



Impact Report 2020/21



A Warm Welcome From LoveBrum

Hi.

We want to thank you in advance for taking the time out to read our annual Impact Report for 20/21. We aim to showcase some of the fantastic community-focused work happening across the city. Work that has never been more important.

Over the past year, we have all seen and felt the devastating impact of the Covid-19 pandemic – on our loved ones, our city and beyond. Our hearts truly go out to all those who have lost so much.

LoveBrum has worked tirelessly to engage and support the hidden gem causes that have continued to provide vital activities and services for our community. This report tells the story of our year, and sets out how we as a charity have navigated unprecedented challenges. It also sets out how we have and will continue to adapt our approach and services to be even more effective and impactful, so that we can continue to make Birmingham even better. For everyone.

We have been inspired by seeing first hand, everyday, the small acts of community support and mutual aid that blossomed right across Birmingham. Neighbours helping neighbours. People stepping up to support the most vulnerable members of our community.

Long may this continue. Let's keep this spirit of community and connectedness going. Let's keep supporting communities to do amazing things.

Birmingham, let's do this.

Thank you, all, from the trustees of LoveBrum.

Our Story

LoveBrum is a registered charity that supports those hidden gem projects across Birmingham that are often volunteer led and that deliver real change and positive outcomes for their community.

LoveBrum exists to engage, empower and support community organisations working with the most vulnerable and isolated people in our community. We work alongside organisations who struggle to access the platform or funding that their work deserves. We work with them to build their skills, confidence and help them overcome the barriers they encounter. LoveBrum shines a light on those organisations whose work often goes under the radar but who provide essential support everyday to the community.

Every penny raised from individual memberships and fundraising stays in Birmingham and goes directly to supporting our fantastic causes.

LoveBrum brings together businesses, grassroots groups and individuals to provide a coordinated, strategic, and sustainable approach to supporting the community. We build capacity through our fantastic volunteering programme alongside finance and networking support leading to more sustainable organisations, with improved confidence and capability across the city working with the most in need. This allows us to have the ability to react more quickly and more effectively to challenges and opportunities, and have a more agile and impactful approach.



Our Work

Since 2015, LoveBrum has distributed over £171,500.00 of vital funding to over 120 causes across Brum. We have also received support from over 50 Corporates and Patrons. In 2018, LoveBrum was awarded funding from the National Lottery which helped take LoveBrum to the next level – enabling us to fund more projects and provide further support to an array of charities across Birmingham.

The global pandemic hit Birmingham and our community hard. But we are so proud of how we stood together as a community to tackle these challenges. Members of the community – individuals and local businesses who, together, love our city as much as we do – continued to provide much-needed, vital financial and in-kind support, allowing LoveBrum to focus our energy on supporting those facing the most significant barriers.

As the Covid-19 Pandemic took its grip, LoveBrum adapted quickly to ensure we could still be the Charity that supports Charities during this crucial time.

With most events cancelled, a critical part of charities' funding lifelines was suddenly stopped, so LoveBrum came up with our new campaign...





Together, we are **#OneBrum**

#OneBrum

We wanted to reach out to projects who we had already funded, and were doing amazing things to support people during this pandemic. Amazingly, with the help of Brum, together we have raised over £40,000 to support these projects and help those most impacted by the pandemic and it's legacy, and this figure continues to rise into 2021 - THANK YOU!

We supported 6 Charities in total as part of the OneBrum Campaign...

Our #OneBrum Causes...

Ladywood Helpers



Your support ensured that Ladywood Helpers have been able to support households, individuals and families most in need in the Ladywood area to get access to help and support during the Coronavirus crisis. Whether this be food parcel deliveries, supporting people who are having to self-isolate, financial advice and signposting to other support services, prescription pick-ups to a simple friendly phone call or text. These have been challenging times for everyone, and the Ladywood Helpers are there to help.

www.ladywoodhelpers.co.uk

Beyond The Horizon



Beyond the Horizon were able to continue their vital work of supporting young children and families who have been affected by loss bereavement at this time. The support from the OneBrum campaign has meant that Beyond the Horizon have been able to continue supporting young children working through their challenges to achieve hope for a healthy future and emotional wellbeing. Support for the children and families has been vital at this time and they have been able to offer their services online as well as post out support and activity packs for families suffering that are bespoke to their needs.

www.beyondthehorizon.org.uk

All Saints Youth Project



Support for the families throughout this pandemic has been so important, and funds from OneBrum will enable All saints Youth Project to keep offering their vital services to those who need them. Through on-line meetings and activities, telephone calls and texts, delivery of activity and well-being packs, referrals to foodbanks and other resources, zoom meetings, 1-1 meetings outside, counselling sessions and visiting at home on door steps, they have kept in regular touch with over 150 young people, young adults and their families.

www.allsaintsyouthproject.org.uk

As-Suffa Outreach

As-Suffa Outreach provides a number of programmes and support mechanisms to assist our local community. Initially established in 2012 to meet the needs of the homeless community in Birmingham, what started as a 'feeding the homeless' service once a week, has now grown into a number of projects that function all across the United Kingdom.

During the pandemic, As-Suffa Outreach have been delivering food packages to people self isolating with Coronavirus symptoms or people over 65. They have also been providing transport to NHS workers, who are struggling to get to work. Your funding has enabled As Suffa Outreach to continue their vital work at this time.

www.as-suffa.org/outreach

Colebridge Trust



OneBrum Cause, Colebridge Trust, work to improve opportunities for local people, by creating meaningful work experience in Birmingham. Colebridge offers employment and a place to improve work-based skills in their industrial unit, where they provide packing and assembly services for automotive, and health and beauty sectors. Throughout the first 3 months of lockdown, Colebridge Trust placed over 50 local people into employment. The funding from the OneBrum campaign will enable Colebridge to support more people to improve health and wellbeing, get into work or live more inclusive lives.

colebridge.org

Inspiration Support

Inspiration Support are a group of volunteers committed to providing hot drinks, food and essential supplies to the homeless on the streets of Birmingham. The Covid-19 pandemic has had a significant impact, especially those experiencing homelessness, who struggle with access to information and sanitisers, and who often have underlying health conditions that make them particularly vulnerable. Their aim has been to supply them with their day to day needs, namely food and toiletries, as well as work directly with certain individuals to link them up with non-statutory services too that provide both support and accommodation for this vulnerable group.

www.facebook.com/Inspiration-support



Bags For Brummies

Now into it's 4th year, Bags for Brummies went virtual in 2020 so that we could still ensure the most vulnerable were still able to be supported during the pandemic - the response we had was incredible, with over £5,600 worth of items being donated to SIFA Fireside, St Basils, and Let's Feed Brum!

With over 937 items purchased and donated in total and over 500 bags packed, our three causes were blown away with the generosity of their fellow Brummies!

SIFA Fireside



SIFA Fireside work to provide inclusion, engagement and equal access to services to individuals who are disadvantaged or experiencing homelessness. They also help to enable homeless and vulnerable people to take control, paving the way for healthier fulfilling lives.

www.sifafireside.co.uk

St Basils



St Basils works with young people aged 16-25 who are homeless or at risk of homelessness, helping over 5000 young people per year across the West Midlands region with specific services. They have a range of prevention, accommodation, support, employability and engagement services to help young people regain the stability they need to rebuild their lives, gain skills, confidence and employment and move on. The aim is to help them successfully break the 'cycle of homelessness' so that they can go on to experience a bright, fulfilling future and never return to a state where they are at risk of homelessness again.

stbasils.org.uk

Let's Feed Brum



Let's Feed Brum receive food donations from the community that they then hand out at their Soup Kitchen on Corporation Street, or their volunteers hand out locally on the streets. With 10 million tonnes of food being thrown away every year in the UK, they're bringing Birmingham's cafés, bars and restaurants together to help feed people in these unfortunate circumstances. Added to that, they are increasing the number of volunteers out on the streets and bringing the community together.

www.letsfeedbrum.com

Making A Difference

Stories from some of the fantastic Causes we have supported during the Pandemic...

During the first national lockdown of the Covid-19 pandemic, we were approached by Love Brum and asked what they could do to help us. Beyond the Horizon offers Counselling and Play Therapy to children and young people who are bereaved, have experienced loss through parental separation or have experienced domestic abuse. Love Brum provided us with the funding to purchase IT equipment so that we could still see children online and keep the important relationship with their Therapist going. We sent them play packs and resources related to their loss so that during the session they would access to some of the things that the Therapist would normally bring if they had sessions face to face. The support of LoveBrum has provided us with hope and a sense of relief. That there is a way, with the right support.

Jenny Graham, Beyond The Horizon

Our work is centred around inclusion, employment and skills. The funding will contribute towards a newly created post "Production Mentor" who is full-time care qualified worker who will be able to support the placements that we have from our local special schools and persons with additional needs employment projects. The employee will be able to ensure that we are fully meeting the needs of our participants, to ensure that they continue to develop. Furthermore we now have the capacity to move forward some of our ideas and thinking around creating better experiences for people with learning difficulties and disabilities.

Chetan Palmer, The Colebridge Trust

The outreach team handed out Bags For Brummies packages to those who we are supporting and have been rough sleeping. The fact that it was new items was really lovely, just something about being able to give a young person something that only they have owned, the look on their faces is wonderful.

Sian Dhillon, St Basils

Thanks to LoveBrum's annual Bags for Brummies campaign Let's Feed Brum was able to bring some happiness in this tough year to Birmingham's street community. Over 150 people received Christmas gifts and a take away festive lunch in the Cathedral gardens on Colmore Row in the week leading up to Christmas Day. The smiling, and sometimes tearful, faces of our friends on the street put a lump in all our throats. Many rough sleepers had a hot Christmas meal and gifts brought to the actual place they laid their heads down every night. Our volunteers were thrilled to be able to do this and our outreach teams continue to touch base with the city's rough sleepers, through the freezing winter conditions, every evening of the week providing them with essential items donated through the Bags for Brummies campaign. A massive thank you to all the lovely Brummies, and guest Brummies, in our fair city who contributed to LoveBrum's campaign.

Ben Rafiqi, Let's feed Brum

The donations received from Bags for Brummies have been a fantastic resource for our clients. They were distributed to those most vulnerable throughout the Christmas period and were very well received. The handwarmers were a particular favourite. With ongoing pandemic restrictions, the remaining craft items provide a great way for us to support our clients with additional wellbeing activities, such as colouring and painting.

Louise Berktoy, SIFA Fireside



Moving Forward, Together

We all know that 2020 has hit Charities hard with the loss of many income streams for them, so we reached out to our causes to see how it had directly impacted them...

77% of LoveBrum causes state that the Covid pandemic has added financial pressure to projects and initiatives they deliver to support end-users in Birmingham (LoveBrum, 2021)

Half of LoveBrum causes have seen more than a 50% reduction in funding and donation since the Covid outbreak (LoveBrum, 2021)

71% of Charities say that they are unlikely or quite unlikely to be no longer operating this time next year (NCVO, 2021), and 75% of UK charities expect higher demand in 2021, while 83% forecast income decline (BDO, 2021)

You can play a vital role in making Birmingham even better. You can play a central role in tackling inequality, reducing isolation, and directly supporting the most vulnerable members of our community.

Supporting LoveBrum as an individual, corporate or patron member plays a vital role in providing funding to enable our small yet committed HQ team to directly engage, support, and build capacity and skills across our funded organisations.



This financial support is essential to allow LoveBrum to coordinate collaboration and share learning with our wonderful community groups, enabling us together to tackle some of the significant challenges we face as a collective and as a city.

Your funding and support means that we are able to tell the stories of the groups and individuals we engage and support, helping them realise their aspirations and dreams, and to play a key role in delivering real meaningful positive change and outcomes across the city. To find out more information, please visit our website: lovebrum.org.uk

Birmingham faces a number of challenges, exacerbated by the pandemic. These include health inequality, financial, food and fuel poverty, long term outcomes for young people and a broader economic challenge for business and tourism sectors.

There were marked educational inequalities before the Covid-19 crisis. For example, about 40% of pupils on free school meals achieve good GCSEs in English and maths compared with around 70% of other pupils. The West Midlands – and especially Birmingham – has more pupils on free school meals than the national average.

Birmingham is in the top 20 most vulnerable areas when looking at health inequalities that relate to increased risk of severe symptoms from Covid-19 (due to a number of factors – age, health and income inequality, ethnicity etc), leading to a strain on the NHS, reduced ability to work and poorer long term health outcomes for those affected.

Young people aged 16–25 years were more than twice as likely as older employees to have suffered job loss during the pandemic and the majority of the group had seen their earnings fall. These disproportionate negative impacts occurred in the context of average earnings among employees currently in their 30s (who were largely in their 20s when the 2008 recession hit) being 7% lower in real terms in 2019 than they had been for their predecessors at the same age in 2008. The pandemic crisis exacerbated a longer-standing picture of a difficult labour market for young people (City REDI 01/21).

Be part of this positive change. Be part of a better Birmingham. Support LoveBrum.

Where We Are Now & Where We Are Going...

A Year Of Challenge & Reflection

The pandemic has, as we all know, dominated our lives, planning and thinking. It has devastated families and damaged the economy, for community groups and private companies alike.

The personal costs many of us have had to bear have been fundamentally life changing. We have lost nearly 3000 Brummies to the virus - brothers, sisters, parents and grandparents. Sons and daughters. Friends.

Charities and community groups have been called upon more than ever to support our community, whilst at the same time facing unprecedented challenges around income, staff wellbeing and uncertainty about the future.

Alongside these fantastic community organisations, the public truly stepped up. Neighbours helping neighbours: growing new relationships and building a new sense of community. Mutual aid and support for those most vulnerable and isolated played an essential part in helping people continue to survive and access the help and support they needed. Many of these people were hidden to many services, and did not know who to turn to when in dire need.

As well as the pandemic, the past 12 months in particular has been a time to reflect and act on a number of challenges that our community face daily.

The Black Lives Matter movement that swept the globe is something we need to engage with and listen to, thoughtfully and genuinely. We want and need to build a community that is inclusive of everyone. We saw passionate rallies here in our city - highlighting the historic and institutional barriers, injustice and discrimination our black community and people of colour encounter. At LoveBrum, we have a responsibility to champion and support projects and organisations that work to dismantle these barriers and build understanding.

We also have a responsibility to support and engage other underrepresented members of our community who often face multiple disadvantages. A Better Birmingham is a Birmingham that embraces our LGBTQ+ community. We stand alongside you as allies. A better Birmingham is a city that strives to tackle and overcome inequality -

LoveBrum exists to build a better Birmingham. This, at it's heart, means helping to build a city that is welcoming, inclusive, and one that celebrates the amazing people that call it home. The people that make a difference in the community everyday - from small gestures like picking up shopping for your vulnerable neighbour to creating strategic alliances to tackle the deep-rooted challenges and inequalities many Brummies face. These actions add up. They create a sense of shared purpose and shared desire. Only together can we achieve this.



Where Do We Go From Here?

The past 12 months has made us as a charity look at the way we operate.

- Who are we supporting?
- How are we achieving our mission of creating a better Birmingham?
- What do we need to change and what can we do better?
- How can we best serve the city to build community assets and skills?
- How do we more effectively engage and support underrepresented community voices?
- How can we most effectively connect community groups with supporters and local businesses to overcome our joint challenges and realise the opportunities on offer together?

The answer to all those questions can only come from genuine dialogue with our community. Therefore, we will soon be launching a wide-ranging consultation with you, our community to understand what a better Birmingham means to you and how we can work with you to realise our collective aspirations. You'll hear more about this consultation, and how you can get involved, in three coming weeks and months.



Our Interim Strategy & Framework

So, as we prepare to launch our community consultation, we want to share some details on our interim strategy that will guide the work we do over the next 12 months

A healthier and happy city...

We will focus our funding and support towards projects that work hard to reduce anxiety and isolation across our community. We want to support organisations committed to increasing emotional, mental and physical wellbeing and that aim to improve educational and employment opportunities for all. Our aspiration is to build a community that is able to thrive at an individual and neighbourhood level, and that is able to access the support, guidance and connections they need to thrive.

A more equitable, inclusive city...

Our funding and support will also support those fantastic community organisations working tirelessly to reduce poverty (including in-work poverty), who work to tackle and overcome bias, institutional bias and to reduce inequality of outcomes for young people in particular. Our aspiration is to work together for community groups and businesses to realise long-term health and success outcomes for our community and genuinely support underrepresented communities to share their voice and stories to influence and own decision-making across the city. A more inclusive community is one that celebrates the diversity that makes Birmingham so special, and builds on that to create a place that everyone feels ownership and pride in.

A city we are proud of...

We want to connect public, private and community sector organisations to develop more sustainable, community-owned activities that lead to a measurable increase in people's pride in Brum. We want to support ideas and projects that help bring interest, happiness and energy to the city. Ideas and activities that celebrate our cultures, our neighbourhoods, and our people and that showcase the very best of Brum.

Birmingham, let's do this.



And Finally...

A huge thank you.

We want to say a huge thank you to all of our amazing supporters. To the individuals running virtual marathons and raising funds through their creative endeavours and to our corporate supporters and patrons that play such a vital role in supporting LoveBrum's work. Your time, support and energy means more than you know. We want to say thank you to our fantastic Ambassadors, who volunteer their time and skills, supporting us to engage the Brum community.

We also want to say thank you to the wonderful community organisations we partner with to support people right across the city. The passion and commitment you have is inspiring.

And to our HQ team, who have worked tirelessly throughout the pandemic, continuing to raise awareness, funding, and supporting our fantastic funded organisations and partners.

Thank You. Be Proud of yourselves.

LoveBrum Patrons & Service Patrons





To learn more about our work, we'd love to chat. Get in touch!

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T: 0121 270 5274

W: lovebrum.org.uk

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