

Dear Friend of the Hogarth

As a new year begins, we take a moment to reflect on the year gone by. 2024 was a remarkable year, filled with challenges, opportunities and achievements made possible by the incredible support of our donors and sponsors and a super dedicated team who always go the extra mile to help young people and make the Centre a warm and welcoming place for its thousands of users.

PROJECT 2024 (Youth Programme 2024)

Denny, Naomi, Rochelle, Chantelle, Billy and 12 other youth workers completed PROJECT 2024 on 19th December having provided 7,100 hours of youth work. The team set many impressive records including a 29% increase in attendances to 4,443 which is the highest since the Charity began its independent youth programme in 2019. With a total of 375 attendees, broadly balanced 53% male and 47% female, our youth service is now much larger than the average UK primary school which has 276 pupils. 197 days of uninterrupted service included six Holiday Programmes and exceeded the average number of UK school days of 195.

The Summer Holiday programme included our first simultaneous programme for Dukes Meadows Trust and an extended Summer Residential for 34 young people. When we started in 2019 we took 12 young people on the residential. Our Zest-For-Life evening on 1st November also attracted the highest number of young participants. This was the 18th year that Denny and his team have run this very popular event.

We continue to build our successful working partnerships with Chiswick School and Cavendish Primary School and plan to grow this network in 2025. Recently the Youth Team have provided secondary school attendees valuable mentoring sessions on personal hygiene, self-esteem & confidence, stop & search, joint enterprise, crime prevention and personal safety.

On 8th November Denny and Rochelle attended the HAF Celebration Awards evening in Brentford. Our Charity won two awards for providing excellent levels of physical activity for young people and for differentiated youth engagement. The latter recognised that half of the summer residential attendees were HAF registered young people.

FINANCE AND FUNDING

Centre Revenue & Costs

Our Centre Manager Dani Karas set fresh records for license fees of £175,000 sourced from a diverse set of 65 licensees, raising Centre utilisation to new highs and year-on-year revenue growth of 12%. Licence fees more than covered the Centre's operating costs and enabled a transfer of £70,000 to part-fund our 2025 youth programme (PROJECT 2025). This was 8% more than the transfer at the end of 2023 (£65,000) and the largest transfer since we took on responsibility for the youth programme six years ago. As a reminder, the annual surplus generated from license fees typically funds 40% of our youth work and we must raise 60% externally. This is a massive challenge and securing this funding would not be possible without your continued generous support.

To maximise the funding support each year we maintain a relentless focus on cost efficiency. Dani has changed our gas supplier. Subject to our gas consumption this should save the Charity £4,000 in 2025. We hope to save more by switching our electricity supplier when our contract expires in April.

On 14th November, Dani and Denny welcomed ten members of the Chiswick Labour Party for a 'talk & tour' of the Centre. To raise local awareness of our community purpose we plan more events like this in 2025. On 25th November Dani also attended the Hounslow Funders Fair which may generate some fresh grant applications in 2025.

Grants & Sponsorships

Every year we rely on our summer fund raising event, donations, grants and sponsorships to pay for 60% of our youth work. In 2024 these three external sources of funding raised £77,500 (7% higher than 2023 £72,430). This left the Charity with a cash deficit of £14,000. Drawing down on our limited financial reserves is not sustainable. Practically, we are therefore at the elastic limits for funding the youth programme without fresh sponsors and donors.

Looking ahead, we have set the date for our 2025 wine tasting evening with Tim Syrad on **Thursday, 10th July**. Please put this date in your calendar and tell your friends. To build local support for the Charity's work we must continue to grow our Friends of the Hogarth network which increased by 5% in 2024. Please can you act as the Charity's ambassadors and ask your friends and work colleagues if they would like to be added to our quarterly newsletter.

CHARITY MATTERS

The Charity's new website continues to garner more relevant traffic, helping to promote our purpose and available space as well as triggering donations.

We remain committed to pay staff no less than the London Living Wage. On 1st January we therefore increased our lowest hourly rate by 5.3% to £13.85.

We have made further progress towards signing a new long-term lease and agreeing a programme of transformative repairs to the outside of our building in 2025. The installation of new windows will greatly improve the thermal efficiency of the Centre and reduce our heating costs. To part-fund these repairs we are applying for a substantial grant from Hounslow's Thriving Communities Capital Fund.

We thank every individual, sponsor and grant provider for your support during 2024. Hopefully you can see what a difference you have made to the lives of 375 young people and their families and carers. I am enormously grateful to all our hard-working staff and my fellow trustees (Tony Bowden, Jeannetta Orton and Jonathan Walker) for delivering another year of safe operations. We cannot always break records but we will always do our utmost to help as many young people as our funding permits.

We wish you a happy, healthy and peaceful 2025

**The Youth Team, Centre Staff, Trustees,
and our many hundreds of young participants**



We would very much like to retain your contact details so that we can update you on our progress and events. If you do not wish to be updated, please respond to this e-mail with the word **UNSUBSCRIBE** and we will remove you from our records, in line with data protection (GDPR) requirements.