

NOA GIRLS REPORT TO THE MATANEL FOUNDATION

JULY 2023

OVERVIEW

Noa provided practical emotional and therapeutic support to **over 250 girls** in 2022 and we continue to experience an explosion in demand for our service, as well as a significant escalation in the complexity and severity of challenges our girls face. We received **62 referrals** over the past six months and our waiting list currently stands at 52.

We are steadfast in our mission that no girl should struggle alone. Our clinical training programme is an outgrowth of our commitment to expand our service sustainably and meet the surging needs of the community without paring down the deeply individualised and tailored support we give to each girl that comes through our door.

Our efforts in initiating the clinical training programme have already contributed to our strategic goals of growing our workforce and retaining our most talented staff members. Our **12 clinical training programme participants** include internal candidates (existing staff members at Noa), demonstrating how this programme will aid our staff retention rates, as well as several external candidates, all of whom are examples of the untapped talent that exists in the OJ community. Many of our candidates have reiterated how they would not have been able to enter these fields and/or further their training without this programme. The response of these participants reflects how we are **creating realistic and appealing pathways to careers in mental health** fields for the right people and underscores the clear need that this programme is fulfilling in broadening the Orthodox Jewish workforce.

As well as funding participants' course fees and (in some cases), providing paid trainee internship placements, Noa has provided programme participants with exemplary clinical supervision, supported them with balancing their course requirements whilst working and helped integrate them into the team. All programme participants have committed to work at Noa in their respective roles of keyworkers, clinical managers, mentoring managers and therapists for the duration of their training, as well as several subsequent years (for each year that training is being funded, candidates have committed to a further year of employment at Noa). As a result, we are benefitting from an **upskilled workforce** immediately. Additionally, our three paid trainees are providing us with **increased capacity** for our therapy and family therapy programme, enabling us to take on **more referrals at an earlier stage**, and provide them with the culturally sensitive support they need in a professional and safe environment.

Our clinical training programme has already produced an upskilled team who are channeling their learning into better supporting our girls. We are projected to support **280 girls** in the upcoming year, with this programme playing a critical role in enabling us to provide lifechanging support for more vulnerable girls in the community.

ACTIVITY REPORT

Clinical training programme participants and courses

EMPLOYEE NAME	COURSE NAME	COURSE COST (FOR THE YEAR)	COURSE LENGTH	PLACEMENT COST - including supervision costs
Dena Brown	Diploma in Psychodynamic counselling	£4,900	4 years	
Candice Woolfson	MSC in Family Therapy	£7,035	2 years	£5,000
Chani Rabson	Foundation in Art therapy and MA Art Psychotherapy	£6,435	4 years	
Chaya Hoff	MA in Child and Adolescent counselling and integrative psychotherapy	£4,750	4 years	
Dina Golker	Doctorate in Counselling Psychology	£780 (1 st YR) Total cost £10,780	4 years	
Leah Lewis	MA Art Therapy	£4,200	4 years	
Malka Hamer	University certificate Arts Therapies and Wellbeing Foundation	£2,235	1 year	
Edna Moeller	The Institute of Psychoanalysis, The British Psychoanalytical Society - the post foundation course	£500	1 year	
Rachel Epstein	Doctorate of Counselling Psychology	£0		£5,000
Zoe Ingram	MA in Child and Adolescent Psychotherapy	£0		£5,000
Debbie Zimmer	'The emotional care of babies, children, young people and their families' at the Tavistock. (Graduate certificate)	£3455	2 years (currently funding 1 year)	
Freidi Rabson	Postgraduate Certificate in counselling Psychology	£1000		
TOTAL SPEND		£35,290		£15,000
TOTAL PROJECT COST				£50,290

TESTIMONIALS

Candice Woolfson

I am studying for my MSc in systemic family therapy at Kings College London, after having completed a 2-year diploma in systemic family therapy during Covid. This Masters degree will enable me to become accredited so it was very important for me to pursue however it is also very expensive and difficult to manage whilst balancing a career. Once I saw the clinical training programme advertised I couldn't believe it – this funding has enabled me to pursue my dream. As part of my placement at Noa I have been working with girls and their parents/ families. My diploma enabled me to provide therapy but the advanced training and the supervision I receive has made the therapy I provide so much better. I really appreciate how while Noa is paying for my University fees I am able to 'pay it back' by supporting girls and their families, making a difference to them by helping them to work through some of the challenges and difficulties they face. Several girls and their families request family therapy so Noa really benefits from having more staff able to provide this support. There is really a huge need for Noa to have more clinical staff that the girls and their families trust and that reflect the population we serve. I am looking forward to strategizing how to grow and develop this programme further as I know that working with girls' wider systems can have an incredible impact.

Chaya Hoff

Noa's clinical training programme has enabled me to study for my masters in integrative child and adolescent psychotherapy. There are definitely not enough clinicians in the Orthodox Jewish community, and there is such a need for them. This programme helps mitigate some of these obstacles. I would not have been able to afford to study without working so this programme has ensured that I can be financially secure while I train further. This training has enabled me to see higher-risk girls and support them in the best way.

Rachel Epstein

I have been able to utilise my learning and new skills from university to support Noa girls through my placement. I receive fantastic supervision and support from the team which enables me to really apply the theory I am learning to benefit the girls. I think it is really valuable for Noa to have staff that are undertaking training whilst they are working as we are able to bring new research and approaches to discussions. This, combined with the experience and expertise of the team, brings together a very positive dynamic that helps our clients. There is a huge need for mental health support which historically has been difficult for girls in the Orthodox Jewish community to access. Noa does a great job of helping this community access mental health support that is culturally sensitive, by providing them with therapists who really connect to the girls and understand the community where the girls are coming from. There is a very big need for this, and this programme is definitely ensuring that there will be more trained clinicians and therapists to meet that need.

“ Your impact on my life has been immense.
You have (helped) me to find hope and healing.”

Leah Lewis

I have completed one year of my 4 years master's to become an art therapist. I have always wanted to do a masters in art therapy but affordability and having sufficient time stopped me from doing this earlier. As a keyworker at Noa, when this opportunity came up it felt like the way to make it happen, which was incredible. I have already seen that my training has been hugely impactful. Prior to studying I didn't have the framework around what I was doing. I was always interested in exploring art as a therapeutic device but without the framework it was hard to put into practice – I would know that what I was doing was helpful but wouldn't necessarily know how to channel that. The more I know the more I can create a marriage between what I am learning and exploring whatever it is with girls. The better trained you are the more able you are to turn up in a helpful way, not just turning up, because you have the backing of not just the theory but the framework and supervision and a supportive team. Noa has supported me in every way, really hand holding and offering me this opportunity, providing excellent supervision and being respectful that my time is much more difficult to manage because I am studying and working as keyworker at the same time. They are able to sit with me and help me manage everything I am juggling. This field is a growing field that is really coming into its own as more girls and women realize that they can meet their professional needs and balance that with their other responsibilities. It's a work in progress but this programme is helping people who have this dream realise that they can get there.

Zoe Ingram

I am doing a psychiatric placement at Noa's eating disorder team. Without this placement opportunity, it would have been very difficult to work on my Masters as seeing clients was a crucial course requirement. My studying is enabling me to see more girls and giving me the expertise to support girls with higher-risk levels. My knowledge of eating disorders has really expanded and I can use my skills and expertise to support girls at Noa in a more advanced way. Noa has really supported me, giving me amazing supervision from highly specialized leaders. By allowing me to advance my career I will be able to help meet the explosion of demand in the Orthodox Jewish community, ensuring more girls can access the support they need.

Amy Davidow – Supervisor and clinical lead

The clinical training programme is extremely valuable. Some of our staff were very motivated to do this training and they may have undertaken this commitment at some point but not at this point in their life. It might have taken them longer to save the money or to make other sacrifices although it would have remained a possibility. For other members of staff, it would never have been an option, they would not have had the capital to pay for this level of training. In this way, the training has not only benefited the development of their careers, it has also benefited their own feelings of self-worth as through this training they can see they can make a difference in a different way. Noa has benefitted significantly as our staff present with a wider skillset and a deeper understanding of their girls' needs. We have supported the CTP participants by understanding that their life is fuller as they have their studying to contend with alongside their work at Noa. We are flexible and help them meet their deadlines and juggle their commitments. We also provide supervision and case management, so they feel supported in every way possible. This investment in time benefits Noa too as we watch them grow and develop and direct that towards our girls.

We are constantly recruiting for staff that fit with our cultural need. Because of the population we employ, there are frequent maternity leaves to cover so we need bigger pool of staff. We don't have enough of a pool to recruit from that are culturally sensitive and can reflect to the families and the girls the kind of families that they are. The impact of not having enough staff is that we can look after the girls we have here but are very aware that we have a very long waiting list that doesn't get smaller. By investing in our staff and helping them grow into the higher management and clinical levels we need there is hope that we will have sufficient staff to meet the needs of the community.

IMPACT

Our programmes objectives were:

- To increase our capacity by recruiting and retaining qualified staff. Our goal was to support 250 girls in 2022 and to support 300 girls per year after 4 years running the CTP, thereby providing a faster response to girls in crisis due to our increased capacity.
- To see continued and improved rates of positive engagement with our service, girls feeling effectively supported to regain their sense of self-worth and increasingly more girls taking concrete steps to achieve sustainable recovery (due to our ability to support more girls at the earliest possible stage).
- To positively impact the wider Orthodox Jewish community by creating a more skilled female culturally sensitive workforce.

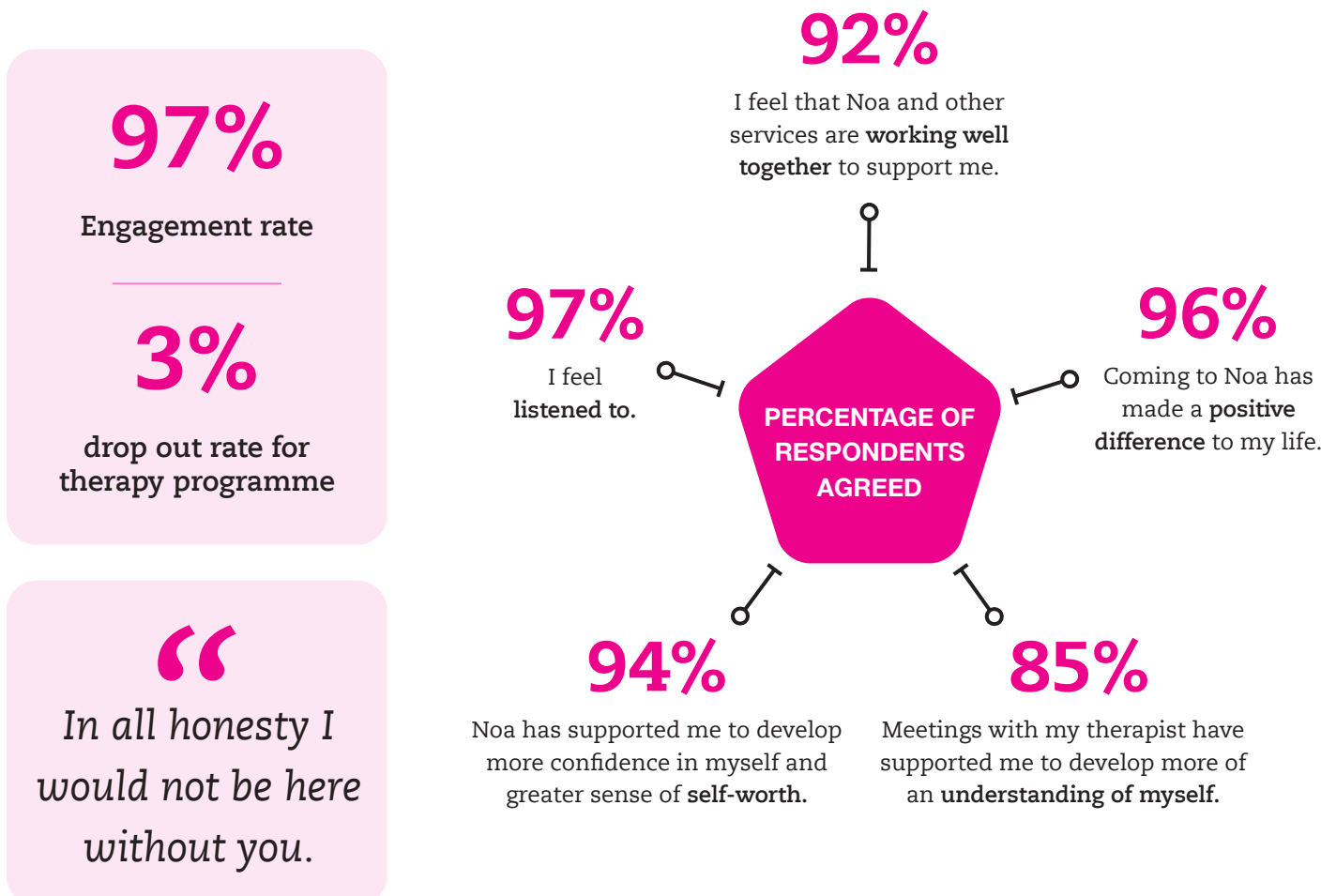
We are pleased to report on our progress to date:

Increased capacity

In 2022 we supported **250 girls** and provided **27,846 hours of direct support**. We are projected to support 280 girls in the upcoming year, exceeding what we initially anticipated. Furthermore, by adding another family therapist trainee to our team, we can better support the families of girls in our service and create a sustainable and organic supportive structure for our girls.

Girls' positive engagement, progress and recovery

Our clinical training programme has enabled us to expand our service without reducing the quality of the support we provide. Furthermore, our staff's increased professionalism has benefited our girls immeasurably as they apply their course learning to provide more effective support, as evidenced by their positive engagement with our service.



Our staff provided a flexible and bespoke approach that addressed girls' many struggles in tandem, ensuring that girls emerged stronger, more resilient, and better equipped to face their challenges.

Girls at Noa have taken various significant strides towards recovery and reduced their engagement in harmful behaviours:

- 64%** In stable employment.
- 52%** Left harmful living situations
- 62%** Ended toxic, unhealthy relationships
- 53%** Reduced anxiety
- 66%** Reduced suicide ideation
- 73%** Reduced self-harming
- 78%** Reduced or recovered from eating disorder
- 65%** Of girls who were previously hospitalised due to mental health avoided readmission in past 6 months
- 73%** Of girls who previously attempted suicide did not attempt suicide again in past 6 months.

*Relates to girls for whom these milestones are relevant/ applicable

Community-wide impact

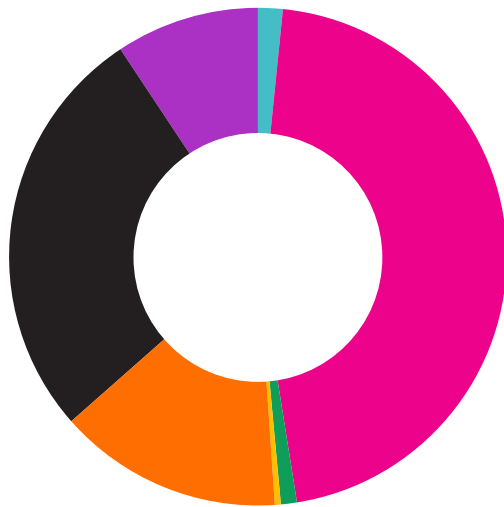
Mental health challenges have continued to spiral within the London Orthodox Jewish community, particularly amongst adolescent girls, reinforcing the absolute necessity of broadening the workforce and ensuring that there are sufficient personable, qualified and culturally sensitive clinicians to meet the surging demand. In the first year of our programme, 12 women have undertaken training in therapeutic fields that, by their own admission, they would have either needed to delay (due to costs, ability to balance study with work commitments etc) or would never have undertaken at all without the inducements offered through this programme.

Our successful online fundraising campaign, held in October 2022, reinforced the community's growing awareness and acceptance of mental health challenges. We had 222 team leaders canvassing support from the community and had 7874 donors, demonstrating the huge inroads we have made in a community that still struggles with entrenched stigmas. These healthier and more proactive communal attitudes will lead to more girls and their families coming forward to ask for support. It is critical that we can support those brave enough to ask for help. Whilst the wider impact on the community will take time to filter through, we are confident that by upskilling 12 talented women from within the community, we are investing in the structural change needed to meet the relentless pressure on our service and beyond.

“ Life is a roller coaster, but one I’m managing far better now since finding balance.

FINANCIAL REPORT

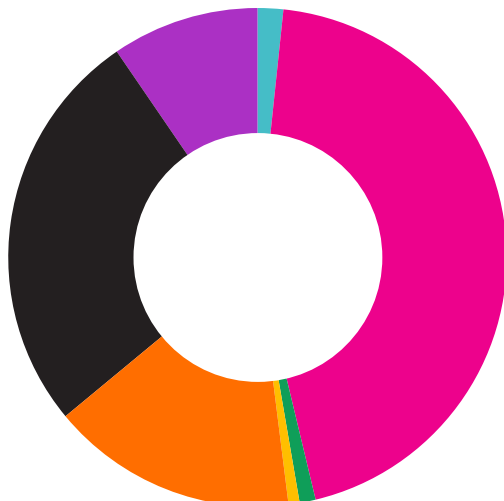
Income	FY23	FY24
DONATIONS AND FUNDRAISING INCOME		
General Donations	30,845	32,819
Fundraising Events / Online Campaign (including gift aid)	881,895	880,419
Therapy contributions	19,921	20,500
Social Enterprises	5,002	5,000
Other income (Interest received)	2,545	9,190
Sustainable donations (Major donors & Trusts)	280,183	315,600
Grant Income	522,432	522,329
Local Authority - Government Funding	179,145	188,568
TOTAL INCOME	1,921,969	1,974,425



2023

General donations	30,845	2%
Fundraising events/campaigns	881,895	46%
Therapy contributions	19,921	1%
Other income	7,547	0%
Sustainable donations	280,183	15%
Grant Income	522,432	27%
Local Authority Funding	179,145	9%

1,921,969 100%



2024

General donations	32,819	2%
Fundraising events/campaigns	880,419	45%
Therapy contributions	20,500	1%
Other income (1%)	14,190	1%
Sustainable donations	315,600	16%
Grant Income	522,329	26%
Local Authority Funding	188,568	10%

1,974,425 100%

FINANCIAL REPORT

Expenses	FY23	FY24
DIRECT SUPPORT		
Salaries associated with direct support of girls	1,004,262	1,074,828
Girls Expenses eg: keyworking activities, food, outings, clothing	59,008	62,189
Girls Expenses - specific projects eg: tuition, PT, dietician	41,725	44,111
External therapy	71,702	64,608
Clinican training costs and external supervision	64,198	62,169
Educational project including salaries	46,292	47,263
Monitoring & Evaluation	41,634	37,405
Clinical operational costs	66,622	95,808
NOA HOUSE EXPENDITURE:		
House maintenance, repairs	37,542	28,872
Depreciation of capitalised assets	30,128	30,128
Insurance	1,348	1,388
OPERATIONAL EXPENDITURE:		
Operational salaries	111,689	114,691
Finance salaries	102,641	85,566
General operational running costs	22,892	23,539
Professional fees	30,390	35,668
FUNDRAISING EXPENDITURE:		
Fundraising salaries	95,701	96,911
Fundraising costs	90,804	91,779
TOTAL INCOME	1,918,577	1,996,925
TOTAL INCOME	3,392	(22,500)

As the management accounts above indicate, Noa has grown this past year, and we anticipate continuing to expand next year, so that we are able to meet the increased needs of the community. The cost-of-living crisis and resultant inflationary pressures mean that we face increased costs across the board. We have raised salaries by up to 3% for many of our front-line staff, to keep salaries competitive and ensure we can retain staff, which is critical to ensuring smooth service provision for our vulnerable beneficiaries. We will spend an additional £53,500 on salaries this year. Our utility bills have also risen by 10% due to increased electricity and gas costs. These are overhead costs which are more difficult to secure funding for as many grants we are awarded are designated for specific project and direct support. Costs of delivery have increased eg. our therapy programme budget increased as external therapists have raised prices and families who were contributing towards therapy can no longer afford the same contributions.

We are also concerned that the impact of the rise in living costs to our funders (particularly sustainable donors from within our community) may lead to reduced income. We already face a greatly increased budget of £1.97m due to the need to expand to meet the growing demand for our service and we need donations from within the community as well as grant and statutory income to meet this budget. The funding climate is challenging; many grants are inundated with requests and the chances of applications for funding being successful has been greatly reduced.

Given the continued pressure on our service to support more girls who are struggling, and our limited ability to cut costs, our main focus on mitigating the effect of the cost-of-living crisis has been to address concerns surrounding reduced income, and to pursue funding opportunities so we can meet our increased costs. In October 2022 we held an online matched funding campaign to ensure we can continue to meet the needs of girls currently in our service and enable us to take on more girls in need of our support. Our campaign, which raised £1.5m, was centred around raising mental health awareness within our community, so also enabled us to bring in new donors and broaden our funding base. We are planning to launch a similar campaign in the upcoming months, with a particular focus on raising funds for our development project, which is necessary as our current space constraints are precluding us from taking on girls.

Despite the pressures on our budget, our financial situation is stable, and we are maintaining our reserves policy which is to have 4-6 months of operating costs available.

We have been fortunate to receive grants from a large number of Trusts and Foundations over the past year including: Awards for All, Barnet Community Main Grant, Barnet Council, BBC Children in Need, Bertie Black Foundation, Children's Aid Committee Charitable Fund, Childwick Trust, City Bridge Trust, Comic Relief, Davis Foundation, Gerald and Gail Ronson Family Foundation, Henry Smith Charity, JE Joseph Charitable Trust, Jewish Child's Day, J Issacs, John Lyon's charity , Kirsch Foundation, Masonic Charitable Foundation/the Freemasons from the Metropolitan Grand Lodge of London, The Leathersellers' Foundation, London Community Foundation with the Mayor of London, The Maurice Wohl Charitable Foundation, Max Barney Foundation, The National Lottery Community Fund, NHS England, North Central East London (NCEL) CAMHS, Pears Foundation, Rachel Charitable Trust, Shoresh Trust, Sport England, Vernon May and Joyce Cohen Charitable Trust, Wolfson Charitable Trust and, of course, the Matanel Foundation.