

# IMPACT REPORT

Feb 2025



## Gift Allocation and Utilisation

We are pleased to present this impact report, detailing how your generous donation of £38,000 has been utilised to support vulnerable individuals and families affected by the cost-of-living crisis.

Your donation was allocated to multiple community-based organisations, enabling them to address essential needs such as food security, mental health support, and emergency relief.

This funding has made a significant difference in the lives of those who are struggling, providing them with the resources and support they need during these challenging times.

## IMPACT SNAPSHOT

**200**

£50 Food Vouchers  
distributed

**1,224**

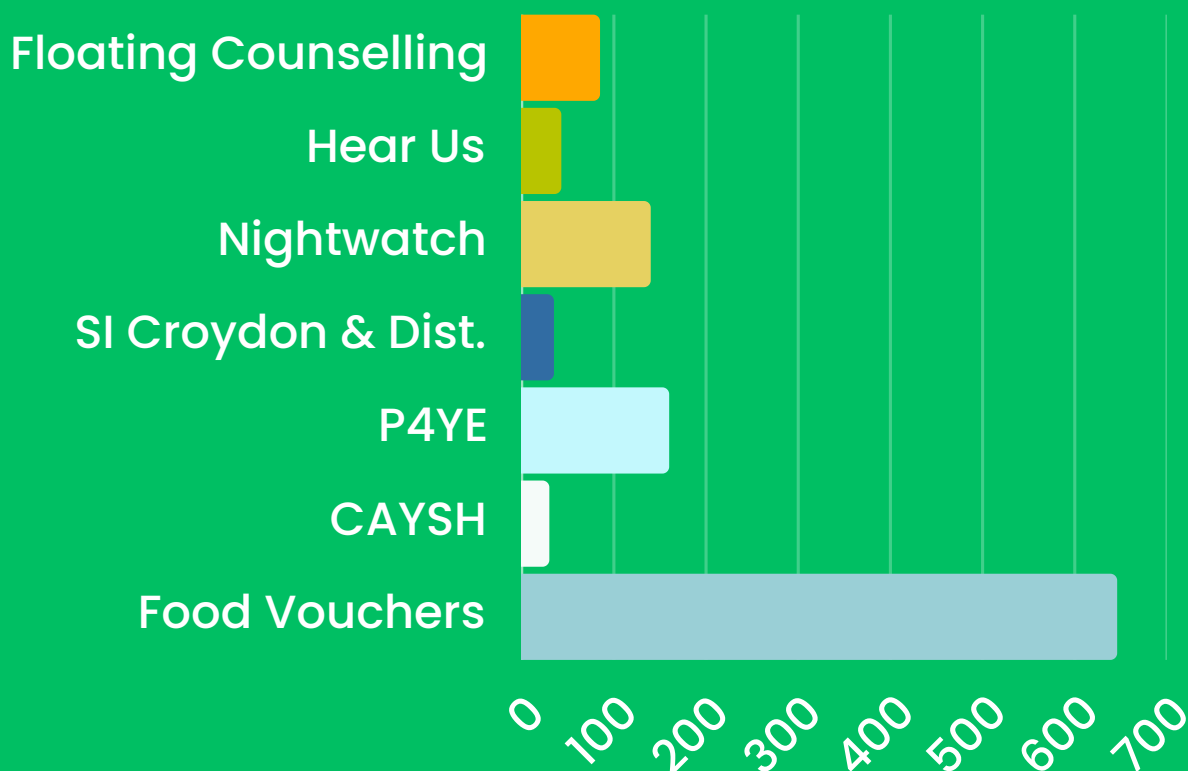
Families Support via  
local organisation's and  
vouchers

Poverty in the UK is a significant issue that often goes unnoticed. Despite being one of the world's wealthiest nations, millions of people in the UK struggle to make ends meet. A substantial number of those in poverty are actually in work. Low wages, insecure jobs, and high living costs mean that many working families still struggle to afford basic necessities. Children are particularly vulnerable, with nearly 3 in every 10 children living in poverty. The ongoing cost of living crisis has exacerbated the situation, with many households facing increased financial pressure due to rising prices for essentials like food, energy, and housing.

Among the various organisations that received your generous gift, each was dedicated to assisting individuals facing financial hardship. The donation was used for the following purposes:

- Food Support: Distribution of supermarket vouchers and food parcels.
- Mental Health and Wellbeing: Provision of counselling and therapeutic services.
- Emergency Relief: Supply of essential items for the homeless and low-income households.

## Families Supported Via the with gift



The Bar chart represents how many families were supported via the grant provided to 6 organisations in Croydon and the number of food vouchers distributed.

# Organisation Impact Stories

## **Floating Counselling Community – food and hygiene, plus counselling**

The organisation provided counselling, mental support, and culturally appropriate food supply assistance to the families we serve. Your donation has impacted 35 adults and 50 children in crisis, providing both practical assistance and emotional healing. The feedback has been overwhelmingly positive, with many clients expressing how life-changing this support has been.

This funding allowed us to bridge the gap between emotional and practical support, ensuring that those in crisis received holistic care. Your contribution has not only provided immediate relief but has also empowered individuals to move towards a more stable future. We look forward to continuing this vital work and deeply appreciate your belief in our mission.



### James' Story

James, a 55-year-old man who had recently become homeless, accessed both our food bank and counselling support. Through counselling, he processed his trauma and received referrals for housing support. The food bank provided him with essentials while he worked towards stability.

Sarah, a single mother of two, was struggling with severe anxiety after losing her job. She couldn't afford therapy and relied on food banks to feed her children. Thanks to this funding, she received six free counselling sessions, helping her rebuild confidence and apply for new jobs.

The food parcels ensured her family had nutritious meals during this difficult time.

"The counselling helped me see hope when I thought I had none. I finally feel like I can move forward." – Sarah, 38

Without this support, I don't know how I would have fed my kids. Thank you from the bottom of my heart." – Mark, 42

# Organisation Impact Stories

## Hear Us

We supported 26 children (age 0-13) and 17 children (age 14-18).

Our main client group is people living with severe and enduring mental illness. The vouchers are only being given to those who are experiencing hardship and food poverty who come into contact with our Welfare Rights Advice Project. We used the grant to buy 39 £50 Aldi supermarket vouchers to distribute to people struggling with their finances due to ill health and the ongoing cost of living challenges. We also bought stamps to cover postage to those who were not able to collect in person. All vouchers have been allocated.



"Receiving the supermarket voucher was a blessing. It meant I could buy fresh food for my children without worrying about cutting back on other essentials."

Hear Us Beneficiary:

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## Nightwatch

Supported homeless individuals with food and essential supplies. Though the award was to support our general service, in the winter of 2024 the fund was directed at providing energy vouchers for prepaid meters during the colder months and the energy price crisis. More than 100 families and individuals supported

"Thank you also for the food support—it has made a significant difference, and I am so grateful for your help during this time." Night watch client,



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**SI Croydon** have been a long time partner of "**Off the Record**" who support young carers. With this donation they are supporting 30-35 up to age 17. They are helping young carers with cost of living, educational resources for young people consisting of uniforms, books, and bags. Funds also made a key difference to the young carers who were able to get items for school/university



Getting both food and counselling support in one place made all the difference. I felt truly cared for." – Anonymous



# Organisation Impact Stories

**Project 4 Youth Empowerment CIC** Provided food parcels to families struggling with food insecurity. 30-40 families per week for a month.

The beneficiaries of our foodbank in Croydon include vulnerable families and young individuals who are struggling with food insecurity. Many of them live in temporary or unstable accommodations, such as hostels, and face significant financial hardship.

Families often include single parents or low-income households who are struggling to afford basic necessities due to rising living costs. Many are dealing with unemployment, benefit delays, or unexpected crises that leave them unable to consistently put food on the table.

The young individuals we support, include care leavers and those experiencing homelessness, also rely on the Foodbank. Many are living in hostels or supported accommodation, facing challenges such as job insecurity, mental health struggles, or a lack of family support. For them, the Foodbank is not just a source of essential food supplies but it represents a beacon of stability and hope during difficult times.

Through this support, the Foodbank helps to alleviate hunger, improve well-being, and provide a sense of dignity to those in need.



On behalf of Project 4 Youth Empowerment CIC we want to extend our deepest gratitude for your generous grant in support of the P4YE foodbank. Your kindness has made a significant difference in the lives of individuals and families facing food insecurity. Wayne

CEO



Since receiving your grant we have spent £798 on new freezers, fridges and microwaves for our young people moving into new accommodation.

We are planning to spend a further £2,200 on new starter packs for new tenants moving into accommodation to cover: kitchen equipment and bedding.

**Impacting 30 young care leavers**



# FOOD VOUCHER DISTRIBUTED VIA FOOD BANKS AND SOCIAL SERVICES

Croydon Voluntary Action with SI Croydon Branch organised and distributed 200 £50 food shopping vouchers. Food banks and Social Services nominated the recipients of the vouchers and totalled 646 individuals (over 400 were children)



## Conclusion

The organisations expressed immense gratitude for the funding. Thanking you for your invaluable support in helping us make a positive impact on the lives of those in need in Croydon.

The £38,000 grant was instrumental in providing crucial support to vulnerable people affected by the cost-of-living crisis. By funding essential services such as food provision, mental health support, and emergency aid, the grant significantly alleviated hardship and improved well-being across multiple communities. Continued investment in such initiatives remains essential to addressing the ongoing challenges faced by many families in the UK.



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