

House of Lords Third Birthday Celebration Update



"The hands on approach and warmth from SLF are unique: you are not merely a funder but are also willing to mentor and enable smaller, grassroots organisations and individuals to become more sustainable."

Lana Reid, Director, Emmanuel Youth Project
Supported by SLF

Since first opening its doors in 2005 Safer London Foundation (SLF) has grown from one man with an ambitious brief, a laptop and a mobile phone to become one of London's leading crime reduction charities.

By the end of 2008 SLF will have awarded almost £1.8M in grants and delivered well in excess of 9,000 high quality volunteer hours. By the end of December SLF will have made grants to 100 innovative crime reduction and crime prevention projects.

The Foundation enters its fourth year supporting the 630 chairs of the Safer Neighbourhoods Panels across the capital, embracing the challenges of combating gang and knife crime and working to support victims of crime and their families.

None of this is possible without the generosity of the Met, the MPA and our business supporters. Unite with us today to celebrate the milestones achieved and join us in our future efforts to make London a safer place to live, work and visit.

Official: SLF Delivering Value for Money

Following a recent independent evaluation of SLF by Middlesex University it was revealed that SLF, against the standards of the Charity Navigator, is delivering excellent value for money. The Charity Navigator's measurement of performance is judged across four categories: programme expenses; administrative expenses; fundraising expenses; and fundraising efficiency.

The report states: "5.7% of total expenditure is spent on fundraising, and it costs 8 pence to generate every pound of funding, both of which are in the top category of the Charity Navigator's criteria", "SLF are in at least the top 30% of third sector organisations with respect to the ratio of funds allocated to administration and charitable expenditure", "fundraising aims and objectives were exceeded by a margin of 33%", all demonstrating that SLF delivers "value for money to stakeholders, projects and supporters."



Unique in the Western Hemisphere!

We have been told that SLF, because of its relationship with the Metropolitan Police Service, is unique amongst crime reduction charities in the Western hemisphere. But that's just the beginning, we also:

- Support inspiring community-led crime reduction projects increasing their sustainability
- Our Aspire project recruits and trains mentors to assist ex-offenders into sustainable work, training or education
- Alongside Barnardo's we are developing a

programme to offer young ex-offenders retail experience

- With our Community Engagement Programme of seminars for the chairs of the Safer Neighbourhoods Panels, we're helping them to help the Safer Neighbourhoods Teams better address local priorities
- Offer a host of mentoring programmes bringing business mentors together with Met officers and staff
- Our Skills Bank of volunteers provide extra support to the projects that we help to fund

SLF Celebrity Charity Challenge 2009

The 2008 Challenge saw KPMG and Deloitte helped raise £150,000 in just seven days. Next year will be bigger, better and starrier!

The Challenge is great for team-building, staff morale and encouraging real-world entrepreneurship. Not convinced? Your concerns addressed:



Detective Constable Ben Turner marked his 1,000 mile sponsored cycle with a photo opportunity outside New Scotland Yard with Deputy Commissioner (and SLF trustee) Sir Paul Stephenson (right) and SLF CEO Tony Shepherd (left).

The credit crunch is biting and we don't have money to give to charity

- Our Challenge is unlikely to cost your company a penny – just the time of your staff

We can't afford to spare four high fliers for the Challenge week

- We give your team a month to prepare for the event so they are able to continue working full time for almost all of the fundraising week

What's in it for my company?

- Help demonstrate your CSR commitment
- This is a fabulous staff personal development and team building event
- Provided commercially, a staff development opportunity like this would be costly; we're offering the chance to achieve the same with potentially no cost to you and a significant benefit to community safety.
- Expect great PR opportunities: 2009's Challenge will involve celebrities!
- Boost your company's morale! Last year's teams won enormous support from their firms with their outrageous Challenge fundraising activities!
- There are awards for the two winning teams, and framed certificates for all participants to display in your company's reception

Our money is already allocated to other charities for this year

- Our Challenge will held in April, next tax year

What last year's participants had to say:

"The Deloitte team really got enthused by the Challenge put to them by SLF. It proved a great way to engage people across our firm, highlight awareness of the work that the SLF does, and raised money for this good cause."

Albert Fleming, Partner, Deloitte

"This is an outstanding feat; the amount raised represents a major contribution to SLF's work helping to make London safer."

Ian Barlow, Senior Consultant, KPMG

"The highs included when our Batman & Robin were mistaken for Fathers for Justice at Canary Wharf and almost caused a security scare, and also when our senior people really got behind the Challenge and pledged their support."

Steven French, KPMG team member

"The most heart warming moment was when a group of school children stopped to watch the last group of superheroes abseil off the building, taking pictures, cheering and singing the Superman theme."

Sarah Humphries, Deloitte Team Captain

With £5K we have funded an intergenerational fishing project to bring fathers and sons together using fishing as the 'hook', creating a positive focus and taking bored teens off the streets

With £10K we have funded the training of 30 community mentors to work with BME youngsters at high risk of offending and involvement in gangs and weapon enabled crime.

With £15K we have funded a programme to develop awareness of the reality of gun, knife and organised crime using films to prompt discussion and involving the local Safer Neighbourhoods Team.

With £20K we have funded a post for a mental health link worker to take referrals from three local Safer Neighbourhoods Teams to keep people with mental health issues out of police cells

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