

IMPACT REPORT 2019/20



**IDEAL
FOR ALL**

2019 was another year of celebration for us as a Charity and we have marked this with some special events to show how grateful we are to our supporters and co-designers.

We wanted to come together to celebrate the achievements of all those who use our services and give special thanks to those who help develop, design and deliver our services.

**“Our volunteers make us who we are.
Each year they give us their time,
skills, and knowledge to help make
life better for others.
We celebrate you, thank you and
well done!”**

This culminated in our Volunteer Awards celebration event with a well-deserved thank you for the amazing efforts of all our volunteers during 2019.

It was a pleasure to see so many new faces and to hear about all your hard work over the last year.

FOREWORD



Carol Goff
Chair of Ideal for All Limited

Volunteer Awards 2019



Welcome to Ideal for All's review of our 2019/2020 year. An eventful year to say the least for not only our charity but throughout the world with the onset of the pandemic at the beginning of 2020.

Our charity's ethos remains to help individuals and communities to be as independent as possible. All our activities have this embedded within our service delivery.

I am pleased to report that we have supported more than 2750 individuals this year, providing a range of services:

Direct Payment Service team have delivered employment support, recruitment, payroll and managed accounts services to 2000+ individuals across the Black Country, Birmingham, Solihull, Leicestershire, Staffordshire, Nottingham and even wider afield nationally. Our 2019 survey shows 94% overall satisfaction with the quality of our service delivery. Thank you to all our staff supporting individuals to self-direct their care budgets.

In the year, our integrated services teams have continued to deliver a wide range of independent living and health & wellbeing services. Providing facilitated peer support groups, supporting to reduce loneliness & isolation in both older and younger people, providing welfare benefits advice, supporting people with skills & training to become economically active and gain & sustain employment.

The team continues to deliver on contract obligations and our employment contracts saw a third of the people we support gain training and employment outcomes. 74% of the people we worked with reported increased confidence, self-esteem, and independence.

Our horticultural sites continue to be invaluable assets to deliver all our services and supporting communities to enjoy gardening, outdoor green space and learn new skills and training. Our newest site Barlow Road Community Garden is well under development with temporary portakabins, polytunnels and kedar house in place.

We faced challenges in the latter part of the year with the onset of COVID-19, Ideal for All's staff with the support and guidance of our trustees, adapted to the changes quickly ensuring service delivery was not compromised and we were pivotal in setting up Sandwell's Community Offer service with other local partners to support people who were shielding and needed support to access essential provisions.

I would like to take this opportunity to thank all our staff and trustees for their resilience during the year.

Celebrating Volunteers

Last but by no means least we could not do what we do without the support and commitment of our invaluable volunteers who give/share their skills, experience and time to support Ideal for All's objective of "making life better for all of us". In the summer of 2019, we held a Volunteer awards event to celebrate the achievement and successes of our fantastic volunteers.

I end with a quote that I think says it all about volunteers:

"Volunteers are not paid, not because they are worthless, but because they are Priceless."



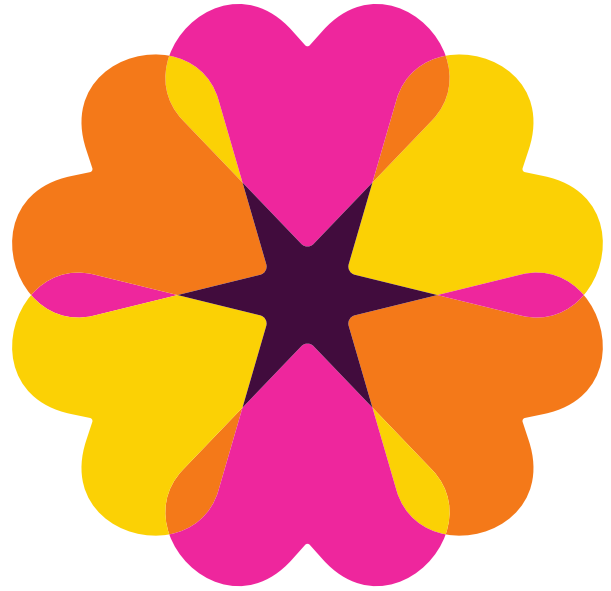
Khatija Patel
Chief Executive Officer of Ideal for All Limited

Making life better for all of us

ABOUT US

Ideal for All is a user-led registered charity and social enterprise working to make life better for disabled, elderly and vulnerable people and their carers.

Based in the Black Country and Birmingham, our team deliver services across the West Midlands, neighbouring regions and other parts of the UK. We are an award winning provider of person centred services that achieve positive outcomes for people in terms of improvements in mental and physical health and wellbeing; reduced isolation; improved knowledge, skills and opportunities; employability; and increased independence.



OUR VISION

To empower and enable disabled and disadvantaged people and their families, carers, support workers and local communities, regardless of age, or background to fulfil their potential as active citizens and fully participate in society and the neighbourhoods in which they live.

How we make lives better

Ideal for All provides meaningful experiences, and long term solutions to promote positive opportunities for all.

Our user-led approach means those involved report improvements to mental/physical health and wellbeing, reduced isolation, improved knowledge, skills and opportunity, access to suitable employment and increased independence.

We continuously review and monitor the way we work at all levels, enabling us to focus on social, environmental and economic change.



Co-production

Through ongoing consultation with people we can improve our understanding of the issues they face and demonstrate long term change across our services and the communities in which we live.

We involve everyone regardless of age or ability to influence local and national policy; ensuring co-design with disabled individuals and groups.

People in Control

Our service users regularly feel they have little or no control and ownership of their lives, daily decisions and futures.

They report multiple disadvantage, poor health and wellbeing, reduced inclusion in meaningful learning, fewer employment opportunities and access to outdoor activities.

Equality and inclusion is at the heart of everything we do and we are proud of our active membership of nearly 4,000 individuals who are listened to, engaged and represented.

We regularly attend local, regional and national events and feed into consultations on the issues that affect disabled people and their families. We have previously consulted members on personalisation, welfare reform and active citizenship and work in partnership with decision makers to co-design and co-develop solutions.

If you're not already a member of Ideal for All, we encourage you to join. It means that you can share your experiences, views and concerns when it matters and help us to be a powerful advocate for you and others.

By working in partnership with beneficiaries, statutory and voluntary sector organisations; Ideal for All aims to create environments and communities where the abilities of disabled people are recognised and promoted to support independent, positive and meaningful lives.

Together we meet peoples changing needs, involving and enabling them to help design and develop our services. By recognising areas of sustainable development, we can work to utilise these for their benefit and that of their families, carers and local community.

**Acting as a voice for
local people we
promote control, co-
production, innovation,
inclusion and
independence**



Innovation

Formed in 1996 to address the barriers that disabled people face such as health needs, poverty and a lack of voice to policymakers. Local disabled people wanted to set up a fully accessible Independent Living Centre and 'joined up' co-produced services.

Since then we have supported more than 30,000 with information, guidance and access to a range of independent living activities, direct payment services, employability programmes, health and wellbeing projects, and peer support groups.

Over the past 24 years we have also successfully developed three Community Gardens from derelict land: Salop Drive Market Garden, Malthouse Garden and Barlow Road Community Garden.

Our work has been recognised both locally and nationally including the Black Country Chamber of Commerce, Community Champion of the Year Award.

Independence

Ideal for All facilitates a number of self-help groups to promote and support the independence of disabled people. These groups are an opportunity to have some social time with others in a similar situation and to access information on specialist local services relevant to the health issues faced by individuals or someone they care for.

Our projects and services provide all people, regardless of the barriers they face, the opportunities to take part in everyday activities which many people take for granted. By supporting individual needs, we aim to support people to be more independent in their day to day lives.

Inclusion

Our person centred approach considers the whole person, taking into account each individual's unique qualities, abilities, preferences and needs.

We provide services that are fit for purpose and sustainable; reducing reliance on statutory services and increasing 'self-help' and peer support.

We support and encourage positive and meaningful lives with opportunities for all.



OUR THEORY OF CHANGE

NEED

Disabled people are more likely to live in poverty & be affected by multiple barriers.

Policy makers need to speak & listen to disabled people.

ACTIVITIES

Disability & Employment Information & Advice

Self-Directed Support Services

Sharing knowledge & evidence

Health & Wellbeing Activities

Peer support & Social Groups

LONG TERM OUTCOMES

Improved confidence & aspiration

Stronger, active more inclusive communities

Improved local environment

Improved quality of life & more people living independently

INTERMEDIATE OUTCOMES

Self reliance

Increased Independence

Positive sense of well-being

Improved skills & employment prospects

Increased access to services

IMPACTS

Health & Wellbeing Improvements

Increased community cohesion & connectivity

Community & individual resilience

Reduced reliance on statutory services

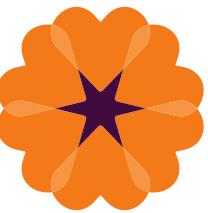
National & local policy that addresses the needs of disabled people

OUR SERVICES



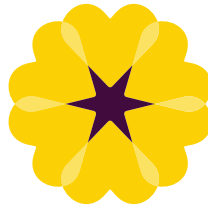
Direct payments (personal budgets)

Ideal for All provides a comprehensive support service for individuals receiving direct payments from local councils and health authorities. Our specialist advisers enable clients to manage their care requirements in a way that suits them by offering information, advice and support on all aspects of employing staff, payroll, support planning and managed accounts. Our services are also available to people who are funding their own care needs.



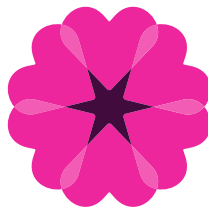
Peer support, social groups and events

Our peer support groups offer a valuable source of information, shared experiences and mutual self-help. They promote and support the independence of disabled and disadvantaged people and reduce social isolation. We also organise regular coffee mornings, accessible exercise classes, peer-led social activities and events throughout the year.



Health and wellbeing programmes

From our fully accessible and award winning horticultural sites in the Black Country, we provide therapeutic gardening, food growing, healthy food programmes and creative workshops, as well as a variety of opportunities to support people into work through vocational training and volunteering opportunities.



Specialist Employment Support

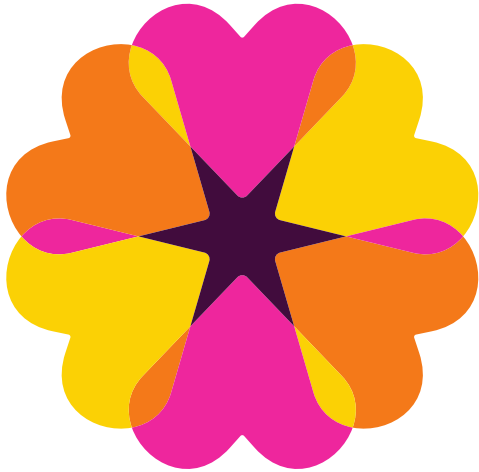
Through weekly job clubs, training courses, volunteering opportunities and wellbeing programmes, we support disabled and disadvantaged people to develop their skills, confidence and optimism in order to find or move closer towards sustainable employment. Our support is tailored to each person's needs and aspirations, designed to help them overcome barriers to work including providing information and guidance to businesses and professionals relating to the employment of disabled people.



Disability information and advice

We offer disabled people and carers impartial information, advice and support to make informed choices about disability matters that affect them. This includes free and confidential help with welfare rights, benefits and signposting to partner networks and statutory provision.

OUR IMPACT 2019-2020



INDEPENDENCE

2384

PEOPLE SUPPORTED TO MANAGE
THEIR OWN CARE THROUGH SELF-
DIRECTED SUPPORT SERVICES

COHESION & CONNECTIVITY

4188

NEW VOLUNTEER
HOURS

78%

PEOPLE DEMONSTRATING
INCREASED COMMUNITY
COHESION &
CONNECTIVITY

88%

PEOPLE REPORTING
INCREASED
RESILIENCE

SPECIALIST EMPLOYMENT SUPPORT

68%

PEOPLE DEMONSTRATING
IMPROVED SKILLS &
EMPLOYABILITY

HEALTH & MENTAL WELLBEING

91%

PEOPLE REPORTED
IMPROVED HEALTH
& WELLBEING

INTEGRATED SERVICE

34%

SUSTAINED
EMPLOYMENT OUTCOMES
across all programmes

2.1

TONNES OF PRODUCE
DISTRIBUTED TO
LOCAL COMMUNITY

“Thanks to the support from Ideal for All I have moved from just looking for work, into volunteering and then into a proper job.

It’s a dream come true, to finally get the opportunity, the team is wonderful”

CASE STUDY



SUPPORTING PEOPLE
INTO EMPLOYMENT

We deliver integrated health, well-being and employment support. Sustainability is at the core of our work. We don’t just focus on getting someone into work but work with people to help them manage and improve their health and wellbeing, become more resilient, independent and build important social networks and connections.

We do this through providing tailored advice and guidance, job search skills training, access to job search resources, health and wellbeing sessions, condition management and other support groups. We also broker opportunities with local employers as well as providing access to real life work experience placements including in our own community businesses, for example our market garden at Salop Drive.

We have an amazing team of employment, health and wellbeing advisors, many of whom have lived experienced of disability and health conditions, and who understand the support that each person needs to overcome the individual barriers and challenges they face.

One of our specialist employment programmes is delivered in Solihull in the West Midlands. It works with people with learning disabilities and mental health conditions, all of whom receive care from adult services. Over 37% of these people moved into sustainable paid employment.

For those people who are not yet in work and whose journey may be longer they tell us that the support is helping them to feel more confident and optimistic about the future through achieving new skills and independence.

HEALTHY COMMUNITIES

CASE STUDY



Food Power! Stronger Together

Being part of a food network means good practice is shared across people, organisations and local authorities maintaining collective knowledge and skills within the borough and sharing this across the UK to develop learning and action together.

Through ‘conversation lunches’ we worked with disabled people who have lived experience to gather their views and develop real solutions to food poverty against the food power action plan.

“Coming to the garden ‘Get Together’ has made me feel like someone is listening for once. Food is part of all our lives and nobody should go hungry.

I used to think about children in other countries going hungry, now I worry about my neighbour’s kids or someone in my area. Its right under our noses and people are dying. We should all be doing more in projects like Ideal for All to help end this.”

“We think that with more voices being heard we can raise awareness of food poverty. Using education and giving opportunities to all to be able to grow their own healthy food, this will make it fairer for everyone.”

Expert By Experience group Ideal for All.



CASE STUDY

CHOICE AND CONTROL

A direct payment is a sum of money that your local council or health authority will pay directly to you, so that you can buy and arrange your own care and support to live as independently as possible with more choice and control.

Our specialist advisers enable clients to manage their care requirements in a way that suits them by offering information, advice and support on all aspects of employing staff, payroll, support planning and managed accounts.

“I felt like I was losing my independence. I wanted to employ my own personal care assistance to support me everyday with dressing, personal care, helping with my medication, general house keeping and meal preparation.”

“Ideal for All helped me to do this by placing a job advert, shortlisting candidates, arranging interviews for me and helping me recruit the right person. They also set up the payroll arrangements, helped with a contract for employment and put in place the insurance I needed.”

“I feel safer with my own personal care assistant rather than different agency staff in and out of my home. I feel I have someone who I can trust and talk to at Ideal for All if I have any worries. Having help lets me lead an independent life in my own home. Because of my direct payment I feel I have more control with decisions relating to my care”.

FINANCIAL SUMMARY 2019/20

At the beginning of the year,
as of 1st April 2019 we had

£638,874

During 2019/20 we had

INCOME

£1,222,286

EXPENDITURE

£1,042,381

This leaves us with funds
carried forward of

£818,779

£159,714

Restricted & Designated

£659,065

Unrestricted

These accounts are a summary of financial information for the year
ending 31st March 2020.

The trustees ensure that adequate accounting records are kept and
that full disclosure is provided to the auditors.

The full annual report and auditors report may be obtained by
contacting Ideal for All.

The annual report and accounts have been filed with the Charity
Commission and Companies House.

THANK YOU

We celebrate the accomplishments of all the people involved in our projects. We want to show our gratitude for their ongoing involvement, generosity and contribution to the community.

So a big THANK YOU!

Acknowledgement of Funders

Birmingham City Council
Communities In Sync
Co-Op Foundation
Dudley Metropolitan Borough Council
European Social Fund - Building Better Opportunities
Heart of England - Building Better Opportunities
Leicestershire County Council
Lloyds Bank Foundation Charitable Trust
Masonic Charitable Foundation
MIND
National Lottery - Building Better Opportunities
National Lottery - Community Fund
Nottingham City Council
Sandwell Consortium - Building Better Opportunities
Sandwell Metropolitan Borough Council
Sandwell & Birmingham CCG
Solihull Metropolitan Borough Council
South Gloucestershire Council
Staffordshire County Council
Steps to Work - Building Better Opportunities
Walsall Metropolitan Borough Council
West Midlands Combined Authority
Wolverhampton City Council
York City Council
Individual Service Users
Our fundraising volunteers

Acknowledgement of Corporate Supporters

M5 Highways England large scale volunteering days
Business in the Community networking to support corporate volunteering
South Staffs Water
Local stakeholder engagement - local councillors and SMBC staff



GET INVOLVED

Join a support group

Our peer support groups help promote and support the independence of disabled people and those living with long term conditions. We have opportunities for you, or someone you care for, to meet in a safe environment. Together we help each other to gain the confidence and skills to live as independently as possible and make life better for everyone.

Volunteer with us

Volunteering is one of the most rewarding things you can do. Ideal for All recruits volunteers across a range of roles, which help us to improve the quality of life of hundreds of disabled, elderly and vulnerable people each year. Anyone can share their time and skills as a volunteer, regardless of their age, abilities or job status.

Become a member or Trustee

Ideal for All is proud to be a user-led organisation with an active membership of nearly 4,000 individuals who are involved and represented in our vision, values and the way we design and deliver our services.

Membership is free and open to all. Get involved in our work and help Ideal for All be a powerful advocate for disabled people.

Get in touch

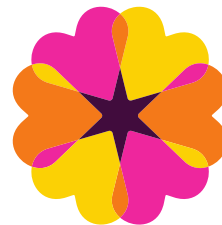
Ideal for All,
100 Oldbury Road, Smethwick,
West Midlands, B66 1JE
Tel: 0121 558 5555
contactifa@idealforall.co.uk

Social groups and activities

From coffee mornings and accessible exercise classes, gardening activities and social outings, Ideal for All offers plenty of opportunities to keep active and socialise. For young people, there's All Together Different, a user-led group that meets weekly to choose their own fun activities and trips.

Fundraise for us

By raising funds for Ideal for All, you'll be making a difference to disabled and vulnerable people in your community. Since 1996, local people have helped us make a huge impact, and we need your help to continue. Visit our website for fundraising opportunities or to make a donation.



**IDEAL
FOR ALL**

Connect with us



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www.idealforall.co.uk

Registered charity number 1070112 and
company limited by a guarantee number 03196518