



Global's Make Some Noise Impact Report 2020-2021



OUR PURPOSE



Global's Make Some Noise supports small and local charities that look after the most disadvantaged people in our communities. During a year like no other, we remained committed to working with small charities, helping them to address the growing demand for their services and support people across the country who rely on them.

We provided short-term emergency grants to allow charities to adapt their services and respond to new and immediate needs from those they support. We widened our remit to reach people of all ages, and to provide essential services such as food provision to those who were suddenly going without.

We told stories across our platforms to amplify the work of small charities, raising awareness of those hit hardest by coronavirus.

We worked together with charities to provide guidance and support, while ensuring our funding was flexible and programmes were adjusted to reflect the realities of need, and allow for remote provision.

Between April 2020 – March 2021, we funded crucial work at **85 small charities** across the country, by granting **over £2.3 million**.

Through this funding, **over 34,000 people** were able to access mental health and domestic violence helplines, carer support, community projects and employment programmes.

We achieved this alongside supporting **65 charities** that were part-way through delivering projects with Make Some Noise funding.

In short, we gave money, we gave a voice and we gave a helping hand to support **150** small charities across the UK.

OUR BENEFICIARIES



35%

living with an illness or a disability

32%

from Black and minoritised communities

52%

children and young people aged under 25

12%

older people aged 65 or over

OUR HIGHLIGHTS



219 vital roles funded at small charities, including nurses and refuge workers, befrienders and counsellors, delivery drivers and prescription collectors



52,000 food parcels and hot meals or vouchers distributed



31,000 one-to-one sessions of support delivered alongside 1,150 group activities, including mental health counselling, bereavement support, advice and advocacy work, physical care and therapy



4,000 essential items distributed, including clothing, PPE and hygiene products, baby cots and nappies



7 helplines or telephone befriending services funded, reaching 7,750 people living with mental health problems or experiencing loneliness



160 tech devices funded to aid digital inclusion and improve charities' remote services



£67,500 was spent on developing community spaces and gardens to make them more covid-secure and allow for socially distanced support



7,000 nursing hours delivered in hospices and in homes to provide care to people with life-limiting and life-threatening illnesses



OUR STRATEGY

We believe everyone deserves to **feel safe, feel well, feel included and feel prepared**. That's why our funding is directed across four key areas: providing shelter and safety, supporting physical and mental health, preventing isolation and improving life skills.

As of April 2021, we have granted over **£13.3million** to **341** projects, helping to improve the lives of more than **125,000 people across the UK**.



Our funding framework

Feel SAFE

Providing shelter and safety

Feel WELL

Supporting physical and mental health

Feel PREPARED

Providing life skills

Feel INCLUDED

Preventing isolation

Types of projects Global's Make Some Noise is funding:

Homelessness, Domestic Violence and Trauma

Disability, Illness, Mental Health, Trauma and Poverty

Employment Skills and Digital Exclusion

Carers, Social Injustice, Neurodiversity and Digital Exclusion

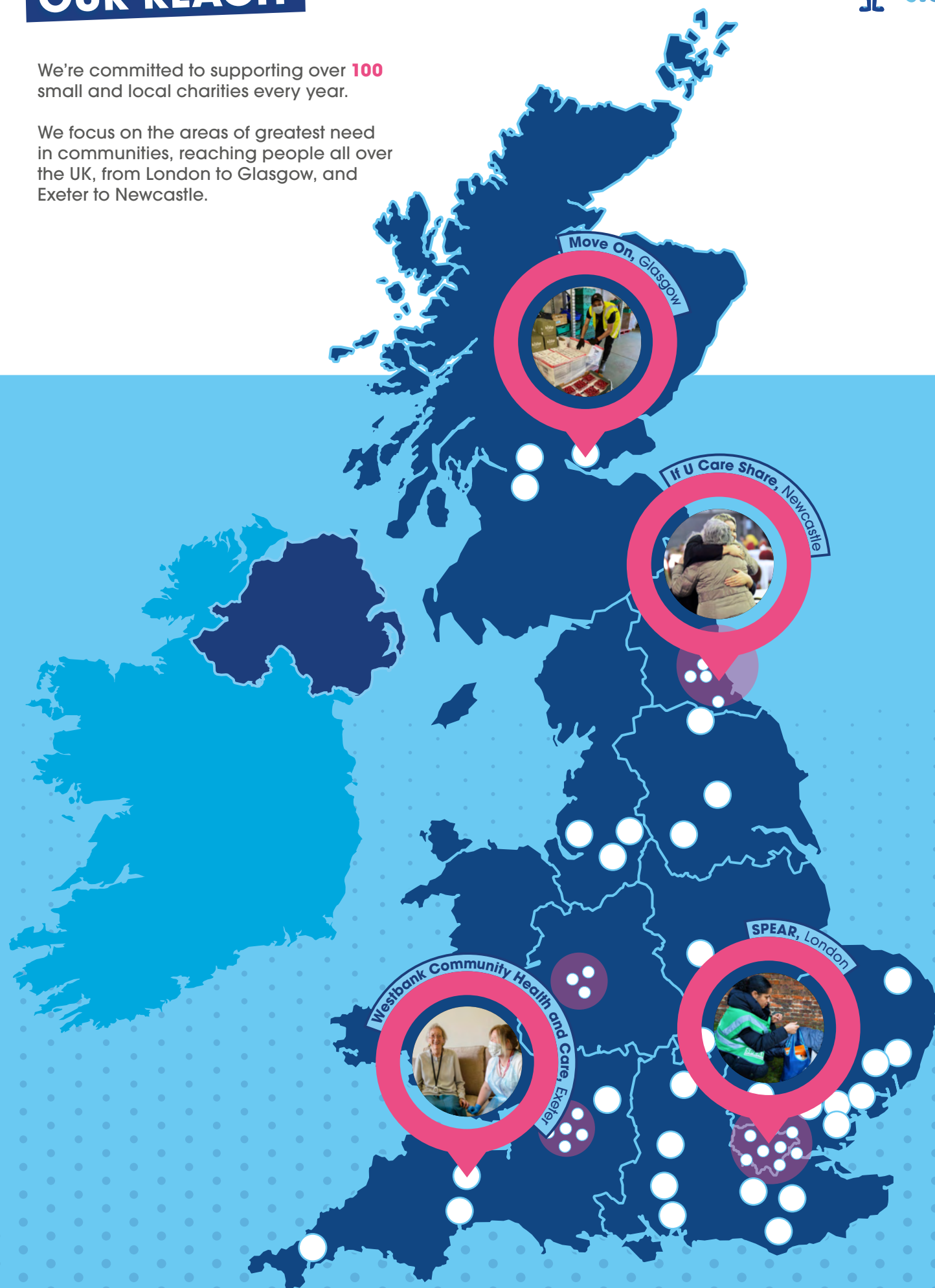
Delivering work such as:

Counselling, Therapy, Helplines, Befriending, Social Clubs, Activities, Hospices, Nursing, Training and Food Banks.

OUR REACH

We're committed to supporting over **100** small and local charities every year.

We focus on the areas of greatest need in communities, reaching people all over the UK, from London to Glasgow, and Exeter to Newcastle.



OUR AREAS OF FOCUS

Providing shelter and safety

We believe everyone should have a place of safety and security; a place they can call home. We're supporting small and local charities that are working to provide safety and shelter for people in communities across the UK. This includes funding projects that are addressing homelessness and reaching people affected by domestic violence.

Charities like **SPEAR**, which supports people experiencing homelessness in South London. We gave SPEAR a grant of **£20,000** to make their facilities Covid-secure, cover PPE costs, develop a new space to store food donations and ensure the team could continue running their crucial services and provide safe shelter throughout the pandemic.



Having this funding has made such a difference and meant we could respond urgently by providing people experiencing homelessness with safe accommodation during the pandemic.

SPEAR, London

Supporting physical and mental health

We believe everyone should have access to the right support services and that nobody should struggle in silence. We're working with small and local charities to keep crucial services going to ensure people can access the support they need to feel well and live better lives. This includes funding hospice and care services, mental health helplines and respite support for people with disabilities and their families, and food banks for those living in poverty.

Charities like **If U Care Share**, a suicide prevention charity based in County Durham. We gave the charity a grant of **£25,000** from our Emergency Appeal. This funding covered the salaries of two of the charity's Suicide Prevention Support Workers to help run their helpline, which experienced a **275% increase in demand during the pandemic**.

This funding has saved lives and allowed us to meet the increase in demand caused by lockdown. Without this grant we would not have been able to sustain our services and would have had to make our team smaller.

If U Care Share, Newcastle



OUR AREAS OF FOCUS

Preventing isolation

We believe everyone should feel included, respected, and connected to their community and the world around them. We're supporting small charities that are working to prevent isolation by bringing people together and by providing access to devices and digital skills support.

Charities like **Westbank Community Health and Care** in Devon, which received **£20,000** from Make Some Noise to support isolated older people living with long-term health conditions. Our funding enabled three members of staff to provide 100 weekly befriending calls, home help services including shopping and transport to medical appointments, and hot meal delivery for those who were shielding.

The funding has been an absolute lifeline and has enabled Westbank to deliver a vital community support service, providing a safety net around the frail and vulnerable communities we serve.

Westbank Community Health and Care, Exeter



Improving life skills

We believe everyone should feel empowered and prepared with the support, skills, and technology that they need to thrive in today's world. We're supporting programmes by small and local charities that are dedicated to improving people's life skills and opportunities. This includes helping people get the education they need for their careers, upskilling them for the future, providing access to wellbeing support, and supporting them into employment.

Charities like **Move On** in Scotland which received a grant of **£15,000** from Make Some Noise for their remote skills and employability programme for young people. The charity was responding to high numbers of unemployment in young people due to the sudden job losses and suspended work placements. Our funding enabled the team to provide one-to-one coaching support, group employability programmes offering literacy and writing workshops, life skills sessions, and access to qualifications.



The pandemic has had a significant negative effect on young people's mental health and wellbeing, especially as many were already struggling with poor mental health. The funding meant that we were able to keep in contact and reduce their sense of social isolation, with activities and practical support to reduce their anxiety and offer hope.

Move On, Glasgow

OUR VOICE



We're proud to be a voice for small charities, raising awareness of the biggest issues affecting our society by working with **Global, the Media & Entertainment Group**.

Global is home to the UK's biggest and best-loved radio stations including **Capital, Heart, Classic FM, LBC, Smooth, Radio X, Capital XTRA** and **Gold**. On-air, on **Global Player** and with outdoor platforms combined, **Global** reaches **51 million** individuals across the UK every week, including **25 million** on the radio alone.

Every year, we run a public appeal across Global's radio, digital and outdoor platforms to raise money for small and local charities across the UK.

During our Emergency Appeal in June 2020, we provided awareness-raising opportunities to **25 small charities**, meaning their voices could be heard by a wider audience.

100%

of charities told us that they felt the campaign had given them a voice.

21

charities saw increases in their social media and online activity including new followers and increased reach

10

charities had contact from new people seeking support as a result of hearing about them on the radio

10

charities had new people contact them about volunteering opportunities

11

charities received additional monetary donations as a direct result of Make Some Noise



10

charities received extra publicity or press thanks to Make Some Noise

6

charities received interest from businesses about becoming a charity partner



“

There was a gap for BAME support, and we feel that the gap has been filled, only thanks to your exposure, your trust in our organisation and all of your help.

”

New Step for African Community (NESTAC), Manchester



OUR STORIES OF SUPPORT

So many people contacted us saying they heard us on the radio – people who knew about us but didn't know we were still operating during COVID, new supporters and new service users who wanted to access our services. It has meant so much to us as a small charity to not only get our name in the public arena but most importantly raise awareness of domestic abuse. Our website traffic increased significantly the week of the appeal with the most hits on Make Some Noise Day. We cannot put into words what this has meant to us.

Trafford Domestic Abuse Services, Manchester



As a small charity, we are very limited in how we can raise awareness beyond our local community. The exposure from being part of Global's Make Some Noise was extraordinary. Raising awareness is key for us. Firstly, to reach out to more families across Berkshire and the surrounding counties that need our support and secondly, to help us raise the funds we need to run our children's hospice service. Being part of the Global Appeal enabled us to reach a greater audience that we simply do not have the resources to otherwise do.

Alexander Devine Children's Hospice, Berkshire



OUR FUNDING MATCHED



Department
for Culture
Media & Sport

Following the success of our Emergency Appeal, Global's Make Some Noise was one of 18 organisations selected by the **Department for Digital, Culture, Media & Sport (DCMS)** to distribute vital government funding during the pandemic. We were awarded **£1.5 million** as part of the DCMS Community Match Challenge. This funding meant that we could give **60 more grants** to small charities and work with them to provide crucial services for those hit hardest by the coronavirus pandemic.

Of the 219 roles that we funded, 160 were made possible thanks to DCMS, enabling charities to deliver **60,000 hours** of support.

43%

of roles would not have been maintained or would have run at reduced capacity during this period without our funding

6,000

beneficiaries experienced a reduction in loneliness and improved inclusion

5,600

beneficiaries experienced an increase in physical health and well-being



12,775

beneficiaries experienced improved mental health and emotional well-being

3,400

beneficiaries experienced increased safety

2,400

beneficiaries experienced an increase in personal skills and development

2,500

beneficiaries were empowered through access to advice, advocacy, or signposting



1,100

beneficiaries experienced an increase in educational or employment skills and development

1,200

beneficiaries experienced an increase in independence



OUR IMPACT



During the year, **Kids Inspire** based in Essex, received 2 grants from Global's Make Some Noise totalling **£60,000**. We funded their Talk Together programme, an online therapy project which was launched in response to coronavirus, offering a range of mental health support from early help intervention to complex needs.

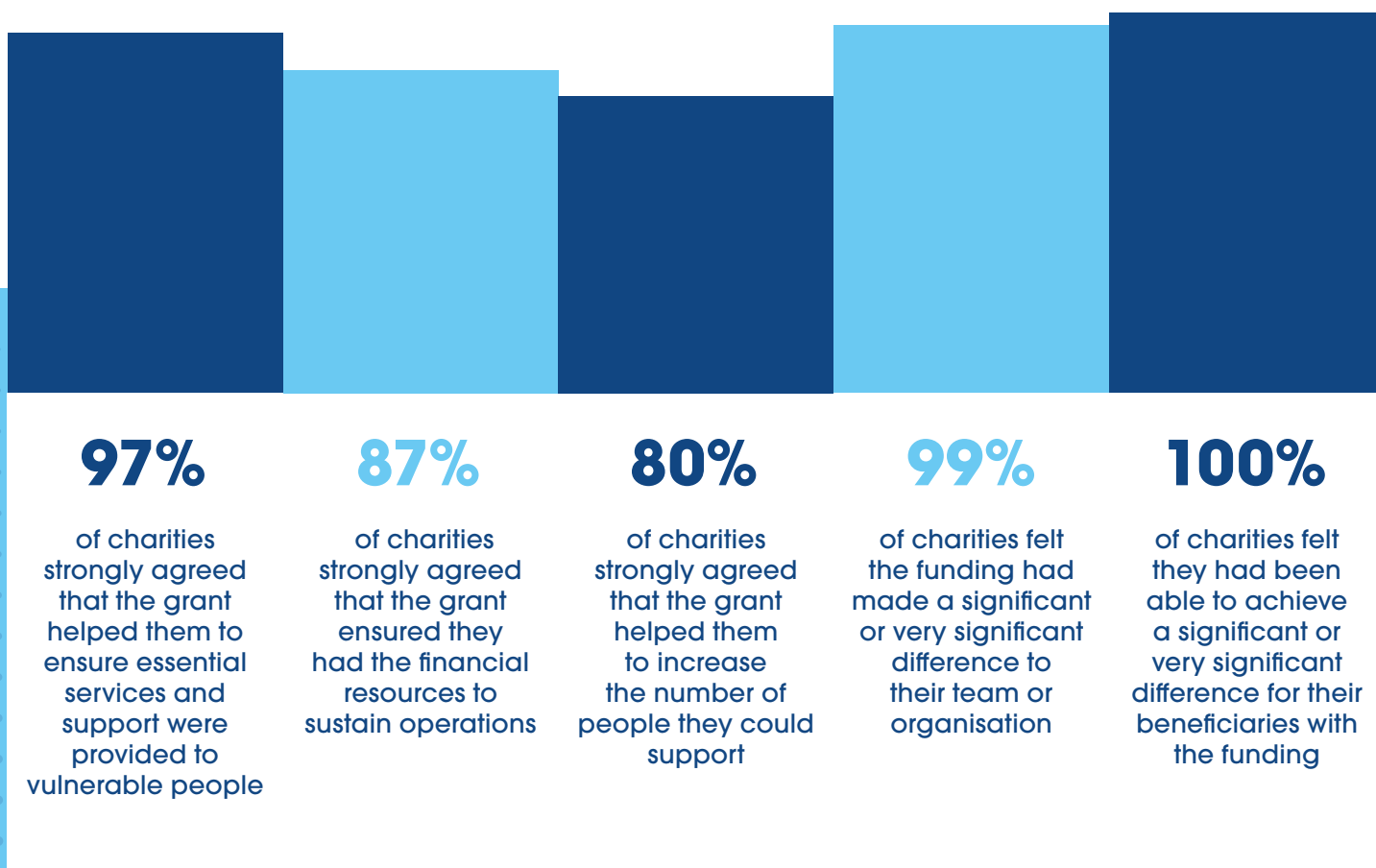
Spadework provides life skills, training and work experience to people with learning and other disabilities in Kent. They received **£55,000** from us to help make their site COVID-secure, to allow their service users to return to the charity safely and receive in person support.

The Global's Make Some Noise grant has been a lifeline for Kids Inspire's response to the pandemic. We continue to be grateful to Global's Make Some Noise for their ongoing support helping young people reclaim their lives after facing trauma, and now within an ongoing traumatic pandemic. It goes without saying that the support we have received over the last year has been life-changing for the children and families we work with.

Kids Inspire, Essex

Global's Make Some Noise has saved our charity and given us the confidence to diversify our offer to support additional vulnerable people in our local community. The platform that they provide has left a lasting legacy and is interwoven into the very fabric of our charity. We are passionate about surviving this crisis, continuing to care for our Trainees and to now provide support for other vulnerable people.

Spadework, Kent





heart



CLASSIC *fm*



makesomenoise.com

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Global's Make Some Noise is an appeal operated by Global Charities,
a registered charity in England & Wales (1091657) & Scotland (SC041475)