

Report back to The Funding Network

1. Name of your organisation and date funded by TFN:

North London Cares – 28th January 2016

2. What was the project you sought funding for from TFN? What are its aims and objectives? Have these changed since receiving TFN funding?

Investment for a new hire to support Social Clubs and Love Your Neighbour projects – to underpin our core work and free up senior staff to focus on strategy, infrastructure, fundraising and expansion to other parts of the UK. These objectives have remained consistent throughout 2016, and into 2017.

3. Were you able to do this work as you described it in your application and presentation?

Yes

What evidence do you have for the success or failure of the funded project?

In mid-2016 North London Cares, along with our sister charity South London Cares, received investment from Nesta and the Big Lottery that enabled the “Cares Family” to:

- Hire two new fundraisers for North London Cares and South London Cares to further diversify and grow the charities’ income;
- Hire a new Director of Operations to improve our monitoring and evaluation, financial management, CRM and other systems and processes, ready for future growth;
- Replicate to two new parts of the country - building new “Cares” networks tackling isolation and loneliness in additional cities around the UK.

The investment, profile and encouragement we received from supporters of The Funding Network last January were a huge boost in helping us to achieve this, as they enabled us to:

- Hire a new Social Clubs Coordinator in spring 2016 to focus on expanding our programme of group activities and reaching more people than ever in 2016;
- Invest in new processes and time for our Love Your Neighbour programme to improve in 2016;

Please see this link for evidence of the new investments from Nesta and the Big Lottery:

<https://community.biglotteryfund.org.uk/uk-wide/accelerating-ideas-uk/w/wiki/515.nesta-partnership.aspx>

In 2016 we ran 322 social clubs in Camden and Islington, through which older and younger neighbours shared 40,828 interactions. Volunteers gave 5,669 hours of time to their community through North London Cares during the year, including 1,112 one-to-one hours through our Love Your Neighbour programme. For evidence of the social club and Love Your Neighbour activities, please see: <https://twitter.com/NorthLDNCares>

4. If you were not able, please explain what happened and why? Can you quantify any changes? Eg ...expanding number of employees, number of projects, geographical scope.

Since our presentation to the Funding Network in January 2016 North London Cares has:

- Grown from 5 full time members of staff to 6;
- Secured new funding from Nesta/The Big Lottery, Salter's Foundation, MUFG;
- Developed our community fundraising from 23% to 30%.

5. Can you measure, assess or describe the change that happened as a result of this work? What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)?

The investment through The Funding Network made a huge difference to our evolution – by enabling us to part-fund a new colleague, it helped our Head of Development to diversify our income, and our CEO to focus on new partnerships and investments that have increased the potential of the charities. In 2017, as a result of these investments, “The Cares Family” will expand to Manchester, and begin delivering activities in that city in autumn 2017. In early 2018 we will begin working in a fourth city, applying the additional funding from Nesta/The Big Lottery.

The investment we raised through TFN contributed 20% of the total amount North London Cares required to make that delivery hire, and to thereby focus senior time on strategic objectives. Moreover, later in the year, TFN also gave our sister charity South London Cares the same platform through its partnership with Beyond Me; this income will go towards funding a major Winter Wellbeing project in 2016/17 to help older neighbours in south London stay warm, active, healthy and connected during the most isolating time of year.

6. As a result of presenting at TFN, did you experience any of the following;

- New subscribers to your mailing list
- New volunteers to your organisation
- Further funding from individual donors
- Further funding from institutional funders
- An introduction that benefited your organisation (e.g. to an individual, business or other organisation)
- Other benefit (please describe):
 - Profile, credibility, expanded networks

7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?

Through our investment in direct project delivery, approximately 500 older people and 500 young professionals have shared time, laughter and new experiences in 2016. In a broader sense, however, the number of people reached by this opportunity will ultimately be much higher – as the presentation was a spring board for a wider year of development for “The Cares Family” which ultimately led to more people being helped by South London Cares and indeed which will ultimately lead to the creation of two new Cares networks outside London beginning in 2017. In that sense, being part of TFN in early 2016 may have helped the Cares Family as a whole to reach 2,000 people.

8. Can you tell us any personal stories to highlight the value of funding from TFN?

At the end of 2016, North London Cares shared 6 blog posts highlighting some of our favourite moments of the year. Two were specifically connected to our social clubs, which this opportunity with TFN directly funded.

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In December the Jazz Café in Camden Town invited North London Cares' neighbours to celebrate Christmas with some vintage jazz. It seemed really daunting to have nearly a hundred neighbours along, but it turned out to be one of the most memorable moments of the year.

It wasn't just the event – a fantastic meal, great music and the best company – but how everyone felt at the end. It was what North London Cares is all about, bridging communities for older and younger neighbours to share time, laughter, and the vibrancy of our capital city together.

The Jazz Café is a space that in some older people's eyes is for young people to party in. In spite of – or perhaps because of – this, the Jazz Cafe team were so surprised at how much fun their older neighbours had. And for all the younger neighbours – and the community at large – it showed how great local businesses are when they open their doors.

Thanks to everyone – all the businesses and older and younger neighbours – who has made this community network so special in 2016.

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Doreen is a good friend of so many of the older and younger neighbours that hang out and help one another through North London Cares. Although she's had a difficult time in 2016, Doreen remains a regular at our Kentish Town social club – always with a good nature and a smile on her face.

Recently, Doreen's daughter Anna saw her mum saying bye to her Granddaughter at the door with a new gesture that she didn't recognise.

It turns out Doreen had a new routine: to "brush the dirt" of the day off her shoulders – a move Doreen's shared since spending the day with friends learning about hip-hop culture with Damien from B-Better through North London Cares.

This is exactly the sort of thing our social clubs are made for: helping older and younger neighbours to connect to one another through our wonderful changing city.

9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN).

Many! Hiring two new fundraisers and a Director of Operations in 2016, and securing investment from Nesta/The Big Lottery for expansion, was hugely significant – and all that came off the back of the funding from TFN (which, in part-funding a new delivery post helped our senior team to focus on strategic opportunities).

We have now created “The Cares Family Limited” as a third arm of the Cares Family (alongside North London Cares and South London Cares) – to drive and be the incubating home of future Cares networks outside of London. In 2017 we will begin creating Cares 3 and Cares 4 in new communities around the country.

If donors are interested to find out more about how they can support these new Cares networks, they can contact alex.smith@northlondoncares.org.uk.

10. Do you have any other comments regarding TFN funding?

We were so grateful for the opportunity of being part of The Funding Network last January. The experience was hugely positive – from the short application process, to the intensity of the phone call interview, the rigour of which helped us to improve our robustness, to the evening itself. Being part of TFN feels as much like a celebration as a fundraising opportunity. It’s wonderful to be around so many other great charities and inspiring people trying to solve problems in so many unique ways. That process really opened our eyes to the community around us beyond the work we already do.

The team at TFN are constantly encouraging, reassuring, motivating and professional. At times the preparation that goes into the evening feels intense, particularly when it comes together over a relatively short period and at an already busy time of the year – but that intensity helped us to improve and hone our messaging, for the presentation event and in general. We’re very grateful for that support.

Moreover, the ongoing encouragement to genuinely be part of a network – with additional future opportunities, social media and email storytelling about our work, introductions offline – has also helped us to progress as charities, to seek out new opportunities, and to think again about the way we operate. That rigour, and the expansion of profile that goes with being part of TFN, have truly helped the “Cares Family” to thrive in 2016, and to use that opportunity as a platform for the future.

11. Can you please include any relevant photos or clips that may relate to the project.

Below is one example of the type of media we publish every day through our Facebook, Twitter and Flickr channels. We have thousands of such photographs and videos, and would love to share some specific examples with TFN – please do let us know if you’re after anything in particular for your annual report or social media channels (we have images of all kinds!)

<https://www.flickr.com/photos/67166020@N04/>

<https://twitter.com/NorthLDNCares>

<https://www.facebook.com/northlondoncares/>

