



Street Storage

Annual Report

August 2022 - July 2023

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From our Founder

Hello again from the team here at Street Storage - a team that's much bigger (comparatively) than last year. Have a look at [Who's Who](#) and [Who's New](#) for more!



As you will see from this year's Annual Report and our [Service Statistics](#), along with the team the whole service has continued to grow - as has the consistent (and sometimes overwhelming) demand and our reputation in the sector and beyond. While the overall growth of Street Storage has encouraged us all and made us very proud of what we have achieved in such a short space of time, this hasn't been without its challenges. Going from a 'start up' to a 'scale up' organisation has meant the need to make significant changes to our team, our fundraising methods and our marketing and communications. It has changed how we are held accountable and has (rightly) changed the expectations put on us from the sector and the people we work for and alongside.

August 2022 - July 2023, as you all know, was a tumultuous time for the UK and the world in general and, as a direct result, for the charity sector too. The socio-economic impact of the Cost of Living Crisis, the COVID19 pandemic, the Refugee Crisis (and the draconian Home Office response to this), wars breaking out across the world particularly in Ukraine and Afghanistan, plus the rise in misleading and hateful narratives, poverty and homelessness, has made this year an extremely difficult one in which to remain hopeful, and continue to work and fight for change.

That being said, we have continued to do just that - with an incredible team of staff, volunteers, stakeholders, partners and community around us. In a very challenging year people in the homelessness sector and charity sector more widely really have come together and rallied to provide a kind of antidote, wherever possible, to the pain of the past few months. Read our [Stories Behind the Storage](#) page for just a snippet of what some people have endured.

Excitingly, this year featured our Aviva-backed Crowdfunder campaign entitled #Everyday which, alongside, saw the release of our Everyday animation voiced by Gail Porter. Have a look at this and many other [Events and Campaigns](#) below. We continue to be supported by a host of dedicated, trusting and flexible stalwart [Funders](#), individuals and organisations alike, without whom the service would not operate. We are looking forward to our [Future Growth](#) as we plan for a much larger HQ here in London and begin replication across the UK for the first time ever!

I am, as ever, in awe of how hard the entire Street Storage team works for the sake of others, and beyond grateful to anyone who has supported and who continues to support our work. Onwards and upwards as the fight continues.

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A handwritten signature in black ink that reads "Rachel Woolf".

— Rachel Woolf, Founder and Director

Service Statistics



Over the '22/'23 period, we have...

- Continued to grow the staff team, adding an Admin and Referral Support Worker
- Supported many more people with storage and one-to-one support work
- Continued to provide a transport service for belongings
- Involved people who use the service
- Improved and developed our internal systems for data collation and impact reporting
- Began legal lease proceedings on our London HQ, set for January 2024.
- Created and implemented a full Social Media Strategy and Content Calendar, improving the relevance and frequency of our content.
- Started a new donor-specific newsletter to engage our supporters
- Began the hiring process for a Replication Manager to take Street Storage across the UK for the first time!

Notable partners in this financial period included...



who, once again, have funded our Hackney HQ to allow one-to-one work, huge amounts of storage and a productive office working space for the growing team. We've also worked with them on a Lunch and Learn Event, phone charger collections, matched giving and challenge events.



our new corporate partner brought on this financial year. Check out the blog they wrote about our new partnership (**published after end of financial period**).

<https://bpl-global.com/2023/10/03/bpl-global-backs-award-winning-london-charity-street-storage/>



we finished our one-to-one mentoring program and business incubator with Cinnamon this year, the end of a very valuable two-year partnership.



who, in partnership with us, have supported a woman using our service to flee from a violent home situation and secure employment.



our *pro bono* legal team who have supported months of lease negotiations and planning applications on our behalf.



who have drafted and reviewed some core policies of ours so we can do what we do, safely.



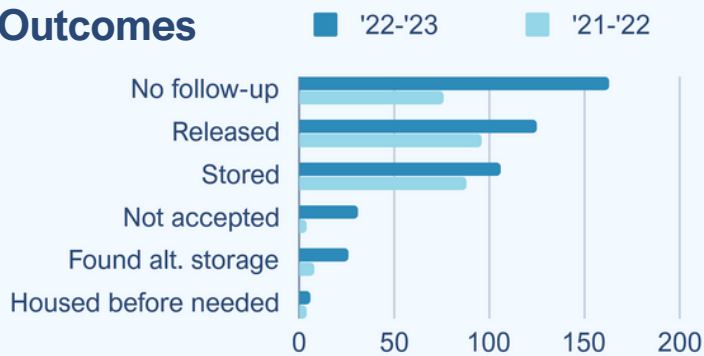
who supported us for a whole weekend of retail fundraising.

Over this period, we had...

475 Referrals

249 Stored with us

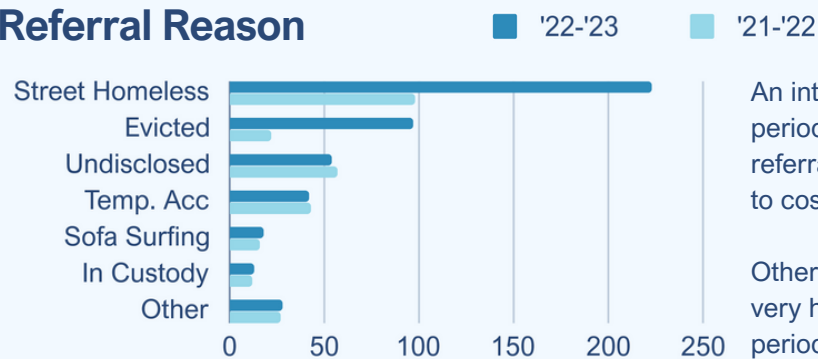
Outcomes



Out of the 249 people who stored with us 57% were able to collect their belongings - most taking these back into new accomodation. The average storage length of these 57% was 3.9 months.

Sadly, the number of referrals we can't accept or for whom the service isn't appropriate has increased.

Referral Reason



An interesting stat within this period is a sharp incline in eviction referrals. This has been attributed to cost of living rising throughout.

Otherwise, referral reasons share very high similarity to the previous period.

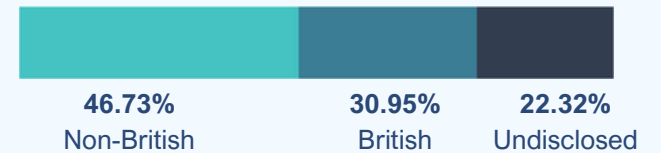
Gender

1 figure = 10%

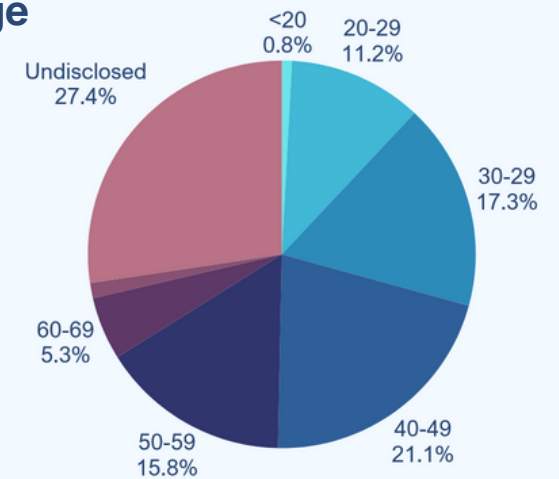


260 referrals identified as male, 174 as female, and 7 as non-binary.
34 chose not to disclose their gender.

Nationality



Age



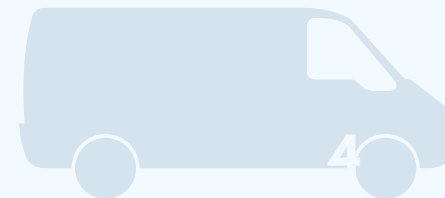
Please note: all data shown (separate to essential data to run the service) has been voluntarily given.

Stories behind the Storage

Every statistic is a person with a story to tell.

Caroline Allouf, Street Storage Referral & Outreach Manager, reflects on some of this year's work on the front line, illustrating what we do day in and day out, why we exist, why sadly we are so very needed and why we are about so much more than just storage.

- Rescuing the belongings of a young man, Zig, evicted from his flat on to the streets. Zig had clearly needed support with basic life skills and money management but had no formal diagnosis and hence was denied any such support, causing things to spiral out of control. Saving in particular his precious bicycle which he had cleverly customised!! Zig was able to regularly come to Street Storage to pick up his bike, use it all day and then return it to the safety of Street Storage each night. Zig has since moved into a flat of his own and has his bike back with him!
- Storing the belongings of a 55 year old man, Jeff, who had the house he owned repossessed after contracting Covid whilst practising as a nurse during lockdown. Saving his most precious items - LPs of West End Musicals and Madonna! Helping Jeff get into emergency accommodation and then getting the long term support he needed. The day we got the call to say he was moving into a lovely studio flat and wanted his belongings back with him was a fine day!
- Storing the ashes of the young child of Tina, a 20 year old woman who had left Care on to the streets and then into Supported Accommodation which she was subsequently evicted from for shouting at staff. When we met Tina her trauma was apparent. We took time to earn her trust and prove that we were not going to reject her even when her trauma expressed itself by shouting and sometimes throwing things. Tina was able to entrust us with her late daughter's ashes. Eventually Tina was offered accommodation, was able to collect her belongings including her daughter's ashes. She contacted us after she had scattered them in their favourite place. At last she was able to begin the grieving process that she had been denied up until that point.



Stories behind the Storage



- Storing amongst other things numerous cold boxes for Mercy, a woman who was sofa surfing and riding the buses and had No Recourse To Public Funds. All her belongings had been in the garage of an acquaintance. Mercy was being charged substantial amounts which she couldn't afford. The acquaintance was threatening to dispose of it all. We were able to save Mercy's belongings. The cold boxes were from when she had catered for parties to earn some money. She didn't want to let go of them in the hope that she would be able to set up her own catering business some time soon. After many months of storing them at Street Storage, the realisation that the process was going to take a lot longer for her and the struggle she was facing managing to survive on minimal funds gave us the idea to offer to help her sell the cold boxes so that she would have more immediate funds and then to support her as and when to purchase new items once she was settled. Whilst an emotional process for Mercy we supported her through this. She got a few hundred pounds for the cold boxes and was totally delighted!
- Picking up 42 year old Alvin and his belongings, all in dustbin bags, from the corner of a street which he'd been stood in for an hour in the pouring rain. Alvin had just been evicted from his hostel due to his alcohol use. He had asked over and over to get help with his drinking but to no avail. By providing Alvin with a safe space where he wasn't judged we were able to build an important relationship with him. As someone who had pretty much been written off by the system and specialist services we were able to advocate for Alvin, fight to get him off the streets and into temporary accommodation. From there began the fight for support from specialist alcohol services. Whilst a long road which he is still walking, Alvin is now in a residential rehabilitation programme and looking towards a fulfilling future. Before going into rehab Alvin was able to collect from Street Storage some photos and other sentimental items to have with him in rehab to help him through.



Who's Who at Street Storage



Rachel Woolf

Founder and Director

Manages Street Storage's growth and strategic vision, including speaking at events & conferences.



Simon Webb

Fundraising Manager

Manages grant/trust fundraising, corporate partnerships and individual giving.



Caroline Allouf

Referral & Outreach Manager

Manages all referrals and reaches out to ensure service remains accessible



Laura Balerdi

Marketing & Comms Officer

Handles charity communications strategy and policy as to engage more people with our mission.



Chris Newburn

On-site Volunteer

Assists with physical handling and keeping the St. Giles unit operational.



Lisa Mulholland

ICB Certified Bookkeeper

Provides financial and bookkeeping support to the senior staff team.

...and Who's New?

This year we've added two members of staff to our growing team. We of course continue to work with our brilliant volunteers (listed right), without whom we would be completely lost!

- Chris Newburn
- Gemma Zabbar
- Guy Davis
- Mark Kitson
- Martin Turner
- Geordie Fletcher



Cameron Dos-Santos
Back-Office Administrator

My name's Cameron and I'm the Back-Office Administrator for Street Storage. This is my first role in the charity sector and my first official job role overall, so I'm happy that the team has been so welcoming and accommodating to me throughout my journey here. I joined in September 2022 to aid the team in running the charity as part of an Apprenticeship programme, and have learnt a lot since. So far, I've done a lot of graphical work for the charity, reviewed and updated our website, and improved our statistical collation and impact reporting to name a few things.

Street Storage has grown so much since my time here, releasing our own promotional film with Gail Porter, receiving many more referrals, and planning our transfer to a new unit where we hope to provide wider support to the community. At this point, I'm as excited as anyone else to see how we'll end up growing and providing further support to those in need.



Daniella Delmonte
Referral Support Worker

My name is Daniella, I work for Street Storage in the role of 'Referral Support Worker'. I joined the dynamic team at the end of May 2023. I was over the moon to receive the news that I had got the job, as I had heard such great things about the team, what they do and what they stand for.

In my role I work alongside Caroline Allouf dealing with daily referrals and ensuring people's belongings are stored safely while they deal with their current life circumstances.

No two days are ever the same. I greet people who not only carry their belongings to us, but their own individual life story too. I'm very grateful to be working in a team that meets people with empathy, respect and time. The job gives space to take time with the individual. Something that can be so important for someone to feel heard.

Undeniably, we are facing an increasing demand for the service. I'm looking forward to the year ahead with the Street Storage team, as we continue to help and support the people needing this service.

Funders and Fundraising

Street Storage is extremely grateful for the support of the following grant makers, Trusts, Foundations and corporate funders for their contribution to our service. We take no statutory funding for our work, so their support is incredibly valued.

- Allan Charitable Trust
- Aspen Insurance
- Beatrice Laing Trust
- Blyth Watson Charitable Trust
- BPL Global
- The Cinnamon Network
- Deloitte
- Emmaus Lambeth & Surrey
- St Giles and St George (Field B'bury)
- Garfield Weston Foundation
- The Haberdashers' Company
- Homewood Road United Reformed Church
- Islington Giving - Mind the Gap
- Linbury Trust
- London Catalyst
- Magic Little Grants
- The Manor Trust
- The Merchant Taylors' Company
- Somers Town Community Association
- Streets of London
- The Tudor Trust
- The Worshipful Company of Insurers
- Together for London
- The Weavers' Company Benevolent Fund



Notable individual donors include **Erik Armellino** and **Jane Smith** - who made a donation in memory of **John Hill**. We would also like to thank all our individual and regular givers for supporting us so consistently throughout the year.

We would like to thank **London Catalyst** in this report specifically, again, for their Samaritan Grant Funding. This grant has been used throughout the Financial Period for emergency accommodation, transport, supplies, food and equipment for individuals. It has been life changing for some people and we have felt truly grateful for London Catalyst's flexibility and trust through this grant.

Please see the **Street Storage 2021/22 Statement of Financial Accounts** for more information. We start the 2023/2024 financial period in a strong position: a great relief to the Board, our beneficiaries and the staff we employ after such a tumultuous few years for small organisations. This is testament to the confidence people place on our service delivery and our impact.



Funders and Fundraising

We're also extremely grateful to our fundraising partners who, across a variety of events from marathons to orchestral performances, have put so much effort into supporting us.

Thanks to...

Lauren Quigley

— London Marathon (Oct '22)

Gail Porter, Alan Walsh + The HelpFilm Team

— #Everyday Campaign (Nov '22)

Caroline O'Donnell, Steve Webster, Jon Woolfson

— London Walk (Mar '23)

Emily Golloub, Sally Hodgin, Giulia Forster, Rebecca Fogg

— London Landmarks Half Marathon (Apr '23)

Bérénice Pouly

— London Landmarks Half Marathon (Apr '23)
— LUSH Retail Fundraiser Weekend (Apr '23)

Geordie Fletcher

— LUSH Retail Fundraiser Weekend (Apr '23)
— Art Exhibition

Rosie Quigley

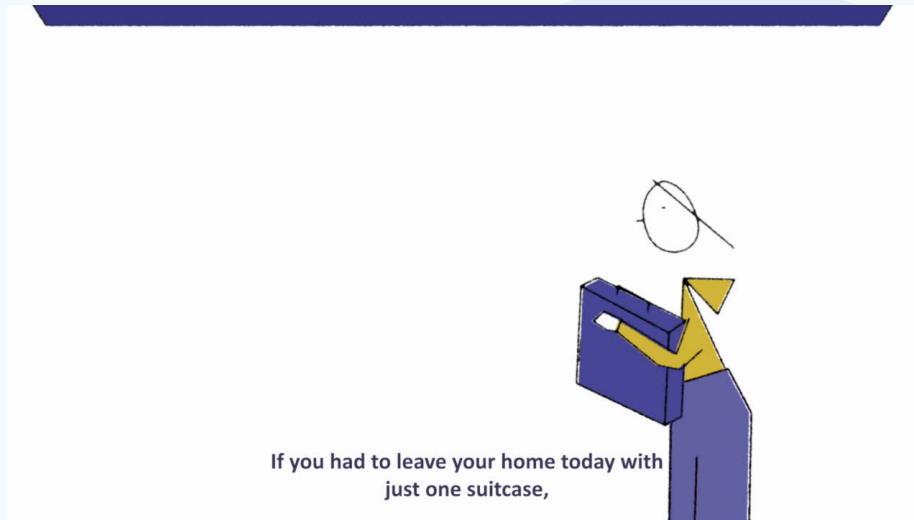
— London Marathon (Apr '23)

Royal Academy of Music Fundraiser (May '23)



Events and Campaigns

This year saw the release of our Street Storage Animation, supported by HelpFilm and voiced by Gail Porter, which was introduced alongside our #Everyday Campaign in Nov '22.



<https://youtu.be/SmCDRAPG7Fs>

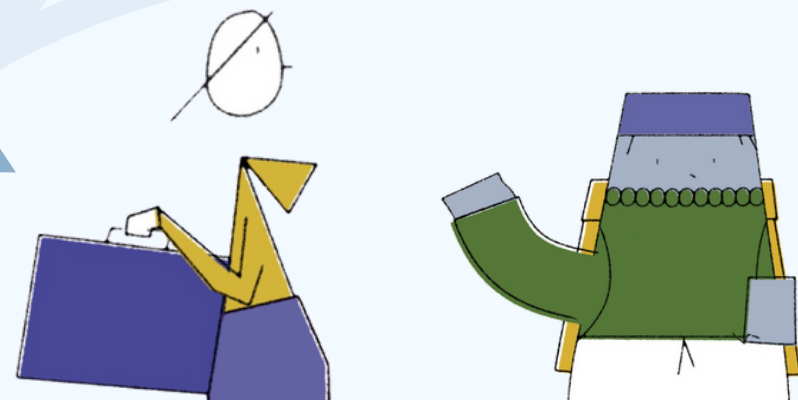


We attended many networking, fundraising and sector events including:

- The Housing Sector Leaders Conference (06/23)
- An International Women's Day panel (05/23)
- The Homelessness Commemoration Service (11/22)
- The Cinnamon Leaders Retreat (01/23)

"Street Storage is an incredibly practical solution with a hugely positive impact for the people it supports, which is why I was more than happy to get involved in helping raise awareness of the work they do."

— Gail Porter, Nov 2022



The Future

As you may have guessed from the nature of this report, as demand continues to grow, so do we.

To do this, we're looking to:



secure longer term, larger grants across a number of years.

1



widen our reputation in the sector and beyond

2



strengthen the team to support the increased and overwhelming need

3



grow physically into a Larger London HQ

4



replicate across the UK, setting up partner units in other cities into 2024.

5



be a **stronger, more educated voice** for the rights of people in poverty and supporters.

6

Gallery



Thanks must go to Martin Smith, as always, for proof reading and editing this report and to Cameron Dos-Santos for its design.