

"Give a man a fish and he will eat for one day.
Teach a man how to fish and he will never go hungry again."



FIGHTING TO ERADICATE POVERTY FROM THE UNITED KINGDOM

The
**Matthew
Tree**
Project®

Supporting
vulnerable
households
in Bristol
since 2010

Helping over
13,000 people escape
a life of poverty and
rebuild a healthier,
wealthier and happier
future



THE MATTHEW TREE PROJECT
Most Empowering Crisis Support Programme 2023



CRISIS
SUPPORT
NPO
OF THE
YEAR

REVIEW OF 2023

Throughout 2023 The Matthew Tree Project charity continued its recovery from the financial shocks of the previous two years whilst at the same time **strengthening its service offering in scope, impact and volume, i.e. more people being helped in more ways and with greater impact.** This was only made possible through the skill, dedication, and commitment of the team (staff and volunteers), and the crucial funding support received from funders including The John James Foundation.

Since February 2023, funding applications submitted, where decisions have been received, value £410,054 and we have received awards in the amount of £250,054, a conversion success rate of 61%. This is the highest conversion rate the charity has ever achieved in its 13-year history.

Throughout 2023 the financial position of the charity has improved. By the end of July 2023, the balance sheet value had gone a long way towards recovering to pre-Covid levels, rising from its lowest point at the end of 2022 of £263,916, to £310,697. This trend continued through to the end of the year.

AWARDS

The work of the charity with its central and unique empowering 'Rebuilding Lives Crisis Support' model continues to win awards and receive national and international praise and recognition, which include:

- Innovation & Excellence Award Winner for 'Crisis Support NPO of the Year' 2023.
- AI Non-profit Organisation Award 'Most Empowering Crisis Support Programme' 2023.
- Corporate Live Wire **Global Award** for 'Crisis Support NPO of the Year' 2023/24.

NATIONAL RECOGNITION

New: Approved Referrer to Children in Need Essentials Family Fund

One of the recurring and most pressing 'needs' people have, is for a crisis grant and/or essential household items. **The Matthew Tree Project is now an approved referrer to the Children in Need Essentials Family Fund** which enables us to secure a range of essential items for households with children.



New: Strategic Partnership with Marmalade Restaurants, the Fishponds McDonald's franchise owner

Helping people into [good] employment has always been a key element of our work, and this year we have been successful in the **development of a key strategic partnership with large employer, McDonalds (Fishponds)** where clients looking for work, often many years unemployed, are 'given a chance' and are supported in their re-integration into the workplace by the employer and The Matthew Tree Project.



New: WINTER 2023/24 WARM HOMES PROJECT funded by the National Grid

The Matthew Tree Project has been successful in securing funding that will enable the charity to deliver a comprehensive Warm Homes Support Service to vulnerable households. Launching in January 2024 the service will include **Energy advice to clients:** provide advice and support to clients via drop-in sessions or appointments. Advice will include how to use heating systems properly, managing debt, energy saving and accessing benefits. How to obtain PPM vouchers and financial support for those paying by DD or quarterly is included. Home Visit Assessment and how to address damp and mould is offered together with 'Warm Home Packs'.



International recognition has been achieved by way of THE CEO PUBLICATION, based in New York, USA, in their 25th edition featuring the 'Top 20 Dynamic CEOs of 2024', recognising our founder and CEO, Mark Goodway, as one of the top 20 dynamic CEOs from the UK based on his work with The Matthew Tree Project. This award will be announced in March 2024 and will highlight the unique work of The Matthew Tree Project (theceopublications.com).



National recognition has been achieved by way of an MBE awarded to Mark Goodway, Founder & CEO of The Matthew Tree Project, in the Kings Birthday Honours List, June 2023 for Services to Charity and to Disadvantaged People. Mark accepted the honour on behalf of the hundreds of people who have been involved with, and have supported The Matthew Tree Project since 2010, without which none of this would have been possible.



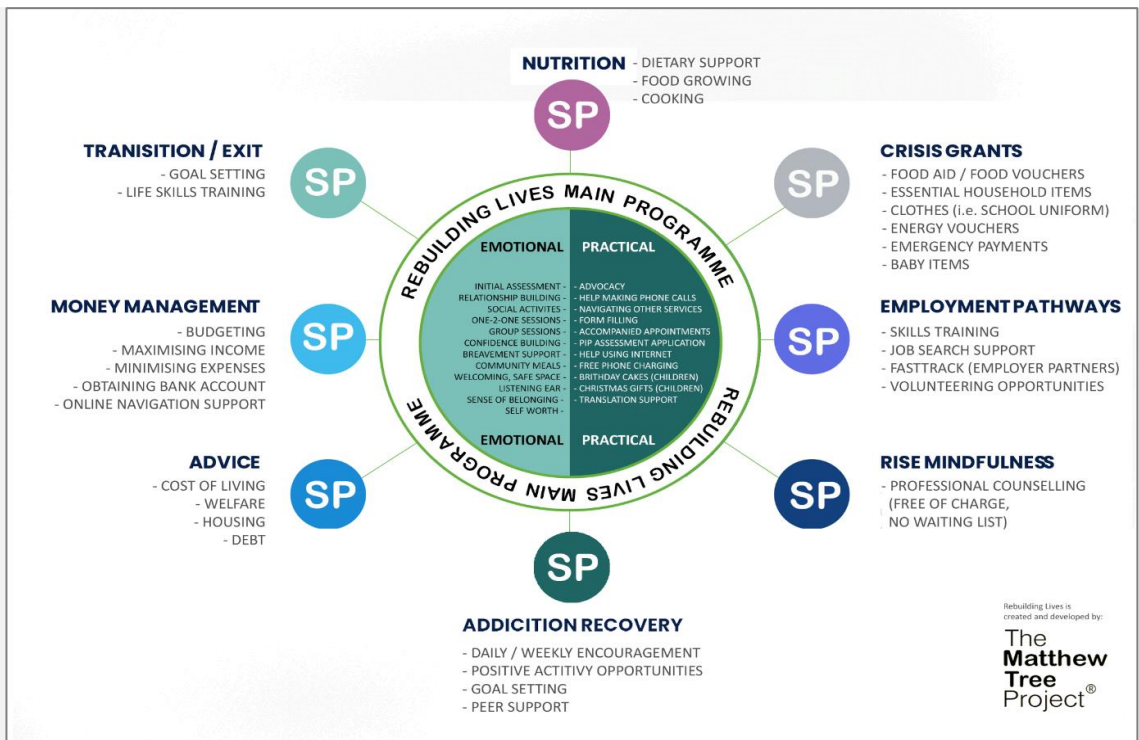
ITV News Upon announcement of the honour, featuring Mark:

(<https://youtu.be/XEDDQ9w9sjl?feature=shared>),

Bristol Post, featuring Mark: (<https://www.bristolpost.co.uk/news/bristol-news/marks-tireless-commitment-eradicating-poverty-8525997>)

UNIQUE HOLISTIC TRIPARTITE PROGRAMME

Right: Rebuilding Lives consists of a central programme delivered day-2-day seamlessly integrated with separately funded specialist services that are introduced as and when required creating a personally tailored end-2-end support package around each client.



Rebuilding Lives is a Truly Holistic Tripartite Crisis Support Programme addressing the multiple and complex underlying causes as well as the effects of poverty, characterized by the treatment of the whole person, considering 1) mental, 2) physical, and 3) social factors, rather than just the symptoms.

At the heart of this **innovative award-winning multi-agency social mobility change model**, are the people it supports, empowered and in control of their unique journey. Rebuilding Lives positively impacts self-confidence, self-worth, self-esteem and converts hopelessness into hope and belief that a healthier, happier, wealthier future is possible and worth fighting for. The Rebuilding Lives Programme builds resilience and is transformational.

Rebuilding Lives is shaped by the people it seeks to help and works hard to bring a wide range of **expertly joined-up service elements together to create a unique and personally tailored 'full support package'** around each vulnerable household in the programme.

The Rebuilding Lives Plus programme is delivered Monday to Friday from the charity's **Holistic Crisis Support Hub in Filwood**, creating a community amongst its clients; a sense of value, belonging and ownership. This reduces isolation by bringing people together in a safe and socially vibrant environment, to help themselves, each other, and engage positively within the wider community where they live.

IMMEDIATE RELIEF, SUBSTANTIVE & TRANSFORMATIONAL CHANGE. Immediate relief includes stabilising crisis, i.e., avoiding becoming homeless, stop missing meals, keep house warm. Substantive change includes resolving debt and managing money better; maximising income and reducing expenditure; staying in addiction recovery; eating better; feeling better about self; have more control over life choices; learning new skills; not isolated; engaging more in the wider community. Transformational change includes higher aspirations; self-belief; positive change of worldview; caring more about others; better quality of life.

CASE STUDY

Beneficiary type	Suffering illness / older person
DP	<p>'DP' is a 66-year-old lady we have been supporting since July 2023. 'DP' struggles with her mental health, depression, and anxiety, also struggles physically and needs a ground floor flat.</p> <p>'DP's mental health has recently been exacerbated due to her living conditions, her neighbours have been abusing her and threatening her life and she fears every time she steps out of her flat.</p>
Reason for referral	Help with moving home & debts, cost of living
Referred by	Self-referral – recommended by previous client
Activities – what we did	<ul style="list-style-type: none"> • Set up email address and set up home-choice account. • Weekly bidding on home-choice. • Liaised with her housing officer to request increase in her housing band to improve chances of a successful bid to be able to move. • Pension credit application. • Private pension plan contacted to request withdrawal of monies. • Worked with Step change to sort out debts and look at different options. • Food • Emotional Support
Outcomes	<ul style="list-style-type: none"> • Successful increase to band 2 with her home-choice • Debt repayment plan in place for managed debt repayments • Pension credit awarded. • Successful bid on a new flat awarded and 'D' will be moving w/c 25 September 2023.
Next steps	Will continue support and assist 'DP' with any household goods required for her new flat
Client Comment	<i>"I didn't realise how much you would be able to help me, and I am overwhelmed with what you have helped me achieve. Coming to you has changed my life and given me a shoulder to cry on when needed, thank you so much for all your support I'm so grateful."</i>

There is no such thing as a 'typical' case. Everyone is different. A key attribute of the 'Rebuilding Lives' model is how it evolves uniquely around each client, their complex and multiple issues, and crucially the clients' abilities, or disabilities – physical and/or mental health. Every case is personally tailored, and the client is in control of what steps are taken and how quickly, or slowly things proceed. Help is provided for as long as there is a need. The client closes their case when they decide they do not need our help any longer.