



**“ If people had
listened to me and
respected me like you
do, I would have got
my life sorted out
years ago ”**



MAYDAY
TRUST

Our Impact
2014 - 2015

Exciting times

for Mayday as we continue to

innovate

This has been a transformative year for the Trust as we continue to innovate and attract investment into our new work with people experiencing homelessness.

Our Mayday Inspire (working title) proof of concept in Oxford has demonstrated the potential for significant social impact. However, through the delivery of the model, it has become evident to Mayday and supporters of the model, that to achieve its full impact and really make the step change that's needed to move people out of homelessness, there needs to be a collective rethinking of existing homeless services and a complete system change to facilitate strength-based working.

Through our on-going work with the US Search Institute, we are beginning to produce statistically significant data evidencing the impact of the first strength-based/asset programme for people experiencing homelessness. Our challenge now is find to partners to work with us to test the new approach and achieve a robust research sample to help us substantiate the need for systematic change in the homeless sector.

This is an exciting time for the Trust despite the many and fast-paced challenges that we face in the external world.

There have been many highlights to the year but significant achievements have been:

- Building stronger connections with social services in Northamptonshire so many more young people leaving care have been supported by the Trust.
- Developing work in Wellingborough where peer ambassadors have been employed and successful in supporting young people into employment.
- Extending our work into women's prisons across the country and gaining a positive reputation for excellent work with prolific offenders in Bedfordshire.

- Both our Bedford and Bedfordshire teams have been stretched with the higher complexities of people coming to the services, but they have contributed many 'extra miles' against the odds to make a real difference.
- Extensive multi-agency working in Warwickshire, to protect individuals who were at extreme risk of harm both in our homelessness and learning ability teams.

This year has seen some amazing joined up work across the Trust that has impacted on the lives of many individuals.

With robust financial management, we have been able to invest in innovation while increasing our annual turnover. A £1m (30%) increase in revenue over the last five years illustrates the Trust's determination to not only continue to support people coming to us, but to extend the work further. We are delighted to retain a strong balance sheet with some growth through investments and property revaluation.

The year ahead is anticipated to be just as fast-paced as 2014/15. The Trust's commitment to delivering new and innovative ways of working, fit for purpose in a very different funding environment, will demand a very ambitious and brave new strategic direction. Trustees and staff at Mayday are up for the challenge.

Pat McArdle
CEO of Mayday Trust

Jim Arnold
Chair of Mayday Trust

Change is central to the ethos of Mayday

Against a backdrop of the most challenging and radical reform of adult social care in more than half a century, Mayday has excelled in researching and finding new and innovative solutions in work with people experiencing homelessness and tough life transitions.

The Board has embraced these reforms and has made fundamental changes to its operating model and governance over the last 12 months to ensure the charity remains fit for purpose. Since the year end, we have welcomed new members to the Board this year who bring in the expertise and skills that we need to strengthen our work on social investment, influencing, marketing and local knowledge of Oxfordshire.

Whilst times are difficult, change is central to the ethos of Mayday and this is reflected in the opportunities which have been pursued by the Trust over the past year, including a cutting edge proof of concept pilot in Oxfordshire with people with multiple challenges and pioneering work on personalised services with young people in Northamptonshire.

Strategic partnerships are imperative in the current competitive market and Mayday has developed significant relationships with larger or comparably-sized organisations. Key partners have included LankellyChase, SITRA and Foyer Federation.

I would like to thank our volunteers, including our Board of Trustees, for their continuing hard work and dedication. We are exceptionally fortunate that we have so many loyal and talented employees, who are at the centre of our operations.

Cover photograph:
Freelimages.com/Asif Akbar.

vision & mission & values...

Vision:

Mayday's vision is for a world where individuals, families and communities thrive.

Mission:

Mayday Trust invests in people's talents and abilities through life-changing opportunities that overcome barriers and achieve aspirations.

Values:

We see talent: We build on strengths, abilities and potential.

No limits: Mayday sees no limits to what we can achieve as individuals or as an organisation.

People first: Mayday works with people first, not labels. For us it's the individual that matters.

Together: Mayday encourages partnerships with individuals, groups and organisations that share our ideals.

Every contribution counts: At Mayday everyone's view, opinion and actions matter.

Integrity: Mayday is passionately committed to being open, honest and trustworthy.

Embracing diversity: Mayday will value and grow diversity, and explicitly challenge issues of inequality.

What we do...

Mayday Trust works with people who are going through the toughest of life transitions: those who have experienced long-term homelessness, people living with continuing unemployment, people coming from prison, young people leaving care, people dealing with mental health challenges and substance issues. We do this by:

- Helping people to discover their talents, strengths and abilities
- Brokering inspirational opportunities
- Introducing positive and affirming relationships
- Providing safe and secure accommodation from which people can thrive
- We recognise that everyone has natural abilities and talents that can be overlooked in systems that focus on needs and risks. We believe that people should have power and control over their own lives which is why we focus on aspirations and help individuals find their 'spark'.

“ I can honestly say that this time last year... there is no way I would have guessed what kind of a rollercoaster my life was about to go on, and even less so that I would come out the other side better off for it. ”



Our Impact

Mayday Trust is about new approaches for new challenges as people go through the toughest of life transitions. Mayday is about thriving, not just surviving; having choice and control, valuing affirming relationships, recognising the individual - not just delivering services. We explore abilities and build on strengths.



846 people (an increase of 30% since last year) accessed Mayday's services
70% males and 30% females

41% of the people we work with are **under 25**

The average age of people coming to Mayday is... **32**



More than half of the people coming to Mayday Trust with substance misuse issues have taken steps to reduce or stop their intake.

Health and Well-Being

Mayday believes that people, particularly those identified as having 'complex needs' should have power and control over their own lives. Our maxim is 'thrive, not survive.'

“ I'm just really doing well at the moment, because I've got from down the gutter thing, and I've got myself up. ”

76% of people experiencing mental health issues felt empowered to take **more control of their health and well-being** since coming to Mayday Trust.

Working With Offenders

Mayday aims to deliver what works for offenders. It's not about coping with coming from prison; it's about opening doors to real life changing opportunities.

79% of ex-offenders accessing Mayday's services turned their backs on crime.



Employment

Mayday believes in giving people the confidence and skills to achieve sustained employment. Work brings with it a sense of purpose that enables people to gain control over their lives.

One in three people gained employment since coming to Mayday Trust.



Volunteering

One in four people gave something back through volunteering since engaging with Mayday Trust



Accommodation

Mayday understands that the environment people live in impacts on their motivations and aspirations, therefore we ensure that all of our accommodation promotes growth and thriving behaviour.

75% of people managed to sustain their tenancy for longer than 6 months in Mayday's accommodation.



Education

Mayday gives people the tools to realise their potential and fulfil their aspirations. We believe in focusing on abilities and developing skills and talents.



One in four people who were not previously enrolled in education started courses since being engaged with Mayday Trust.



Our Board of Trustees 2014-15

Jim Arnold

(Appointed in 2007, Chair)

Jim strengthens the Trust with his wealth of experience within procurement and commissioning.

Lyn Stacey

(Appointed in 2007, Vice Chair)

Lyn is HR Business Manager for a Worcestershire based housing association.

Nigel Banister

(Appointed in 2007)

Nigel, owner of a successful management company, offers an array of HR and training knowledge.

Chris Holman

(Appointed in 2003)

Chris brings to the Board his vast commercial experience and over 15 years service as a Borough and County Councillor.

John Reed

(Appointed in 2008)

John, a retired local government Finance Director offers his vast accountancy experience.

Cheryl Turner

(Appointed in 2008)

Cheryl has worked in a variety of national high level education and training roles, also providing advice to government on third sector skills.

Anna Trye

(Appointed in 2009)

Anna is a trained counsellor and Trustee for two other local charities. Anna is also a past High Sheriff of Warwickshire.

Patrick Murray

(Appointed in 2013)

Patrick works for the National Housing Federation as a Policy Officer, having previously worked for Oxford City Council and Northamptonshire County Council.

Tracey Bovington

(Appointed in 2014)

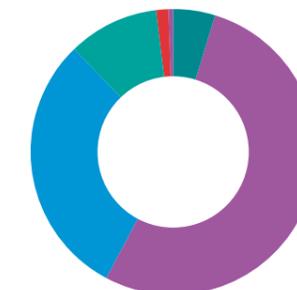
Tracey is a business owner and entrepreneur. She brings business acumen and creative marketing skills to the board.

Summary Accounts...

Over the past 4 years Mayday has increased revenue by 30%. In 2014/15 revenue exceeded £4m.

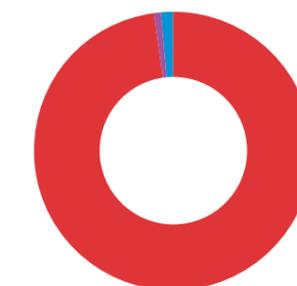
Where the money comes from

Local Authority/Social Services/Probation ...	£194,056
Accommodation receipts	£2,129,337
Supporting People	£1,213,618
Donations, legacies & fundraising	£405,881
Sundry income	£53,345
Investment income	£22,202
Total:	£4,018,439



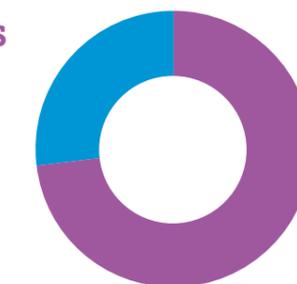
Where the money goes

Furtherance of charitable objectives	£3,967,428
Governance	£27,826
Generation of funds	£55,800
Total:	£4,051,054
Net outgoing resources	-£32,615



Other recognised gains and losses

Unrealised gains on revaluation of tangible fixed assets	£144,075
Unrealised and realised gains on investments	£53,036
Total:	£197,111
Movement in funds	£164,496
Net movement in unrestricted funds	£117,876



Our thanks

Mayday Trust would like to thank all those who supported us during 2014/15. In particular, we would like to thank the many trusts, organisations and individuals who have contributed to our work with financial and in-kind donations.

- Enable
- LankellyChase Foundation
- Michael Varah Memorial Fund
- Wates Foundation
- Santander Foundation
- 29th May 1961 Charitable Trust
- Christopher HR Reeves Charitable Trust
- Rugby High School
- Leighton Buzzard Methodist Church
- The Barley Mow- Rugby
- The Knightley Parishes
- Trinity Methodist Church, Leighton Buzzard
- Balfour Beatty
- Waitrose
- Foyer Federation
- Youth Hostel Association
- Cabinet Office - Investment Contract Readiness Fund



Everyone who has donated to us as one-off or regular donations and those who have taken part in fundraising events for Mayday Trust.

Executive Team

Pat McArdle

Chief Executive

Gill Jackson

Director of Corporate Services

Dave Cusack

Director of Operations

Lynn Mumford

Director of Development

“ Thank you for giving me a chance to pursue my dreams and things that make me happy. Also thank you for recognising that I’m good at something. ”

How you can help

Your support can make a huge difference to the lives of those who are going through the toughest of life transitions: **homelessness, continuing unemployment, release from prison, young people leaving care, those dealing with mental health challenges and substance issues.**

Here's how:

£10 could pay for Andy to receive an hour of mentoring support from a trained worker to help him identify his strengths and abilities after years of focussing purely on his 'problems' and 'failings'.

£45 could help Bethany achieve a level 1 qualification to help her feel positive about learning and her ability to progress towards getting a job or going to college after missing out on her formal education because of a chaotic home life.

£100 could pay for Elliot to receive the support to write a good CV, practise his interview skills and have someone mentor him to find and sustain a job after being unemployed for years.

£250 could pay for Luke to have access to a personal budget so that he has the control to choose and purchase the support he knows he needs to thrive.

£1,000 could pay for Jo to have a life changing 5-day work experience residential in the Lake District after never leaving the estate where she grew up. This exceptional learning experience will give her the confidence and skills to finally secure employment and become financially independent.

To get involved, show your support or to set up your own fundraising event for Mayday, please email fundraising@maydaytrust.org.uk to discuss your ideas and receive your support pack.

“ At Mayday I learned to do things for myself. In just a year I had done really well and through talking to my family I decided to move into a flat of my own. Mayday is still supporting me, but in my own flat now. ”



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