

Report for More to her Life charity (1191910) financial period from foundation of charity to 31.7.21

Fundraising

The entirety of income for the charity campaigns have been fundraising and donations. The charity has received no funding or grants to complete our work. We have chosen not to apply for any grants or funding and to solely fund our work through donations.

This fundraising has been online using predominately Facebook as the preferred platform. The charity has established a community online mainly of entrepreneurs who support the vision and the projects we deliver.

More to her Life utilised the Just Giving platform to run campaigns and receive donations. During these campaigns we shared online the planned projects, the need behind the project and the impact the projects would have. The community then donated to that campaign on Just Giving platform or directly to the charity using Stripe platform. Our supporters chose to either contribute along with others to the projects or to fund an entire project themselves.

The charity also established "Creative Partners" relationships with online entrepreneurs who pledged to donate a percentage of their own business income to the charity each month. In return they received graphics and charity updates that they could share with their own clients and audience to communicate their support of women who experience domestic abuse.

Projects delivered

Christmas Campaign

14 women and 17 children impacted

How was the project created?

I was speaking to one of the refugees I work with about Christmas and what the women and their children experience over Christmas. This refuge houses 14 women with their children. Each year the refuge receives many donations of toys for the children at Christmas and they are beautifully wrapped ready to be given out on Christmas morning. This is greatly appreciated! One year the women had one request, they asked to receive the toys and a roll of wrapping paper. They wanted to be more involved in the joy of giving, they wanted to feel connected to Christmas again.

How did More to her Life answer this need?

The core of the request here is that the women wanted more involvement and personal autonomy and to remove part of the feeling of charity.

More to her Life designed a Christmas Campaign that would involve the women in even more of the Christmas experience. The project would gift each woman with vouchers so that she could shop for her children and herself this year. She could create the Christmas she wanted and could feel the joy we all feel on Christmas morning as we pass a gift we picked out ourselves.

We raised just over £2000 which was shared between all the women and children at the refuge.

What was the Impact?

The refuge explained the impact;

The support provided to our clients by More to her life is beyond valuable. As a charity we provide expert support to victims of domestic abuse with regards to safety plans, signposting towards safety and emotional support, but what More to her life offer is a sense of a normal life back.

More to her Life is helping to give our clients in refuge the real feeling of Christmas back. By providing vouchers for shops, our clients can choose what items they'd like to buy for their family and wrap and give them to them themselves. It reduces the feeling of 'charity' and gives ownership of the present process directly to our clients themselves.

We give our clients the opportunity to live a life safe from abuse, and working with More to her Life means that we can offer much more than just that. These 'little extras' provided can empower our clients to believe that there truly is a light at the end of the tunnel.

Christmas is going to be different for everyone this year, but especially for those who have sought safety in one of our refuges. The sense of normalcy that More to her Life are providing for our clients is incredibly valued at the end of what has been an especially difficult year.

Here are the thank you notes received from the women in the refuge;

"Being in a refuge is strange at the best of times, let alone during Christmas time and during a pandemic. It was so so lovely to receive the gift cards earlier this week. During a year that's been hard for everyone no matter their circumstances it's so humbling and touching to see a group of women still thinking of others and it really means so much. It's the first Christmas I've been able to do Christmas the way I want to for my daughters. To leave a plate out for Father Christmas on Christmas Eve and leave the presents under the tree for them to find in the morning, and although there is a relief in being able to do this and to be in a safe and happy place there is that worry of being able to give them the best. With the generosity of these gifts it really will make things even more special. So, thank you for showing love and care to ladies and families during a difficult time, you are truly very special and I hope you have a wonderful Christmas."

"Myself and C would like to thank you for the vouchers, such a kind and generous thing to do. I have used mine for a coat. C is very artistic and has used hers for art equipment and Animé books to copy from. Thank you again hope you all have a lovely Christmas"

"I would like to say thank you for this heartfelt gift. You are all very considerate. Your kindness and generosity have brightened my heart. Please accept my deepest thanks."

"I just wanted to tell you and the 65 wonderful women a massive thank you! It has been such a unexpected and incredible surprise your generous gift. All my life I have been working really hard for everything and I am not used with this kind of kindness, this is especially true for the last 10 years. With your remarkable generosity and phenomenal gesture you communicated your solidarity and support towards me. What you have done is inspiring. I've got it! There are magnificent women out there who care. There is hope in the world. I promise that I will be as you are one day! Keep shining and be the beaming light to those around you. I wish you and your loved ones a Very Merry Christmas and a Happier New Year!"

"Regarding the vouchers you handled to me last week from 'more to her life'. I would like to convey my thankfulness to Victoria Padmore, and all who has been direct and indirectly involved in it. I have used the amazon voucher to buy a rice cooker and other items which I'll need soon in my house, also some food from Sainsbury. May God always keep all of you bless and safe."

"I would like to thank you all for the vouchers. Very kind of you thanks again I haven't yet thought how to spend but am very grateful."

"I'd like to thank everyone for their support and love and kind wishes through this difficult time. Many thanks to you all"

YOG

24 women impacted

Why was the project created?

All of More to her Life projects are designed taking into account personal experiences of moving on from an abusive relationship and also speaking to other domestic abuse charities.

- During a previous project More to her Life delivered we were praised for "removing the feeling of charity" for the women we impacted. This is linked closely with self-esteem, by living with constant support from others without being able to give back women can question their own self worth and their ability to build a life on their own without a dominant supportive force in their lives. By working to remove this feeling and give back some self-worth women can start to build confidence that they can build a life they want to live.
- When moving on from an abusive relationship there is still a transitional time where women spend a lot of time talking about their previous relationship, especially if they are going through criminal cases or child contact arrangements. Their previous partner still holds a lot of their focus as they have to speak to multiple agencies about the abuse. This can cloud their perspective as they spend so long remembering an overwhelmingly negative relationship. Often through this women can forget about the many positive relationships in their lives as the negativity clouds their view of relationships.
- Gratitude is a mindset practice that changes your outlook on every aspect of life. By improving mindset women can create a more positive life in general simply because they are focusing their attention on the positive elements in their lives.

Therefore, Year of Gratitude was created to improve self-worth, nurture and bring attention to positive relationships and develop a gratitude mindset in every aspect of life.

How did More to her Life answer this need?

- More to her Life funds a gift from this woman to someone who supporter her as a token of their thanks!
This part of the project is to help her think about all the people who did support her through her journey so far. Being able to thank them for their support will really improve their self-esteem and also nurture the relationship by creating a more equal flow of energy between the two of them.

The women themselves are choosing who they would like to thank and why, this way they truly think through the value of this relationship, that they do have positive people in their life and how they would like to show their gratitude.

- They will also be gifted a guided gratitude journal to help continue their focus on what they are grateful for in their lives. The journal takes them through daily practices to look at different areas of their lives, identify and focus on the positives in each of these areas.
- Along with this they are gifted a bracelet with the inscription *"The rest is still unwritten"*. More to her Life ethos is focused on creating a life away from abuse and focusing on moving forward. This quote is a constant reminder that they can design their life moving forward.

This is the impact our charitable partners know this project will deliver to the women they work with;

"Year of Gratitude is a great way of both empowering victims and survivors of domestic abuse to reconnect with the people who genuinely care about them. The idea would begin to form a space of trust in equal healthy relationships and also ensure survivors knew that they had and have a community around them that cares deeply for their wellbeing".

Aurora New Dawn

"All clients that we support will have that one friend or family member who has believed them and supported them. It can be a roller coaster journey (with highs and lows) and the idea of the Year of Gratitude project is brilliant! They will be able to thank that person with a gift (which they would not normally be able to afford) and this can empower, lift mood and show that with all the negativity in the world, there is also positivity and a way to break free".

The Dash Charity

House to a Home

3 women and 4 children impacted

How was the project created?

When leaving a woman's refuge or shelter there are many mixed emotions, this refuge has become her sanctuary full of daily support and safety. This could be the first time she has felt safety in years, possibly in her life so moving on from this environment is a daunting experience. However, the woman is also so excited to have her own house where she can start to build her future life. She has built up an image of this incredible next stage of her life.

Unfortunately, in the move there are often items missing, such as a bed, carpets or kitchen appliances. Also the move is often rushed with women accepting a property and moving within a week, no time to arrange these items.

More to her Life charity exists to ensure that every woman who is leaving an abusive relationship is confident, excited and ready to build an incredible life away from abuse.

How did More to her Life answer this need?

We decided we would answer needs from women who had large items missing from their home such as essential furniture or functional items. I also strongly feel that these women should get new items that they choose themselves. So, once we know the value of the items missing they are delivered vouchers to shop themselves. I wanted the women to love, not just accept the items they bought and ensure it met their wants as well as their needs.

However, I also felt that I wanted every woman to be able to make their house more homely even if all essential items were supplied. Therefore, we also offered every woman moving out of the refuge a voucher to buy exactly what they wanted, be it some decoration or new curtains or kitchen ware. The choice was theirs.

What was the Impact?

At time of writing this More to her Life have bought a brand new Fridge Freezer, Washing Machine and Electric Cooker! Along with 3 sets of vouchers to women who are able to choose whatever they would like.

However, this was not delivered within this financial report, the funds were raised but the products were not purchased till next financial year.

FFF

1 woman impacted

More to her Life received a request from one of the refugees we worked with previously from a woman who wanted to increase her physical health and fitness but could not afford a gym membership herself.

She was in recovery from a drug addiction and her ex partner was due to be released from prison. She was concerned that this new stress would lead to her using drugs again. She had started some home exercise and found it really helped with her mental health and release of stress.

More to her Life funded a year long gym membership for her so she could continue improving her mental and physical wellbeing.

Beach Day

17 women and 18 children impacted

Summer 2021 we funded a trip for 17 women and their children living in a domestic abuse refuge to go to the beach for the day. The charity funded an executive bus and spending money for food and souvenirs for each family.

This day was to give the women and children an experience to show them how life can be away from abuse and to give them an experience of bonding with their family without any fear or suppression.

These are the thank you notes from some of the women;

"I was able to take my three children to the beach for the very first time, it brought tears to my eyes. We all had the best time. We all went in the sea and to the fair and were able to sit and have a

nice meal thanks to the extra money we were given. Thank you for a great day and memories I will cherish forever."

"Thank you so much for a lovely day out, I really enjoyed it. We had so much fun. We bought chips and ran away from seagulls that ate all our chips. We even went on rides which was great, with my mate screaming in my ear saying she was going to die LOL"

Waterpark

1 woman and 1 child impacted

In 2020 More to her Life funded and arranged a trip for a woman to take her teenage son to the waterpark for the day. This mother and son had been struggling with their new lives in a new town especially with all the lockdown restrictions in 2020. They needed to have an experience of freedom and fun to see how their new lives away from abuse can truly be if they continue to work through this difficult transitional stage.

Here is her thank you note;

"The trip to the waterpark allowed me and my son a bit of normality and freedom to do what WE wanted to do, without there being an issue and a fight. To see him belly laugh like he did, showed me that we can have a normal life where we can enjoy things and not be scared about what might happen all of the time; thank you so much for arranging it for us!"

This quote is full of so many images that demonstrate the impact of this project.

The start gives us a glimpse of her previous life, everything was "an issue and a fight", there was no freedom or space for her and her son to just enjoy each other and spend time bonding.

Just this one day, this one outing has shown this woman that she can have a "normal life", she can see that although they are in a period of transition they are building towards something so very precious for both of them – normality!

She has that feeling to compare to whenever the thought of returning to abuse even enters her mind.

This family now live in their own home, building their own lives, living freely and joyfully!

Future projects mentioned in accounts

More to MY Life

More to MY Life is a book the charity has published and is on sale as part of our fundraising. During this financial year we established funding for the project and paid Flamingo Publishing to support the publishing with proof reading, editing and formatting to create a professional book.

30.8.20	"My Compliment Diary" sales	70	
1.9.20	"My Compliment Diary" sales	10	
1.9.20	Postage for "My Compliment Diary" products		21.85
1.9.20	Phone contract		10
8.9.20	Registration for charity PO Box		22.8
9.9.20	"My Compliment Diary" sales	20	
September	Trustee Loan from S.Davis	500	
September	Branding Package for the charity		267
26.9.20	PR - Chapter in book		50
26.9.20	Shutterstock - Images for branding		90
1.10.20	Phone contract		10
23.10.20	Canva subscription		10.99
28.10.20	Website building		20
November	Just Giving Christmas campaign	2094	
1.11.20	Phone		10
2.11.20	Zoom subscription		14.39
3.11.20	Logo design		150
24.11.20	Gratitude journal - part of "Year of Gratitude" campaign		22
26.11.20	The Entertainer - vouchers part of christmas campaign		960
27.11.20	Amazon - vouchers part of christmas campaign		730
27.11.20	Sainsbury - vouchers part of christmas campaign		285
29.11.20	"Year of Gratitude" campaign branding		87.5
30.11.20	Website building		20
December	Creative Partner Donation - Lucy Hannah	50	
December	Public Speaking fee - When Women Gather	50	
1.12.20	Phone		10
2.12.20	Postage as part of Christmas Campaign		11.8
10.12.20	Zoom		14.39
17.12.20	Donation - Rachel Deveau	100	
29.12.20	Light Ring - needed for online content		61.99
29.12.20	Website building		20
January	Phone		10
January	Zoom		14.39
January	Website		20
7.1.20	Year of Gratitude donation - Nicole	2000	
14.1.20	Stripe charges		58.2
19.1.20	Gratitude Journals for "Year of Gratitude" campaign		203.88
20.1.20	Jewellery for "Year of Gratitude" campaign		214
22.1.20	Trustee Loan - Sandie	549	
22.1.20	Laptop		549
25.1.20	Amazon - part of "Year of Gratitude" campaign		40.49
26.1.20	Networking		73.11
26.1.20	One4All voucher - part of "Year of Gratitude" campaign		40.99
26.1.20	Amazon voucher - part of "Year of Gratitude" campaign		40
26.1.20	Postage as part of "Year of Gratitude" campaign (delivery of Jewellery)		7.65
28.1.20	"Year of Gratitude" campaign branding		117
29.1.20	Donation - Creative Partner Lucy James	125	
29.1.20	Postage - part of "Year of Gratitude" campaign		31.16

29.1.20	M&S voucher - part of "Year of Gratitude" campaign		40
31.1.20	Donation - Creative Partner Lorelei Hallet	62.84	
2.2.21	Zoom		14.39
2.2.21	Website building		120
3.2.21	Donation - Creative Partner Marie Adell	83	
3.2.21	Stripe charge		2.61
3.2.21	Longacres Nursery - part of "Year of Gratitude" campaign		41.71
4.2.21	Donation - Diane Felicicchia	70.6	
5.2.21	Donation - Annie Crow	100	
11.2.21	Year of Gratitude donation - Liberty Santiago	2000	
11.2.21	Stripe charge		58.2
12.2.21	M&S voucher - part of "Year of Gratitude" campaign		40
12.2.21	One4All voucher - part of "Year of Gratitude" campaign		26.5
12.2.21	Amazon - part of "Year of Gratitude" campaign		16.95
12.2.21	Postage - part of "Year of Gratitude" campaign		8.48
13.2.21	Microsoft office package		39.99
15.2.21	One4All voucher - part of "Year of Gratitude" campaign		40
15.2.21	Gift boxes - part of "Year of Gratitude" campaign		44.28
16.2.21	Postage - part of "Year of Gratitude" campaign		4.69
16.2.21	Postage - part of "Year of Gratitude" campaign		4.69
2.3.21	Donation - Creative Partner Liz Definnis	147	
3.3.21	Donation - Creative Partner Marie Adell	167	
1.3.21	Donation - Creative Partner Lisa Rizolli	51.33	
3.3.21	Donation - Creative Partner Lucy James	35	
7.3.21	Donation - Creative Partner Lorelei Hallet	41.43	
1.3.21	Staff Invoices		2500
1.3.21	Zoom		14.39
9.3.21	Stripe charge		10.19
5.3.21	Branding Package for the charity		210
18.3.21	Pandora - part of "Year of Gratitude" campaign		37.99
19.3.21	Postage - part of "Year of Gratitude" campaign		4.89
24.3.21	Just Giving - "House to a Home" campaign	5524.33	
24.3.21	Just Giving fees		166.46
2.4.21	Zoom		14.39
3.4.21	Donation - Creative Partner Liz Definnis	192.9	
April	Donation - Creative Partner Lucy James	46	
April	Donation - Creative Partner Marie Adell	61	
April	Stripe fees		2.81
4.4.21	Staff Invoices		2500
7.4.21	Domain for Click Funnel		14.89
7.4.21	Open Unique Trading -part of "Year of Gratitude" campaign		29.53
7.4.21	Pandora - part of "Year of Gratitude" campaign		37.99
7.4.21	Argos - part of "Year of Gratitude" campaign		52.95
7.4.21	Look Fantastic - part of "Year of Gratitude" campaign		39.2
7.4.21	Ponggi/belovedgift - part of "Year of Gratitude" campaign		45.19
7.4.21	Steven Brown - part of "Year of Gratitude" campaign		44.98
7.4.21	Not on the highstreet - part of "Year of Gratitude" campaign		35
7.4.21	Etsy - part of "Year of Gratitude" campaign		40.98

8.4.21	postage - part of "Year of Gratitude" campaign		2.95
8.4.21	postage - part of "Year of Gratitude" campaign		2.95
8.4.21	postage - part of "Year of Gratitude" campaign		2.95
19.4.21	Postage - part of "Year of Gratitude" campaign		5.05
19.4.21	Postage - part of "Year of Gratitude" campaign		5.05
19.4.21	Postage - part of "Year of Gratitude" campaign		5.05
19.4.21	Postage - part of "Year of Gratitude" campaign		6.5
21.4.21	Donation Liberty Santiago	29	
26.4.21	Clickfunnels subscription		72.07
28.4.21	Stripe fees		0.25
29.4.21	Argos - part of "House to a Home" campaign		100
2.5.21	Zoom		14.39
5.5.21	Donation - Creative Partner Marie Adell	101	
5.5.21	Donation - Creative Partner Liz DeFennis	55.23	
6.5.21	Donation refund - Donor used Just Giving and duplicated her donation Coventry Sports Foundation - Part of "Fit, fabulous and free"		100
7.5.21	campaign		280
7.5.21	Staff Invoices		750
10.5.21	Donation - Creative Partner Lucy James	58	
12.5.21	Stripe fees		3.13
14.5.21	Argos - part of "House to a Home" campaign		700
17.5.21	Stripe fees		2.01
19.5.21	Donations (Just Giving) - "Fit Fabulous and free" campaign	290	
19.5.21	Just Giving fees		9.41
29.5.21	Clickfunnels - One Funnel training		72.87
30.5.21	Donation - Creative Partner Liz DeFennis	62.84	
1.6.21	Staff Invoices		750
12.6.21	Donation - Creative Partner Lucy James	40	
12.6.21	Stripe fees		0.76
6.6.21	Trustee Loan repayment - S.Davis		300
3.6.21	Zoom		14.39
18.6.21	Donation - "More to MY Life" Campaign - Nicole Barker	3000	
18.6.21	Stripe fees		87.2
18.6.21	Fuzzy Flamingo Publishing - Part of "More to MY Life" campaign		1750
23.6.21	Argos - part of "House to a Home" campaign		50
21.6.21	Donation - Rachel Green Paypal	17	
1.7.21	Staff Invoices		750
2.7.21	Zoom		14.39
6.7.21	Coach for "Beach Day" campaign		600
21.7.21	Donations (Just Giving) - "Beach Day" campaign	640.44	
21.7.21	Beach Day - spending money for beneficiaries		270
26.7.21	Donations (Just Giving) - "Beach Day" campaign	130.34	
28.7.21	Donations (Just Giving) - "Beach Day" campaign	393.98	
		18968.26	17345.27