



## inside

|                        |   |
|------------------------|---|
| News – Seaside Trips   | 2 |
| Look Back at 2017      | 3 |
| School Uniform Updates | 4 |
| Meet Amanda!           | 5 |
| Christmas Thank Yous   | 6 |
| Supporter News         | 7 |
| Make A Difference      | 8 |

[www.woodstreetmission.org.uk](http://www.woodstreetmission.org.uk)

# OutPost

Welcome to the latest issue of our newsletter, and my first OutPost post

Although I've been appointed as the new Manager, I'm not exactly new to the organisation, having worked for Wood Street now for over 25 years! To be the Manager of such a fantastic charity is a great honour and it is a privilege to work with such a dedicated staff and volunteer team. A recent report has indicated that some 48,000 children are living in poverty throughout Manchester and Salford, meaning the work that we do is as important now as it's always been.

We have added to our staff team in recent months so we can increase the size and improve the delivery of our projects. It will also mean we can begin to increase the scope of our outreach work, to provide support and activities for children and families where they most need it, and work more closely with schools and other potential referrers to target those families most in need.

It's been very busy since our last newsletter, with the SmartStart, Book Clubs and Clothing Project all going from strength to strength. We also organised a Christmas Party for over 400 children and parents. For parents to explain to us on the day that their children, some of whom were 9 and 10 years old, had never been to a party of any kind before was a stark reminder of how we as an organisation, can help to make a difference.

I hope that you enjoy this latest update. Please do get in touch if you have any comments or suggestions, we would love to hear from you.

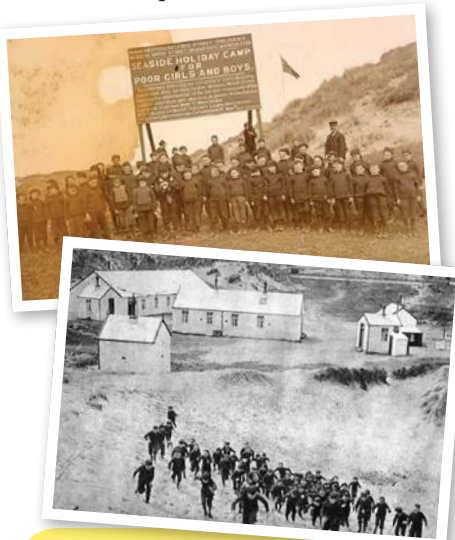


**Des Lynch**, Manager  
des@woodstreetmission.org.uk



## QUEUES, CLOGS & REDEMPTION *Salford*

Our history exhibition Queues, Clogs & Redemption was well received whilst on display at Salford Museum and Art Gallery last year. The exhibition focused on the role we played providing tens of thousands of children with a seaside break in the nineteenth and twentieth centuries – for most their first ever glimpse of the sea. The exhibition was accompanied by not only the first ever Wood Street Mission rock, but also three history walks between the Museum and Wood Street, with tour guide Suzanne Hindle. We're looking forward to working with Suzanne more on our 150th Year activities – watch this space!



### Did You Know?

Before the Holiday Pay Act 1938 most people in Britain had only unpaid annual leave. Far from a holiday, the two weeks when the factory shut could be a time of great hardship. While going on a family holiday became more popular in the 1970s and 1980s, it was and is still something that a lot of families are unable to afford.



### Oh we do like to be beside the seaside

In July we brought the past into the future with a day trip to Blackpool – two coaches of families left Chorlton Street Bus Station bound for Blackpool promenade. Base camp was set up on the steps in front of Blackpool Tower and before we knew it, shoes and socks were off, paddling underway and Frisbees came out. A very sunny, very windy and very happy day, with some very sleepy little ones on the way home.

### 150 Years of helping children and families



**WOOD STREET MISSION**  
SINCE 1869

As we approach our 150th Anniversary as a charity we are busy making plans to recognise the occasion – but we would like your input on how you think we should mark it! Please send your suggestions and ideas to [sophie@woodstreetmission.org.uk](mailto:sophie@woodstreetmission.org.uk)



## REVIEW OF 2017



# ONE YEAR = ONE BIG DIFFERENCE TO LOCAL CHILDREN

### **3,700** children helped with day-to-day necessities

Our core project helped 1,287 families with children's clothes, bedding, baby equipment and toiletries, as well as toys and books. The majority of these are good quality second hand items donated to us by supporters.

### **100s** of volunteers gave their time

From our regular volunteers who help out each week, to corporate volunteers with us for a day, our volunteers play a vital role. Some of our volunteers, and staff, have received services from us themselves and their input is invaluable to develop our work in response to the needs of families.

### **7** Book Clubs & **1000s** of books

Our Book Clubs continued to be very well attended, encouraging a joy of reading and promoting the importance of literacy to children and their parents. We continued to partner with community organisations to hold the Book Clubs in accessible venues, in areas where we receive high levels of referrals.

### **2,740** children provided with uniform and school kit

£231,291 worth of uniform and school kit was distributed to over 1,000 families through SmartStart in time for the new school year, to help them fit in and achieve their potential. The number of children helped through the project increased by 18%.

### **3,000** followers on Twitter and nearly **5,900** Facebook likes and follows

We love being 'social' and you can hear all about our activities, campaigns, appeals and even what biscuits we like over on Facebook and Twitter. We regularly get offers of help and support, donations and recommendations online and it all helps to raise awareness of who we are and what we do. We're delighted that our followers are so interactive with our posts. Anyone can help by simply sharing our page, it only takes a second but can make a huge difference.

**And finally...watch this space...  
our new website is coming soon!**

# SmartStart

MANCHESTER & SALFORD



**Many families struggle to afford the cost of uniform which means their children can be bullied in the playground and get into trouble for breaking school rules. Back to school time in September is a particularly stressful time of year for parents as they try to avoid dipping into other household budgets to pay for uniform or end up getting into debt. SmartStart aims to help families with the costs of school by providing school uniform and other kit.**

## WE NEED YOUR HELP!

We rely on the generosity of our supporters to run and develop the SmartStart project, and need your help with donations of the following:

- Unbranded school uniform suitable for children aged 3 – 18
- Sports kit – shorts, jogging bottoms, fleeces, trainers, new plimsolls
- Stationery like pencil cases, pens, folders, jotters and calculators
- School bags, lunch boxes, water bottles
- Revision Guides
- New underwear and socks, hats, gloves, warm coats

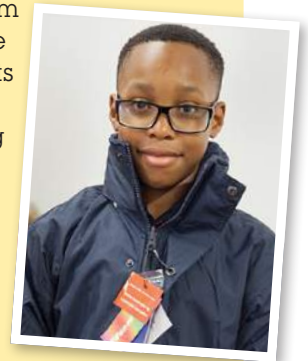
We need your time too! August in particular is a busy time of year for the SmartStart project – could you donate some time to come and volunteer with us? To support us or get involved contact SmartStart Development Manager [mark@woodstreetmission.org.uk](mailto:mark@woodstreetmission.org.uk)

## Warm in Winter

Getting to school in the winter freezing cold because you don't have a winter coat, an expensive item for families, doesn't help children feel ready to learn.

Thanks to the generosity of supporters raising and donating funds, we were able to give out 1,120 boys and girls winter coats last year. We have developed strong partnerships with coat suppliers Trespass and Result who have been really positive supporters.

It was a pleasure to see some of the children's faces when they tried them on. They were "posh" and lots of other kids were wearing them. These things matter.



## SMARTSTART 2017 FACTS

- We provided 2,740 sets of uniform and 1,120 coats to primary and secondary school children in Manchester and Salford.
- 72% of children helped were in primary school and 28% in secondary school
- Moston in Manchester and Broughton in Salford were our busiest areas this year
- We ran pop-up events in Eccles and Gorton to make the project more accessible to families
- We received significant donations from Office Depot, Powell Creative, Charles Kirk, Matalan and M&S.

## New Friends for SmartStart

Last year we were delighted to launch a new SmartStart partnership with schoolwear supplier David Luke. The Manchester based company delivered the high quality uniform items most needed directly to families homes. They also provided a fantastic team of volunteers to help in our back to school shop

and raised £2,954 towards our work.

We were also pleased to receive £1,210 from The Studio Manchester who donate £10 to SmartStart every time their Classroom space is booked for an event – a great link we are strengthening this year.





# BOOK CLUBS



## Book Bench

We were delighted to take part in the BookBench Trail – part of the Read Manchester campaign from Manchester City Council and the National Literacy Trust to promote reading and boost literacy throughout the city. Our bench, shaped like an open book, was brought to life by Manchester based mural artist Paint Sayers – and was on display over the summer as part of a trail of 58 benches across Manchester and Salford.

## New Initiative

Our Book Shelves provide a permanent supply of donated children's books available in a local community venue. Our first has been placed in the Emmanuel Centre in Langworthy. So far, over 100 books have found new homes with local children and we already have requests to place Book Shelves in other areas.



## Spooky Book Club

Over 60 children attended our Halloween Book Club in Gorton and thanks to the huge generosity of KPMG every child was given a brand new spooky book to take home. KPMG also provided a brilliant team of volunteers who helped out on the day. We have opportunities through the year to sponsor and volunteer at our Book Clubs, do get in touch if this is of interest to your company.



## Meet Amanda! Our volunteer Book Club Coordinator

### How did you become involved with Wood Street and end up in your current role?

I came for a day and stayed! I volunteered with Marks & Spencer for a one day task at Wood Street. Ironically, I spent the day sorting books! I have experience of all our projects but in January 2018 I was asked if I would co-ordinate and expand the Book Club project and I gladly agreed.

### What do you enjoy most about what you do?

I love that it is a local charity and that you get to know the families who come in. It's a brilliant team here and everyone has the same goal, to help people in need. After a long career in education I enjoy being able to give something back.

### Why do you think reading is important?

Reading is massively important, you will most likely be reading this because someone took the time to help you to read, and encouraged you on your literacy journey. Having taught young men and women who didn't 'get' literacy first time round I know how important it is.

### What is your favourite children's book and why?

Enid Blyton's Malory Towers and St Clare's were always my favourites but more recently it's 'The Tiger Who Came to Tea' thanks to the privilege of reading to my five year old granddaughter. Who could possibly resist the idea of a tiger roaming round your house eating and drinking everything?!!



# THANK YOU!

## Festive Feast

Our thanks go to Adrian Ellis and the whole team over at The Lowry Hotel who once again invited our families to enjoy a festive feast to remember.

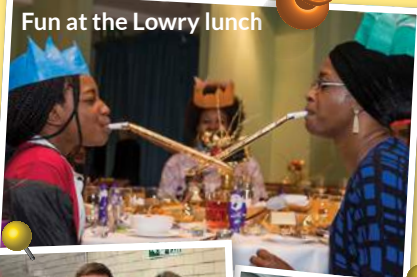
## 'Top' Donations

A huge thank you to TopQuote who came in with a haul of thousands of pounds worth of toys and goodies to donate. Guy Codling, Managing Director said "TopQuote is in the business of helping people when they need it most. Wood Street do a fantastic job in the local community and we're happy to help them to support children when they need a helping hand, and is something that we will continue to do."

## Vital Van

Our last Christmas van collection was to our loyal and regular supporters, the University of Manchester. As always, we came away laden with gifts and overwhelmed by their generosity. Our van had another very busy Christmas, thanks again to Michael Oliver and Oliver Valves who provide this vital piece of equipment.

Fun at the Lowry lunch



TopQuote Team



Van's getting full!



## Our festive highlights...

We can't thank everyone enough who donated gifts, money, raised funds, collected, and acted as a drop off point for our Christmas Appeal – too many to mention you all. Thanks to your support we were able to give out 11,000 toys, that parents could select themselves, to ensure the children we help all had gifts to open on Christmas Day. You gave the children we support a Christmas to remember – we really couldn't do it without you.



## Making Christmas Memories

A few days before Christmas, 450 grown-ups, boys and girls were welcomed to a breathtaking Sheridan Suite for a very special Wood Street Christmas Party. There were bouncy castles, an immersive Snow Globe, face painting, a magician and hundreds of balloons, as well as delicious food, drinks and treats. The day was made even more memorable with the arrival of Santa who ensured all of the children left with plenty of presents. Fresh from the jungle our friend Amir Khan also joined us, helping to judge a dancing competition and spent extra time saying hello to everyone. It was truly a day of memories. A huge thank you to everyone involved in making it a success, but especially the Sheridan Suite whose kindness was overwhelming – their Christmas spirit shone through every step of the way.



Riders from RideSafe BackSafe, along with XS Manchester's Steve Berry, rode to Wood Street with their bikes decorated in tinsel and fairy lights (and wearing an impressive array of Christmas Jumpers!) to deliver large bags full of gifts towards our Christmas Appeal.





Samuel and his amazing collection

## Eggs-ellent response to Easter Appeal

Thank you to everyone who donated eggs for us to give out to children at Easter this year, a nice treat we're able to provide to kids who don't often get them. Regular supporter Ian Jolley collected a fantastic 250 Easter Eggs & 100 chocolate treats on our behalf, and we were overwhelmed to hear that 8 year old Samuel Dobkin, a student at Manchester Grammar, collected a whopping 359 eggs from his friends, family and local community. Thanks also to Santander who collected over 700 eggs, and Albert's who acted as drop off points again for us.

## Hale Ladies at Fox

We were delighted to receive an incredible £18,000 towards our SmartStart project when 130 women came together for a delicious lunch at FOX Restaurant in Hale Barns last year.

A huge thank you to everyone who attended, but in particular Tamara Semp, Mehr Mussarat and Sylvia Dobkin for organising such a great occasion to raise funds for vital school kit.

## Snow Problem!

A little (or a lot of!) of snow didn't phase our dedicated supporters Adam, Jane and Abigail. Even when the Wilmslow Half Marathon was cancelled due to the weather, they ran 22k anyway, raising a fantastic £1,300 for us in the process.

Massive thank you to everyone who has walked, run, climbed, swum, paddled, Gung-Ho'd, and done all sorts of crazy and wonderful things to raise funds for us over the last year. If you have something you'd like to take part in to raise funds for us, please get in touch at [sophie@woodstreetmission.org.uk](mailto:sophie@woodstreetmission.org.uk)



## Corporate Support

We're delighted to have been selected by Chandos Civil Engineering Ltd as their charity partner for 2018. Our relationship began with an amazing donation of £10,000 – a huge contribution to our work supporting families. We're excited as to what this year will bring!

We're incredibly grateful to all the companies who select Wood Street as their charity partner, and really like to work closely with you in your fundraising and activities supporting us. So do let us know what you're up to!



**CHARITY  
OF THE  
YEAR**

## Send us your news and views

Fundraising for Wood Street Mission? We would love to hear from you. You can send us news and photos of your fundraising activities to [info@woodstreetmission.org.uk](mailto:info@woodstreetmission.org.uk) and we will try to publish as many as we can. Don't forget you can also get in touch and comment on our work on Twitter and Facebook.



@WoodSt\_Mission



WoodStreetMission



# MAKE A DIFFERENCE



Rachel Bywater Photography

**Every year we help improve the lives and life chances of thousands of children in Manchester and Salford. Here's how you can help.**

**DONATE** children's clothes, bedding, uniform, toiletries, toys and books. Drop donations off to our central Manchester base or call 0161 834 3140 for a collection.

Take on a **CHALLENGE EVENT** and run, walk, climb, swim, abseil, skydive or whatever floats your boat! (Dragon Boating raises funds too!)

Make a **FINANCIAL DONATION** via our JustGiving page or send us a cheque made out to 'Wood Street Mission'.

**CHOOSE US** as your charity of the year and get colleagues behind our ongoing appeals and fundraising activities.

**VOLUNTEER!** We need volunteers to sort donations, help families when they visit Wood Street, and at our school holiday Book Clubs.

Leave us a **GIFT IN YOUR WILL** and help future generations of children in need. Contact us for our legacy booklet.

**To get involved or support us in any way, please get in touch with [sophie@woodstreetmission.org.uk](mailto:sophie@woodstreetmission.org.uk) – we look forward to hearing from you!**



Wood Street Mission  
26 Wood Street, Manchester M3 3EF  
Tel: 0161 834 3140  
 @WoodSt\_Mission  
 WoodStreetMission  
Email: [info@woodstreetmission.org.uk](mailto:info@woodstreetmission.org.uk)

**Wood Street Mission is a children's charity based in the centre of Manchester. 48,000 children in Manchester and Salford are living in poverty. We help children and families by alleviating the day to day impact of poverty and improving life chances.**

Designed by Helen Joubert Design