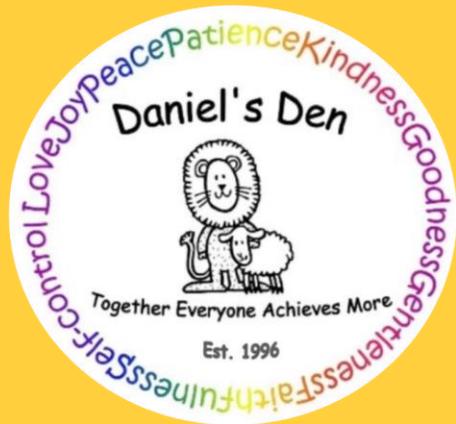

Impact report

2019-2020



Daniel's Den is a Company Limited by Guarantee 5303714 and a Registered Charity 1147172

Mission statement

Welcome to our Impact Report 2019-2020

This year has seen Daniel's Den catapulted into a whole new level of outreach to families near and far. We've seen the friendship and unity of our volunteer team grow deeper and wider and have made many new contacts along the way. There have been frustrations but also new possibilities and it has reminded us that truly - Together Everyone Achieves More.

I hope you enjoy reading our Impact Report and please do get in touch if you'd like to know how you can be more involved whether as an attendee, volunteer or supporter.

Joanna Gordon



Our Purpose To encourage and enrich family life in order to build stronger communities.

Our Vision We have a vision to see:- Parents/carers and children having the opportunity to know and be known in their local community; People building relationships that matter within and beyond their cultural and ethnic group.

Our Objectives To have family life valued in all levels of society both locally and nationally.

firstly by establishing and running parent and toddler groups, recognised as first rate by users.

secondly by offering parenting support

thirdly by enabling people to recognise the value of parent and toddler groups

fourthly by fostering mutual cooperation and support for toddler groups

fifthly by supporting the choice of stay at home parents and raising awareness of the value they bring to society

Fun Facts

2

New Venues opened

£227k

In Reaching Communities Funding over 3 years

54%

Increase in Male Carers registered with DD from last year

278

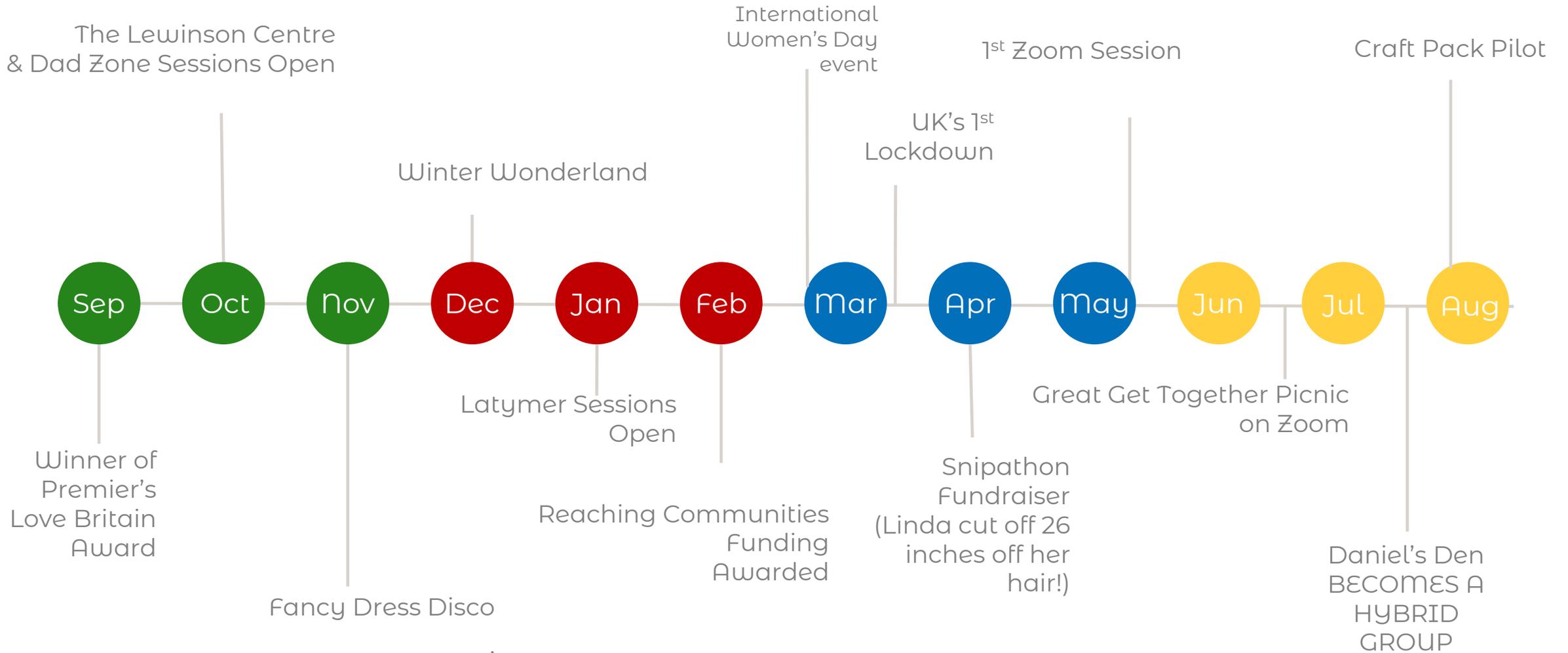
Families registered

2,700

Views of our first online FB session



2019 - 2020 timeline



September 2019 to February 2020

A year of two halves pt 1





New Sessions

Sept 19' The Lewinson Centre - It was a joy to have a central location in Willesden and being on the High Road made us very accessible. Word soon spread and we welcomed lots of local families and a high number of childminders.

Oct 19' The Yellow – Our Monthly sessions just for Dads, Grandads & other male carers right in the centre of Wembley.

Jan 20' Latymer Community Church - We received a text enquiring about the possibility of opening a new session in Ladbroke Grove. This was a request we had received 5 years earlier but had been unable to follow up. Meetings were arranged and in January 2020 we opened our 7th group in a new borough with a totally new team of volunteers.

DAD ZONE @ The Yellow

The Dad's Zone sessions started slowly, and we were so encouraged by the relationships that were formed. There was no shortage of fun and the dads really appreciated having a space to bring their little ones to play. Dads such as Ross and Cris shared their experiences which you can see on our YouTube Channel – all in all such a positive venture. We saw the number of male carer registrations rise 54% from last year and this is something we want to develop further next year.



"This group really brings that community spirit together"



"It's a good opportunity to meet Dads in the community...especially in such a big City"



Seasonal & Community Events



Some of the events we held or took part in ranged from our Fancy dress disco to donating equipment to Little Village. We also joined in Brent's Car Free Day and threw our very own games night which was bags of fun.





AWARDS

In October we were proud to be the recipient of Premier's Love Britain London and South East Award. It was a great evening celebrating being one of the many organisations across the UK making a positive difference in people's lives.



A SPECIAL VISIT

We were happy to host a visit from Sally Hogg Head of Policy and Campaigning for the Parent and Infant Foundation, and leader of the 1001 First Days movement in November. She was keen to hear the lived experiences of the families who attend Daniel's Den. She came away saying that all MPs should come and see what we do at Daniel's Den as it is a great example of one of the 20,000 toddler groups across the UK.



Our sessions growing stronger and ...

Our sessions met weekly in all our venues and so much activity took place. From investigating sunflowers with magnifying glasses to sensory play with gloop; printing flowers and junk modelling homes. One of the highlights for the crafts was the day we made rockets out cardboard tubes donated by the local estate agent Francis. These tubes were really big and strong and have been used as tunnels for little cars but on this day the rockets created were fantastic.





... STRONGER!



4/20/2021



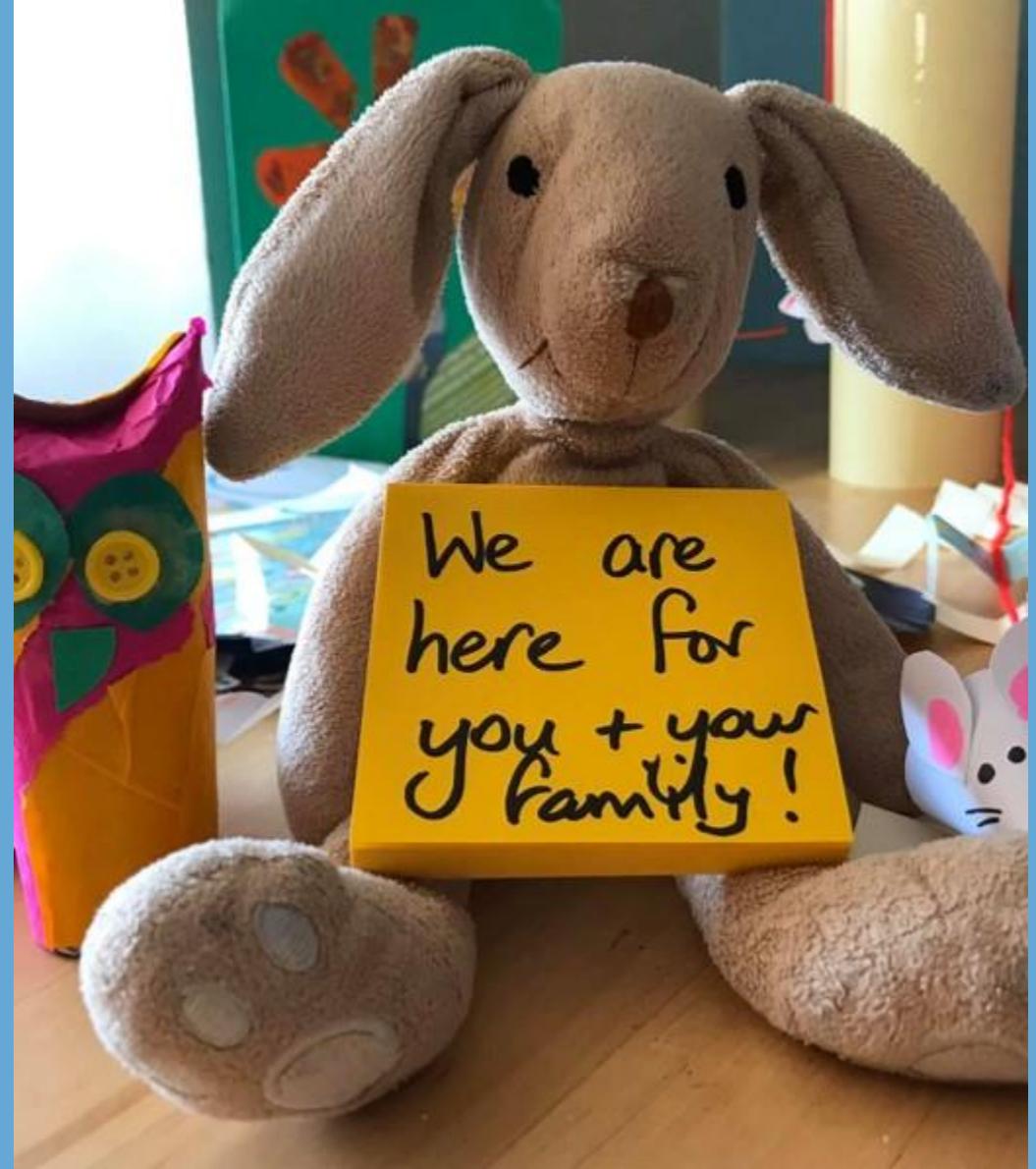
Reaching Communities Fund!

Setting up new groups as well as developing the established groups needs support and we were delighted to be successful in our bid for Reaching Communities funding. This fund has enabled us to appoint an Operations Manager and support staff to consolidate our processes in order to reach more families. It is part of our ongoing fundraising endeavours to support all that we do and all the exciting potential opportunities that lie before us.

This three-year funding arrived just before a major worldwide phenomenon – the Coronavirus pandemic – and no one could have imagined the impact this has had on the second half of our year.

March 2020 to August 2020

A year of two halves pt 2



A global pandemic

New normal

Early 2020 saw signs of a new virus taking hold across the globe. As the beginning effects of Covid-19 started to worsen in the UK Daniel's Den made the decision to close in person groups in March 2020.

New thinking

- How do we deliver our mission statement in line with Government restrictions?
- If Families can't come to Daniel's Den, Daniel's Den will come to them.
- Do our staff and volunteers have the skills to meet these challenges?



From our 1st Facebook Live Session

Pivot!

Just some examples of the variety of ways we are engaging families now we can't meet in person. Though it is different, we are using creative ways to meet new challenges with the same Daniel's Den spirit.



"What Daniel's Den has done since the Pandemic has been brilliant. You have involved so many people in so many ways"





DD@home

Crafts packs - We have developed craft packs to accompany our Facebook Live sessions and the project Daniel's Den at Home is a major focus at this time.



'Trips' - We even managed some large-scale events and trips on Zoom. Our annual Great Get Together picnic took place online and Bags of Hope continuing scones/jam/cream and activities were delivered to our elderly volunteers who are not online so they could join in the fun. We had a trip to the beach at home with swimming lessons, puppet show and sandcastle building.



Zoom Zoom Zoom- Zoom was a new phenomenon and we have used this in many ways to build community - we even have regular Monday night Hotspots when we discuss topics relevant to parenting and family life and stream it online. Our Parenting Postcards and Sound bites have simulated great discussions and interaction has come through comments on and off line.

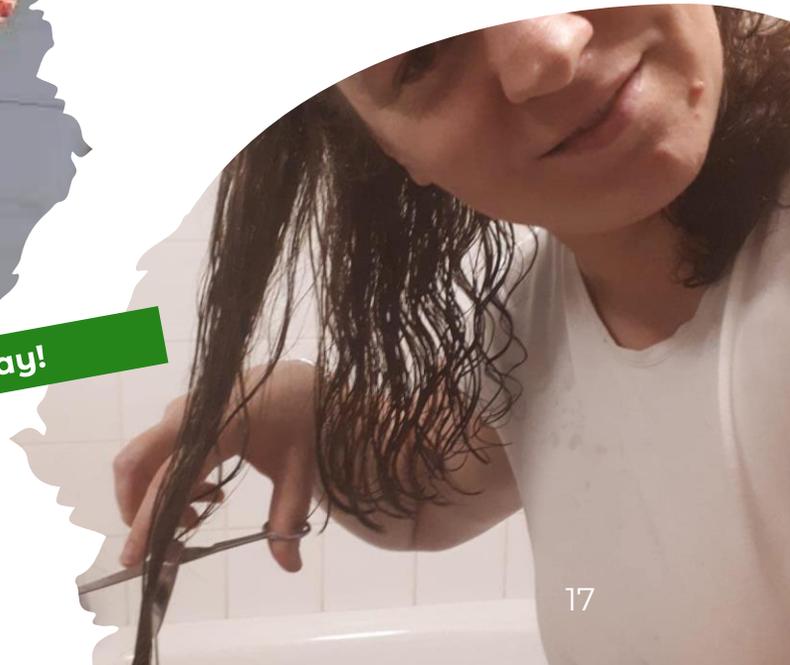
SNIPATHON

During lockdown we had a 26-day campaign called a Snipathon and this was grandly launched by Linda have 26 inches cut off her hair – in a socially distanced hair salon on my street. Carrots, numbers, logs, nails, legs of horses, wool, hearts to decorate bins were just some of the things snipped.

Linda cut off 26 inches of hair!



Jackie and Hermina, cutting, snipping and sticking away!





Naz, Pheonix and Kaia



MUM'S SEAL OF APPROVAL!

"I am so happy our session leader contacted me to see how we were doing and told me about the Zoom sessions. It's been hard for everyone and we were really happy when we went on Zoom and saw everyone.

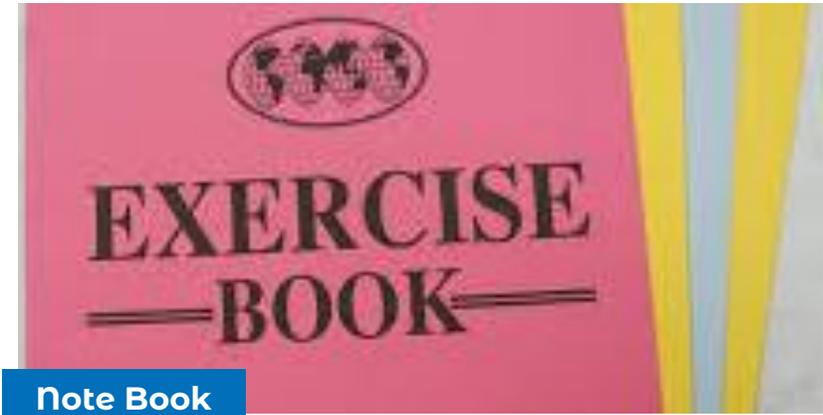
Pheonix loved singing wheels on the bus, and she loved eating snacks with everyone too. Kaia would watch from a distance and really enjoyed listening to the very Hungry Caterpillar story.

I want to say thank you for the invaluable service and support that Daniel's Den offered me and my two daughters ... at times of need. I often found the staff from Daniel's Den incredibly helpful and generous with their time and energy.'



A new book

What sort of things are inside the packs?



Note Book



Crayons

"I just wanted to say a massive thank you for the craft pack....it is amazing especially for a mum who is not very arty and has so many things to do!"
Kilnah - Mum



Craft Items



Craft Guide



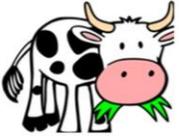
Play Dough

Postcard Parenting 10

Eating

Eating is meant to be an enjoyable experience!

If its possible, sitting down to eat together can be a vital part of the day. There is a sense of togetherness as we learn to talk and listen to each other.



Try not to panic if your child seems to be a fussy eater. Keeping a mealtime routine is helpful. Try and persevere

Daniel's Den

Parenting Postcards



Speaking & Networking

Invitations to share our experiences have been plentiful and there have been many opportunities to speak at events online and in publications. This has raised our profile and has been useful as we haven't been able to welcome as many visitors as usual. Our conference for toddler groups across London in October was a huge success and social distancing has made us realise more than ever how important it is to make the most of meeting with people face to face.

A portrait of Alison, a woman with her hair in a bun, wearing a black zip-up hoodie. She is standing outdoors in front of a metal fence and some foliage. The photo is framed with a white, torn-edge border.

Alison

Our Volunteers

We couldn't do what we do without the tremendous support of our lovely volunteers. This year we saw their passion and dedication at work delivering fantastic in person sessions, and later their abilities to adjust to the challenges brought on by the pandemic with the same caring, and welcoming spirit as if we were still meeting face to face.

Yvonne Smith & Alison Ifil

Yvonne and Alison were 2 of the volunteers at Gladstone Park Primary School and when this session closed in July 2019, they were both keen to continue to be involved with Daniel's Den.

A portrait of Yvonne, a woman wearing a black floral dress and a blue headband. She is sitting in the driver's seat of a vehicle, smiling and waving her hand. The photo is framed with a white, torn-edge border.

Yvonne

The Lewinson Centre in Willesden was just around the corner from where Alison lives so she was delighted when this group started in September 2019. During the year she has really grown in her confidence as a volunteer. She loves to meet new people and talk so she took fliers into local shop and parks, telling people to come along. In the first lockdown she developed creative skills and said how she has surprised herself in the things she has done. Even her family have noticed ... her daughter messaged us ...

'I want to say the work you have been doing is absolutely spectacular and I have seen all the various projects my mum has been involved in- it's amazing'

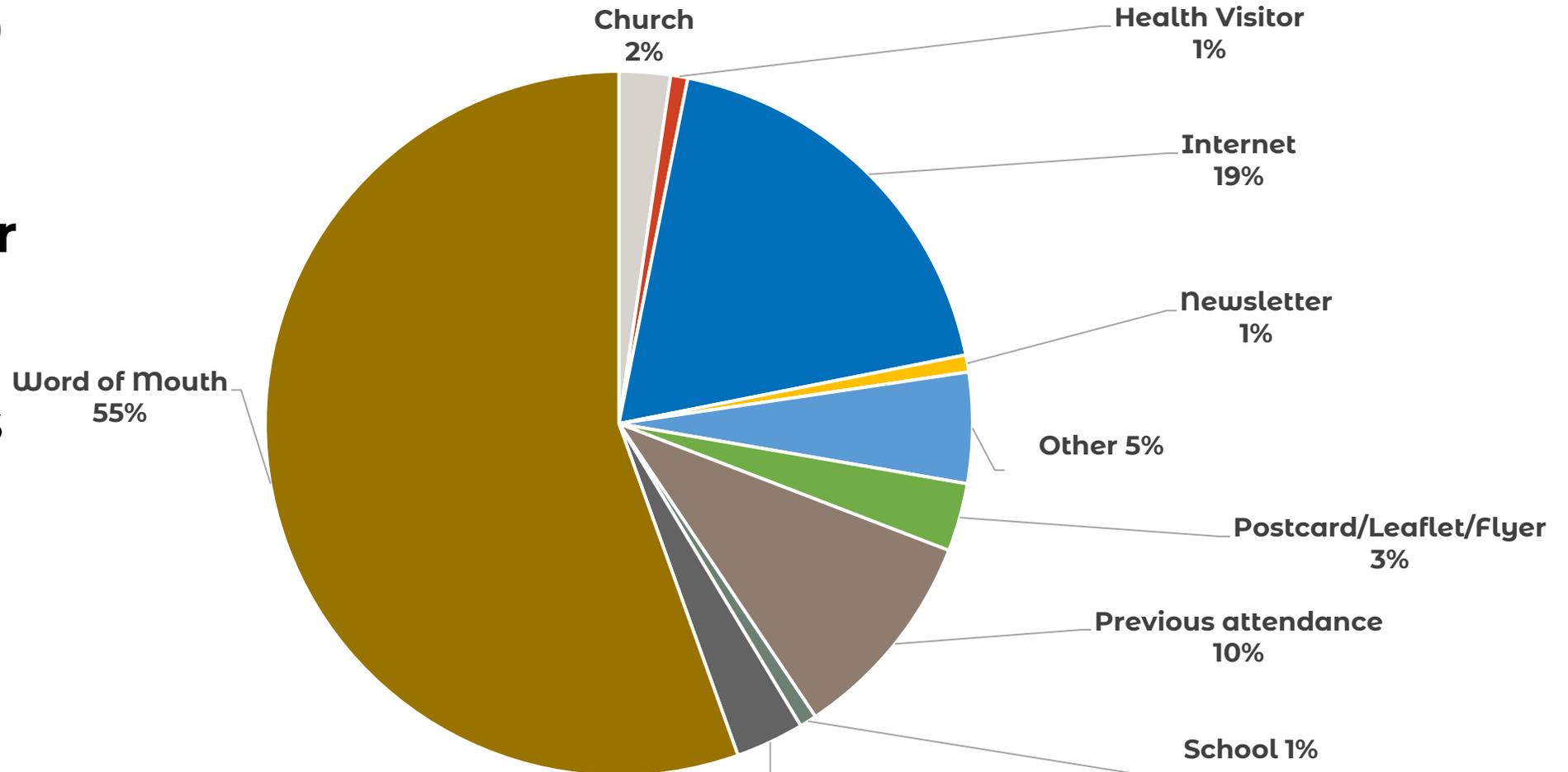
Yvonne says 'I have been a volunteer at Daniel's Den for over 9 years now and have enjoyed it immensely. The support and togetherness amongst our team of volunteers and trustees is amazing and I've seen over the years how we have grown and adapted to change - to bring a service to those who need it. Being given the opportunity to become a Trustee of Daniel's was an honour and I felt humbled to be even asked. I take this responsibility very seriously and always do my best to represent our volunteers and community - it's about the families/people we meet, the friendships made, being a shoulder to lean on when needed. It's like one big family.

I help lead the Dad's Zone on Saturdays as I can't volunteer during the weekdays due to work commitments. It's great to see this is growing and our aim is to see that flourish too. It's still early days but we aim so see this group take hold just as our other groups have.'

How people heard about Daniel's Den

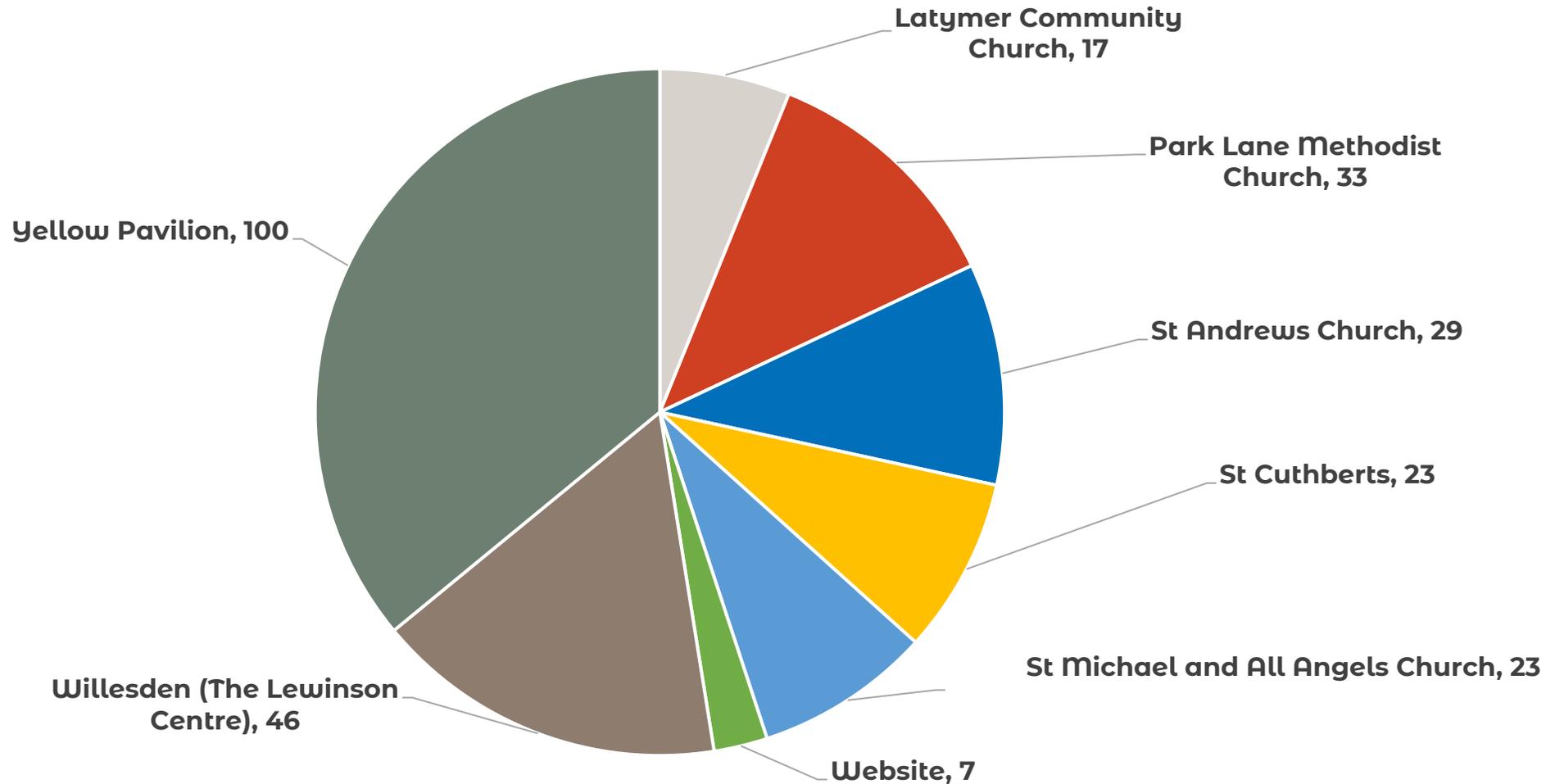
2019 - 2020

Over half our attendees found out about us by word of mouth.



Registrations per venue

2019 - 2020

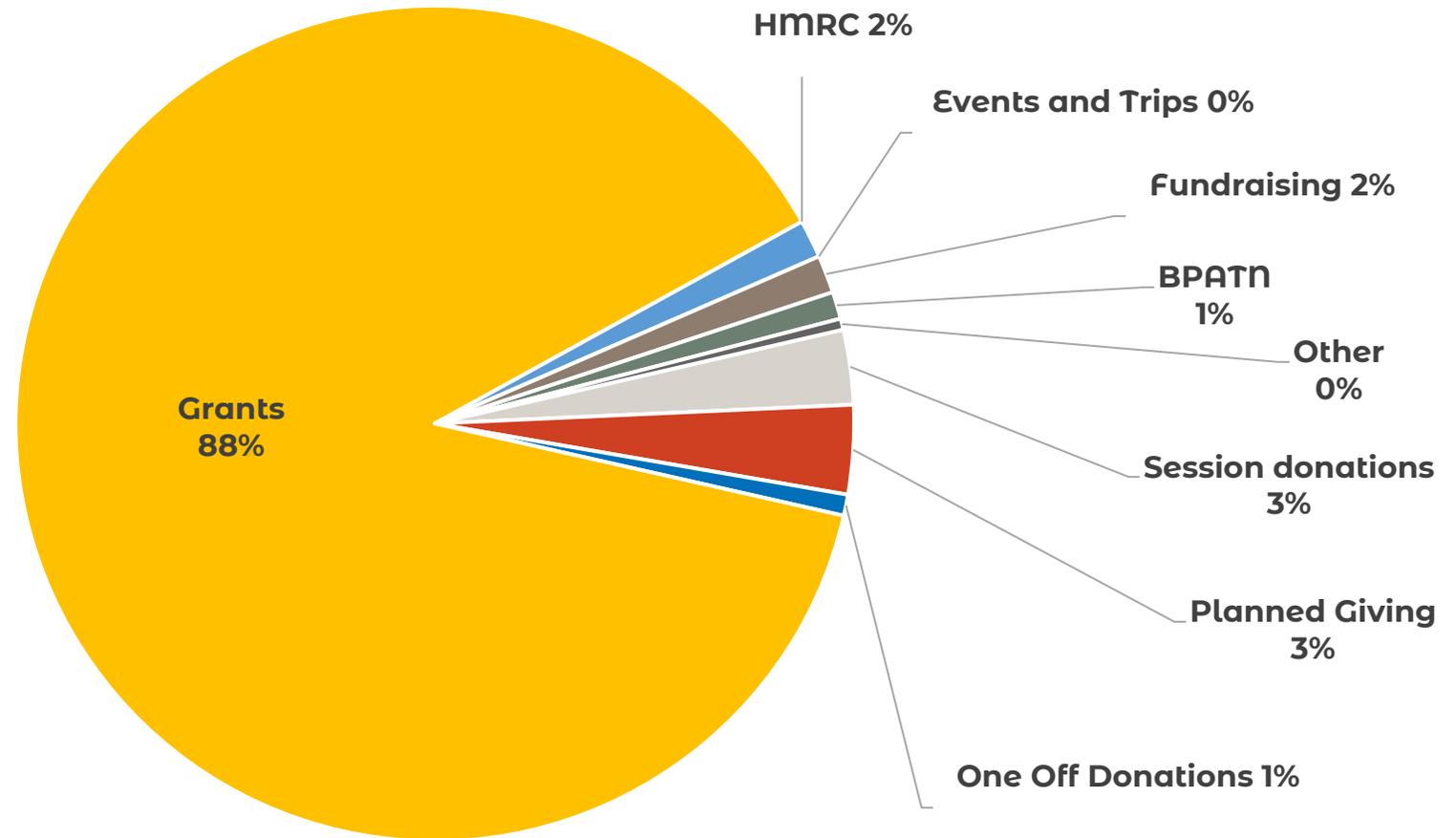


- Latymer Community Church
- Park Lane Methodist Church
- St Andrews Church
- St Cuthberts
- St Michael and All Angels Church
- Website
- Willesden (The Lewinson Centre)
- Yellow Pavilion

Where our money comes from ...

2019 - 2020

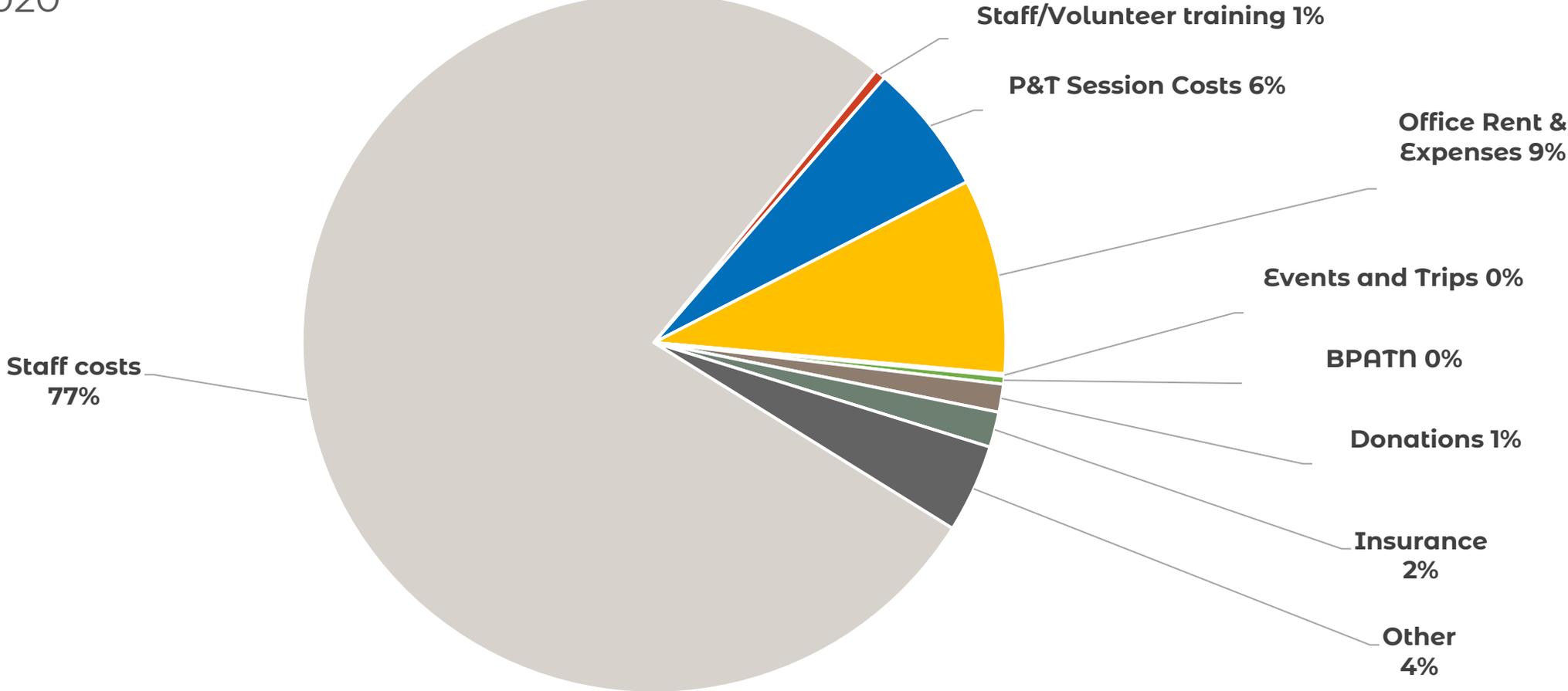
We are very dependent on grants and fundraising to provide our sessions. We could not run our sessions from session donations alone and with Covid-19 halting in person groups has made it harder. We are seeking new avenues in order to provide our @home projects and prep for our return to physical groups when permitted.



■ Session donations ■ Planned Giving ■ One Off Donations ■ Grants ■ HMRC ■ Events and Trips ■ Fundraising ■ BPATN ■ Other

... and how we spend it

2019 - 2020



- Staff costs
- Staff/Volunteer training
- P&T Session Costs
- Office Rent & Expenses
- Events and Trips
- BPATN
- Donations
- Insurance
- Other

Looking ahead

As we look to 2020-2021 there is a real sense of optimism for our mission.

Due to social distancing guidelines we are unable to re-open our physical groups at the present time and will be running Daniel's Den At Home – a combination of Facebook Live sessions, craft packs and 7 weekly Zoom sessions for our different venues. Building community, supporting families and promoting learning through talk and play will continue albeit it in a different style.

We have many plans and our team of volunteers have been amazing during the pandemic and would like to provide more training and to address 'digital poverty' in the future so everyone can be connected.

The HYBRID model will lead our steps moving forward as we have seen the great impact at home activities can bring. However, our heart will always be for creating a toddler group where families can meet in person, form friendships and be known in the local community and are looking forward to when we can open our door again once it is safe.





Thanks to our funders

Friends of Daniel's Den
The National Lottery Reaching Communities Fund
Comic Relief
COOP
Tesco bags for help
Southall Trust
Wembley Park Community Fund
Sisk
CAF Coronavirus Emergency Fund
National Lottery Community Fund

Thank you!



Daniel's Den

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Website: www.danielsden.org.uk

Daniel's Den is a parent and toddler organisation based in London,
which provides a variety of sessions in different locations during term-time only.
It is a Company Limited by Guarantee 5303714 and a Registered Charity 1147172