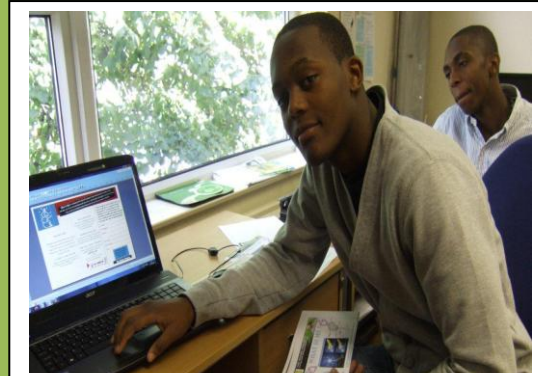




Charity for African/Caribbean and Ethnic Minority people living with Multiple Sclerosis (MS)

Table of Content

CHAIR'S FOREWORD	2
1.0 AIMS/OBJECTIVES	3
2.0 ORGANISATION PROFILE	3-4
2.1 Mission Statement	3
2.2 Current Position	4
3.0 REVIEW OF ACHIEVEMENTS	4-8
3.1 Telephone Advice & Support Helpline	5
3.2 Befriending & Mentoring Service	5
3.3 Monthly Network Club	6
3.4 Awareness Raising Campaigns	6
3.5 Volunteering	8
3.6 Reflexology	8
4.0 FUND RAISING & PROJECT SUSTAINABLE	9
5.0 STRUCTURE & GOVERNANCE	9
6.0 AUDITOR'S & INDEPENDENT EXAMINERS	9
7.0 TREASURER'S REPORT & FINANCIAL REVIEW	10
ACKNOWLEDGEMENT	11
APPENDIX 1- ANNUAL ACCOUNTS-31ST MARCH 2011	



Chair's Foreword

The Shane Project has once again had a very successful year in terms of project delivery. While focusing on its core activities and highly demanded services including the monthly network club, the health and wellbeing workshops, the nutritional club and its telephone information and support helpline, we also provided reflexology therapy for service users, the new befriending and mentoring service and our School/College Outreach programme which were well taken up.

In the face of limited resources, The Shane Project was able to sustain its operations and reach out to its service users and new clients due to the generosity of funders. The Big Lottery was our main funder, however small pockets of funding from Grassroots Grants to run reflexology therapy, YAPP Charitable Trust for network club and nutritional club and Trust for London towards staffing and running costs in part of the year have helped us to provide extra activities for our service users over the last 12 months to 31st March.

We continue seeking to work with partners that bear relevance to the work of The Shane Project, Nightingale Community Trust, Hollister UK among others while maintaining relationships with old ones.

To date we have not lapse on any of our ongoing activities and have been able to introduce new ones. We have also over the years committed ourselves in meeting our charitable objectives and will continue to do so.

The needs of our clients are increasing which also increases the demand for our services with limited resources. Nonetheless the Board of Trustees, staff and volunteers are aware and are committed in doing what is best for the project in meeting these demands. We have put in place a number of fundraising strategies to meet with these increasing demands. We will continue to engage and involve our services users in the design, planning and delivery of all project activities

In the last year to March 2011, The Shane Project met all its charitable objectives through its programmes and activities. We are committed in meeting them in the years ahead

I would like to thank all our Board members, staff, volunteers, carers and all our service users who have given their energy and commitment to achieve The Shane Project's Objectives. We would also like to thank all our funders for their support and especially the Big Lottery for their continuous support for a further two years.



Norma McFarlane (Founder & Chair)

1.0 Aims, Objectives and Activities

Since its formation in 2002, The Shane Project's primary goal had been the relief of sickness amongst people living with MS, their families and carers particularly from the African/Caribbean and Ethnic Minority Communities but not exclusive by any mean. We do this through the provision of different services including: telephone support helpline, monthly network club, monthly workshops & seminars, research updates, emotional & counselling support, befriending & mentoring, awareness raising campaigns, school/college outreach and partnership working with research institutions, MS organisations, public and voluntary organisations towards supporting all efforts to advance the treatment and research for the investigation and cure of MS.

We bring services to those with MS, their families/carers to

- Stop them feeling isolated and excluded
- Empower them with knowledge thus putting them in control
- Enable them to receive support from people who have an understanding of their cultural specific issues and who are of similar background
- Encourage their full participation in community

2.0 Organisation's Profile

The Shane Project is a charity for African/Caribbean & Ethnic Minority People living with MS, their families and carers. It was founded in April 2002 by Norma McFarlane whose two sons were diagnosed with MS. It is named after her eldest son Shane who was diagnosed with Primary Progressive in 1993 but sadly passed away in December 2003.

Based on Norma's personal experience following Shane's illness; the lack of available support which was further compounded by isolation, prejudice and stigmatisation that she and her family endured from the local community, prompted her to set up The Shane Project with the primary aim being to raise awareness, reduce isolation and help improve the quality of life and independence especially for African/ Caribbean and Ethnic Minority People living with Multiple Sclerosis, their families and their carers.

The Shane Project is independent and provides services particularly to Black & Ethnic Minority people. It complements the work of the MS Society by filling in the gap in services for BME people with MS, their families and carers. It works in partnership with the MS Society, MS Trust, MS Action and other MS organisations and local support groups as well as MS research institutions such as Kings College, UCLH amongst others towards supporting all efforts to advance the treatment and research for the investigation and cure of MS.

2.1 Mission Statement

The Shane Project exists to raise awareness, reduce isolation, to provide support, information, advocacy and empowerment to people with MS, their carers and relatives, particularly in the African/Caribbean and Ethnic Minority Communities. Although we have a target group, no one is excluded on any grounds. Membership to

The Shane Project is open to anyone who supports our objectives and wants to help raise awareness and campaign to improve the quality of life for people living with MS. Membership gives access to benefits such as our bi-monthly e-bulletin Focus MS, our yearly magazine/newsletter, updates on MS researches/trials and the satisfaction of supporting a worthy cause. Membership of The Shane Project benefits the whole community. *“Together we stand strong and together everyone achieves more”*

2.2 Current Position

The Shane Project is one of the few if not the only independent charity for BME people living with and affected by MS. It has in the last year to 31st March 2011, introduced new services to include Befriending & Mentoring and School/College Outreach programme as part of its commitment to meet clients growing needs and raise awareness to a broader audience respectively. The project continues to carry out its charitable activities with financial support from The Big Lottery Reaching Communities three years grant.

3.0 Review of achievements and performances

The successful implementation of the work we do wouldn't be possible without the full involvement and participation of beneficiaries in the project design, planning, delivery and evaluation. We continue to deliver our core services while developing new ones in line with the needs of our service users at any given time. We reach out to our target population through a variety of core services, media and partnership with other social care providers, statutory and voluntary sector organisations at both national and local levels as well as research institutions

Our Core Services include:

- Telephone information, advice & support helpline
- Emotional & Counselling Support via telephone, email or face-to-face
- Monthly network club to promote socialisation and reduce isolation
- Health & Wellbeing Workshops
- Awareness Raising campaigns in schools/colleges & the wider community
- Befriending & mentoring service

Our members, service users and the general public can still follow our work and receive support through:

- Our yearly quiz night
- Our yearly magazine
- Our bi-monthly e-bulletin called Focus MS
- Social media such as face book, twitter @shaneproject

A total of 173 people accessed and benefited from one or more project activities in the last 12 months to March 31. Beneficiaries included people living with MS, their families and carers as well as those with other neurological conditions other than MS. Health professionals also accessed our services over this period seeking for information and support for their clients .

Other key developments which have taken place in the last year included: the setting up of the befriending service to provide one-one support to the newly diagnosed and their family/carers; the hosting of 9 health and wellbeing workshops and one away day to specialist equipment centre. The away day was organised in

conjunction with the Enfield Advocacy Projects to provide opportunities for members to see firsthand the range of specialist equipments available to aid independent living and promote overall wellbeing.

Additional developments included: The re-launch and development of an interactive website, the production of FOCUS MS our bi-monthly e-bulletin to keep members informed and updated with what is happening in the MS world and our new school/college outreach programmes which was well taken up by four schools across London educating about four hundred 11-16 years olds students

3.1 Telephone Advice and Support Helpline

Our telephone advice and support helpline is operated Monday to Friday from 10am to 5pm. This helpline provides telephone support, information and brief advice. It is open to everyone with MS, family members, carers and Practitioners nationally. Outside these hours, callers may wish to call our on-call number which runs up to 8pm including Saturdays.

Over the last year to March 31, a total of 43 new clients accessed this service, majority (67%) being newly diagnosed and seeking for information and counselling support. Other beneficiaries of this service included health and social care professionals, family members and support workers. This service is available nationally and is opened to anyone diagnosed with MS, their families and carers as well as to any one who deals with an MS clients and needs to sign post them to our service. Over 96% of beneficiaries of this service have reported better understanding and improved coping strategy. Beneficiaries have reported increased self awareness and better understanding of their condition.

The operating times for this service is as below:

Office Hours: 0208-884-6330 - Mon-Friday (10am-5pm)

Out of Office Hours: 07910240683 - Monday-Friday (5pm-8pm) and Saturday (11am-5pm)

3.2 Befriending & Mentoring Service

Our befriending & mentoring service provides practical support to the newly diagnosed or those new to The Shane Project, their families and carers. This service is run by 4 of our volunteers who themselves live with MS, but are happy to dedicate their time to support others to cope and manage their condition better. They provide the following support:

- Emotional & Counselling Support
- One-to-one Support
- Telephone Support
- Email Support
- Face-to-face Support where possible

This service was recently set up in January 2011 and it is available not only to clients with MS but to their family as well. As at the end of March 31, 6 new clients had taken up the service. It is available nationally and to anyone in need. Beneficiaries here have reported feeling supported, having increased self awareness, reduced levels of isolation, better understanding of their condition and increased friendship with their befriender. As one client puts it "living in a big house alone can be very isolating, but having a befriender and getting calls from the office has really encouraged and inspired me to live life"

3.3 Monthly Network Club

Our monthly network clubs are held on the last Friday of each month and are opened to anyone living with or affected by MS, those who support the cause of MS or anyone who is just interested in understanding MS. Network club sessions are always interesting and informative.



They combine a mixture of workshops, information sessions, Afro-slamming exercise and open forums which are usually members' lead. Workshops/information sessions are delivered by professionals and are based on different topics of interest to our services users. All network club sessions in the last year had been possible partly due to support from both YAPP Charitable Trust and the Big Lottery Reaching Communities grant.

A total of 9 network club sessions were run benefiting an average of 17 people at each session. In addition to the sessions, there was also one service users' away day to

specialist equipment centre as part of our drive towards supporting independent living. Network club sessions are very core to our work and their importance is backed up by evidence from the evaluation of the impact on members who attended.

Majority (80%) of those attending net work club had reported that by attending one or more network club sessions it had enhanced their general health and wellbeing; improved social interaction and friendship, reduced isolation, increased sense of belonging to a community and better understanding of their conditions. 83% reported positive health and well being outcomes in terms of feeling more in control of their situation and getting more involved in the care and management of their condition. Key workshop topics included NHS Consultation on local service provision & access by disabled people; Blue Badge & New policies, Continence Care & MS; Occupational Therapy & MS and Insurance & Disability among others

Attendances at workshops and the network club, presented a safe, friendly and non-judgemental environment for friendship to be made, social interaction and more importantly in empowering beneficiaries to take control of their own health.

3.4 Awareness Raising Campaigns

We continue to raise awareness about MS among BME communities and the general population through a variety of ways including hosting a yearly quiz night, through publicity materials and most recently through our new school/college outreach programme.

3.4.1 Quiz Night

The Shane Project's Fund Raising Subcommittee holds a yearly quiz night as part of its awareness raising campaign. The quiz night brings communities and individuals together to improve their knowledge about

MS and the support they can give to those affected by MS. It also creates an opportunity for members of the public to join our service users in a time of fun, information sharing and socialising while raising money for a good cause. Last year's event was held on Saturday 25th September 2010 and attracted 110 people from all over the country. Our very own Quizmaster Julia Waterman (chair of the fundraising subcommittee) hosted the annual event in which 18 friendly but highly competitive teams tried to outwit each other in the highly contested 5 rounds and 40 questions 'test your wit time'. For a full report of last year's quiz night please visit http://www.shaneproject.org.uk/yearly_quiz_night.html



We are very thankful to those who donated generously and made the quiz night a real success. Our special thanks go to: •Boots Health & Beauty •Ann Summers •Xtreme Hair Designs •Street Vibes Records •HMV •Reggae Gold •Morrison Supermarket and •C & G Newsagent. Lastly but not least to the fundraising subcommittee for putting on such a good show, to all volunteers, management committee members and staff for supporting in diverse ways.

Our big thank you also goes to all who attended the night and to DJ Jay and the MC Lady D

3.4.2 School/College Outreach Programme

This is a new service and it has taken off very well. Since its introduction last July 2010, 3 schools were visited to the end of March 2011 and over 300 students aged 11-16 were reached. It is evident that MS can strike at an early age including the teenage. Early intervention and support might make all the difference to a young person diagnosed with MS or caring for a relative with MS.

TSP Schools & Colleges Outreach Programme:
Capel Manor Enfield



The Shane Project's School/College Outreach Programme creates an opportunity for young people affected by or living with MS to be identified and provided with the necessary support while also raising awareness about the condition. Here are some comments from some of the students:

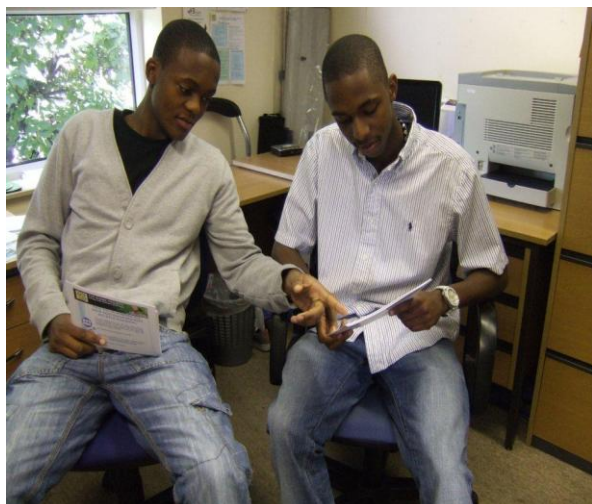
"I found it motivating to make a difference and to know there are people who care" A student from John Loughborough School.

"Sincere thanks to you, Martina and Mandy for the Presentation yesterday. It went really well and was very informative for students" Heather Redwood, Student Counsellor and Learning Support Assistant

"I did not know MS existed' especially in BME people but now I do, Thanks for the information"
A student from Capel Manor Crystal Palace

3.5 Volunteering

Volunteering is very rewarding not only to the volunteer but to the organisation and individuals they are supporting. We at The Shane Project encourage young people to go into volunteering by making their experience with us exciting and rewarding. The two young people here, Lewis and Daniel came to volunteer with us last summer and helped in designing our young people MS publicity materials which are now being used as part of our school/college outreach campaign



A total of 15 volunteers worked with the project in the last year in different capacity, 4 of these were on work placement lasting 3 months, 6 supported in community events and 5 were specifically recruited by the project to support all aspect of project delivery.

All volunteers of The Shane Project have reported increased confidence in providing services resulting from training received. They have also reported gaining new skills, knowledge and valuable experiences to promote their personal development and self awareness.

3.7 Reflexology and Indian Head Massage

With support from Grassroots Grant, The Shane Project ran 10 reflexology sessions focusing on relieving symptoms and improving overall health and mental wellbeing. The sessions were delivered over 2.5 weeks with two sessions per week benefiting 14 service users. Feedback received from the participants indicated that the therapy had improved their health and wellbeing in one or more ways for instance most of them felt relaxed and stress free. The therapy helped increased clients' confidence to cope with their illness on a daily basis, helped in relieving physical symptoms for some clients. As a participant puts it *"for a short time I felt feelings in my feet"* while another one said *"the therapy was very beneficial in awakening your senses-it was relaxing"*

4.0 Fund Raising and Project Sustainability

The Shane Project is fortunate to secure a further two years funding from the Big Lottery for core activities, however, we continue to fund raise in order to support other activities and our clients emerging needs. Our funding streams come mainly from Funding organisations, Trusts and Foundations. Pocket of moneys are also raised through sponsorships of various events such as our quiz night, summer fair and through donations and memberships

5.0 Structure, Governance and Trustees Responsibilities

The Charity is operated under the rules of its constitution. The charity's trustees serve on the governing body and are known as management committee members. The charity's trustees have, and accept, ultimate responsibility for directing the affairs of the charity, and in ensuring that it is solvent, well-run, and meeting the needs for which it has been set up. Our trustees meet once every quarterly to review project progress and make recommendations where necessary.

6.0 Auditors & Independent Examiners

The following organisation has been appointed by management committee as the independent Examiner for The Shane Project. They are:

TACTS Accountant
Chartered Certified Accountants
81 Rayleigh Road
London, N13 5QW

7.0 Treasurer's Report & Financial Review

Financially last year has been a difficult one for most charitable organisations particularly for small charities; however at The Shane Project we were once again fortunate to have different funders supporting different aspects of our work with our main funder being The Big Lottery. Other funders included Grassroots Grants who funded our reflexology project. YAPP Charitable partly funded our monthly network club sessions and workshops and Trust for London paid for staffing and running cost in part of the year

A total income of £ 40,371 was generated in the last year exceeding the previous year's income of £24,567 by 64%. The increase in income for last year has resulted from increases in membership of The Shane Project and from the generosity of funders especially the Big Lottery to enable us to meet with the growing demands for core services and the emergence of new services

Below is a self evaluation of changes in our income & expenditure for the last 12 months to March 31 2011 compared to the previous year (March 31 2010) and the summary table shows areas with significant

	<u>% Change</u>	<u>Reason</u>
<u>Income Resources</u>		
Grant income + others	+64%	increases in both membership and grant money
<u>Expense Resources</u>		
Staffing	+295%	expansion of project team to meet demand
Volunteering	+93%	increases in the number of project volunteers to meet increases in demand for services
Equipment purchase	+191%	purchases of three new office computers and networking of same
Rent and hall hire	+27%	increases in office rental cost and hall hire fees
Computer and IT expenses	-56%	cost for installation of new computers only. No repairs or maintenance were needed in the year
Conference and Training	+1000%	more investment in volunteers training
Photocopy and printing	+94%	more publicity material printed and increases in request for hard copy information packs by new clients
Consultancy & Trainers cost	-431%	no training programme offered in the last year
Refreshment	882%	increased in the cost of refreshments for network club plus cost incurred during Sept quiz night

Approved by management committee on the 28 October 2011 and signed on their behalf by:

.....
Norma McFarlane
Founder & Chair

.....
Karice Baker Quow
Treasurer

Acknowledgement

We would like to thank all our Board Members, Staff, volunteer, carers and all our service users who have given their energy and commitment to achieve The Shane Project's objectives. We would also like to say a big thank you to all our funders, partners and the local community for their commitment and continuous support to us.

If you would like to know more about The Shane Project or how to become a member/supporter, please visit our website or contact us as below:

Contacts:

The Shane Project
Edmonton Baptist Church
Monmouth Road
London, N9 0LS

Tel: 020 8884 6330

Emails: norma@shaneproject.org.uk
support@shaneproject.org.uk
enquiries@shaneproject.org.uk

Website: www.shaneproject.org.uk