

# TOM'S TRUST

## Newsletter 2013



### Dear Friends and Supporters,

It is 7 years since the Trust was established in Tom's memory to help address the underlying causes of his tragic death and turn it into something positive and lasting. In that time, your support has made a huge difference to the lives of many young people.

As everyone knows, money is tight and hard decisions have to be made about priorities. So it is more important than ever that everyone thinks about how to squeeze maximum value from every pound. We believe the projects we support not only do amazing work in their fields, but are also particularly good at finding cost-effective ways to address issues now that will have positive effects for the long term; high impact at much lower cost than the alternative.

The stories in this newsletter illustrate the difference we can make together. We also explain why we consider support for the Trust to be an effective use of your donations, and the "*View from a new trustee*" offers a glimpse into what we aim to achieve.

Your continued support is very greatly appreciated.

### Ways to give to Tom's Trust

You may donate directly by visiting [Justgiving.com/tomaphys](http://Justgiving.com/tomaphys) or by sending cheques payable to "Tom's Trust" to Andrew Hughes, Tom's Trust, c/o Linklaters, One Silk Street, London EC2Y 8HQ.

You can also raise money for the Trust just by doing what you'd do anyway. Join Give as you Live at the following link: [Give as you Live](#). It's easy to do and it won't cost you any extra. Many online retailers, including big names like Amazon, John Lewis, M&S, a number of airlines, and travel companies like Expedia will give a percentage of what you spend to the Trust through Give as you Live.

Do you use eBay? You can direct a proportion of your sales to the Trust. This link tells you how: [Benefit a charity on Ebay](#).

## Why support Tom's Trust?

Are you sure that every pound you give to charity is effective?

Here are some of the advantages of giving to Tom's Trust.

**No administration charges.** Through the generosity of a number of people and organisations who give their time and skills to the Trust, every penny that we receive goes to support work that meets our objectives.

**Careful selection.** We regard each grant we give as an investment in a particular area of work. The trustees examine every potential beneficiary carefully before deciding whether to support it. We check that their objectives match ours and that they have a plan for achieving them.

**Impact.** We look for a demonstrable impact in each sector supported, as the stories in this newsletter show.

**Making a difference.** We aim to direct funds to where they can make more difference. We therefore support efficient charities working effectively for London's youth who need help from Tom's Trust.

**Dissemination of best practice.** Our annual forum provides an opportunity for all our partners to get together to discuss issues of mutual interest.

**Maximising value.** Our aim is that a combination of all the above will ensure that every pound donated to us works as hard as it can.

**Why support Tom's Trust?** In these days of immense pressure on discretionary expenditure, we believe that a donation to Tom's Trust is a particularly efficient way of helping to address the serious issues that lie behind its foundation. But it is never enough.

**With more we can do more.**

Once again, Tom's Trust was very fortunate to be chosen as one of 5 charities supported by Cycle to Cannes. This year 90 cyclists left London on 7 March to cycle the 1500km to Cannes in 6 days, raising a huge sum for charity in the process. The riders experienced every form of weather from sun and rain to hail, but were joined on the last day by Olympic medallist Lizzie Armitstead, and welcomed into Cannes by Boris Johnson.





## View from a new Trustee by Michael Firth

I became a trustee of Tom's Trust a year ago. Since then, I have visited many of the organisations that the Trust supports and seen their work first-hand. It has been eye-opening.

Three things in particular have impressed me. The first is the insight our partner organisations bring to bear on the underlying causes of the problems they seek to solve and the carefully targeted way they work to address them. The second is how much can be achieved by committed people working very effectively with tiny budgets. The third is the common theme running through all the organisations we support: raising aspiration. It is by raising the aspirations of young people growing up in difficult circumstances that they can be helped to find real alternatives to the path that can otherwise lead to violent gang culture and street crime, to achieve their potential and to lead rewarding lives.

I'll take Switchback - just one of our excellent partner organisations - as an example of what I mean. The problem: youth crime and how to reduce it. The public sector solution involves the expenditure of vast sums on the police, the court system and prisons. Yet nationally more than 58% of 18-20 yr olds are reconvicted within **one year** following release from prison. Switchback's solution is to reduce re-offending by providing an intensive mentoring programme to assist offenders who live in their area to find employment (in Switchback's case in the catering industry) and to make a lasting change in their lives. The re-offending rate among Switchback trainees is around a third of the national rate. The savings in direct financial terms (let

alone human terms) are immense. Assisting a former offender out of the re-offending cycle and into employment may cost, through Switchback, a few thousand pounds. This contrasts with costs to the state of over £30,000 in crown court costs and up to £60,000 p.a. per prison place for each new custodial sentence (on top of police investigation costs). The donations given to Tom's Trust that we use to assist Switchback and our other partners are demonstrably excellent value for money.

Switchback's success is illustrative of the work we support; highly effective, voluntary sector solutions to some of London's most difficult issues, achieving truly remarkable value for the money donated, while making lasting changes to the lives of difficult-to-reach young people. They show what **can** be done, but there is so much more to do.

### "Mohammed Munim's Story..."

Mohammed met a Switchback Mentor shortly before his release from HMP Isis.

He was nervous when he first came to the Skylight training café but realised it was a good place to learn some new skills and build up his confidence. He became an accomplished and confident coffee maker. Mohammed got involved with everything Switchback offered. He attended a mock interview at a local law firm, attended employer visits, a trip to River Cottage and attractions across London to expand his experience.

Having proved that he was reliable and trustworthy, Mohammed did work experience at a restaurant. He felt ready for full time work, so made applications, and went to interviews and job trials. He got a full-time job at a Soho restaurant. He regularly hosts new Switchback Trainees on Employer Visits and has increased his responsibilities; opening / closing and supervising shifts. He is building a bright future for himself."



SE1 United is a youth-led organisation helping over 1000 young people between 10-21 in many different ways, all determined by the young people themselves. Examples of SE1's activities include: financial and educational mentoring to those at risk of offending; one-to-one academic support and co-learning activities to raise aspiration and help young people achieve their potential; the organisation of life-changing international trips; a professional arts events management programme in the Udderbelly Training Academy; the Youth Oskar Awards which challenge the negative perception of young people by celebrating their achievements and promoting inspirational examples of success in artistic, educational, sporting and community achievements.



## Jubilant's testimony

*"It must have been late 2009/early 2010 when I was introduced to SE1 United. I was not really doing much with my life. Yes, I had completed standard education and received necessary qualifications, but my life was lacking direction. I was not really that motivated to do anything, even though I had a lot of options from which to choose.*

*One day, I wandered into the Violet Room by accident and met a member of staff who told me all about SE1*

*United. There was a homework session going on, but the atmosphere did not feel too 'schoolish' or boring. I liked this immediately and decided to come back.*

*I'm very glad that I chose to return because my life started to gain shape, I learnt new skills, which, ordinarily, I would not think important, but I was shown were valuable. My better social life, better self-esteem, job opportunities, unconventionality, and different ways of thinking are all thanks to SE1 United."*

# IntoUniversity

IntoUniversity is an educational programme aimed at children and young people who are most at risk of failing to meet their potential to go to university because of economic, social, cultural or linguistic disadvantage. In 2012, 77% of IntoUniversity school leavers progressed to Higher Education, compared with just 18% of students from a similar background. Tom's Trust supports a centre in Kensal Green, close to where Tom used to live. Just one strand of their work is a homework club:

*"Samira is an excellent student who attends one of our partner primary schools a short walk away. She comes from a supportive family who want her to succeed at school. They registered Samira and her two younger siblings for the homework club because, having moved to the UK from Somalia without a thorough education themselves, they find it difficult to help Samira, in particular with literacy. In the two years that she has been coming to the homework club we have seen Samira flourish. As well as improving her school work her confidence has rocketed.*

*Earlier this year Samira's school class spent a whole week at IntoUniversity learning all about World War II. This included a trip to HMS Belfast and the Britain at War Museum as well as a visit to UCL. Just before Christmas we matched Samira with a mentor from UCL called Peiting who is currently studying for a Law degree. Together they will do academic work, take part in fun social activities and plan what they would both like to achieve in the future."*



# The Midi Music Company

INSPIRING CREATIVE MINDS™



The Midi Music Company (MMC) is based in Deptford and helps children and young people who face social, economic or educational disadvantage to develop their talents through music. Tom's Trust supports the 'Budding Musicians Club' and also pays for 6 bursaries a year for children to attend the Blackheath Conservatoire of Music & Arts.

Chanyron and Sharlon, brothers living in Lewisham in London, started at MMC in spring 2012: Chanyron on piano and Sharlon on drums. Since then, the boys have been coming regularly every week to continue their lessons. Last summer, the brothers were both selected for the bursary scheme and have had the fantastic opportunity to develop their skills in one-to-one lessons.

*"My teacher at the Midi Music Company, Alon is a great inspiration to me in terms of motivating me to be the best I can be. The Conservatoire in Blackheath has also helped me to improve my skills on the piano/keyboard. Last month I had made it my choice to have my work experience at the MMC for two weeks and it was truly a wonderful and enjoyable experience as I got to see what goes on there on a daily basis, not only giving the staff a helping hand but meeting new people and discovering new things. I would like to take this opportunity to thank Wozzy and the staff there at the office for letting me have my work experience there. It was truly something to remember." - Chanyron*

**Midi Music Company Video**

<https://vimeo.com/28737793>



**GREENHOUSE**



Greenhouse Bethwin Football Club is a community-based football programme sat between two of London's largest housing estates in Peckham. Here, gang culture and postcode rivalries cause problems for many young people. The club brings together over 550 young people aged between 8 – 21 years. It is inclusive, accessible to all, and there are no trials. Players are picked on their time keeping, attitude and effort, not ability. Each young person receives high-quality coaching and mentoring from coaches who have been identified for their ability to work well with young people from difficult circumstances. The coaches act as role models and mentors, using sport as a tool to develop young people resulting in improved engagement with education, improved engagement with their community and improved health and well-being.

Mulenga is a 20 year old young sports apprentice on Greenhouse's Coach Core programme. He first started going to Bethwin at 14.

*"I live in a rough neighbourhood in Peckham*

*and Bethwin is an escape. When I started coming here, I never felt pressured; I could go at my own pace. I loved the supportive environment. Without realising it, the coaches introduced me to life principles – I had to arrive on time for training, be a member of a team, be good to friends, and all of this helped me do better at school too. I became sharper, more focused and less frustrated. The biggest change has been in my maturity and confidence; I used to be shy, but nobody believes this because everyone thinks I'm really confident!*

*I've always loved football. Being an apprentice football coach is fantastic, it's the perfect way to combine my passion for sport and give something back at the same time. I enjoy working with the younger ones, I relate well with them – they're from the local area like me. I grew up in a rough neighbourhood like them. Here we are in a safe and welcoming environment and we learn how to play football and have fun at the same time."*

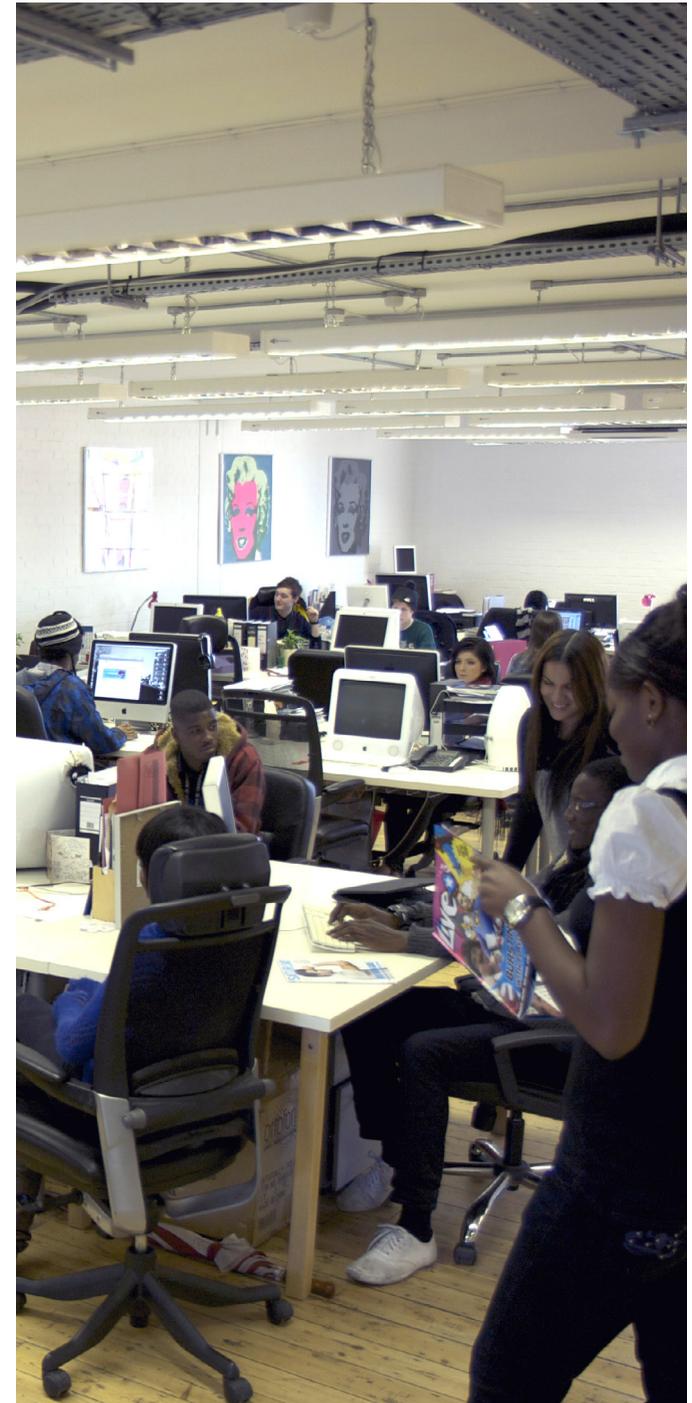
## Live Landing Pad

Tom's Trust has been working with Livity and Live Magazine for several years across a number of projects to help young people with particular risks and challenges. We currently help fund Landing Pad, an intensive pastoral support and learning programme, based around Live Magazine, for young people who are not in employment, education or training and identified as at risk.

Jack started the project after being referred from his previous school, for lack of engagement and difficult behaviour. He has ADHD and Aspergers syndrome and also has a SEN (Special Educational Needs) statement. Jack had a very negative experience with mainstream education, was very resistant to help, had low literacy skills and little prospect of future education. Nonetheless, he had skills he could put to use. At 14 he had already created several of his own websites, and immediately he joined Live Magazine he started to input his ideas and suggestions to improve the website.

Jack has come a long way since his original referral; he is now hardworking, focused and an asset to the core team. He has

his own ideas for articles and writes about what he loves, game previews and technology. His confidence and literacy levels have improved and he is now looking at colleges when he leaves year 11. Jack has noticed that his engagement in the project has changed the way he writes sentences and improved his grammar as well as giving him experience in an office-based environment. "Working here has taught me to become more focused on my work and to complete my tasks." During a recent review meeting with his referral agency the vast improvement in him was noticed. Jack also feels his engagement has enabled him to travel independently throughout London and allowed him to meet new people from different parts of the city. The publicity from the magazine helps promote the work that he has submitted.





# SCENE & HEARD



The Queen's Award  
for Voluntary Service  
The MBE for volunteer groups

**Scene & Heard**  
Theatro Technis  
26 Crowndale Road  
London NW1 1TT

Registered Charity 1077836

0845 009 0775

[www.sceneandheard.org](http://www.sceneandheard.org)

Registered Charity No. 1077836

Scene & Heard is a mentoring project that works with inner-city children aged 9-16 from Somers Town, North London. The project aims to raise children's confidence, self-esteem and aspiration by giving them one to one mentoring by theatre professionals and enabling them to experience public success through Scene & Heard's theatrical productions.

*"When he first came to us, aged 10, Calvin struggled cognitively; with communication and with arranging his thoughts. He found the demands or restrictions, as he saw them, of the school and the classroom environment very difficult. Physically he is very large and has an unhealthy diet. As well as adversely affecting his ability to concentrate, this also affects his self-esteem and self-perception. He is an easy target for bullying and is a vulnerable and at times very fragile person.*

*We have watched Calvin grow and develop over the past three years during the difficult transition from primary to secondary education. This Autumn, he took his third course with us, One-on-One, partially funded by Tom's Trust.*

*Calvin initially seemed to be one of the less confident members of the group, deeply self conscious and a little socially awkward. However, as time went on, he appeared to integrate more with the group and his confidence grew.*

*He got on exceptionally well with his actor, who made him laugh and encouraged him to work hard. In rehearsals Calvin sometimes struggled to stay focused. Both actor and director worked consistently and patiently on his performance skills with him. Each time he was asked to perform in front of the group, his performance improved. By the performance nights, Calvin delivered a self-assured performance, even adding some little touches that he hadn't previously rehearsed!"*



## Toynbee Hall, Aspire

Tom's Trust supports Toynbee Hall's flagship youth project, Aspire, which helps vulnerable young people aged 13 and 14 gain confidence through in-school workshops, trips to places like Broadgate Tower in the City of London and the Tower of London and a challenging week-long visit to Jamie's Farm in Wiltshire.

The young people who are referred into Aspire are struggling at school usually because of underlying problems such as bereavement in the family, being in care, being a carer, or feeling isolated due to lack of confidence. All of these issues as well as many others result in these children not being able to realise their potential in all aspects of their life.

Hitash is 13 years old and his teacher referred him into Aspire because he didn't have any friends, was aggressive and moody at school and didn't want to participate in anything. *"When I started Aspire I just wanted to be left alone. I didn't want to go to school and couldn't be bothered with anything". Hitash's self esteem was rock bottom and this was severely affecting his enthusiasm and confidence both in and out of school.*

*Since taking part in Aspire, Hitash is like a different person! He has been able to meet new people in an environment that is non-judgmental and open, make friends and relax. "I have really enjoyed getting to know people from other schools and I had never been to a farm before. To be honest, I wasn't really that excited about going as it seemed a bit weird to me, but hanging out with all of those animals, mucking them out and helping out at the farm was amazing! It was such a buzz!"*

This year, Aspire has worked with over 70 young people from seven challenging urban schools in Tower Hamlets throughout the academic year to raise their aspirations and ambition.



## Thanks you to all our fundraisers and supporters...

We are tremendously grateful to all our fundraisers in 2012. A snapshot of some of the highlights is given below:

**The North Surrey and Antwerp Suzuki Groups** joined together to give a Concert entitled "A Celebration Across the Waters" in April in aid of Tom's Trust at the Yehudi Menuhin School's Concert Hall. There was a varied programme of solos and group playing which was most enjoyable. The North Surrey Suzuki Group also went 'busking' in Guildford at Christmas. The profit from both these activities was generously donated to Tom's Trust. We would like to thank Mrs Susan Thomas for all the work she put into running these two events.

On a beautiful Sunday in May, the residents of **The Orchard in Weybridge** invited all their friends and neighbours to a Diamond

Jubilee Picnic. The residents ran several stalls and also provided cups of tea and cake. All the profits from the afternoon were donated to the Trust. Thank you Mrs Roma Breese and all the residents for organising this so brilliantly.

In September, on one of the best days of the summer, **Claremont Fan Court School** very kindly again allowed a Picnic to be held in their splendid grounds. Many friends and members of Tom's family gathered together for a convivial afternoon. There was much for the children to enjoy, with a Treasure Hunt, Hooking the Duck and several races. The home produce stall was again very popular and we even had a genuine barrel-organ to add to the festivity. Many thanks to Mary and Lionel Moon and all who joined in to help raise a substantial sum for Tom's Trust.

We were delighted that the **Weybridge Male Voice Choir** gave a concert in aid of Tom's Trust, on Saturday 20th October 2012. The Concert was held in the Weybridge United Reformed Church, a venue just around the corner from where Tom's family lived. It was a most enjoyable evening with a combination of excellent solos sung by guest artist Liz Westaway, and well loved songs sung by the choir ably conducted by Gareth Giles (Musical Director) and Ed Pepper (Deputy Conductor). The Concert was well supported by local people and a significant sum was raised for Tom's Trust. We are most grateful to all those involved who made the event such a success!

We were very touched to be contacted last year by recruitment firm **TSR Select**. They had seen the programme on television about what happened to Tom and wished to support us and donate a percentage of

### Tom's Trust Forum - A Network of Ideas

Each year, Tom's Trust organises a meeting for all those involved with funded projects, to exchange ideas and network. This year the Forum was generously hosted by

Linklaters. Jessica Taplin of the BIG Lottery Fund spoke about 'Young people most in Need' and how the Lottery Fund can help. SE1United gave a fascinating presentation entitled 'Why always Me?' exploring the perception of young black men by the community. Linklaters' Pro Bono Manager,

Esha Butler, then explained how their Volunteering Programme might be able to provide both practical and professional help to the various organisations represented. The event offers a special opportunity for those working with disadvantaged youth to meet others with the same aims.

## More Tom's Trust Beneficiaries

Tom's Trust provides funding through **The Buttle Trust** for a number of disadvantaged London children to receive secondary education in an independent school for up to 7 years. These are children with acute needs and this form of education is vital if they are to be given the support they need to raise their self esteem and become capable and confident adults.

Tom's Trust also funds a bursary at **Marlborough College** and at **Trinity College, Cambridge**, to provide assistance to deserving students and to reflect the education from which Tom himself benefited.

The **OK Club** in Kilburn recruits disadvantaged young people known to be at high risk of group involvement in violent street crime, and engages them in enjoyably challenging learning experiences in the hope that these will act as 'triggers' towards improved social attitudes, relationships and vocational skills. An example of the Club's success is a young man whom it encouraged to start his own business and who now acts as a

mentor to other Club members.

Tom's Trust supports **Real Action's** very successful **Butterfly Saturday Reading Club**, which helps children from disadvantaged areas of north and west London overcome literacy and language issues that would otherwise prevent them from reaching their potential.

**SHINE** develops educational programmes to help disadvantaged children make the most of their time at school. Tom's Trust helps fund a Saturday school at Newport, E10, providing creative and additional learning opportunities for 60 underachieving students from disadvantaged backgrounds in years 3, 4 and 5.

**Westside School** is a recent addition to our beneficiaries. Westside serves young people in years 9-11 who have been, or who are at serious risk of being, permanently excluded or who have struggled to flourish in mainstream school due to complex needs. The school aims to provide a small-scale, caring, consistent and academically rigorous atmosphere in which the student can get back on track.

## In conclusion ...

Many people have made donations and have been generous in supporting the Trust since its foundation. We, and the organisations we support, are especially grateful in these financially difficult times. We hope that this newsletter illustrates how much can be done with every donation, whatever the size, and how hard every pound we receive is made to work.

If you have your own ideas for fundraising, please contact us at [tomstrust@linklaters.com](mailto:tomstrust@linklaters.com). We'd be delighted to post your plans on the website and encourage sponsorship.

**Estella ap Rhys Pryce**  
**John ap Rhys Pryce**  
**Andrew Hughes**  
**Alan Walls**  
**Callum McGeoch**  
**Michael Firth**

Together, the Trustees of the Tom ap Rhys Pryce Memorial Trust

Patron: **Prof Sir Christopher Edwards, FRSE**