

WOOD STREET MISSION

# POST

AUTUMN/WINTER 2022



**W**OOD  
STREET  
MISSION

**SUPPORTING FAMILIES  
IN MANCHESTER AND  
SALFORD FOR 153 YEARS**

[www.woodstreetmission.org.uk](http://www.woodstreetmission.org.uk)



# A WORD FROM OUR CEO

Welcome to the latest edition of our newsletter. In this edition we hope to update you on some of the work that we've been doing and whilst it's impossible to cover everything, we hope to provide an insight into as many areas of our work as is possible.

It should be stated though, as I have done many times in the past, that without the generosity of our supporters, we simply wouldn't be able to do the work that we do, improving the life chances of local children living in poverty, throughout the cities of Manchester and Salford. Thank you to everyone who has supported us, so much support received, in so many different ways.

We're now in the first year of a 3-year strategic plan, developed in order to ensure that the charity can provide the upmost support to as many struggling families as we can, in what is and what will undoubtedly continue to be, very challenging times. This has meant changing aspects of our referral system, so that we may work more collaboratively with other support agencies and organisations, in order to have a greater impact on the cause and effect of child poverty. The ultimate aim being to break the cycle of poverty, that so many families can become trapped in.

This year has seen as part of the plan, a recruitment campaign to recruit additional staff or to replace former colleagues who have moved on to pastures new. I am delighted to introduce 3 new members of the team in this edition. It is vital that we are fully resourced across all areas of our operations, enabling us to provide to the most effective service to families across our range of projects.

Family Basics now has an outreach service for families living in the Little Hulton area of Salford, saving those families a nearly 20-mile round trip in order to access this project.

We have seen an increase in the number of Book Roadshows this year, with some 6 – 9 schools initially identified but in fact by the end of 2022, Roadshows will have been delivered to 14 different schools. With a waiting list for next year already forming.

Smart Start, our school uniform project has continued to enable children to access the school environment. Given the ever-increasing pressure on everyday budgets now, we have decided to make this an all year round project, continuing to work in tandem with our uniform supplier, David Luke.

Childhood Experiences has also seen an expansion. Enabling children to experience new environments. All in the quest to make positive childhood memories and to broaden horizons.

As I write this, our thoughts and planning are now turning to this year's Christmas project. With over 14,000 toys and gifts having been distributed last year, we shall of course need the help of our supporters once again, in order that we can make Christmas a special time of the year, for as many children as we possibly can.

I hope that you enjoy this edition and reflect that without your support, we simply wouldn't be able to bring so many smiles, to the faces of so many young people.



**DES LYNCH** - CEO,  
Wood Street Mission  
des@woodstreetmission.org.uk



## NEW MEMBERS OF THE TEAM

Say hello to...



**HANNAH GARDINER**  
Fundraising Assistant



**KIN YIP**  
Project Worker



**SKY BLACHER-MOORE**  
Project Worker

# IMPACT 2020/21

As a long-standing children's charity, we provide practical help to families living in Manchester and Salford by helping alleviate the impact of poverty and improving the life chance of local children.

Sadly, even after 153 years, our mission remains broadly the same. One of the most recent challenges we have faced (along with the rest of the world) is the Covid Pandemic. 2021 was a difficult year for us as a charity but more so for the families we support. The stresses and strains on families who were already struggling to make ends meet was tangible. Over the years we have evolved to meet the needs of our community and 2020/21 was no exception.



## WE AIM TO REDUCE THE IMPACT OF POVERTY ON CHILDREN BY;

- We provide free items including clothing, school uniform/kit, toiletries, toys, books and nursery equipment to children living in poverty.
- We want to broaden their childhood experiences creating happy memories.
- Working in partnership with donors, social/support workers, volunteers and referrers.



## HOW BAD IS IT?

63,410 children are living in poverty in Manchester and Salford (End Child Poverty Coalition)

- That's 42% of the children living in Manchester
- And 32.9% of the children living in Salford
- 3.6 million children living in poverty in the UK

## IN 2021...

WE HELPED  
**2,724**  
CHILDREN  
WITH THE BASIC  
ITEMS EVERY  
CHILD DESERVES.

WE PROCESSED  
**57** EMERGENCY  
REFERRALS.

WE GAVE 3,180  
CHILDREN  
**BRAND NEW**  
SCHOOL  
UNIFORM  
AND KIT

DESPITE  
LOCKDOWN AND  
THE RESTRICTIONS,  
WE STILL MANAGED  
TO DELIVER **6**  
BOOKS FOREVER  
ROADSHOWS.

WE GAVE  
**4,149**  
CHILDREN  
A CHRISTMAS TO  
REMEMBER AND  
**273** VOLUNTEERS  
HELPED TO MAKE  
THAT HAPPEN.



# WHAT IS SMART START?

Our school uniform project has once again proved to be an essential service for our families. That's no surprise when it ensures that children are equipped with the essentials they need for the school year.

## We have provided local children with:

- Non-branded (no logo) jumpers, sweatshirts, cardigans, skirts, trousers, polo shirts and blouses all in standard school colours.
- Sports kit such as shorts, t-shirts, joggers, trainers and pumps.
- Stationery such as pencil cases, pens, folders, maths sets, calculators and dictionaries.
- Winter coats and school bags.

The discussion surrounding the importance and expense of school uniform has been a national debate for some time. We believe that children should attend school on a level playing field, looking good, feeling good and ready to engage in education.

This project has always run on a seasonal basis but following consultation with families and our referral partners, this project will now become a year-round project.

We could not deliver this project without the support of David Luke who regularly go over and above to deliver a seamless service for our families which involves direct delivery to their doorstep. We value their commitment to our work as well as the environment, through their Eco Uniform where garments are manufactured from recycled plastic bottles.



So many wonderful people and businesses have donated to our Smart Start project this year including Selfridges.

Staff from both the Exchange Square and Trafford Centre stores dropped off 3 huge boxes and 4 crates of brand-new school uniform, stationery items and sports kit that their staff had collected. These generous contributions came from staff at both stores, what a big team effort!



BY WORKING TOGETHER, WOOD STREET MISSION, & DAVID LUKE HAVE PREVENTED

# 188,959

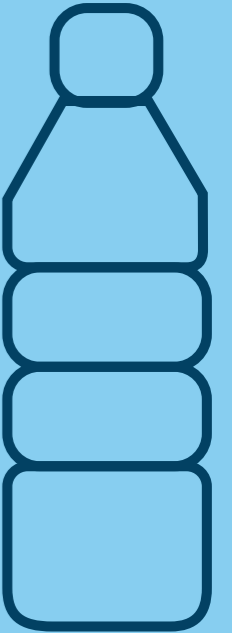
PLASTIC BOTTLES FROM GOING TO LANDFILL



RECYCLED POLYESTER REQUIRES **59% LESS** ENERGY TO PRODUCE COMPARED TO VIRGIN POLYESTER



THE HEIGHT OF **66K CHILDREN** BASED ON THE AVERAGE 6 YEAR OLD



## THE LENGTH OF 199 CRUISE SHIPS

CLIMB UP & DOWN THE SHARD **123** TIMES



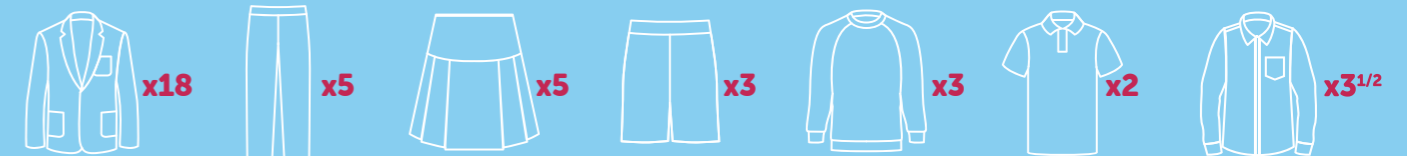
THAT EQUATES TO **OVER 199 UK HOUSEHOLDS ANNUAL PLASTIC WASTE SAVED FROM GOING TO LANDFILL.**

BY USING RECYCLED PLASTIC, YOU HAVE SAVED:

**40** BARRELS OF OIL

**13** TONNES OF CO<sub>2</sub>

THE BOTTLES SAVED FROM LANDFILL THROUGH EACH GARMENT INCLUDE:



[www.davidluke.com](http://www.davidluke.com)



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## FAMILY BASICS

Family Basics, the mainstay of our work, provides our families with the day-to-day essentials that every family needs for their children (and lots of people take for granted!). With the cost of living on the rise, the basics such as toiletries, are not always affordable.

### Items available include:

- Children's Clothing
- Baby Equipment
- Bedding and Towels
- Toiletries
- Toys and books

Back in March, we finally made it happen! Our Family Basics Outreach Service opened at Wharton and Cleggs Lane Church and Community Centre in Little Hulton. We took our Family Basics project on the road and our Outreach journey began. This new initiative is a great example of how we can adapt projects in line with need and will save local families a long journey.



## A SWEET DONATION

A Mum came in for help from our Family Basics project. It was also her son's 12th birthday and as he was unable to see his friends, he asked her to bring in chocolates for the other children we support. What a kind and thoughtful young man.

## ONE OF MANY FABULOUS DONATIONS FROM OUR CORPORATE COMMUNITY

Stockport technology firm, CDL, who donated a generous £4,500 to Wood Street thanks to a 'comedy moment'. Back in June, CDL rented out their overflow car park to a crew filming a new comedy series. They have very kindly donated the full income for the use of the car park to Wood Street.

These vital funds were used to fund our Family Basics project, providing 225 bedding sets for local children and their families.

Bedding is a big expense for families, and often because it is so expensive, it might not be a priority to buy new bedding when they really need it, especially with the increase in costs of food and household bills.

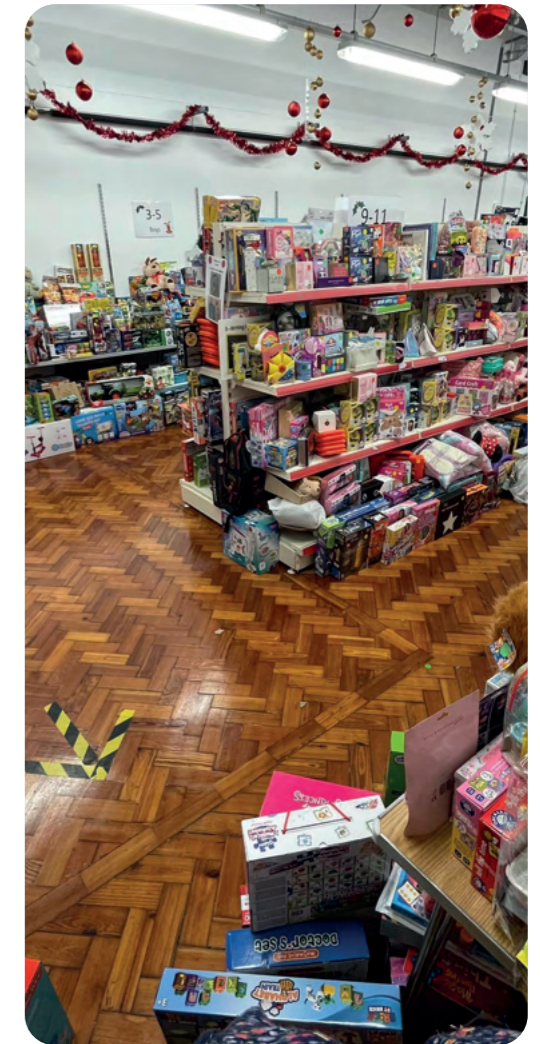
# CHRISTMAS

Christmas, the most magical time of year but not for everyone.

At Christmas we provide new toys and gifts for children aged 0-14 years old, to make sure they have something special to open on Christmas Day. Families from Manchester and Salford come and choose the gifts they would like to give their children from the selection on offer.

Last year we received requests for support from 1,557 families with 4,149 children receiving gifts, chocolate treats as well as wrapping paper. In fact, we distributed 14,000 toys and gifts. None of this would have been possible without the wonderful support of our donors including hundreds of individuals and corporate supporters. Your generosity as always was staggering and once again, we need your help.

Our Christmas Appeal is now underway this year and the deadline for donations is Friday 9th December. That gives us plenty of time to distribute all the toys and gifts to families ready for the big day. Like everyone else, they want to be prepared and have their children's presents wrapped and ready!



**WOOD STREET MISSION**  
**Christmas Appeal 2022**

**Help make Christmas special for thousands of local children**

**Help struggling families by donating new toys and gifts for children this Christmas**

Call 0161 834 3140  
 Visit us at 26 Wood Street, Manchester, M3 3EF  
[www.woodstreetmission.org.uk/christmas](http://www.woodstreetmission.org.uk/christmas)

@woodstreetmission @WoodSt\_Mission WoodStreetMission wood-street-mission Registered charity number 1078337

**LAST YEAR AFTER RECEIVING REQUESTS FOR SUPPORT FROM 1,557 FAMILIES, WE DISTRIBUTED 14,000 TOYS & GIFTS**



# BOOKS FOREVER

In 2021 our Book Roadshows were on hold until the latter part of the year due to Covid restrictions but once they were lifted, we were out and about as soon as we could. This year has been very different. We planned ahead with schools but once we started, we've found it difficult to stop! We have been inundated with requests for our school roadshows and our diary for next year has already started to fill up. We hold our Books Forever Appeal once a year to ensure we have plenty of brand-new books and except for the Christmas period, we collect secondhand books all year round and distribute thousands every month via our Family Basics programme and Book Roadshows.



## NELL JONES READING AWARD

Nell Jones tragically lost her life in the Manchester Arena bombing in May 2017. The Remembering Nell Foundation has been incredibly supportive of our work with regular donations of books and Christmas gifts for the teenagers we support.

On Nell's 18th birthday, as a way of remembering a very special young lady, 'The Nell Jones Reading Award' was created. An award that will be given each year to the 4 most improved readers in 4 local schools. The children are chosen from a primary and a secondary school in both Manchester and Salford. Nell had a real passion for reading and we want to ensure that her legacy lives on through future generations of local children. The prize is a year's worth of books (12) for each child and a framed certificate presented by a member of Nell's family and Wood Street Mission.

A big well done to this year's winners.



**WE COLLECT BOOKS ALL YEAR ROUND AND DISTRIBUTE THOUSANDS MONTHLY**

# CHILDHOOD EXPERIENCES

In days gone by, we ran Holiday Camps and Youth Clubs. Whilst it may not be seen to be the 'tangible help' that is needed in this day and age, it's by far one of the most popular memories from people who get in touch to say that they had support from us when they were children. They recall wonderful memories of their time with us in Blackpool. The fun they had, the laughter, the excitement at going on holiday, to be 'beside the seaside', the list is endless.

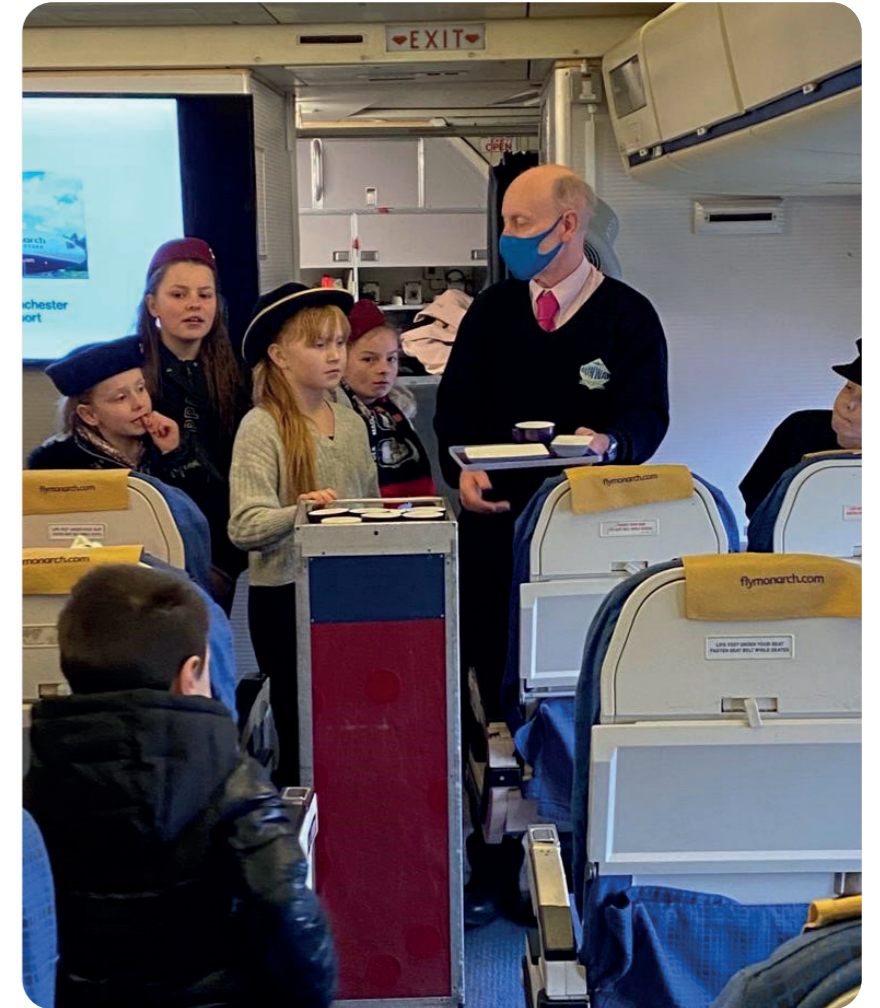
The tangible aspect of our work is vital but we firmly believe that every child deserves to have happy childhood memories and that's why we have created 'Childhood Experiences'.

Our Childhood Experiences introduces children living in poverty to experiences that they might not otherwise have. We form partnerships with activity providers, corporate donors and agencies who work with children, to provide free events.

In the last 12 months, local children have enjoyed dinner at The Lowry Hotel, fun days out at Bewilderwood Cheshire that finished with full tummies, bags of fresh air and plenty of exercise, it's safe to say everyone (including us!) slept well that night. In February we had an amazing day at the Manchester Airport Runway Viewing Park. The team were great and so engaging. Despite the howling wind and rain, everyone had a fantastic time. Our Childhood Experiences project is about making memories and we don't think any of the children will forget their time on a Flight Deck.

It's so important to us that we can give children these experiences. A childhood that includes happy memories and adventures. We couldn't have done this without the support and generosity of donors including Glenbrook Property, Bewilderwood Cheshire and the Lowry Hotel - thank you for creating some very special memories. Thank you to Manchester Airport for their generosity.

**THANK YOU TO ALL OUR DONORS FOR YOUR SUPPORT**





To everyone that has supported us, **THANK YOU!** Thanks to your support, we can continue to make a difference to the lives of thousands of local children. We can't possibly find enough room here to express our gratitude to you all but here is just a taster of what's been going on over the last 12 months...



## BACK 2 SCHOOL QUIZ

In September our Back 2 School Quiz was back and as a result and thanks to the incredible support of everyone attending, we raised just under £7000! Thank you to all our guests and sponsors on the night. We couldn't have done it without the generous support of Spinningfields Business Group, the Manchester Marriott Victoria & Albert Hotel, Dominic our fabulous host and everyone who donated a raffle prize.



## KNUTSFORD GOLF CLUB LADIES SECTION

Thank you to the Ladies Section of The Knutsford Golf Club for their wonderful book and school uniform donations. We were delighted that their members pledged to support Wood Street Mission throughout the year.

## CHEERS!

Back in June, the Northern Brews Beer Festival was a huge hit. Kindly, the organisers chose to support us in lots of different ways throughout the weekend and we are very grateful to everyone who attended and of course, all of the team behind the scenes.



## CHESTER CHAMPION

Paul Lennon recently ran his first Marathon and we were so grateful he chose to fundraise for us too. Paul told us on completing the Chester Marathon that it had been an amazing experience and even had someone stop him mid-race to say what great work we do! Thanks so much Paul.



## BEST FOOT FORWARD

We recently received an incredible donation from the kind folk at the SOCKSHOP. 2 pallets of children's bamboo socks! They feel amazingly soft and the families visiting our Family Basics project have been delighted with them.



## DRAGON BOAT RACE

What an incredible time we had down at Sale Water Park in May. We had 3 teams entering the Dragon Boat Challenge and all 3 teams they worked hard. A huge thank you to everyone who took part from First Central and Procure Plus as well as DF Capital who made it to the final and finished brilliantly in 4th place.



## MAN ON A MISSION

In September, Gavin Sharples ran the Altrincham 10K for Wood Street. Inspired to fundraise for us following his own difficulties in childhood. Gavin has raised a wonderful £380.

## PEAK PERFORMANCE

Two teams have shown their support to Wood Street over the last few months by reaching the peak of Mount Snowdon. Thank you to Applica Resourcing and Open Money who both did an incredible job. Their training in challenging weather and efforts on the day have raised thousands for Wood Street.



## ABSEIL CHALLENGE

On 24th June an incredibly brave group of 17 fundraisers took part in a thrilling abseil down 170ft of the Barton Tower at the Trafford Palazzo. Their bravery and generosity raised over £6,000.

Thank you to Thomas, Rob, Carlos, Laura, Emma, Claire, Paul, Andy, Helen, Pegi, Helen, Lewis, Emma, Ian, Katy, Steph and Steve.

## WOOD STREET HEROES

Back in April we celebrated a group of individuals/companies who have gone over and above to support us. Their commitment and dedication to our cause has been incredible. Whether it be supporting us in an unusual way, taking on a challenge at the last minute, bringing together entire communities, their support really has been invaluable and we can't thank them enough.

For their full stories please head over to our website:  
[www.woodstreetmission.org.uk/support-us/wood-street-heroes/](http://www.woodstreetmission.org.uk/support-us/wood-street-heroes/)

We recently asked our supporters on social media to vote for us in the Movement For Good awards and we were delighted to have found out that we've won £1,000. We will be using this money to buy items for our Family Basics project including toiletries, children's hats and scarves. Thank you to everyone who voted and to Benefact Group for the award.



## BETHELL CONSTRUCTION

A huge team from Bethell Group took on the Wilmslow 10K for us this year. We went along to meet them all on the day, they'd had a fabulous run followed by a great BBQ and plenty of refreshments. As a result of their tireless efforts, we were overwhelmed to receive £15,000. A phenomenal amount of money that will make such a difference to our projects, especially during these difficult times. We are very grateful to the whole team and their supporters.

## COME DINE WITH ONE PLUS

If you watch Come Dine With Me you will have seen Alan and Michelle from Manchester Restaurant One Plus scoop the top prize of £1,000! We were delighted that they generously donated the full amount to Wood Street, and we couldn't be more grateful. Thank you so much Alan and Michelle and congratulations on your win.






# Every child deserves to have a special Christmas



We really need your help to give local children from struggling families a happy and memorable Christmas.

Here's how you can make a difference

A cluster of colorful gift boxes in shades of blue, pink, purple, and red, tied with gold ribbons, positioned in the upper right corner of the central text area.

**Donate new toys, gifts or books, unwrapped** and suitable for children aged 0-14 years old. Visit our **website** for ideas and links to our Amazon Wish Lists, where you can choose a donation to be delivered directly to us. Chocolate and selection boxes are also much appreciated!

A vertical stack of three gift boxes: orange, green, and purple, each tied with a gold ribbon, positioned on the left side of the central text area.

**Give to our Appeal securely online** at [www.woodstreetmission.org.uk/donate](http://www.woodstreetmission.org.uk/donate) or create a fundraising page for your work, school or group on **JustGiving**

Spread the word – by sharing our Appeal online using **#WoodStreetXmas**

**We will be accepting Christmas donations from now until Friday 9th December. Please try to get yours to us as early as you can, to enable us to help as many families as possible.**

You can drop gifts off with us Monday-Friday, 8.30am-4.30pm at

- ★ Wood Street Mission, 26 Wood Street, M3 3EF.
- ★ Or to arrange a collection please call 0161 834 3140 or email [collections@woodstreetmission.org.uk](mailto:collections@woodstreetmission.org.uk)

A cluster of colorful gift boxes in shades of red, orange, and green, tied with gold ribbons, positioned in the bottom left corner of the page.

**Thank you so much for your support!**