



Annual Report

1 September 2012 – 31st August 2013

Daniel's Den

Company Limited by Guarantee Registration number 5303714
Registered Charity number 1147172

Registered Office

38 Berkhamsted Avenue, Wembley, Middlesex HA9 6DT England

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A message from the Managing Director of Daniel's Den

The year started with a major move as we relocated our office/main storage to St Andrews Church in Sudbury. A team of 30+ people spent a day lifting, cleaning, clearing and fitting a large amount of stuff into a small place! Truly TEAMWORK at its best. We were thankful that a team of young people from The Noise at St Pauls Ealing were able to join the team of Daniel's Den to make the move possible. It was sad to be moving our main base out of Tokyngton as we had spent 16 years growing and developing in this part of Brent.

However, as we are aware, often things do turn around for good and not only do we now have a fantastic office and works space at St Andrews but we have opened a new venue in Tokyngton. This happens to be the local primary school and this group has flourished in so many different ways through the year. We were able to build on existing relationships within the school and there is close collaboration between the school community and Daniel's Den. This has also been the case at St Andrews – in September, they welcomed a new children and family worker and during the year the group there has grown. The banner funded by the ward working funding made the group known to the local area and we saw the numbers double in one week! As we continue to journey we are so aware to always be open to learn and to view challenges as opportunities to grow. We aim to demonstrate a positive attitude to what we do.

The move was symbolic of the shift in my work within Daniel's Den. Having been encouraged by many people to work on DD and not in DD, this move ensured I had the space and also the team to work with. The growth that had taken place within each of the teams last year was built on this year and I have been able to adopt a greater freedom to concentrate on other things. Of course I have to be hands on, running two groups in schools but the work of the Brent Parent and Toddler Network has grown tremendously this year. I am also keen to be a voice in the 1277 National Strategy Group for church based groups.

A highlight for me during the year was the day a Polish lady came to Daniel's Den for the first time. She recalled how she had met two young boys in the street and how they had told her enthusiastically all about Daniel's Den which met in their school. They gave her in depth information including the fact she would need to bring £1.50 and that there would be lots of singing. The mum was so emotional to have found somewhere so close to her home. I recalled this story during the announcement time saying how these two boys have a fantastic gift in building community. I recalled the theme from the Olympics of 2012 'Inspire a Generation' and remarked how these boys are an inspiration. One of our mums tugged my arm and said that that was her 9 year old son. Introducing these mums to each other was wonderful and community blossomed before my eyes. Isn't this what we need to see down all our streets? A new phrase emerged stronger than ever throughout the year - DYS 'Down Your Street' and this phrase will be a big focus in the years ahead.



Do You See who lives Down Your Street? There is someone living Down Your Street and they need to come to Daniel's Den and you are the best person to invite them – you may speak the same language, you may both have young children, you may not know each other but they are waiting for you to invite them. Many are in their homes - lonely, depressed – not realising there are people there who want to be their friends to share the journey of parenthood. To build community.

DYS

What is our mission?

Our mission is to encourage and enrich family life.

We have a vision to see

- Parents and children having the opportunity to 'know and be known' in their local community
- People building 'relationships that matter' within and beyond their cultural/ethnic group
- Parent and toddler groups being available in all localities
- Family life being valued in all levels of society both locally and nationally.

Members of the Teams

September 2012	August 2013
Directors/*Trustees Joanna Gordon (Company Secretary/Managing Director) Angela Anterkyi* (Chair) Cheryl Tate* Ron Herbert* (Acting Treasurer) Bea Simpson* Phello Ekango	Directors/*Trustees Joanna Gordon (Company Secretary/Managing Director) Angela Anterkyi* (Chair) Cheryl Tate* Ron Herbert* (Acting Treasurer) Bea Simpson* Phello Ekango
Staff team Joanna Gordon Joan Herbert	Staff team Joanna Gordon Joan Herbert
Weekly Volunteers Shirley, Cynthia, Linda, Yvonne, Emma, Joan, Iva, Eutilda, Joanne (admin), Rhys, Keturah, Bina, Nancy, Opal, Diana, Jackie, Monika	Weekly Volunteers Shirley, Linda, Yvonne, Emma, Joan, Iva, Eutilda, Joanne (admin), Rhys, Keturah, Bina, Nancy, Opal, Diane, Jackie, Annie, Jeanne, Lucille, Minette



Whilst most of our work is carried out on a voluntary basis, the director is paid part time.



What have we done?

The outputs

Parent and toddler groups

We ran 5 toddler sessions each week throughout Brent, bringing a sense of care and belonging to many families. We were delighted to open a session in Elsley Primary School in October thus meeting the need in the Tokyngton area. Each group has grown and welcomed members from the local community (and a family visiting from the Caribbean who googled us when home in the Caribbean and knew where to come when they landed in England). People continue to comment on the warm welcome they receive and they are forever bringing friends/family. Most of the new people come via word of mouth recommendation but the web is playing an increasing role in signposting people to our groups.



The group at St Michael and All Angels Church, Hillside, Stonebridge continues to thrive despite the fact it takes place at the back of an old Victorian church, with pews, steep steps and a heavy wooden door. It's an amazing use of space and demonstrates with a positive attitude 'barriers' can be broken down. The group at Gladstone Park Primary School, Dollis Hill has seen some amazing friendship form and it was sad to say goodbye to many families at the end of the year. The group at St Andrews has developed this year thanks to Annie, the new children and family worker there and the team of volunteers. Putting the banner on the main road led to their numbers doubling in one week.

These are the sessions we ran each week.

Tuesday 9am-10.30am at Elsley Primary School (for Oct 2nd 2012)

Tuesday 9.30am-11am & 11.30am-1pm @ St Michael and All Angels, Stonebridge

Tuesday 1pm-3pm at Gladstone Park Primary School

Wednesday 9.30am-11.30am @ St Andrews, Sudbury

The attendance at each session varies – from 4 children up to 30+.

Daniel's Den Praise

Due to our relocation we have had to suspend Daniel's Praise. The format is exactly the same as Daniel's Den but the craft activity, story and songs are Bible based. These sessions were extremely popular and we would like to repeat them.

Office



Due to the relocation we now have a large office where all our archives, craft materials and equipment are stored – there is even space to have meetings. The office is shared with Annie, the children and families' worker and it is great to have someone to share ideas with. A new photocopier had to be bought as the old one was too big to carry up the twisting steps. The office is a warm, welcoming environment in which to work and is used by various members of the team.

Dad's Zone

We feel it is important for children to spend time with their dads, granddads, uncles etc in an all male environment. There are often very few male role models in the lives of young children and this is an area we would like to develop further. We have been unable to run regular Dad's Zone sessions due to shortage of volunteers but this is changing and we hope to prelaunch a termly Dads Zone in autumn 2013.

Volunteers



Daniel's Den strength and weakness continues to be its volunteers – without whom the work of Daniel's Den would not exist!! We have an excellent team of volunteers who come faithfully each week to help. The relocation meant that some of volunteers have been unable to continue to help out weekly and we have to be creative about using their skills.

We now have regular snipping sessions when we prepare the crafts for each term – a great time to chat as well as enabling our sessions to run more smoothly. We have termly volunteers meetings. We want our volunteers to feel that their time volunteering at Daniel's Den is a time of personal development and are committed to meeting their training needs. It is a joy to see our volunteers taking on new roles as their confidence grows. Cynthia and Shirley have been volunteering for over 15 years and were taken on a VIP tour of Buckingham Palace in recognition of this!



Training

We have hosted several training sessions this year for our own volunteers and volunteers in other groups in Brent through the Brent Parent and Toddler network. Training opportunities have included

- Child Protection
- Autism
- First Aid
- Face painting



Parenting courses

Daniel's Den offers parenting support both implicitly and explicitly. During each session help, advice and encouragement is offered to the parents both by the leaders and peer support – we also hand out leaflets and give words of encouragement during announcement time and our feedback questionnaire indicates that this is appreciated. The ongoing guidance and support is available with access being provided to parenting books, leaflets etc.

This year we designed and produced a set of 12 'Parenting Postcards'. These give guidance on parenting and also serve to explain how to get the best out of the DD session. The pilot project has been very well received by our parents and we are looking forward to developing the use of these further in the coming year. This project was funded by the Edward Harvist Trust.



There are 12 cards in the set and the topics include:

- Postcard 1: **You are the best parent for your child**
- Postcard 2: **Dealing with disappointments**
- Postcard 3: **What do children really need?**
- Postcard 4: **The need for love**
- Postcard 5: **The power of words**
- Postcard 6: **4 magic words to teach your children**
- Postcard 7: **Routines**
- Postcard 8: **Talking and Listening**
- Postcard 9: **Handling challenging behaviour**
- Postcard 10: **Eating**
- Postcard 11: **Memories**
- Postcard 12: **Investing time**

What people have said about the postcards?

'Love them'

'Great to have a reminder of things I know but have forgotten'

'Good to think about how often do I really read with my child'



Trips

We decided to encourage people to visit local parks i.e. Gladstone Park, King Edwards Park and the Welsh Harp instead of our coach trip to the farm. It was good to see what is on our doorstep.

Special events/projects

Mozambique

Daniel's Den continues to make monthly donations towards work with families in Mozambique with the work of an organisation called ALMA.

Brent Parent and Toddler Network

This is a project coordinated by Daniel's Den and it is a borough wide initiative. We were unsuccessful with a funding bid but have continued to arrange training sessions for toddler group volunteers and offer support as and when needed. It has been a pleasure to



support the launch of a new group called Pebbles in a neighbouring church. We organised a picnic in Roundwood Park to celebrate National Family Week and this was well attended. The major development during the year was the production of 5000 new born baby cards, which offer a welcome to a local parent and toddler group... These are

being distributed to every new born baby's families in Brent via the Brent registrars in the new Brent Civic Centre. We are monitoring if more people come to our groups because of these. We want people to feel that there are people out there in the community who are looking forward to meeting them and their baby – many people say they wished they had heard about us sooner and these cards are hopefully going to be an asset in ensuring this doesn't happen.

Christmas

Our nativity plays continue to be a highlight in our groups. The wonderful collection of costumes and great backdrops (along with bag of shredded paper 'straw') make this a special occasion enjoyed by many. The simplicity of this event is charming and all those who attend or take part have the opportunity to share the Christmas story. We held a community lunch at St Andrews in Sudbury and Santa visited several of our groups with a gift for every child!



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Healthy Eating Week and community lunch

Healthy snacks are now the mainstay in all our sessions but once a year we like to emphasise the importance of exercise and diet for all our families. This year children and parents alike enjoyed making lots of smoothies. The community lunch was thoroughly enjoyed by all those who came.

Project daffodil

We have started to improve the outdoor area at St Andrews and with funding from Ward Working Fund we were able to buy two planters and fill with bulbs – these gave an array of colours for many months.



Mum's Zone

This is still a 'gap' in our provision.

Open Week

During National Family Week we organised an Open Week and invited local councillors to come and see what we were doing to help and support families in their wards. Through the ward working fund we have been able to buy fantastic signs to go outside our venues and these have told people where and when we meet. Mohammed Butt (the leader of Brent Council and our local ward councillor) and Ketan Sheth (another local councillor) came to visit Daniel's Den in their ward in Tokyngton and this visit actually inspired the relaunch of Dad's Zone. Ketan shared how much he and his children had enjoyed it and is keen to help with this community initiative.



Sports Week

Many certificates were presented to all the children who took part in one of the favourite weeks at Daniel's Den for children and parents alike! Sack races, carrot and spoon, walking backwards are just some of the challenges.

International teddy bears picnic

At the end of the summer term several bring and share international teddy bears picnics took place. A wide variety of food was provided and it was a wonderful way to end the term.



Information

We provide an ongoing information/resource desk for the parents and carers and in our feedback questionnaires parents comment this is one of the really helpful features of Daniel's Den. Local and national magazines relating to family life are distributed free of charge. Each year Brent Children's Information Service come for a week and provides advice re finding a nursery place for your child, child-minding etc. We were delighted to welcome Sharon from the Brent Oral health team and she not only gave advice to parent and children but gave out free toothbrushes and toothpaste.

Equipment

We continue to provide an opportunity for people to give and receive good quality second hand clothes and equipment.

Newsletters

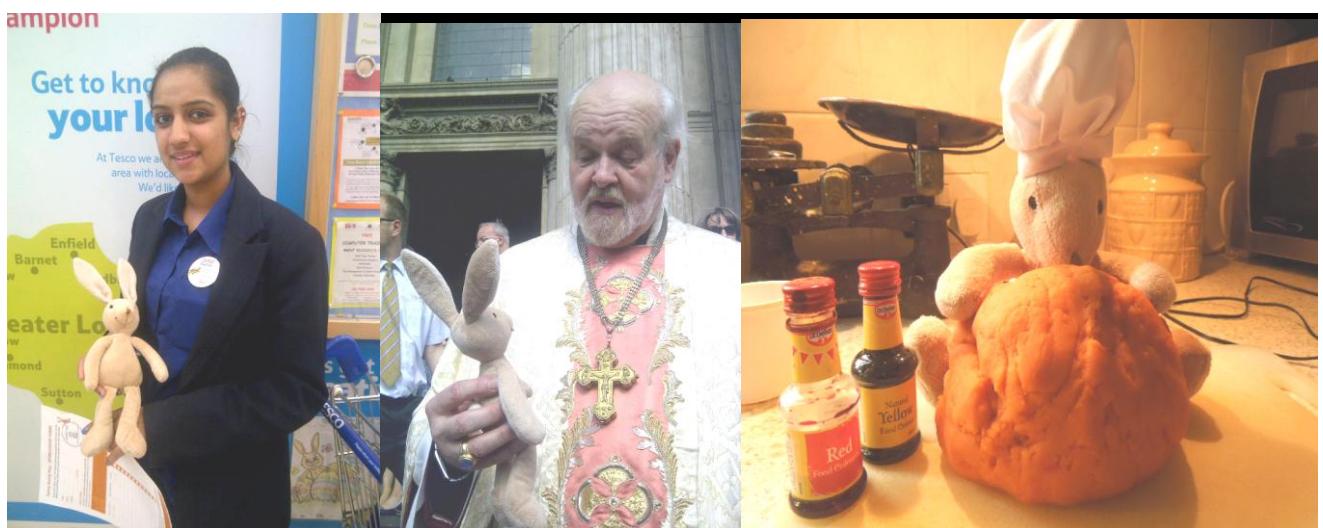
Each term we aim to produce our own newsletter, which inform parents of what has been happening and the plans for the next term. These provide an excellent link with home, especially if the parents are working and the child is brought by a childminder or carer.

Friends of Daniel's Den (FODD)

This year the Friends of Daniel's Den was officially launched. We had a couple of consultation meetings and these led to lots of laughter as memories were shared. Some funds were raised and lots of ideas shared. We are hoping to really develop the fundraising aspect of FODD in the coming year as one of our parents is a professional fund raiser.

We gained a new friend of Daniel's Den this year and this is Funny Bunny. The community champion from Tesco Brent Park visited one of our groups and she then gave us two bags of toy bunnies. One of these became Funny Bunny who started a fundraising campaign. Five weeks later and he had done so much – he had a photo album on Facebook, met the Bishop of London, had a following on twitter ...

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Website – www.danielsden.org.uk

This was one of our major developments this year. Cris and Helen from The Timeless Media are putting the final touches to our new site and this will be launched at the beginning of October 2013. Redesigning the site has made us look at what is important and we feel the new site reflects how much we have developed. The history page gives a great insight into where we are coming from and there is the opportunity to read the booklet produced to celebrate our 10th anniversary in 2006.

Other features include the opportunity for online giving, find your group on a map, and see updates via Twitter etc. The website is a shop window for people looking for a group and we have links to many other sites i.e. Brent Council.



Publicity

Daniel's Den has been featured in several publications/events

- **Brent Council website/Netmums website** – we are featured several times in these and as a result many new enquiries are received.

Partnerships

During the year we were part of several partnership working together to support families. These included:

- Brent Parent and Toddler Network
- Care for the Family
- St Paul's Church Ealing
- Brent Children's Information Service
- St Andrews Church, Sudbury
- 1277 – Make Them Count - National Strategy group for church based toddler groups
- Brent Council Parenting Strategy Group
- Sarah Teather MP for Brent Central



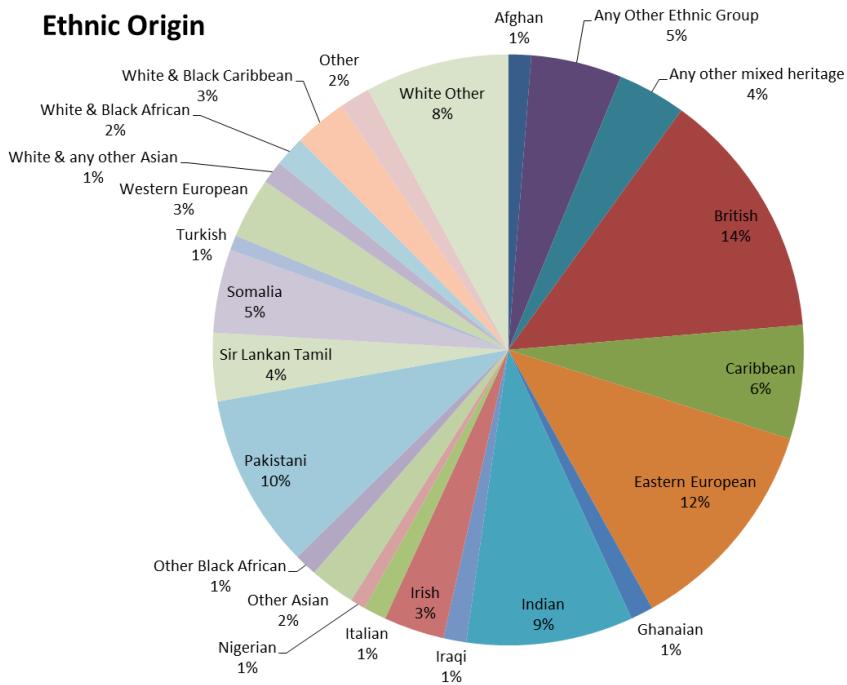
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What we have achieved

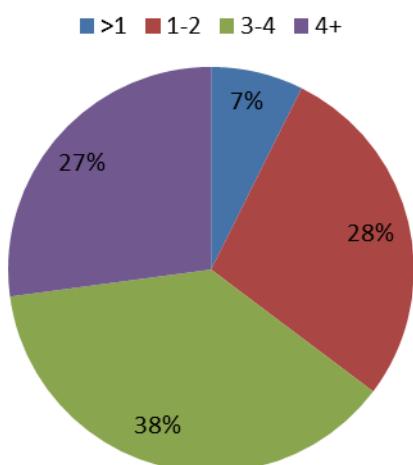
Outcomes

We worked with 260 families during the year. Here is the breakdown information regarding how many people used the programme and services in terms of age of children, ethnic origin and relationship of adult to child.

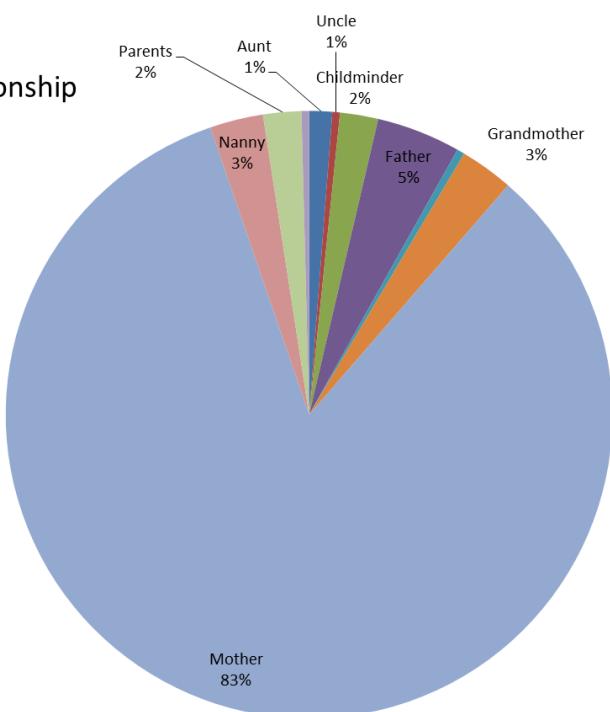
Ethnic Origin



Age



Relationship



Evaluation – How did we do?

We gave out questionnaires to all who attended May 15th-26th. This gave invaluable feedback and feed forward. Here is a taster of some of the things shared ...

Some of the things people liked included...

Atmosphere, variety of people with different backgrounds, religions etc, Its very family orientated and well run; Staff friendly, really helpful, gives good information; Kids have fun, close to where we live and it is clean It has got a friendly environment and my son gets to know and make friends with other children. I enjoy the tea with friends and to have a chat, well run, well equipped – my favourite toddler group...*The list goes on and on.*

One of the distinguishing features of Daniel's Den is that it is run by the community for the community. We love to hear people's ideas and incorporate suggestions as we can. With this in mind here are some examples of how we are responding to the needs expressed by our parents, carers and children...

- **Ask Tesco about donating an amount of money to DD from money spent while shopping** – our links with Tesco have grown throughout the year i.e. they gave us Funny Bunny and we are hoping to organise a parents social evening/parents panel in the coming year so we can give them feedback.
- **Nappy changing & hand washing facilities are limited. Good to promote hand washing before food** – each group does have a nappy changing area with bags and wipes. We will remind people to wipe their children's hands before eating the fruit – baby wipes available.
- **Facebook page** – we do have one so do go there and make comments etc
- **My partner is a fundraiser and she would like to offer her help** – we have taken up this offer so watch this space for fundraising events and activities taking place. If you work for or know of companies who would like to support us, do get in touch.
- **Bringing more parents** – we constantly use the phrase Down Your Street and encourage everyone to invite someone who lives down their street to come

Of course there are other suggestions which are harder to accommodate...

- **Outdoor activities would be nice** - this is difficult in most of our locations due to the physical nature of the building i.e. no outside area. However we are exploring ways of developing this.
- **More days** – people are constantly asking for this. Daniel's Den is run by volunteers and it is difficult to run on extra days and these volunteers are often involved in other activities/work. We are able to direct you to other toddler groups in your locality which meet on different days and you can check out the website www.brentparentsandtoddlers.org for a group near you (or contact Brent Council)
- **Avoid music in the background. Very noisy.** – we find that having no music can sometimes be quite intimidating for people when they walk in as it is too quiet. A little background noise helps people relax and we will endeavour to make sure it is not too loud. The sessions can be quite noisy – makes you appreciate the quietness of home!

Daniel's Den catchment area

Anyone is welcome to come to Daniel's Den. Albeit our desire is to have a facility in as many local areas as possible, people travel from many places to come to Daniel's Den. The majority of attendees walk, and others use cars or public transport.

We presently have Daniel's Den meeting in four wards – Tokyngton, Duddenhill, Stonebridge and Sudbury. Our aim is to plant more Daniel's Dens around Brent thus making many parent and toddler groups within walking distance a possibility.



Daniel's Den already meets in these four wards – where next? We know they need more groups in Neasden!



One of our groups meets at St Michael and All Angels, Stonebridge ... a Victorian church with steep stone steps, large wooden door, rows of pews and yet ... we have had to double the sessions because it is so popular. Why not pay them a visit?

How much does it cost?

In the year 1 September 2012 – August 31st 2013 Daniel's Den received funding and income from a number of sources including

- ✓ Session fees.
- ✓ Regular givers - a number of people give monthly donations to the work of Daniel's Den
- ✓ One off donations
- ✓ Fundraising activities
- ✓ Funders and Grants including
 - Extended Schools
 - Wardworking Fund – Brent Council
 - Edward Harvist – Postcard Parenting project



Income		end August 2013	end August 2012
Receipts from charitable activities			
	<i>Session Fees</i>	2040	2137
Receipts from generated funds			
	<i>Planned Giving</i>	2580	2945
	<i>One off donations</i>	1546	7,145.00
	<i>Grants</i>	9943	9050
	<i>Schools</i>		
	<i>Events and trips</i>	0	700
	<i>Fundraising</i>	888	123
	<i>BPATN</i>	280	0
	<i>Other income (including bank interest)</i>	151	2
	Total Incoming Resources	17428	22102

Expenditure			
Charitable activities			
	<i>Staff costs</i>	10951	14160
	<i>Staff/volunteer training</i>	128	10
	<i>Parent and toddler session costs</i>	1825	1145
	<i>Office rent and expenses</i>	7499	2207
	<i>Events and trips</i>	20	1490
	<i>BPATN</i>	582	62
	<i>Donations</i>	482	1432
	<i>Insurance</i>	687	682
	<i>Governance costs</i>	0	500
	<i>Other expenses</i>	61	438
	Total Resources Expended	22235	22126

Net incoming/outgoing resources	-4809.22
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Fund balance at 31/08/12	6,782.14
Fund balance at 31/08/13	1,972.92

Accounts 1 September 2012 – August 31st 2013

What are we going to do next?

Parent and toddler groups

We hope to maintain and develop our existing groups. DYS – Down Your Street is a motto we want to be on everyone's lips and we want to encourage people to invite their neighbours – especially those who are alone and 'hard to reach'. We want our groups to be as accessible as possible and not 'hard to reach', and hope our signage, website and the new born baby cards make people aware of a group near them. We hope to encourage more sessions in different wards of Brent – whether these are Daniel's Den or other groups. Our ultimate aim is that there is a parent and toddler group within walking distance of every baby/toddler in the borough (and country).

Communication

We are looking forward to launching our new website in October 2013 and hope this will be a useful tool for informing parents who are looking for a group or others who want to learn more about Daniel's Den. We will be looking for develop our use of Facebook and the world of twitter – making the most of this social networking to inform and inspire people to come along and meet/make new friends. Sharing a cup of tea will be the fruit of good communication. We may even start to use text messages to keep people informed. .

One of our ongoing goals is to produce a parents information pack i.e. handbook of how to get the most out of the sessions. This will include information about the activities, ways in which parents can help their child engage in these, health and safety etc.

Workshops/Conferences and Training

An important part of our work is providing training. Not only an ongoing training programme for all our volunteers so that they are fully equipped to run the sessions, but also for other parent and toddler groups in Brent and beyond.

We aim to run a conference for church based groups in Brent and the surrounding boroughs in October 2013.

Dad's Zone

We aim to relaunch this in autumn 2013 as we recognise the vital role fathers play in their children development.

Our little character Funny Bunny did some research in June 2013 regarding fatherhood and asked dads what advice they would give him about becoming a father.

This is what some dads said they would advise him (and other prospective fathers) before becoming a dad —

- ✓ Make sure you find the right mum
- ✓ Don't let your children grow up too soon
- ✓ You need to give your child emotional support and be physically there
- ✓ Be child focussed – sensitive to their needs. Create a safe, warm and loving home. Be committed to a child's growth and development throughout their life
- ✓ The birth of my child made me more responsible – my priorities had to change
- ✓ Dads should play more with their children and have fun!



Partnerships

Daniel's Den will continue to engage with other organisations and individuals that work with children and families in order to provide activities that promote our aims and objectives.

Friends of Daniel's Den and Fundraising

We will develop a fundraising strategy with our professional fundraiser and there will be an organised plan of events and activities to generate income for Daniel's Den. This will be part of the work of FODD. We will build on the database we have of our supporters in promoting the work of our organisation and also aim to increase the regular income through the regular giving scheme.

Networking

As well as developing the Brent Network of Parents and Toddlers we will be looking to work with other groups on a London borough /national basis providing a network of support and advice. We are a member of 1277 – a national strategy group for Church based toddler groups.

5 year business plan – 2009-2014

This will be under review during the year and a new plan will be written 2014-2016. We will be looking to engage with consultants regarding the direction we should be taking as an organisation and the areas to focus on and develop.

Contact details

Daniel's Den
PO Box 987
Wembley
Middlesex
HA9 1FX

E-mail: info@danielsden.org.uk

Website: www.danielsden.org.uk

Telephone 02089086986 07436273844