Darts, Fashion For Futures, Ascot Races, and Gladwell & Patterson lunch (so brilliantly organised by our wonderful Ambassadors), and a '22 for 22' campaign aimed particularly at corporate sponsors in addition to various other initiatives, and ensured our income this year has met our target. However, our costs, like everyone else's on the Island and beyond, have also gone up significantly.

## Chair's report, continued.

During 2021, Brighter Futures two year strategy aimed to deliver three specific objectives: I am pleased to report that Perinatal support is now up and running and proving very successful in supporting families during pregnancy and if need be, after the birth. We were sadly not successful in obtaining some suitable additional premises we had our eye on, so the search continues. With upward pressure on costs, maybe, with hindsight, in the short term, this was a blessing in disguise. We do, though, continue to be on the lookout for additional premises.

Whilst our fundraising has been successful thanks not only to the events mentioned above but also to the many Charitable Trusts and Foundations that support us, we need to develop further new initiatives to enable us to increase our staff numbers and find



additional premises to enhance our capacity to support the families that so desperately need our help. This will be our focus in 2023. It is painful to us all at Brighter Futures to have to cap the number of clients we support, but if we stretch ourselves too thinly, we run the risk of diluting the quality of service we provide. As you will read elsewhere in this report, we know that our Keyworkers and the evidence-based programmes we deliver are successful, so we will continue to strive to deliver help to as many as need it.

## Chair's report, continued.

Fiona Brennon has been CEO for well over a year now and is doing a wonderful job. Not only has she managed the charity extremely effectively and efficiently during the last year despite considerable challenges, but she is also heavily involved in the wider initiatives in Jersey focused on Young Children and Families.

Our Community Engagement Officer Sharon Betts left during the year to take on a CEO role at another local charity. Sharon developed numerous events during her time with us, and we are extremely grateful to her for all she did for the charity and wish her every success in her new role. We are fortunate that Sarah Nibbs has taken the role of Fundraising, Events & Partnerships Manager; having been involved with Brighter Futures before as an Ambassador, Sarah already has many new ideas and initiatives that I am confident will deliver ever more funds to enable us to meet our strategic objectives.

There are many involved in making Brighter Futures the success that it is, and in closing, I would like to thank our corporate and personal donors, the support from Trusts and Foundations, our Ambassadors and most importantly, all the wonderful staff at Brighter Futures, who work tirelessly to help families in Jersey have a Brighter Future. They are a truly remarkable, selfless group of individuals who continuously demonstrate their commitment to supporting our clients and the Island of Jersey is indebted to them.



# 2022 Event Highlights.

## February

- Our first-ever information road show for Brighter Futures families at The Bridge.

## April

- Visit by Sir Timothy Le Cocq, Bailiff of Jersey and Patron of Brighter Futures.
- 10-mile walk in order to raise funds for Brighter Futures and the Motor Neurone Disease (MND) Association, Jersey.



- Final visit to Brighter Futures by Lady Dalton, Patron of Brighter Futures.
- “Leading the Way for Brighter Futures”, sponsored by Jacksons, a dog walk with a difference, raising more than £1,600.00

## September

- Back 2 Fashion for Futures (fashion show) – The Windmill, courtesy of Catherine Best and Ellis Collections.



## October

- White Collar Darts, The Royal Jersey Showground.
- Brighter Futures CEO Fiona Brennan presentation to States Members.



## November

- Ladies' lunch sponsored by Gladwell & Patterson (private venue).

## December

- First visit to Brighter Futures by His Excellency Vice Admiral Jerry Kyd CBE and Dr Kyd.

# Treasurer's report.

by Ashely Pearse

Overall, 2022 has been another successful year for Brighter Futures in fulfilling their mission, but it has not been without its challenges.

I would like to thank the trusts, foundations, ambassadors, corporate and personal donors for their continued support during 2022. This has aided the amazing staff of

Brighter Futures to continue to deliver programmes and go above and beyond assisting families in Jersey.

The Charity continued to support more than the 150 families at any one time throughout the past 12 months and this was only possible through a successful '22 Families' Campaign and additional funding from the Fiscal Stimulus Fund, both of which have now completed.

Income for the last 12 months was approximately £1m and this will need to be sustained and increase, in order for Brighter Futures to maintain the level of support to families within Jersey.

2022 has been the first year since pre-Covid-19 that the Charity has been able to have a full schedule of events which makes up approximately 9% of its income after deducting event expenses. The Charity continues to review new ways to increase this to become more self-sufficient in the future and become less dependent on grants and donors.



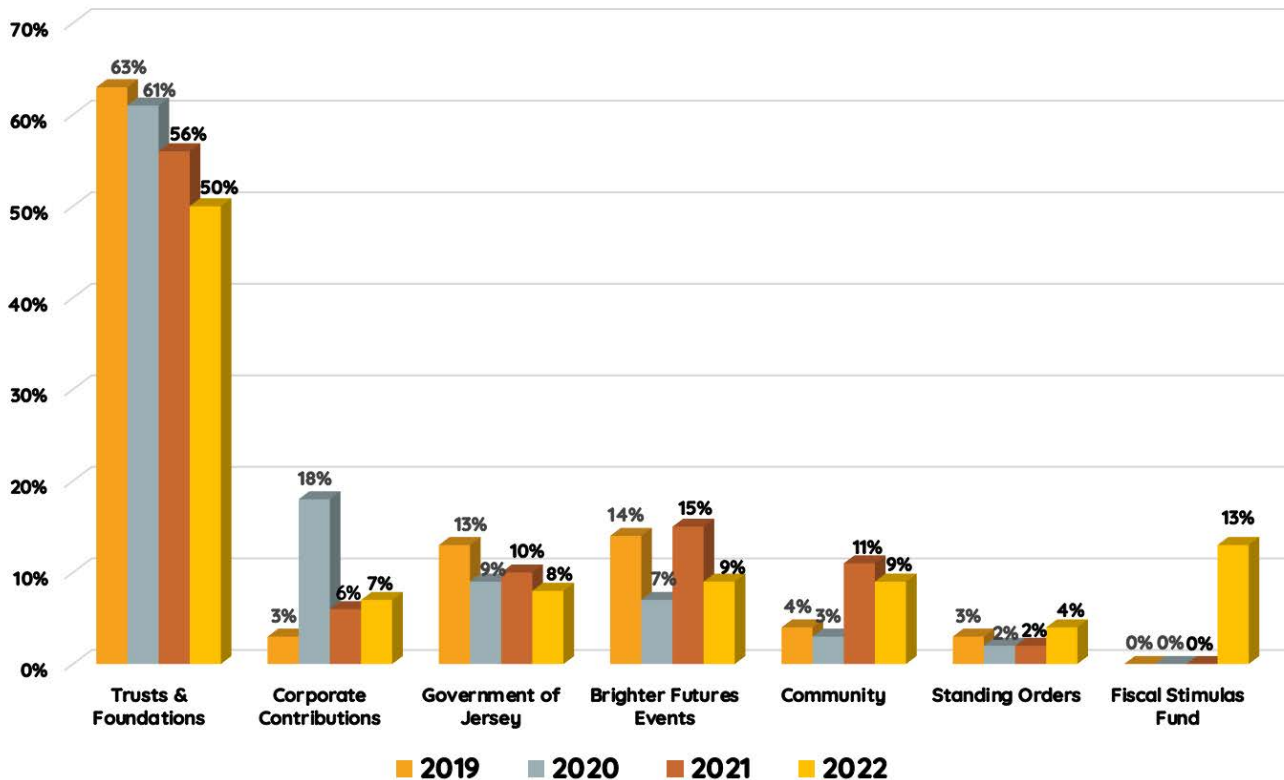
Brighter Futures

# Treasurer's report, cont.

Trusts and foundations continue to contribute approximately 50% of Brighter Futures income, with corporate and individual donations (including standing orders) contributing 20% of the overall funding.

The Government of Jersey core funding has remained static in monetary terms over the last 5 years and as a percentage of total income is approximately 8%.

**Brighter Futures Source of funding 2019 / 2020 / 2021 / 2022**



# 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 offers a range of 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

1. Growing Together
2. Physibods
3. ABC programme - Achieving Better Connections
4. Baby Massage
5. Mellow Parenting
6. REAL - Raising Early Achievement in Literacy
7. Dads' Club - **NOTE: Open to EVERY dad in Jersey**
8. Trinity Gardening Club **NEW**



## Personal development and second chance learning

1. Growing Together Study Group
2. Dad's Study Group
3. Functional Skills
4. Baby Incredible Years
5. Incredible Years
6. Circle of Security (English and Portuguese)
7. Wants and Wishes
8. Making Changes

## Wellbeing and positive mental health

1. Perinatal wellbeing programme
2. Drawing and Talking
3. Mindfulness and Yoga **NEW**
4. Rest and Repair
5. Walking Group
6. Keep fit **NEW**

# A thank you from our Chief Executive Officer.

by Fiona Brennan

2022 has felt like a very swift year in Brighter Futures!

The challenges of COVID-19 are still evident within Jersey, and since March 2022 Brighter Futures have continued to operate at over-capacity, as we regularly welcomed between 160 - 180 families per week for our support.

The cost of living has continued to increase this year, and we have tried to include some new programmes to support the wellbeing of our families and sometimes be able to combine this with financial benefits.

Examples of these new initiatives are:

1. Our Trinity Gardening Club, in partnership with RJA&HS, where we were delighted to get more of our families out into the great outdoors to enjoy gardening, play in the mud kitchen, watch and learn about the growth process of many products such as Jersey Royals, carrots, herbs and strawberries, etc. and take the produce home for their families to enjoy. We hope to repeat this in 2023, funding permitting.

2. During Summer, in partnership with the Co-op, we also introduced a Breakfast Club for our families to enjoy breakfast and playtime together over the school holidays. We were able to extend this to provide extra food provisions for families to take packed lunches for the day, or sometimes stock up their freezer with items such as bread etc. This was a lovely social occasion, but with significant additional benefits for our families.

Our running costs have increased, in line with the number of families whom we are pleased to help. We never turn any families away, but we have had to start a waiting list, for only the second time in our history. Our costs have increased, currently costing between £4,400 and £5,000 to support a whole family for one year.

## CEO report, cont.

It is always hard to talk about seeking funding, but we have welcomed the opportunity to do just this following the elections for Deputy during 2022.

During the second half of the year, we have been delighted to welcome visits from Politicians and Officers from many departments, interested in the work that we do on a daily basis.

Our government funding has remained static since 2014, and due to ever increasing costs, this now equates to approximately 8% of our annual funding. We hope our new Politicians will truly 'Think Family', believe in the value of early intervention, and help us support more families in Jersey in 2023.



As I write, we look back with thanks on the great interest taken in Brighter Futures by Lady Dalton, during her time in Jersey. We look forward to welcoming our new Patron, Dr Kyd, wife of the recently appointed Lieutenant Governor.

I would also like to take this opportunity to thank our current Patron, The Bailiff Sir Timothy Le Cocq, our fantastic Team within Brighter Futures, our supportive Board of Directors, our Donors, Ambassadors and Supporters. Thank you ALL for your commitment and kindness to helping us create brighter futures for so many families in Jersey.

2022 has been a challenging year for everyone.

Brighter Futures are extremely grateful to receive such fantastic support from the people of Jersey, and we are honoured to work with such wonderful families and to be able to continue to offer our services for families in Jersey in 2023.

# Fundraising team overview.

## by Judith Hanson and Sarah Nibbs

Fundraising had many facets this year. A significant amount of our funding (50%) is received from making consistent applications to charitable trusts for grants. A lot of effort goes into these to ensure that Brighter Futures can access the funds that it requires to remain operational. This vital, behind-the-scenes work blends with our outward-facing events, which raise the profile of our charity across Jersey.

The challenges of 2021 also led us to develop our first digitally led fundraising campaign to recognise the vast increase in support we provided to families during and following lockdown. '22 Families in 2022' successfully raised £96,800 (with corporate and private donors each providing £4,400) within 11 months of its launch.

Several individuals took on personal challenges for us this year, whether this was boxing, cycling or walking long distances to raise awareness of our mission to support families when they need us. Often there are very personal stories attached to fundraising and we have been inspired by everyone who has chosen Brighter Futures to benefit. We are also grateful for donations in memory of loved ones. Thank you.

Our core events this Autumn were of course, Back 2 Fashion for Futures, a fabulous fashion show organised by Ellis Collections and Catherine Best and a superb private ladies lunch organised by a group of our star Ambassadors and supported by Gladwell & Patterson, the London art gallery. There was also the now legendary White Collar Darts evening with Island Fever Events! We already have ten potential amateur players who have pledged themselves to the art of the dart in 2023 and we are looking for more – could it be you?

We are seeing some wonderful partnerships developing with new and existing corporate contacts. We will be popping up at Springfield (thank you, Jersey Bulls!) and at the airport. Partnerships like these help us to feel part of the community and to raise our profile so that those who need Brighter Futures know we are here.

2023 is our 'Crystal Year' – our 15th year in operation. We are organising a direct giving campaign to mark this, as well as exciting events! For more information, please see page 17 below.

Thank you to our staff, volunteers and supporters - and let's look forward to 2023, our Crystal Year!



# Our Supporters. **THANK YOU!**

Here are some highlights of those who have helped us during 2022, 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 for helping us to create brighter futures for families in Jersey.

- April saw our Ambassador Elizabeth McIntyre-Ridout holding the 'Leading the way' Dog walk for Brighter Futures.
- Corbett Le Quesne - Family Lawyers selected Brighter Futures as their charity of choice this year, enabling us to benefit from proceeds of their "Lunch in the Highlands" event and the raffle at their sell-out International Family Law conference.
- Highvern was the first corporate supporter of our successful #22Families campaign.
- The Powerhouse also contributed to #22Families following the store's back-to-school promotion on laptops.
- Our Garden Club at RJAHS sprang to life, with thanks to Voisin Law for sponsoring the cost of a minibus to drive our families safely to and from the site and KidsOut for sponsoring the picnic each week.
- Our wonderful Ambassador Dominic Basilio and the staff of Studio Phoenix organised three highly successful "mini days", providing hair and make-up looks for minis during the summer, Halloween and for Christmas!
- St. Martin's WI provided amazing food and grocery donations in October and November to stock our larder.
- Geomarine kindly supported our Men's Study Group to undertake a 6 week course on child brain development.
- Supporters Marcia Luis, Aneta Popiolek and Stephanie de Sousa all undertook individual boxing challenges in aid of Brighter Futures this year - all amazing achievements. Thank you.

## Can you help support us?

2023 is our '**Crystal Year**' – our 15th year in operation. We are organising a direct giving campaign to mark this, as well as exciting events! We need to increase the amount of support received from direct debits, standing orders, and payroll giving and are inviting donations of **£15 per month** to mark our 15th anniversary, of course all donations are very welcome. Donations could help us to facilitate:



**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.

**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.

**It currently costs £5,000 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 or complete the on-line form and state your desired regular donation.**



# Become a regular supporter with a monthly Direct Debit.



Either fill out the form below or simply scan the QR Code and complete the form on-line.



Please fill in the whole form including official use box using a ball point pen and send it to:

## Brighter Futures Ltd

The Bridge  
Le Gyt Road  
St Saviour  
Jersey  
JE2 7NT

Name(s) of Account Holder(s)


Bank / Building Society Account Number

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Branch Sort Code

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Name and full postal address of your Bank or Building Society

Reference

## Instruction to your Bank or Building Society to pay by Direct Debit

Service User Number

4	5	3	2	4	3
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FOR Brighter Futures Ltd OFFICIAL USE ONLY This is not part of the instruction to your Bank or Building Society **IMPORTANT** - Please complete these details:

Account Holder(s) Name & Address

Name:		
Contact name	First:	Last:
Address:		
Town:		Postcode:
Email Address:		

### Instruction to your Bank or Building Society

Please pay PSL re Brighter Futures Ltd Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with PSL re Brighter Futures Ltd and, if so, details will be passed electronically to my Bank / Building Society.

Signature(s)
Date:

Banks and Building Societies may not accept Direct Debit Instructions for some types of account.

This Guarantee should be detached and retained by the payer.

## The Direct Debit Guarantee



- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit PSL re Brighter Futures Ltd will notify you 3 working days in advance of your account being debited or as otherwise agreed. If you request PSL re Brighter Futures Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by PSL re Brighter Futures Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.
  - If you receive a refund you are not entitled to, you must pay it back when PSL re Brighter Futures Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.



Brighter Futures

**Patrons:**

The Bailiff of Jersey, Mr Timothy Le Cocq  
Dr Kyd



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