

A Fundraising Appeal for the UK's Only 24/7/365 centre for women in crisis:

no matter the time
no matter the day
no matter the circumstances
no matter the reason



Trusted Space

TRAINING

PROVIDE ADVICE
END HOMELESSNESS

Empowerment

Rebuild lives

Place of Safety

Education

SPECIALIST SUPPORT

Domestic Violence and Abuse Support

INCREASE EMPLOYABILITY

Improve
Mental
Health

Registered with



A Case for Support

1. Introducing the Marylebone Project

The Marylebone Project provides a life-changing service for homeless women. It is the largest and longest-running centre of its type in the UK, located on Cosway Street in the City of Westminster. The Marylebone Project was formed from a partnership between the Church Army and the Portman House Trust. The Church Army works with some of the most deprived communities in the UK and Ireland. Their work focuses on serving those most in need, striving to ensure that everyone has their basic needs met and can live with dignity. The Church Army has formed partnerships both nationally and internationally to achieve its vision. It has over 120 years of experience working with the most vulnerable individuals in our society. They serve over 14,000 people through their centres of mission, projects and individual evangelists.

The Marylebone Project has over 90 years of experience in providing targeted support to vulnerable homeless women in crisis, affected by domestic abuse, human trafficking, domestic servitude, alcohol and drug abuse, unemployment, multiple complex needs, loneliness, learning disabilities and women suffering because of their minority ethnicity. We aim to turn individual lives around by offering a seamless journey from often rock-bottom on the streets to living happy, fulfilling, independent lives. Within our safe environment, women rebuild trust, learn to *re-engage* with society and start to rebuild their lives through our all-encompassing service provision through empowerment. We achieve this by providing a home for women (c. 40,000 bed nights each year) and supporting them in all aspects of their lives, such as education, employment, health and mental wellbeing. The day-to-day support provided is 'user-led' – *run by women for women*, to make a difference and permanently change lives forever for thousands of vulnerable women in the UK. Our residential arm operates two purpose-built accommodation units at Cosway Street and Bell Street, comprising 112 individual bedrooms for short and long-term use with shared lounges, kitchens and living facilities. We believe that every woman has the right to have their own front door.

40k
bed
nights
each year

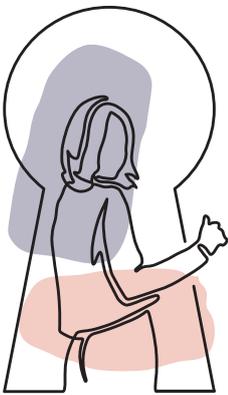


24/7
365

2. 'The Sanctuary' at the Marylebone Project

We have recently received £473,000 from several supporters towards 'The Sanctuary' – a Women's Emergency Support Centre. The Sanctuary will be open 24 hours a day, 7 days a week, 365 days a year for any woman who needs help and support, especially at night when many are most at risk. It is utterly unique in design, located across two floors at Bradbury House on Cosway Street. While London is the main catchment area, any woman in crisis can use the drop-in services and support available at The Sanctuary.

90 years of experience supporting vulnerable women



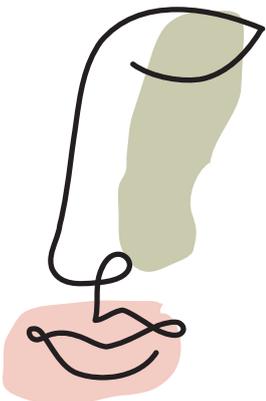
The Sanctuary is an all-encompassing space where women can access advice on housing, education and training and participate in meaningful mental health and wellbeing activities. In 2019, prior to the pandemic, we had over 7,000 women visiting the centre. Since reopening in March 2021, the numbers are growing each month substantially. We aim to support and empower many more women to lead independent, healthy and fulfilling lives by expanding our opening times.

The Sanctuary is a women-only space, run by women for women, providing a safe space that any woman can go to no matter the time, the day or night, the circumstance, or reason. The Sanctuary is an all-encompassing space where training and education, advice and holistic wellbeing classes are accessible. In addition, practical facilities are also available, including a clothing store, laundry facilities, showers and food banks.

The Sanctuary receives referrals from Thames Reach, Westminster Council's Outreach team and other homeless organisations. All visitors to The Sanctuary can access housing advice, including strong links with Westminster's Housing Team, where appropriate, regarding local connection and duty to house. We will also refer women to other council homelessness teams and other agencies offering housing advice, working collaboratively to minimise service duplication. Notably, women also come to The Sanctuary without any referral, straight off the street. There is substantial demand for affordable housing in Westminster and, therefore, significant pressure on service availability in the borough. We keep up to date on changing government policies and resources to support homeless women, provide advice and help them accordingly.

We have a long-standing relationship with Westminster Supporting People through the commissioning of bedrooms in the hostel at the Marylebone Project. We also work closely with Councillors to ensure women are assisted in contacting their relevant borough, so extra pressure is not put on the City of Westminster. Collaborative working with government and local authorities is ongoing to understand referral routes and acceptance criteria. For example, Westminster Council's Housing Solutions Service already refer directly to the Marylebone Project.

We work with a range of other charities and governmental bodies to enable women to access our services. These include St Mungo's, West London Mission, The Passage, Connections at St Martin's, Thames Reach and Westminster Council's Outreach team. We are also undertaking collaborative work with the London Homeless Collective.



3. Run by women for women

The Sanctuary is run by women for women, making it a safe place for the increasing number of users who have experienced domestic violence. Over the last few years, interviews with women at The Sanctuary revealed that many women would not go to mixed refuges, often predominately male, for support. These interview findings back up extensive research that women feel safer and more secure in a female-

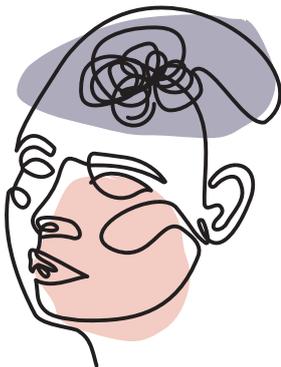
7k
women
visiting
each year

only, trauma-informed environment. This feeling is especially true if women have experienced an abusive relationship.

As a result of the Covid-19 pandemic, recorded domestic violence cases are 10% higher (reported cases were compared in June 2019 and June 2020; ONS, 2021). This rise is in addition to the ongoing trend of increased cases, despite the pandemic. Across the UK, the number of women-only centres is limited. There are only two women-only day centre provision services, with a further five providing limited access for women-only. The Sanctuary is the only women-only centre in the UK open 24/7/365. Its location at the heart of London means it can serve women in an area where they are particularly vulnerable to crime, exploitation and isolation.

Women working but struggling to stay off the streets will have a safe place to go outside of regular working hours and can be triaged into key services as rapidly as possible. These may include advice and assistance, family mediation services, landlord negotiation and helping people find private sector accommodation. Women can be referred directly to our longer-term beds in the Marylebone Project hostel. We also have emergency bed spaces available for up to 56 days, giving time for referrals if necessary. In addition, we work collaboratively with our partner agencies to secure longer-term accommodation and support for women.

The Sanctuary will be the first of its kind to be open 24/7/365 providing a safe and secure place for vulnerable and underrepresented women to go no matter what the time. Women in crisis cannot wait until a bed becomes available or be referred to the appropriate service; during domestic violence and abuse, they need somewhere to go during a crisis. The Sanctuary is a haven for women when they have nowhere to go, anytime day or night.



4. Funding to support the operation of The Sanctuary

The Evening Standard, working in partnership with London Homeless Collective and London Community Fund and assistance from Church Army and Barclays PLC, provided £473,000 towards the operating costs of increasing The Sanctuary to open from five mornings a week to 24/7/365 until June 2022. We have created a supportive environment for women in crisis to go to any time of day or night from this funding; however, we urgently need to secure more to ensure this enhanced service can continue beyond the initial 'phasing in' stage.

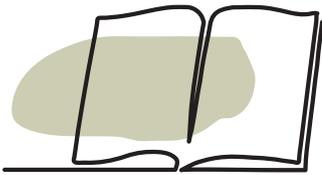
To support women in such a unique space with a range of complex multi needs, in addition to securing future current operating costs, we are now also seeking funding for specialist staff at The Sanctuary. We are fundraising to employ five full-time staff: an education, employment and training worker, a volunteering coordinator, a service user involvement worker, a domestic abuse and violence worker and a community outreach worker. We will also train staff to gain a qualification through

**Emergency
bed spaces
available
for up to
56 days**

Women's Aid in domestic abuse and violence and an OCNLR Level 3 certificate in domestic abuse – prevention and early intervention.

By providing specialist support when women need it most could be the difference between breaking free and surviving or not. By having specialist workers in domestic abuse and violence, women can be supported and cared for most appropriately. At The Sanctuary, we can provide the much-needed support and care for the many women currently suffering in silence. In addition to domestic violence and abuse, the women we support are often affected by substance misuse, unemployment and mental health issues. Funding from your organisation will also help us employ an Education, Employment, Training Worker who will help to transform the lives of thousands of women who come through our doors. We can also provide an innovative, meaningful activity programme to build the skills and confidence to turn women's lives around with the funding.

5. Building Awareness of The Sanctuary



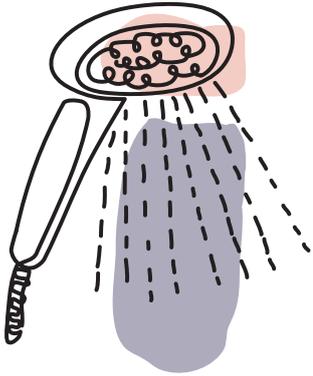
In autumn this year, we are having an open day for all partner agencies, stakeholders, referral agencies, and outreach teams to be informed of the services and support provided by The Sanctuary. In addition, we will continue our structured activity programme. One weekend day every six weeks, we will deliver 'women into work' themed events focussing on specific employment sectors and employability skills for these sectors.

Over the next few months, we will develop partnerships for work placements and volunteer programmes for women. The providers of these work placements and volunteer programmes will be invited to attend and help deliver the weekend workshops. We will also develop two link partners in other agencies to establish referral systems and accommodation/move on pathways for women 24/7/365. This may be particularly relevant to those fleeing domestic violence and needing a place of safety, but it is not limited to this. Partnership working will include the provision of local contracts, service level agreements and shared commitments.

We will also develop two link partners in other agencies to establish on-site specialist support and advice for women 24/7/365, e.g., mental health, drug and alcohol support, domestic violence, trafficking, welfare rights and housing/homelessness law. Partnership working will include local contracts, service level agreements and shared commitments.

Throughout the next 18 months, we will conduct feedback analysis and mental wellbeing assessments. In January 2022, we will have our first showcase event of an employment roadshow where employers can advertise their industry and vacancies. In addition, we will have an open-door policy to street outreach teams offering opportunities to accompany women to The Sanctuary and access the available support.

**The first
women only
centre open
24/7/365**



On-site specialist support and advice

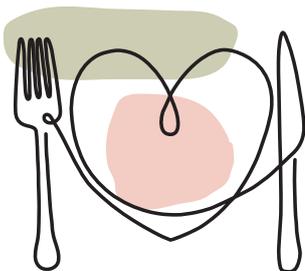
6. Aims for 2021 and Beyond

We are targeting a 150% increase in the number of women visiting The Sanctuary and a 25% increase in the percentage of those securing employment from pre-pandemic numbers until Spring 2022. We will achieve an open-door policy for meeting spaces, provide access to computers/IT and ensure women have the support they need. We will provide food, gifts, safety, shelter, companionship, and mentoring over Christmas, communicating this to the street outreach teams. Each month we will continue to increase the number of women we can support and secure employment. We will accommodate 225+ women attendance/visits per week by April 2022. We use the sector standard Warwick Edinburgh Mental Wellbeing Score to track mental health and wellbeing improvements. We are targeting an increase of at least two scores for 25% of women and one for 50% of women from now until October 2022.

We will receive women referred from other homeless organisations or the local council who require the advice, training, or support that we offer at The Sanctuary. The previous morning run day centre received 7,000 visits from vulnerable women in 2019. The recipients are women sleeping rough in the Westminster area, women in the city that need somewhere to go to at a time of crisis, or those who experience living poverty. We anticipate that we can accommodate four women overnight in emergency beds at one time and support 15,000 women throughout the year in training, advice and emotional and mental support.

7. The Sanctuary Team

The Sanctuary team is dynamic and creative, working within a trauma-informed approach to drawing out women's strengths to empower them into independent living. The current team exclusive for The Sanctuary include a Sanctuary manager, nine sanctuary advice workers (including a sanctuary and resettlement worker and a service user involvement officer) and an education, employment and training worker. We also have two full-time volunteers and 13 volunteers who lead activities, train or act as mentors, giving approximately one day each week. In addition, the Marylebone Project staff who have input into The Sanctuary are an Operational manager and three social enterprise staff involved in teaching cooking skills and customer service skills. We will also recruit and employ five full-time employees: an education, employment, training worker, a volunteer coordinator, a service user involvement officer, a domestic abuse and violence worker and a community outreach worker. In addition, we will recruit at least 12 further volunteers to help at The Sanctuary. Volunteers will support staff in their duties and women visiting The Sanctuary by providing drinks and food, helping women with paperwork and talking with them.



We will continue to keep all our current records of the number of women to The Sanctuary, e.g. at what day and time they visited and

Focus on improving women's mental health

whether they were new visitors to The Sanctuary or not. We will also continue to record the number of referrals and non-referrals to The Sanctuary, the training, work experience and employment opportunities we provide and those attending. We will also continue to conduct monthly evaluations of women's wellbeing using the Warwick Edinburgh Mental Wellbeing Scale. Using the same scale over time, we can evaluate how The Sanctuary has helped women's mental wellbeing. We will also continue to interview women to gain their insights on how The Sanctuary has affected them and continue to assess any improvements we could make to benefit them and other women in the future. In addition, we will conduct PERMA interviews for all women's involvements in activities, classes and courses. The PERMA interview assesses engagement, positive emotions, relationships, meaning, accomplishment and resilience. Finally, we will continue to work with organisations within the sector to share any lessons learned from expanding The Sanctuary. We will continue to assess how The Sanctuary is performing and whether any positive changes are needed to improve the outcomes for women receiving our services.

8. Your Involvement in Supporting Vulnerable Women



We already have some funding secured but need to raise more to sustain and develop The Sanctuary further. So we are asking you to consider supporting us with a donation towards the enhanced staffing element of operating 24/7/365 and to employ other specialist staff. These are detailed on the budget on page 8.

The Church Army employ their dedicated fundraising team and have worked with Collabonations Ltd - fundraising professionals for over 14 years to raise funding for The Marylebone Project. Contact details for them can be found on the last page.

One of the main reasons the development of The Sanctuary is cost-effective is that the building refurbishment has been completed. Therefore, any money donated by funders will go directly to service provision, enabling us to continue our 24/7/365 service and provide specialist support to women in extreme need within the heart of the capital.

We are actively campaigning to recruit volunteers to bring down the running costs in the longer term. With the help of your organisation, we will employ a new volunteer coordinator to support volunteers who already help at The Sanctuary and newly recruited volunteers. We are also working collaboratively with other agencies within the London Homeless Collective to explore new ways of joint working and sharing costs. We are confident in sustaining funding beyond the help of your organisation, especially given our long history of excellent relationships between the Church Army and their donors and the consistent fundraising of the Marylebone Project since 1932.

The Sanctuary

Expenditure	2021/22	2022/23	2023/24	Funded by
24/7/365 MBP				
Centre Manager	£45,297	£46,202	£47,126	To be found
Centre Team Leader	£38,145	£38,907*	£39,686	Funding Secured**
Centre Advice Worker 1	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 2	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 3	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 4	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 5	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 6	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 7	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 8	£34,063	£34,744*	£35,438	Funding Secured**
Centre Advice Worker 9	£34,063	£34,744*	£35,438	Funding Secured**
Education, Employment and Training Worker 1	£34,063	£34,744*	£35,438	Funding Secured**
Education, Employment and Training Worker 2	£34,063	£34,744	£35,438	To be found
Volunteer Co-ordinator	£29,642	£30,234	£30,839	To be found
Service User Involment Worker	£34,063	£34,744	£35,438	To be found
Domestic Abuse and Violence Worker	£34,063	£34,744	£35,438	To be found
Community Outreach Worker	£34,063	£34,744	£35,438	To be found
Activities and materials	£7,400	£7,548	£7,698	To be found
Domestic Abuse and Violence qualification through Women's Aid @ £2,100 per staff worker	£8,400	£0	£0	To be found
OCNLR Level 3 Certificate in Domestic Abuse - Prevention and Early Intervention	£3,000	£0	£0	To be found
Direct overheads, management, supervision costs, admin, marketing, HR, IT, cleaning, utilities, building maintenance, insurances, servicing	£56,322	£57,410*	£58,558	Funding Secured**
Total	£665,088	£666,717	£680,039	

Income	2021/22	2022/23	2023/24
Funding Secured** (15 months - 1 April 21 to 30 June 22)	£373,000	£100,000	£0
Funding to be secured	£292,088	£577,717	£680,039

* Funding till 30 June 2022

** The Evening Standard/
London Homeless Collective/
London Community Fund/
Barclays PLC/
Mercers Company

Salaries shown include 20% employer costs
(13.8% employers NI contribution 4% employer pension contribution, travel, general training)
Salaries for 2022/23 and 23/24 have 2% increase added to allow for inflation



For more information or to discuss making a donation please contact
James Marlow and Suzanne Richardson on
020 3833 1729 and james.marlow@churcharmy.org

The Sanctuary

The Ven. Peter Rouch CEO
Phillippa Middleton General Manager
Sue Way Senior Homeless Manager
Ruhamah Sonson Centre Manager

The Sanctuary is part of the Marylebone Project, owned and run by Church Army and Portman House Trust
Church Army is a registered charity in
England & Wales 226226, Scotland SC040457 and
Republic of Ireland 20152604

Registered office: Wilson Carlile Centre,
50 Cavendish Street, Sheffield, S3 7RZ

A place of safety and support, run by women for women, 24/7/365

www.maryleboneproject.org.uk JustGiving