




I'VE HAD ENOUGH OF THIS PLACE. GONNA GO TO THE BRIGHT LIGHTS OF LONDON



OH YES, A NEW LIFE IN LONDON



COULD YOU PLEASE DIRECT ME TO SOMEWHERE I CAN GET HELP?

This photo story was created

by homeless young people

from our web design project.

Read more inside ...



WHAT THE HELL AM I GOING TO DO?



HOW ON EARTH DID I END UP LIKE THIS?

# connect

## Winter Newsletter 2010

 **The Connection**  
at St Martin-in-the-Fields

# colin's update



Despite the warmer weather over the summer the number of homeless people has not diminished and we've continued to be extremely busy, receiving at least 200 visits a day.

Over the last few months we've implemented an improved point of entry monitoring system. This not only enables us to track where clients are coming from but will help us understand why people are homeless which will influence how we help them.

We're seeing a change in where homeless people are coming from. In the last twelve months 30% of people were from London, 30% came from the rest of the UK, 20% from the expanded European community and 20% from the rest of the world – a staggering 81 countries. These statistics reveal how our services are critical at not just helping people locally, but internationally as well.

Homelessness has changed from being largely about British white men migrating to London in search of work and accommodation; to an increasingly diverse and international issue with many and varied causes, some structural and some personal triggered by a pattern of events, for example a relationship breakdown.

Closer to home, we are also, as everyone knows, facing a period of economic uncertainty, which is making it difficult for us to predict the future. There have been cuts in public spending which will impact on local authorities' budgets and the services

they prioritise. It's therefore likely that we will have fewer resources but an increased demand for our services. However, we are not disheartened and will meet these challenges head on with a determination to succeed. And besides, it is not all doom and gloom.

Thanks to our supporters, we have made some improvements to our services including securing funding to launch Touch Base, a creative digital media programme specifically designed to capture the imagination of homeless younger people – which can be a hard group to engage.

The project combines people's love of art and design, with relevant IT skills. The aim is for participants to construct an educational website to appeal to other young people at risk of homelessness.

As well as building self esteem, the project is enhancing young people's skills and participants are encouraged to undertake bite-sized accredited IT training. This is making all the difference giving clients the confidence they need to look for courses and work.

We are very grateful for all the help our supporters have provided. This has gone a long way towards helping us develop new services and re-energise existing ones, giving us a firm foundation even during the current financial climate. I hope we can look to you for your continued investment over the coming months.

Colin Glover  
Chief Executive

A handwritten signature in dark ink, appearing to read 'Colin Glover', written over a horizontal line.



# Touch Base

## Touch Base is an inspiring web design project which captures homeless young people's imagination

In April this year we launched **Touch Base** an exciting and creative digital media project. The three year programme has been specifically designed to appeal to a younger audience.

Younger homeless people can be a harder to reach group, so the aim of this project is to incorporate their love of IT and social networking so that they have the skills they need to build a website.

The project provides bite-sized accredited training, resulting in useful vocational qualifications.

The group is creating a website which will be an educational resource for younger people, warning them about the risks of sleeping rough in London. The website will be both informative and engaging, helping to signpost people to relevant services.

The workshops are very interactive which has encouraged people to share ideas about what determines an effective website, through to developing an eye-catching brand.

To get the creative juices flowing the group researched different types of social media; looking at interactive ways to engage viewers. This included podcasts, short videos, photo stories and brain-storming what content should be included on the website.

So far, clients have created a prototype for the website and the next stage will be to devise a marketing strategy to launch the website.

The sessions have not only recruited a loyal following but are also effectively boosting younger people's self esteem and by March 2011 we're expecting the project to benefit 50 people.

## about us

**The Connection at St Martin's** is the busiest centre for homeless people in the UK. What makes us unique is the range of services we provide under one roof to help turn people's lives around. For many, contact with us is a catalyst for change. With our support they begin to make decisions which move their lives from chaos and uncertainty to something more stable and sustainable. Our services include:

- Street outreach
- A Day Centre & Night Centre
- Housing advice and referrals
- Support for mental health and substance misuse issues
- Education, training and employment service

If you would like to make a donation, please visit [www.connection-at-stmartins.org.uk](http://www.connection-at-stmartins.org.uk) or call us during office hours on 020 7766 5555. Alternatively, you can send a cheque to the Appeals Office at the address below, making it payable to The Connection at St Martin's.

## **The Connection** at St Martin-in-the-Fields

12 Adelaide Street, London, WC2N 4HW

**telephone**  
020 7766 5555

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020 7930 9194

**email**  
[appeals@cstm.org.uk](mailto:appeals@cstm.org.uk)

**website**  
[www.connection-at-stmartins.org.uk](http://www.connection-at-stmartins.org.uk)

## how you can help

### Regular donations

Regular donations mean that we can continue to provide life-changing services to homeless people.

- £10 could provide an in-depth session with a counsellor
- £15 could help 3 rough sleepers to receive housing advice and be referred to accommodation
- £25 could give a homeless person help and advice on substance misuse and refer them to appropriate services
- £50 could enrol a homeless person into our 6 week training course which greatly improves their chances of getting off the streets and securing employment

If you would like to make a regular donation towards our work, you can print off a standing order from our website [www.connection-at-stmartins.org.uk](http://www.connection-at-stmartins.org.uk) or call 020 7766 5555 and we will send the form out to you.

### Leave a gift in your Will

Including a gift to The Connection at St Martin's in your Will is one of the ways that you can make a huge difference to the lives of homeless people for many years to come. Your valuable contribution will ensure that future generations of homeless people can continue receiving the help and support they need to turn their lives around. If you would like to talk your decision through with one of our fundraising team first, or for further information about our work, please do not hesitate to contact our Appeals Team on 020 7766 5555 or email [appeals@cstm.org.uk](mailto:appeals@cstm.org.uk)

**We have a proven track record in making a real difference to the lives of homeless people but need your help in doing this. It costs £4.2 million a year to run The Connection at St Martin's – 95p in every pound donated is spent directly on our services for homeless people. We couldn't do this without your support – thank you.**

## Fundraising Reports

# Shell are Triathlon Champions

Run from Marble Arch in London to Dover, swim the Channel to France and cycle to Paris. You can see why this triathlon is aptly named the Enduroman. It has been described as one of the most physically and mentally challenging sports events around. Six employees from Shell International took part to raise money for us – not only did they raise over £7,000 but they smashed the Enduroman World record and completed it in 37:15.30, faster than the British Military.

Marion Wagner, Programme Manager at Shell, who led and took part in the triathlon describes how tough parts of the challenge were, particularly the swim across the channel as energy levels were low due to sleep deprivation. However, she goes on to describe how 'ecstatic' they all felt when they reached the finishing point in Paris, beating the current record. Thank you to everyone from Shell who pushed themselves to the limit to fundraise for us.



Shell in London before the gruelling challenge commenced.

### Christmas Cards

We have a lovely range of festive cards which will not only delight friends and family but also support homeless people this Christmas. For every pack sold we make £3. Get yours before it's too late! To view the designs, place an order and find out how your money helps, visit our website [www.connection-at-stmartins.org.uk](http://www.connection-at-stmartins.org.uk) or call us on 020 7766 5555

### Golf Day

Thank you to Ablestoke Consulting who held a wonderful golf day on the 14th October at Brocket Hall. 22 teams took part in the 18 hole round which was followed by a three course dinner, raffle and auction with prizes including 2 return tickets to anywhere in the world! It was a very successful day and Ablestoke Consulting raised over £4,000.

### Commemoration Service

On the 11th November the moving annual remembrance service was held at St Martin-in-the-Fields church in Trafalgar Square to remember all the homeless people who have died. Names of homeless people who have lost their lives were recited to the congregation in commemoration and the service gave people the chance to reflect and remember loved ones lost.

# Softball Tournament



An exciting moment: everyone waits in anticipation to see how the game unfolds.



One of our corporate supporters, Reed Elsevier challenged staff and clients at The Connection at St Martin's to a game of softball, which is similar to rounders.

It was the perfect day for it – the sun was shining and Hyde Park was an ideal place to play.

There were two teams made up of a mix of staff and clients from The Connection at St Martin's and Reed Elsevier. It was an active and competitive game, with nail biting moments as Pete Mason, Project Worker at The Connection at St Martin's describes:

"Everyone thoroughly enjoyed themselves. It became quite a close call. One of the highlights was when one of our clients, who was also the Captain of a team, came in to bat – all the bases were loaded and his team desperately needed the points to stay in the game. He didn't let his team down, in fact it was a Captain's performance and he managed to get everyone to the home base. Wonderful to watch!"

## Facebook and Twitter social networks launched

  Social networking is a hot topic at the moment and sites like Facebook and Twitter have been growing in popularity at an explosive rate.

Charities are increasingly using social networking sites as communication tools to

share ideas, news, gain supporters and help with fundraising. We now have Facebook pages for The Connection at St Martin's and some of our activity groups including: Artspace, Creative Writing and the Real Rough Guide walking group. To support us and find our pages search for The Connection at St Martin's in Facebook.

We also have a Twitter account, you can follow us at: [www.twitter.com/homelesslondon](http://www.twitter.com/homelesslondon) Do you have a story you would like to see included? If you've volunteered here recently or fundraised for us we want to hear about it. Please send your stories through to us by email [info@cstm.org.uk](mailto:info@cstm.org.uk)

## How you can help us

We rely heavily on donations and need your help now, more than ever.

To make a donation towards our work with homeless people please visit our website – [www.connection-at-stmartins.org.uk](http://www.connection-at-stmartins.org.uk) where you can make a secure payment online.

Alternatively, you can donate over the phone by calling 020 7766 5555 during office hours or send a cheque made payable to **The Connection at St Martin's Appeals**

Office, 12 Adelaide Street, London WC2N 4HW.

**95p in every pound donated is spent directly on our services for homeless people**

## events

### Can you go the distance for us?

Do you fancy getting fit, while fundraising for us? If you want to take on a real challenge we have places in next year's Virgin London Marathon on Sunday, 17th April 2011. The 26.2 mile course traces London's landmarks and is an exciting and epic event to be involved in. We also have places in the Asics British 10K in London on Sunday, 10th July. This event takes place in central London, attracting over 25,000 runners! For an application pack and to find out more please email [events@cstm.org.uk](mailto:events@cstm.org.uk) or call 020 7766 5555

### Finley Quaye Shows Support with a Benefit Gig

We're really excited - Finley has organised a Benefit Gig on Tuesday, 30th November at Proud Galleries in Camden to raise money for The Connection at St Martin's. You can purchase tickets through Proud's website, visit [www.proudcamden.com](http://www.proudcamden.com)

### Art Show – Private View

Our next art show is on Wednesday, 24th November at The Connection at St Martin's. This is a private view so if you're interested in joining us please contact us by email at [events@cstm.org.uk](mailto:events@cstm.org.uk) or call 020 7766 5555. Clients produce their work in Artspace, the art group which gives them the freedom to express themselves creatively and build confidence in a supportive environment.

### Annual Pilgrimage Update

Thank you to The Connection at St Martin's friends and everyone who took part in this year's Pilgrimage on 28th – 31st May. This truly memorable four day walking experience to Canterbury was a great success with 156 people taking part and raising over £20,000. If you'd like to take part in next year's Pilgrimage then email [pilgsec@cstm.org.uk](mailto:pilgsec@cstm.org.uk) or call 020 7766 5555

### Queen Eleanor Cyclists Update

Congratulations to 7 cyclists who completed the epic 200 mile cycle ride between Lincoln and London over the August Bank Holiday weekend.

Interested in taking part in next year's cycle? Please email [events@cstm.org.uk](mailto:events@cstm.org.uk)