

TFN Impact Report

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| Name of your Organisation: | Bread & Roses |
| Name of the project TFN funded: | B&R Floristry Training Programme - Summer 2017 |
| Date Funded by TFN: | 06/07/2017 |
| Were you able to undertake your project as planned? | Yes |
| Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives? | <p>Our pitch was for funding to run a floristry training programme for six unemployed refugee women, helping them to develop English and increase their levels of employability as they learned a new skill.</p> <p>We worked with three women from Eritrea, two from Syria and one from the DR Congo. The project indirectly supported the children of the participants, who were able to attend the workshops at Hackney City Farm and take part in a play group downstairs while their mothers took part in training.</p> <p>The funding we received from TFN enabled us to provide full travel expenses for each participant, and to pay volunteer expenses for another woman from a refugee background, who had previously trained as a florist and was looking to get back into the profession. It also allowed us to employ a florist on a part-time basis (2.5 days a week) to facilitate the workshops and lead on the commercial, revenue-generating aspect of the social enterprise, in which the bouquets created by trainees were sold to customers across London.</p> <p>All of the women reported improved confidence speaking English through participation in the programme, and one participant moved into training with Oxfam after completing the training. The other women continued their English training and are still in contact with Bread & Roses; they have been signposted onto relevant charities for additional support. We learned a great deal from the Summer 2017 programme and in our subsequent training programme, we improved our offer to participants by employing a qualified English teacher and employment advisor to support with the sessions.</p> |
| What portion of the project did TFN fund? | 100% |
| How many direct beneficiaries did the TFN funded project reach? | 6 |
| How many indirect beneficiaries did the TFN funded project reach? | 5 |
| Were you able to leverage further funding as a result of TFN support? | Yes |
| If yes, how much were you able | £2,312.50 - from Addidi and the Pioneers |

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| to raise? | |
| Did you receive any pro-bono support, volunteer offers or introductions as a result of the event? | No |
| How important was TFN funding in helping you achieve your objectives? | We would have found it difficult to achieve our objectives without TFN funding |
| Since presenting at TFN, has your organisation undergone any other significant changes? | I couldn't add a link to the above, but this is a short piece The Independent made about the Summer training programme https://www.independent.co.uk/news/uk/bread-roses-refugee-women-florists-london-hackney-flower-selling-arranging-a7882276.html |
| Do you have any other comments or feedback on the experience of the TFN process? | We have loved being involved with TFN. The process of refining our pitch to the allotted amount of time has really helped us to articulate our work, and we wouldn't have been able to grow in the way we have without your support. A huge thank you for giving us the opportunity to reach your community! |
| Can you tell us any personal stories to highlight the value of the project? | <p>One participant, Naima*, who had recently arrived to the UK from Syria was particularly delighted to be involved in the programme. Her and her husband were both learning English, in order to improve their prospects of finding work. However, because their son was too young to attend nursery and none of the ESOL classes they were entitled to access provided childcare, Naima was left at home to care for her child. This meant that, while Naima's husband was out improving his English, Naima felt increasingly frustrated. When she was referred to the Bread & Roses programme, Naima asked if she could bring her son along. It was agreed that he could attend the playgroup which took place on the same day at Hackney City Farm while she took part in the training. This meant that Naima was able to improve her English, socialise and learn new skills, while her husband went to English classes. She reported feeling more confident speaking English after completing the programme, and her husband has since found a job. This has enabled the family to afford childcare, and Naima is now attending advanced English classes, helping her towards her long term goal of re-qualifying as a teacher.</p> <p>*Name has been changed</p> |