

Street Storage Annual Report



August 2021 - July 2022

info@streetstorage.org



[@streetstorage](#)



[@LondonStreetStorage](#)



[@street_storage](#)



Street Storage



[@StreetStorage](#)



Contents

Founder Foreword	2
Service & Statistics	3
Acknowledgements & Awards	5
New Hires	6
Funders	7
Fundraising Events	8
Future Growth	9
Gallery	10

Founder Foreword



August 2021 - July 2022 was Street Storage's third year of operation. On the one hand I find that impossible to believe - it feels like only yesterday I was on Hornsey Road in Islington in a 20 person makeshift storage unit wondering if the service would even be used or needed. On the other hand we have grown so quickly in these past three years that it seems incomprehensible that it's only been three years...

This period saw another huge jump in demand for our service - as you can see from the infographics detailed later in this report. We continued to grow to respond to this demand, although this has not been without its challenges. Staff worked tirelessly to keep up and people are coming to us in far greater need than ever before. We continued to offer a transport service and an advocacy and signposting service to hundreds of people annually but it has been a difficult time for both fundraising and staff wellbeing as the sector reels from the pandemic. We remain active in national and local campaigning, forums and coalitions and are finding our voice more as an organisation as we collaborate with our partner organisations and other charities struggling with changes with staffing, funding and sector demand.

The latter half of 2021 saw Street Storage continue to respond to the COVID19 pandemic. We had to push through multiple outbreaks amongst our small staff team and manage additional (longer term) sicknesses, as well as keep the storage units open amid closures of neighbouring charities who didn't survive the pandemic. In addition, we continued to vaccinate the homeless community weekly, supporting people into accommodation to sleep off the side effects and managing boosters and follow up third and fourth jabs long into 2022. Vaccinations (right) moved from The Francis Crick Institute to Bidborough House in December 2021 and we called it a day in July 2022 when demand dried up. I am extremely proud that Street Storage was able to take such a leading role in the emergency pandemic response from Day 1 - and continues to do so.



COVID aside, this financial year saw us continue to partner with the Cinnamon Network (left) on internal growth and development - building our support team and implementing better systems and back-end support for the service here in London. We started working in mid-2022 with HelpFilm on an animation that highlights what we do and why in order to raise our public profile and diversify our funding sources. Our Referral Manager and Outreach Worker, Caroline Allouf, hit the ground running at the start of the financial year and has transformed the service into one of empathy, community, support and passion. Bringing Caroline on has also had a huge impact on the demand for the service as our reputation grows and more and more people use the service each week.

In this period we said goodbye to Michal our Security Guard in November 2022 and to Ben Ferris our Marketing and Fundraising Manager in January 2022. Thank you both for your commitment to our organisation during your time here. We said hello to our Bookkeeper Lisa Mulholland in September 2022, who has become invaluable to work alongside, to Simon Webb our Fundraising Manager in April 2022, who is extremely good at what he does and to Laura Balerdi in May 2022 - who comes with creativity and an energy to manage our Marketing and Comms. Have a look at our Team Page for more!

I want to thank you all - again - for your continued support over the past 12 months - whether that be financial, voluntary, through goods and services or emotional encouragement. Particular thanks must go to our funders and financial supporters, many of whom were flexible enough to repurpose our grants as staff responded to (and recovered from) the pandemic, and to our wonderful Trustees, team members and volunteers. I am immensely proud of what Street Storage continues to become and the tenacity we all show day in day out to stand alongside a community in crisis.

We hope you continue to support and follow us on our journey to provide free, safe and accessible storage to people experiencing homelessness across the country.

Rachel Woolf,
Founder & Director

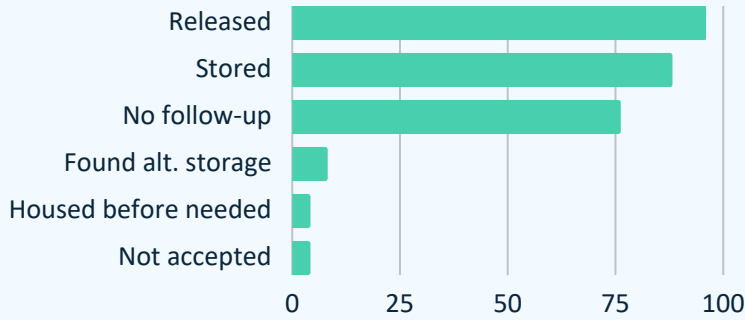
Our Service

We received 276 referrals during this period.

Our current data shows that of these referrals...

184 (66.7%) referrals followed up and stored with us.

Outcomes



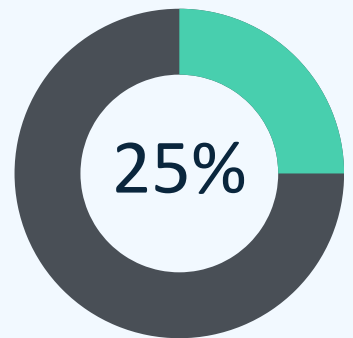
94 people's belongings were all released, making up 52% of those who followed up.

Of those whose items were released, 81 (84%) found suitable accommodation, whether permanent or temporary

Gender - 1 person = 10%



Self Referrals



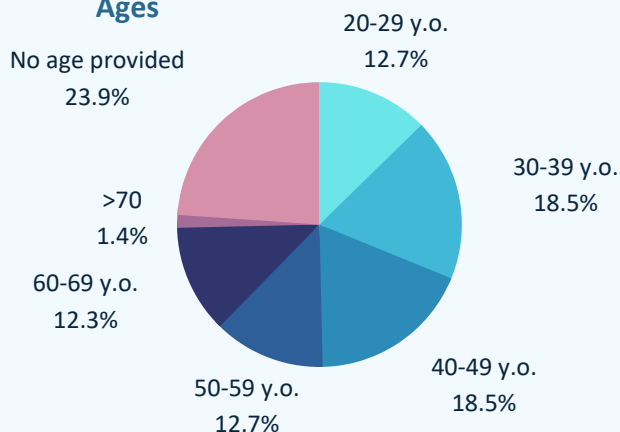
We received 68 self referrals this period.

208 referrals were from partner organisations.

Nationality



Ages



This financial year, our largest age group are those aged 30-49 y.o.

Those in their 20s and 50s are matched and closely follow.

The largest percentage was of people who chose not to provide their age.

Please note: we never force people to provide unnecessary demographic data in order to collate these statistics. All the data shown here is voluntarily given

Our Service



Street Storage saw two new Trustees come on board in this period:

Sharon Eaton and **Sheetal Kapoor** joined us in January 2022 to share their lived experience and business experience respectively and have so far proven a great addition to the Board.



“

Street Storage have been amazingly helpful and accommodating! Their lovely team work from a safe and discreet location and carefully stored one of our vulnerable clients belongings whilst she was facing homelessness. [She] was so pleased to be reunited with her things, which had a lot of sentimental value.

This is a really great service which helps those facing homelessness to keep their most important belongings, and not lose that part of themselves.

I would definitely use this service again, and recommend it to others.

**Thames
Reach**

”

“

An innovative idea and a simple, high human-impact solution. In the midst of the profound sense of loss in becoming homeless, the idea that treasured and / or valuable possessions may be at risk is a double blow. I can easily see how holding these items safely could act as a real inspiration for people to work towards getting back on their feet and mitigate the risk of long term despair.

”

 **Connect
Assist**

“

We just wanted to say, once again, how deeply grateful we are to you for sorting out LL's belongings. LL sent us a leaving card today and in the card she said how happy she is that her belongings are safe. It really means the world... What a wonderful charity, run by wonderful people!

”

Neighbours of a woman sleeping on the street who referred her to Street Storage.

Acknowledgements

We owe a lot of Street Storage's growth and success in its third year of operation to our new and existing partners, funders and supporters. On our website you will find the logos of all of our referral partners, corporate supporters, funders and 'on the ground' organisations who come together every day to serve our community on the streets of London. Notable partnerships came in the form of:

- Aspen Insurance who continued to fund our Hackney offices, community space and storage unit, provided a space for our 2021 Christmas Party and continue to support us through pro bono advice and skilled support.
- The team at St Giles, Lesley Goddard and Rev'd Thomas Sander for their continued support.
- Our rockstar volunteers: Chris Newburn, Gemma Zabbar, Jane Fawcett, Martin Smith, Monica Drzymala, Emma Cameron and Laura Ferguson.
- The Cinnamon Network, Mark Kitson and Guy Davis, who continue to support us around growth, development and replication of the service across London and the UK.
- Partner Organisations and Campaigns - The Dying Homeless Coalition, Action Empty Homes, Hackney Temporary Accommodation Action Group.
- The Living Centre and the Somers Town Community Centre, where we took part in an Environment and Homelessness Exhibition in November 2021 to highlight how climate change is affecting people sleeping outside.



Awards

Lloyd's Market Charity Awards - Winner
2020-2022

Stephen Lloyd Awards - Runner Up
November 2021

Cinnamon Network Incubator Awards - Winner
November 2021

UCL Evaluation Exchange Competition - Winner
May 2022

New Hires



Simon Webb -

I joined Street Storage in April 2022 as the charity's Fundraising Manager, bringing nearly ten years experience from arts and disability charities. I was really struck by how such a simple concept can have such wide reaching benefits. Holding on to that first impression is key as I work to capture the imagination of both current and potential supporters. The charity had built up a strong and impressive foundation of income (trusts, corporates, loyal regular donors and challenge event participants).

Already in my time here we have grown and diversified this further, meaning we are in a strong position to continue to meet demand which is rising fast.



Laura Balerdi -

I am the Comms and Marketing Officer at Street Storage. My role has primarily been to work on strategies and policies, making sure that processes are more streamlined and in keeping with the values and goals at Street Storage.

More recently I have been involved in reviewing the website and creating new copies for our exciting fundraising and donations pages, so that we engage even more people with our mission. In the future I hope to embark on collating new photographs of all aspects of our services.

My favourite piece of work from this year was working collaboratively with the Fundraising Manager and Director to plan the #EveryDay campaign, which will see the amazing launch of our new animation, coming soon!



Lisa Mulholland -

My name is Lisa, I am an ICB Certified Bookkeeper and I run a Bookkeeping practice in the North of Scotland. I volunteered to help Street Storage with their accounts in September 2021 shortly after opening my Bookkeeping practice. I started out helping 1 day a month and now work with them weekly providing all things financial to the CEO, Independent Examiners and Trustees. Regular reporting and monthly meetings help to give clarity and piece of mind in order for them to make important decisions as to the ongoing growth of the charity.

I am absolutely thrilled to be working with Rachel and the team at Street Storage, they have grown so much in the last year and to see the results of their work is amazing.

A word from Referral Manager and Outreach Worker Caroline Allouf about her first year with us...

Well what a year it's been! It actually feels as though I've been at Street Storage all of my life - in a good way! The year started with a focus upon really getting out there into the community, increasing the profile of Street Storage amongst those who may need to use us as well as workers, volunteers and people in general who all play such an important part in directing others to us. I ran interactive sessions with local authority homelessness and housing services, mental health teams, and probation services, amongst others. As the year progressed, so did the numbers of people using our service and the reasons for them experiencing homelessness.

The significant shift over the year is from solely being a service keeping people's belongings safe, to one which builds meaningful relationships with individuals, offering a safe, warm, non judgemental and non hierarchical space for people to be, offering advice, advocating for people and helping them to grow and flourish.



Funders

We couldn't do what we do - for so many - without the financial support of countless individuals, grant giving bodies, foundations, trusts and corporates. The rising demand for our service and our growth in response to this has resulted - naturally - in increased costs. We have seen increase in expenditure across the organisation: through rent and utilities, daily running costs, our new centralised systems and as the result of the threefold increase in staffing levels needed to facilitate this growth.

We would like to take this opportunity to thank each and every one of you reading this who have contributed to our work.

Notable funders in this financial year are listed below:

- Aspen Insurance
- Charities Trust (Lloyd's of London)
- Emmaus Lambeth and Surrey
- Somers Town Community Association
- The Leathersellers' Company
- The Tudor Trust
- Bates Wells
- The National Lottery
- Deloitte
- Hackney Giving
- Magic Little Grants
- The Skinners' Company - Lady Neville
- Arnold Clark
- St Andrew Holborn Charity
- The Cinnamon Network
- London Catalyst
- London Borough of Camden (Vaccination Programme only).



ASPEN



Arnold Clark



Camden



St Andrew
Holborn

the
Tudortrust



THE SKINNERS' COMPANY



LEATHERSELLERS' COMPANY
CHARITABLE FUND



MAGIC
LITTLE GRANTS

Deloitte.



CINNAMON
NETWORK

HACKNEY
GI♥ING

LLOYD'S



Notable individual donors include Erik Armelino and The Smith Family.

Particular thanks must also go to our significant anonymous donors and monthly donors, without whom we would not be able to operate on the ground. Our gratitude must again go to the brilliant Castle View Accounting team for their help with our Independent Examination.

Fundraising Events

Special thanks must go to our fundraisers this year who - across a multitude of different events and challenges - smashed their targets and left us in total awe and admiration.



Susie Thurlow

Isle of Wight Walk,
April 2022



James Corcut

London Landmarks Half Marathon,
April 2022



Anthony Hitchcock

Marathon Des Sables,
April 2022



John Woolf

London Landmarks Half Marathon,
April 2022



Susie Durgan

Thames Meander Marathon,
August 2021



Stefano Merlo

London Landmarks Half Marathon,
April 2022



Future Growth

“What next?”, you might ask.

The theme of this report has clearly been ‘we have seen unprecedented demand and therefore thank you to everyone who supported us to continue to meet that demand’.

Unfortunately, we don’t see this situation changing anytime soon. The aftermath of the pandemic and the approaching Cost of Living crisis will mean more and more people forced into working poverty and many more will face the horrific reality of losing their home.

We aim to respond to this by:



Premises Growth. We are looking at securing a much larger, consolidated London HQ from which to store 400+ people’s belongings and to give our growing staff team space to work effectively, with longer opening hours and more flexible access to storage.

Advocacy. We plan to support more people on a one-to-one basis around housing, employment, access to services and wellbeing.



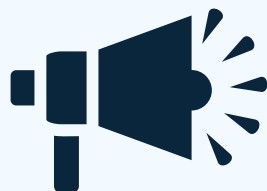
Transport Programme. We plan to expand our fleet of volunteer drivers to improve our street-to-storage offering.

UK Replication. We are in conversations with three or four UK cities around the viability of Street Storage in these areas and are developing a blueprint model for replication across the country.



Support Hires. We will look to hire both front line and administrative support staff to bolster this response.

Building Community. We will continue to use our Hackney and Camden offices and units as a place of sanctuary and community for everyone we see, whether through art or a cuppa or the chance to charge a phone and have a rest.



Campaigns. We will always raise our voices around housing rights, homelessness legislation and systems change.

Gallery

2021 - 2022



← the Pavement magazine - We... thepavement.org.uk

WEIGHED DOWN

SHERYLE THOMAS

SEPTEMBER 01 2021



When you're homeless, the importance of having somewhere safe to store your stuff can't be overstated. Sheryle Thomas speaks with members of the team working to make storage easier

When your current situation means you are temporarily homeless and also have no income,

