

8 December 2021 • 6.30-8.30pm

Festive Funder

Event Pack



Artis Foundation

Registered charity 1174635

Year founded: 2004

2020-2021 income: £577,778

Free reserves level: £180,000

Sponsor: Dasha Shenkman

 artisfoundation.org.uk



artis...
transforming lives through the arts



What does Artis Foundation do?

Artis transforms education through the arts by creating magical, high quality learning experiences that help children flourish. We sing about punctuation. We act out fractions. We dance the solar system. With TFN Funding, we will support 10 primary school classes and their teachers in the top 20% most deprived areas in England.

What problem(s) will this work address?

The arts are disappearing from our schools - the DCMS has reported a 30% decline in arts activities in primary schools. During lockdown children from underprivileged backgrounds experienced widening gaps in educational and social/emotional development. Post-lockdown, 25% more school-starters needed help with language skills than in 2019. The NASUWT (teachers' union) reports that schools are making up for lost learning by reducing time for creative subjects. 56% of teachers don't believe they have the resources/skills to deliver creative lessons. The impacts of this are compounded in deprived areas where complex social issues prevent children from engaging with learning.

What is Artis Foundation's solution to this problem?

Artis was founded on the belief that opportunities to participate in the arts should be available to all children. Our unique educational programme places performing arts education specialists in schools, one day a week for an entire academic year. Our 'Artis Specialists' create imaginative cross-curricular learning experiences. We focus on working in the most disadvantaged areas.

Supporting Children: Each Artis day is typically comprised of six sessions, therefore we often work with every child in a partner school in a single day. Since the beginning of the current school year Artis has helped over 7,200 children.

Supporting Schools: Artis Specialists work with Headteachers to understand the needs of each school and develop bespoke learning plans designed to tackle specific challenges.

Supporting Teachers: Artis Specialists support teachers to develop across a whole academic year, upskilling them so that creative techniques and approaches to learning can be embedded throughout the whole school.

Supporting Artists: Artis Specialists are at the heart of our

work and we invest significantly in their professional and artistic development, ensuring that our learning programme is consistently high in quality.

What social change will this work achieve?

For many pupils participating in the Arts is crucial to transforming how they engage with learning. Embedding arts across the whole school curriculum has the potential to directly impact children's language, communication, social and emotional development. Initial findings from independent evaluation of our programme has identified significant positive impacts in primary school children with higher levels of need. Evaluation of Artis partner schools shows increases in engagement of children in learning and participation (70%), developing confidence (73%) and working well with others (83%). By supporting teachers to develop their teaching practise, the legacy of this work will have a long-term impact.

What will Artis Foundation do with TFN funding?

To work with a class of 30 children across an academic year, Artis must raise £1,000, which is then matched by £1,000 from the school. This equates to £2 per child per week. For 10 classes we need to raise £10,000. With £10,000 Artis would: 1) reach 300 children, positively impacting on their education, wellbeing and development; 2) train 30 teachers, teaching assistants and senior school leaders; 3) support the employment of 2 Artis Specialists; 4) evaluate the impact.

Sponsor's statement:

I've been an enthusiastic supporter of Artis for a couple of years. Their creative work has brought a much-needed shining light into the lives of children, in particular during the pandemic with an online programme. I've seen confidence built, wellbeing boosted and ideas articulated, all through the arts. Asylum seeker children experienced joy and found their place in Artis sessions. I'll never forget witnessing a child speaking up for the first time at school after a year of classes. I'm passionate about enabling Artis to help more children in deprived areas and to nurture more performing artists as arts educators.

CRIBS International

Registered charity 1173021

Year founded: 2016

2019-2020 income: £94,000

Free reserves level: £10,000

Sponsor: Hephzi Pemberton

 cribsinternational.org



What does CRIBS do?

CRIBS International is a UK charity providing homes in Greece for pregnant refugee women and families with new babies (for the first 12 months of their baby's life). We currently house 18 families - our Free Shop and Community Space now support many more families than we directly house. TFN funding will cover rent and utilities for our CRIBS Community Hub: Free Shop, office, Community Space and two flats providing housing for 6 families and services to many more.

What problem(s) will this work address?

1) Homelessness - precarious housing, exploitative landlords; 2) safety - women and children experience rape and assault; 3) sex work - desperate people resort to desperate measures; 4) loss of child - homeless birthing women lose their children into Greek custody; 5) communication - many women come with little education and don't speak the language; 6) lack of skills - women need literacy and work skills; 7) perinatal care - pregnancy and childbirth require skilled help; 8) isolation - losing family support at such a key time means women do not have all the skills to raise their children; 9) income - unregistered women have no access to income and it is very hard for those who do have papers; 10) food- no money means going hungry while pregnant.

What is CRIBS' solution to this problem?

We provide apartments with privacy and a space to call home. Our caseworkers liaise with hospitals to ensure that women are treated with dignity and receive the care they need. We work with skilled practitioners to support women and babies. The CRIBS community in part replaces the lost family connections that refugee women desperately need.

In a CRIBS flat with support, mothers are able to bond and care for their own children. Play, hygiene and community make a huge difference. We give families a monthly stipend as well as basic food supplies, nappies and medicines. All adults and school aged children attend classes to learn language, computer literacy and work skills. They are also able to share their existing skills with others. We ensure women receive antenatal and

postnatal care. We work closely with other NGOs specialising in this. We welcome people not housed by CRIBS to our Free Shop or other support services.

What social change will this work achieve?

Women who come to CRIBS for housing and support have experienced some or all of these life experiences: war, rape, sex work, homelessness, hunger, thirst, traumatic delivery, forced marriage, racism, sexism, homophobia, family violence. Without a chance to develop skills and break the cycle of trauma, their futures are bleak. We want the women we work with to have autonomy. And we want them to be able to advocate for other women in the future. Empowering new parents means increased chances of breaking the cycle of poverty for their children. The parents' mental health affects children's emotional and cognitive development.

What will CRIBS do with TFN's funding?

The funding will cover 12 months' rent for the CRIBS Community Hub - two flats/Free Shop/Community Space/Office Space for Athens based volunteers and also contribute towards utilities and ongoing repairs. As a small charity our ongoing operational costs consist mainly of rents, family living expenses and stipends for long term Athens based volunteers. By covering all of the building costs for the CRIBS Community Hub, a TFN grant will allow us to plan ahead and continue to develop responsive and impactful services in Athens.

Sponsor's statement:

CRIBS is the only NGO in Athens that has as its core purpose providing homes to marginalised women: safe places to give birth and care for their babies in the first year of life. CRIBS also runs a community hub, which includes a free shop that has helped several thousand families, and a community space delivering a programme of health education, support and language and job skills training. Funding the building rents for the hub and flats will improve future opportunities for many marginalised families as well as providing housing for several vulnerable mothers and their babies.

My Life Films

Registered charity 1157198

Year founded: 2014

2020-2021 income: £269,000

Free reserves level: £88,000

Sponsor: Michael Maynard

 mylifefilms.org



My Life
Films

What does My Life Films do?

My Life Films uses filmmaking to improve the lives of people affected by dementia. We have created a range of film-based services that improve the mental health and wellbeing of People Living with Dementia (PLD), enable their care staff to deliver person-centered care and give their primary carers opportunities for respite and shared activity.

What problem(s) will this work address?

MLTV will address the disproportionately low mental health and wellbeing of PLD, which has been exacerbated by the impacts of Covid-19. Prior to the pandemic, up to 50% of PLD experienced depression, double the prevalence amongst older people. Research shows that two significant factors are isolation / loneliness, and the lack of mental stimulation. The majority of care home residents with dementia spend most of their time engaged in no activities. The pandemic has made this worse; 79% care homes reported a decline in the health and wellbeing of PLD because of isolation. Additionally, people aged 65+ still watch over six hours of broadcast TV every day on average in the UK, but PLD are unable to watch mainstream television because it is unsuitable for their cognitive needs.

What is My Life Films' solution to this problem?

MLTV is the first service in the world to make dementia-friendly TV available at scale. It provides isolated, unoccupied PLD at home and in care homes with vital stimulation and activities, and opportunities for social interaction with fellow care home residents and carers.

MLTV is run using existing Vimeo software; we manage our content and they manage the back-end. We create new shows with our in-house production team and acquire existing shows through free partnerships or paid deals with rights owners. It is accessible via TV, computer or smart device. In 2020, our Feasibility Pilot showed that MLTV can improve the mental health and wellbeing of PLD. We began a Viability Pilot in January 2021 to test commercial viability, establish a sustainable business model and gather further evidence for impact. We are trialling a subscription model charging £3.99 for individuals and small care homes and £29.99 for large care homes. As of

1st November 2021, we have signed up 20 large care homes and 169 individuals and small care homes, reaching approximately 1538 beneficiaries in total. Any future profit will go back into making biographical films for PLD.

What social change will this work achieve?

Our Feasibility Pilot ran for three months with 34 participants from two care homes and 10 hours of dementia-friendly content. 94% caregivers said that MLTV can improve the mental health and wellbeing of PLD. Following the input of medical advisors Dr Robert Lawrence and Prof Tracey Williamson, we anticipate these outcomes:

- Improved mood and mental wellbeing of PLD
- Improved social connections of PLD with care staff and fellow care home residents
- Increase carers ability to deliver essential care
- Provide carers with shared activities with PLD
- Provide at-home carers with respite

MLTV is a 'one-to-many' service that can achieve impact on a national scale and it complements our Biographical Filmmaking Service which is a 'one-to-one' service.

What will My Life Films do with TFN's funding?

We would put £10,000 from TFN towards the salary of our part-time MLTV Sales and Marketing Manager, a new role for FY 22/23. Sales and marketing is essential for care homes to discover the service and subscribe to it. Spending £10,000 now will earn us many times that amount in the future. One care home subscription generates £360 a year; we need only sell to 28 care homes to make £10,000, and we believe we can sell to at least 100.

Sponsor's statement:

My Life Films do fabulous work in a neglected area of our society. People living with dementia are often forgotten and this is an innovative way of enhancing their daily lives. I've been very moved by the films MLF has made in the past which demonstrate both an understanding of these people's special needs as well as a passion to do something to improve the situation. Our funding would be the final piece of the MLTV jigsaw that will maximise the impact of the scheme. I urge us to back these talented specialists.

Join us at the TFN Festive Funder crowdfunding event on 8 December 2021 and pledge your support for Artis Foundation, CRIBS International, and My Life Films.

About The Funding Network

The Funding Network (TFN) is a London-based charity, founded in 2002 by Frederick Mulder CBE, Sue Gillie, Paul Kelland and Polly McAfee. Their aim was to create a way for people to come together to hear directly from charities working for social change and to pool their funds in support of their work, in order to have a greater impact than they could on their own. They wanted to create a forum that was fun, educational and empowering. Fast forward 19 years, and what began as a small, voluntary giving circle started by four friends has raised in excess of £15m for 2,500 charities at over 600 events in 25 countries.

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