

Mustard Tree 

# Impact Report

2022-23

Registered Charity Number

**1135192**

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





Chair Mark Adlestone OBE DL

# Welcome and Overview



CEO Jo Walby

Mustard Tree's mission is to **combat poverty and prevent homelessness**, and we have never been more relevant due to the realities of the cost of living crisis.

Greater Manchester has many assets and is a great place to live. However, across the UK, there are increasing numbers of people that are falling into cycles of poverty and homelessness as shown by record numbers in temporary accommodation (94,800 families in June 2022\*).

In Greater Manchester, there are increasing numbers of families living below the poverty line (620,000 – source Greater Manchester Poverty Action Report 2022) with over 4,000 people homeless or in temporary accommodation. These numbers are significant and growing.



Over the past 12 months, our charity has developed to meet this demand, **working to our values**. Mustard Tree offers a hand-up not hand out as our 30-year experience shows us that people want the dignity of independence.

Ultimately, our aim is to create opportunities to improve economic wellbeing and find settled homes. We do this through Community Shops, Freedom training placements, support services, gifting schemes, vocational training and creative courses – offering a consistent, warm welcome to all.

“The reality this year is that more people have struggled financially, and we saw unprecedented demand for emergency help. Queues around the building before we open are common across all sites”.

– Jo Walby, Mustard Tree CEO

# Impact

We have supported more people across all areas of the charity this year with **9209 active clients** and thanks to our supporters, we have grown to meet this need. For example, in March 2023, we saw a record **footfall of 10,577** people coming into the charity during **that month**.

We have **registered 5116** new people into our services this year compared to 3032 people the previous year.

We saw **record numbers** of people rely on us to feed their families.



The table below shows the increase in numbers of people we support and the trend over the past 3 years.

PERFORMANCE INDICATORS - INDIVIDUALS	20-21	21-22	22-23
Freedom - skills, work and coaching placement	40	131	<b>266</b>
Support for new tenancies including gifted furniture	585	891	<b>952</b>
Training (English Language, Customer Service, IT, Job Club)	238	594	<b>998</b>
121 Support - hardship loans, finance & housing	1030	1956	<b>2240</b>
Families who use the Food Clubs	3049	3889	<b>5703</b>

“This placed has saved me – I was slipping and began to feel really low. I was living in my PJs and not washing my hair. Now I need to get up, have a shower – knowing I’ve got somewhere to be. If I’m having a bad day or need extra support, my freedom co-ordinator is always there to listen.

Katie, Freedom Project Trainee



# BRUCE'S STORY

**Bruce was sleeping rough when he visited Mustard Tree in April 2022. After the breakdown of a 27-year relationship, he fell into a depression, which eventually led to him becoming homeless.**

Bruce visited the Street Engagement Hub at Mustard Tree and received help to access accommodation. Additionally, Bruce got a hot meal and was given essential items and help by the support team.

*"I needed help. I didn't know what to expect; I just came to Mustard Tree expecting they could give me food - but I got much more, they sorted everything out for me".*

In August 2022, Bruce began taking part in Mustard Tree's Creative art Classes, having lunch onsite and becoming part of the community.

"The staff are very kind, very friendly, very knowledgeable, engaging, caring. I trust them - and that's a big one for me. If I speak to someone at Mustard Tree, I feel it's going to get sorted. It's been my saviour this place".

In December 2022, Bruce secured a new job, and has moved on from supported accommodation after finding a new home. Bruce is feeling more positive about the future and is an inspiration.

Accessing Mustard Tree gave Bruce the opportunity to develop a routine in a warm, safe environment. He had the time, space and courage to reflect on his situation and make the necessary changes.





Bernard (second from left) during a site visit at Overbury Stockport

## Bernard & his family

Bernard and his wife were seeking asylum in the UK. In his home country, Bernard was a Telecoms Project Manager and had a good life - he didn't want to leave but needed to protect his family.

In June 2022, Bernard's wife registered with Mustard Tree to access the Food Club. They were seeking asylum so not allowed to work. Bernard saw the Freedom Open Day poster:

'I've been a busy person all my life, and I found not working very strange. If you have been doing something all your life and then you're not allowed to support your family, it affects you'.

After training on the Freedom Project, Mustard Tree (in partnership with BAM Construction) found Bernard a voluntary Telecoms work placement with Siemens. Bernard says it felt like he was given a lifeline:

**"The work placement was a morale booster. It made me feel better getting up in the morning".**

Bernard is still waiting for his asylum assessment hoping to secure his status, so he can continue his employment journey in the UK.

'My experience with Mustard Tree has been very, very great and surpassed what I imagined. 'There can be a stigma attached to being an 'asylum seeker' but I didn't feel that at all - I just want to work and contribute'.

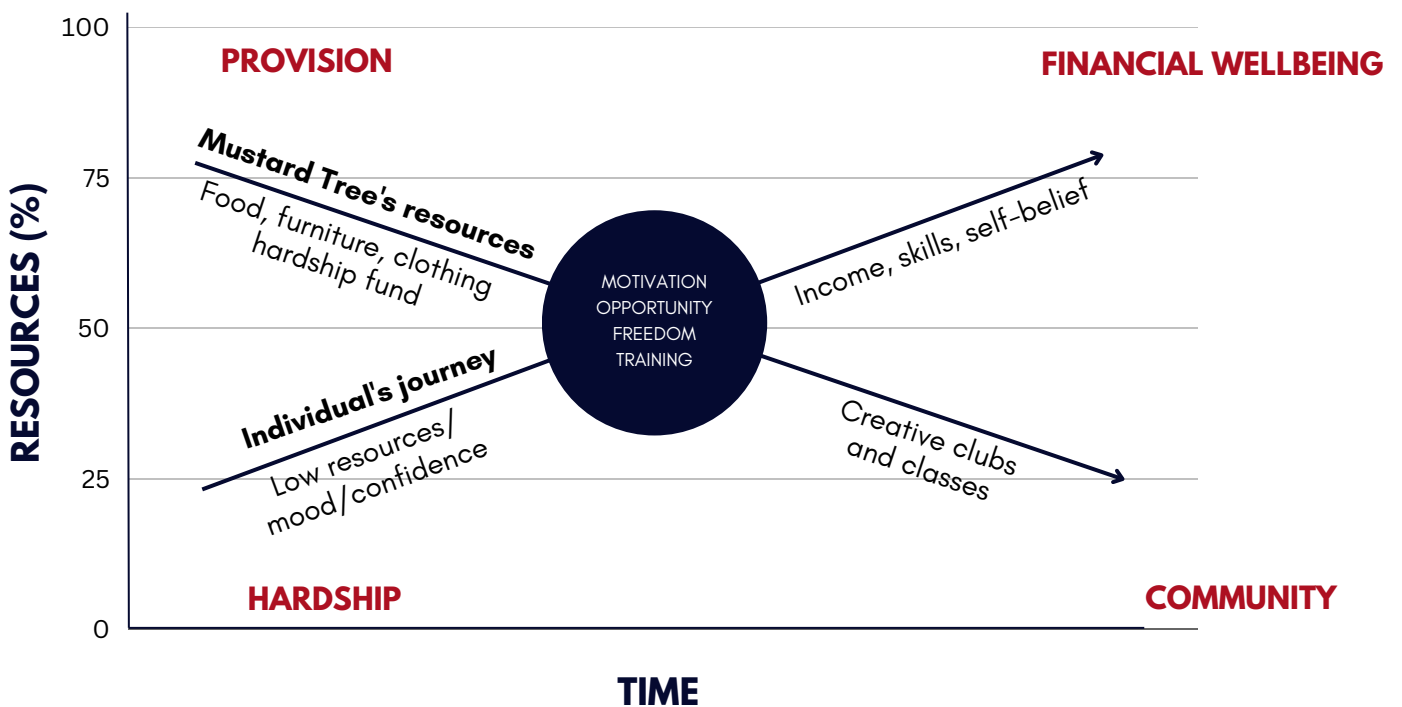


# Our Model

We work to an evidence base of Motivational Interviewing and trauma-informed support that underpins our Psycho-social support services, courses, and groups.

Our front line support staff undergo monthly external supervision with an expert Clinical Psychologist to provide support and accountability of practice.

Mustard Tree creates the opportunity for people to access support and to help themselves. We flex our support depending on the needs of the person as outlined below:



All our Operational staff colleagues are Trainers and Mentors as well as skilled in each area of the charity - e.g. Driver Mentors, Retail Trainers and they are trained to identify risk and issues with wellbeing. The whole organisation is focussed on helping people to improve their emotional as well as financial wellbeing and driving our mission of combatting poverty and preventing homelessness.



# 2022-23 Objectives



The charity secured a '5 Star' food rating in August 2022 for the food offers including canteen and café. This work was an example of the commitment and excellence of the whole team.

Our busy canteen feeds over 100 people most days and is a great, realistic training environment across all areas of food and menu preparation. Our café provides 'front of house' experiences including Barista training.

We know that Greater Manchester has a fantastic hospitality sector and thanks to key partnerships with local hotels and restaurants, this remains one of the most successful areas of the charity for work outcomes.

The numbers of people coming into the charity for food and emergency support increased from previous years. The impact is that we could not invest in new staff members to increase our Freedom and training offers as we had to try and cope with demand for food and emergency support.

Our learning was that plans cannot exist in isolation and that the cost of living crisis will be deeper and longer than we had hoped.



Omar being trained by Adam in the Ancoats kitchen



The reality this year is that more people have struggled financially and that we saw unprecedented demand for emergency help. Queues around the building before we open are common across all sites.

However, our objectives in 2022-23 were to focus on some of the causes of homelessness and poverty to help people increase their income through more training, more work placements and developing our Freedom work, skills, and coaching programme.



We expanded our in house training and Freedom programmes across Salford sites. In Little Hulton and Eccles, 38 people completed Freedom with 16 people securing long term employment and education placements.

We brought the Repair and PAT testing training scheme to Salford which included training Freedom volunteers in repairing, cleaning, function, and PAT testing of electronic items. This resulted in more donations of white goods that were recycled through our community shops.



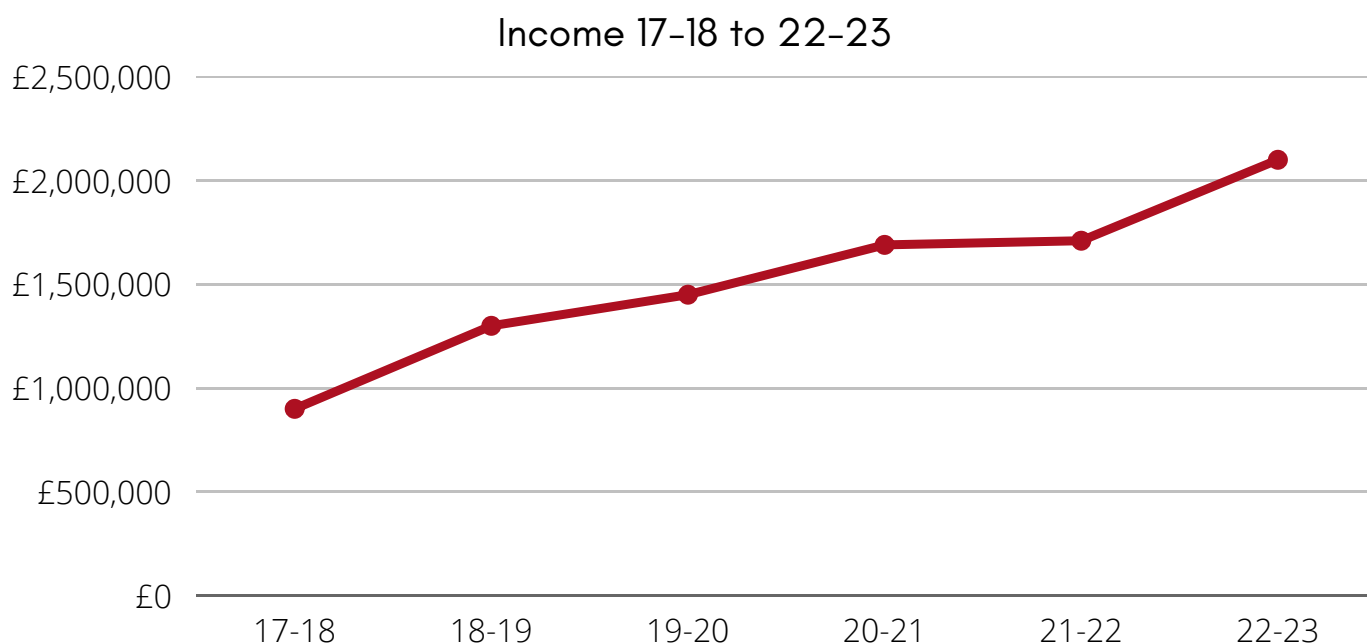
We work with partners to provide the best access to the best opportunities for people to improve their lives. The Department for Work and Pensions extended an innovative grant to support our onsite training and work placements. We continue to host the **Street Engagement Hub**; a multi-agency offer for people begging on the streets.



# Financial Review

Our revenue increased to just over £2.1 million in 2022 - 2023.

This year has been financially challenging - managing inflation across the cost base, whilst generating sufficient income to allow us to meet demand.



Key challenges in the financial year 2022-23:-

- Food costs driven by demand planned 7% decrease, actual 89% increase in price inflation and demand
- Utilities - 55% increase in the plan - actual was 95%
- Fuel inflation planned at 17% - actual peaked at 43%
- Salary Inflation Plan was 2% from October - actual was between 5-9.5% from August
- Income target was £1.74 million and actual was £2.1 million

We're committed to **gifting 40% of our donated furniture**, directly to those who have previously been homeless and acquired a new permanent tenancy. We remain a Real Living Wage Employer.

2022-23 financial performance was positive - especially when considering such fundamental cost challenges - however the reality of managing cashflow with modest reserves remain and we rely on the fundamental support of our donor relationships.



# Plans for the Future

Mustard Tree has reached a step-change moment in the charity's history where we have effectively responded to generational challenges of Covid-19 and the 'Cost of Living crisis' and we have grown to meet this demand. The reality is that this demand is only going to continue over the next few years due to the lack of affordable housing and pressures of inflation and low wages. How we respond to this demand, safeguard the charity, and create the most opportunities for the people we support will be of critical importance for the next 3 years.

Mustard Tree will target our efforts on what we are best at and what we think will have the most impact in combatting poverty and preventing homelessness, whilst maintaining and honouring our values.

We will focus on a 12 quarter plan which will help us to think longer, and we will invest in what we need to do to further develop the strength and impact of the charity.



MSV scheme for people moving on from homelessness

## 2023-26 Objectives

### By 2026 we will:

1. Help 30,000 people increase their financial wellbeing, increase their skills, increase self-belief, and ultimately reduce poverty across Greater Manchester
2. Help 3,000 people make settled homes and prevent homelessness across Greater Manchester
3. Develop a world-class organisation to support the delivery of our services so we can do more to the best of our ability
4. Increase connectivity and community networks and reduce social isolation across Greater Manchester



# Thank you to our supporters

Without the backing of our supporters, partners, and volunteers – navigating through the challenges and fallout of the Covid-19 pandemic would have been impossible. The belief which was shown by our partners gave us the confidence to diversify to meet the growing need – knowing that we would not be facing these challenges alone.

Thank you to our Charity of the Year Partners, and the support of our Patron, Sir Warren Smith, who is as valued and important to the charity as ever and we appreciate the guidance shown this year. We want to say a special thank you to our major supporters who have been essential to this year, including: The Oglesby Charitable Trust and Oglesby Family, The Zochonis Charitable Trust, The Albert Gubay Charitable Foundation, The Garfield Weston Foundation, The National Lottery Community Fund, The Dashlight Foundation, The Henry Smith Charity, The Access Foundation, The Swire Charitable Trust, Nationwide Community Grants, Salford CVS, ForHousing, Watson Homes, Department for Work and Pensions, Manchester and Salford City Councils and staff.

Thank all our partners in the Voluntary, Community and Social Enterprise sector (VCSE). The passion, resilience and courage shown by charities in Manchester and Salford is awe inspiring and makes Greater Manchester a better place.

We would also like to thank all our individual fundraisers and the In-kind support we receive, as this continues to provide opportunities where financial contributions may not be possible. As well as countless food and clothing donations, businesses, volunteers and communities have rallied to provide items to support our clubs and classes – thank you.

If you can support Mustard Tree with a £5-a-month donation, please scan the QR Code or visit our website to join our movement for change – thank you.



Special thanks and appreciation must go to the staff members, volunteers, and trustees for all the continued hard work, passion, and joy they bring to our charity.

## work with us



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