

# NOA GIRLS REPORT TO THE MATANEL FOUNDATION

AUGUST 2024

## OVERVIEW

Our clinical training programme has enabled us to strategically invest in our organisation. It has facilitated our growth and development and enabled us to better able to meet the needs of the most vulnerable girls in our community.

Our clinical training programme was designed to create attractive, affordable and attainable career pathways, thereby increasing the workforce of qualified women from the Jewish community in the therapeutic fields. This is vital as we know that **many girls and their families will not engage with clinicians and services that lack the cultural insight** to understand and relate to them. **40% of our girls fall under 10+ risk categories**, including abuse, depression, anxiety, self-harm, eating disorders, substance abuse and suicide ideation. It is essential that these girls do not experience barriers to accessing the support they so desperately need.

### Over the past year, Noa

- ✓ provided wraparound practical emotional and therapeutic support to 280 girls, providing each with the tailored care they need to move forward
- ✓ delivered our mental health education programme in 13 girls' high schools, 7 youth movements and 5 community-wide settings, impacting 1442 girls and their families, 441 staff, 298 parents and 255 community leaders.
- ✓ Piloted two exciting new programmes – an emotionally-based school avoidance programme and an autism empowerment programme
- ✓ expanded current programmes such as our eating disorder specialised programme and our wait well (waiting list support programme)
- ✓ established new youth advisory boards to ensure our service is co-designed.

280

Girls supported  
a year

3,000+

Girls impacted  
through education  
project

31,744

Hours of care  
by frontline  
staff a year

14

Schools work  
in partnership  
with Noa

114

Referrals  
received this  
year

This year, our CTP supported 9 participants to undertake further training – through accredited courses, diplomas and qualifications (bringing us to a total of 14 participants to date) - and provided for 3 trainee internship placements in our bespoke therapy programme.

### **Our clinical training programme has**

- ✓ dismantled barriers that prevent women from entering these fields – financial, inability to juggle work and study simultaneously - thus ensuring talented women can utilise their skills to benefit the wider community
- ✓ increased our capacity
- ✓ upskilled our staff and enhanced the professionalism of our clinical team
- ✓ enhanced staff wellbeing as our participants feel supported and valued as we invest in them, their goals, their career development and their success.
- ✓ helped us retain staff thus ensuring we can responsibly commit to providing sustained support for however long it takes for girls to achieve recovery

At Noa, we have an unwavering commitment to ensuring girls are not left to struggle alone. Your support has enabled us to meet the urgent mental health needs of our community today whilst also strategically ensuring we are well-positioned to provide this support in the future. Thank you so much for your partnership.

*“ Noa you saved my life. You taught me to live and showed me that I deserve care and for things to be better. Recovery is possible. Even when things are hard and all appears grey.”*

# ACTIVITY REPORT

Clinical training programme participants and courses

EMPLOYEE NAME	COURSE NAME	COURSE COST (FOR THE YEAR)	COURSE LENGTH	PLACEMENT COST - including supervision costs
Candice Woolfson	MSC in Family Therapy	7386	2 years	£3,970
Dina Golker	Doctorate	£2,500	4 years	
Leah Lewis	MA in Art Therapy	£4,200	4 years	
Malka Hamer	Art Therapies and wellbeing foundation	£2,235	1 year	
Rivka Rakow	DBT course - The association for psychological therapies	£500	1 year	
Tzipporah Moore	Psychotherapy and counselling foundation certificate	£1,000	1 year	
Rachel Epstein	Doctorate of counselling psychology	£1,000	4 years	£2,660
Edna Moeller	Post Foundation course - Institute of Psychoanalysis	£500	1 year	
Chani Rabson	MA Art psychotherapy	£3,000	4 years	
<b>TOTAL SPEND</b>		<b>£22,321</b>		<b>£6,630</b>
<b>TOTAL PROGRAMME COST</b>				<b>£28,951</b>

**NOTES:** Our budget spend was less than anticipated this year as we did not secure all the funding we hoped for. Our paid placements cost less as one trainee who was supposed to begin needed to change her plans post Oct 7th, and another went on maternity leave unexpectedly early. The latter trainee is due to start her placement with us imminently, with the funding ring-fenced from this year for her placement costs.

“ I have built myself the start of a safety net, and constantly working on it, either way though, I know I’ve got me and I’m going to be okay.”

# TESTIMONIALS

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## **Candice Woolfson**

*I had been working therapeutically with disadvantaged young people for many years and was very conscious of how these people's upbringings and the systems they were a part of were influencing and impacting them. This led to my decision to train as a systemic psychotherapist to be able to better support young people and families. I completed the foundation and intermediate training but the fees to continue on to the masters were prohibitive and it looked like I would have to give up on my dream until I came across the Clinical Training Programme being offered by Noa. I was successful in my application onto the programme and alongside my studies, I have been working at Noa since April 2023 as a Clinical Manager with a five hour a week placement in the charity which allows me to work with couples and Noa families.*

*I am now in my final year of training in systemic psychotherapy at King's College London. I have been studying for 5 years and am in the final months of completing the MSc which will qualify me and allow me to apply for UKCP accreditation to work with individuals, couples, families and groups. Without Noa's contribution to my fees / Metanel's funding, I would not have been in a position to complete the course. I feel Noa / Metanel have given me a life changing opportunity here to study while giving back my skills to the Noa community, and my plan is to continue giving back my skills to Noa families on qualifying in September.*

*During these last two years I have been able to put into practice the training I have received at King's in all my work at Noa Girls. Not just my clinical work with the families and couples I am allocated but in my role as a Clinical Manager too where I am responsible for coordinating the support for a case load of girls. It is important in this work to consider all areas in the girls' lives that are impacting them including their family, school, other professionals they are working with and other organisations. Because of my training it comes naturally to me to work through a systemic lens and to consider what else is going on for a girl beyond her individual challenges and to bring together all parts of her system. I think my training has been hugely beneficial to my work as a Clinical Manager as well as my work as a family and couple therapist for the charity.*

*As well as the funding given to me to complete my training, the clinical training programme has also given me top level supervision from a highly experienced systemic psychotherapist which has been hugely influential in my development as a therapist.*

## **Malka Hammer**

*I have gained enormously from doing an Art therapy and wellbeing foundation course with the University of Hertfordshire. It has provided with added insight into Art Therapy and has given me a taster to this career. I was able to experience first-hand the benefits of art therapy and how it can support others and helped me solidify my dream and ambition to become an art therapist.*

*The course has also shown me how to support people in this way and given me tools and skills in this area. I see seven girls here at Noa and I now can bring an additional creative stance to my sessions. In one session we had a look at several post cards and spoke about how we relate to them and about our qualities, attributes and struggles. We then created a piece of artwork to bring all these feelings and emotions together in a tangible way.*

*This training has been a great opportunity as I wouldn't have been able to afford it without Noa's input.*

## **Rachel Epstein**

*My training on the Doctorate has been very much aligned with my experiences at Noa, and I have been fortunate to have many opportunities to practice the skills I have acquired. With the support of a fantastic supervisor and team, I am able to apply my training to benefit my clients, and simultaneously continue the learning process myself.*

*For example, my training has placed much emphasis on cultural diversity, sensitivity and humility – this is of utmost importance at Noa Girls as we support a community who typically find it difficult to access mental health support. In particular, I have learnt an integrative and systemic approach as I recognise the importance of family, community and wider context on a client's relationships – many of my Noa clients have benefited greatly from such a lens as it is so crucial to their experience. It is essential that the Orthodox Jewish community has therapists who are trained to recognise and pay attention to these factors through a culturally sensitive approach, and can relate to the girls – offering them safety, familiarity and comfort. In recent years there has been a growing need for such therapists and this clinical training programme is a fantastic resource in meeting the need.*

*Through my training I have also learnt skills in working with higher-risk clients, and I have had clients at Noa who have benefited from that training. Noa is a fantastic organisation which leaves no stone unturned in helping the girls through their struggles, and I am fortunate to have learnt so much in my training and my placement which will further my career as I gain confidence in working with risk.*

## **Rivka Rakow**

*I have undertaken a DBT essential skills course (APT accreditation level 2), funded through Noa's clinical training programme. Before beginning this course, I was eager to progress my career but was unable to identify how to do this. Noa's clinical lead suggested this DBT course as it was suited to my skills.*

*DBT is a model of therapy which promotes emotional regulation. As my course provides skill-based training, I have been able to immediately implement this in my work. I draw on elements of my course and use this in sessions to teach my girls how to integrate these skills into their own lives, outside of their sessions and when they are no longer at Noa. I have been able to bring stronger clinical discussions to supervision which in turn enables me to help with clients with a different perspective.*

*I am so grateful to have had the opportunity to do this training. It has given me a direction to pursue and a way to further develop my skills whilst still working at Noa. It has enabled me to develop my own confidence and helped my personal growth.*

*There are not enough Jewish female clinicians. There is new interest in the model of DBT but there are not enough clinicians who offer it. DBT is often offered as weekly group sessions and then supported with individual sessions. There is currently no Jewish DBT group which is limiting, as clients do best in a group setting when they are able to share learn and grow with like minded people. I would love to create a Jewish DBT group when I am further progressed in my training. My DBT training has inspired me to start a new course on compassionate focused therapy, which will allow me to further impact the girls I support.*

**“** *I also wish you could see how much progress I've made because I think you'd be proud, I certainly am.”*

## **Edna Moeller**

*I am a clinical manager at Noa Girls and I studied a post foundation course at the Psychoanalytical Institute. The course helped me develop and expand my abilities to analyse and understand my girls.*

*Psychoanalytical thinking teaches us to look beyond the surface of symptoms and to try and understand the underlying issues that contributes to a certain behaviour. I found the course very helpful and significant in my work with my girls.*

*Without Noa's help I would not have been able to afford the course so i am really happy i was able to attend the course. One example of a girl who I helped came to us struggling with relationships and having friends. To begin with we taught her social skills and it didn't work. The course taught me to think what the symptoms were masking and to question whether the girl really lacked social skills and an awareness of these cues, or whether something else was at play. After a long joint process, it was clear that it was the girl's expectations of relationships that was causing her difficulties. We changed the course of her treatment, focusing on what she needed from relationships, how to adjust and cope when these expectations go unmet. Participating in the course allowed me to help this girl and so many others more effectively.*

*I believe there are not enough female clinicians in our community. There are girls for whom it is crucial to receive from a woman, and from one who understands the religious nuances. Thank you so much for enabling enabling me to contribute to improving girls' lives.*

## **Chani Rabson**

*The partial funding I received from the clinical training program was used towards the second year of my studying an MA in Art Therapy, which has been a dream of mine for some time. Without it, I would have taken significant student loans. It was presented as a way for me to move forwards in my career whilst still working at Noa, a familiar environment with people that I value hugely.*

*Studying Art Therapy has allowed me to bring real skills into my key working role at Noa, incorporating ways for girls to express their thoughts and feelings using art and textiles. There was a girl I worked with who was struggling so much in school and felt so angry at the world. She found it hard to express this in words. We spent a session tearing mounds of coloured paper to pieces, and she arranged the pieces in various shapes to depict her anger and loneliness. Afterwards she said "I feel so much better now."*

*I feel that there is a lack of alternatives to talking therapies within the Jewish community. It can be a lengthy and expensive process to get into a master's course for Art, Dance or Drama therapies, yet it is vital for young people to have opportunities to express themselves in ways other than words.*

*Finding ways to fund such endeavours is truly beneficial.*

**“** *I feel I'm protected from anything that tries to come my way. The tools I've been given allow me to protect myself.... I feel more empowered.”*

## **Tziporah Moore**

*I am currently studying for a Foundation Certificate in Psychotherapy and Counselling, which focuses on learning about different therapy modalities, understanding human behaviour, emotions, and the various ways to support mental well-being. The course covers essential topics like active listening, building trust, empathy, and ethical practices. These skills are crucial in my role, where I support girls facing various challenges. By learning different therapeutic techniques, I am better equipped to help them navigate their emotions and develop healthier coping mechanisms. This course is not just enhancing my knowledge but also building my confidence in providing the best possible support to those in my care.*

*Taking this course was not without its challenges, particularly balancing work, study, and personal commitments. However, the benefits far outweigh the difficulties. The skills and insights I gain are directly impacting the girls I support, helping them feel more understood and supported. This course is also opening up new career opportunities for me, making me a more valuable asset to my organization and better prepared for future roles that require advanced counselling skills. Overall, this training is proving to be a transformative experience for both my professional growth and the well-being of the girls I work with.*

## **Leah Lewis**

*The programme has provided me with the financial resources to undertake the course. Without the programme, I would either not have been able to do so, or it would have been exceedingly challenging to secure the necessary funds. The theoretical understanding I have gained through this course has been invaluable in enhancing my therapeutic practice. While one can conduct effective work without theory, a solid theoretical foundation provides a deeper comprehension of one's actions.*

*One particular case involved a girl with whom I had never utilised art therapy before, and I found myself 'stuck' in making progress. Over 18 months, we collaborated on creating an art piece, which has enabled her to think differently. One key insight I have gained is that traditional therapy involves the client and the therapist, whereas art therapy introduces a 'triangle'—the therapist, the client, and the art—adding a third dimension to the therapeutic process. Through art therapy, the girl has found a voice to express herself in an alternative manner.*

*The course has empowered me to take on more challenging cases. Noa has provided me with continuous support through supervision. After each session, I am reassured knowing that there will be dedicated time in supervision to reflect on what went well and how I can improve my approach for future sessions. This team-oriented approach creates a supportive space for professional growth.*

*While the number of therapists in the community is growing, it remains insufficient. A significant aspect of combating mental health stigma is increasing the number of trained therapists from within the community, particularly women. It is crucial for individuals to see that there are peers within their community who possess an understanding of their unique experiences and challenges.*

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

# IMPACT:

## OUR OBJECTIVES AND OUTCOMES

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### OBJECTIVE 1:

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.

### OUTCOME:

We are now supporting 280 girls a year and are projected to support 300 in 2024. In addition, our family therapist trainee has worked with x families this year, creating a sustainable organic support system for girls that outlasts our support. As we continue to be inundated with referrals, providing a faster response to girls in crisis continues to be a challenge. Our new wait well programme ensures girls and their families receive short-term interventions, consultations, signposting and frequent check-ins. This ensures they feel 'held' as they await more comprehensive support and enables us to triage and fast-track our most urgent referrals. This programme is an outgrowth of our expanded staff capacity, created through our clinical training programme.

“ I can do this on my own. And create the life that I want for myself.”

### OBJECTIVE 2:

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).

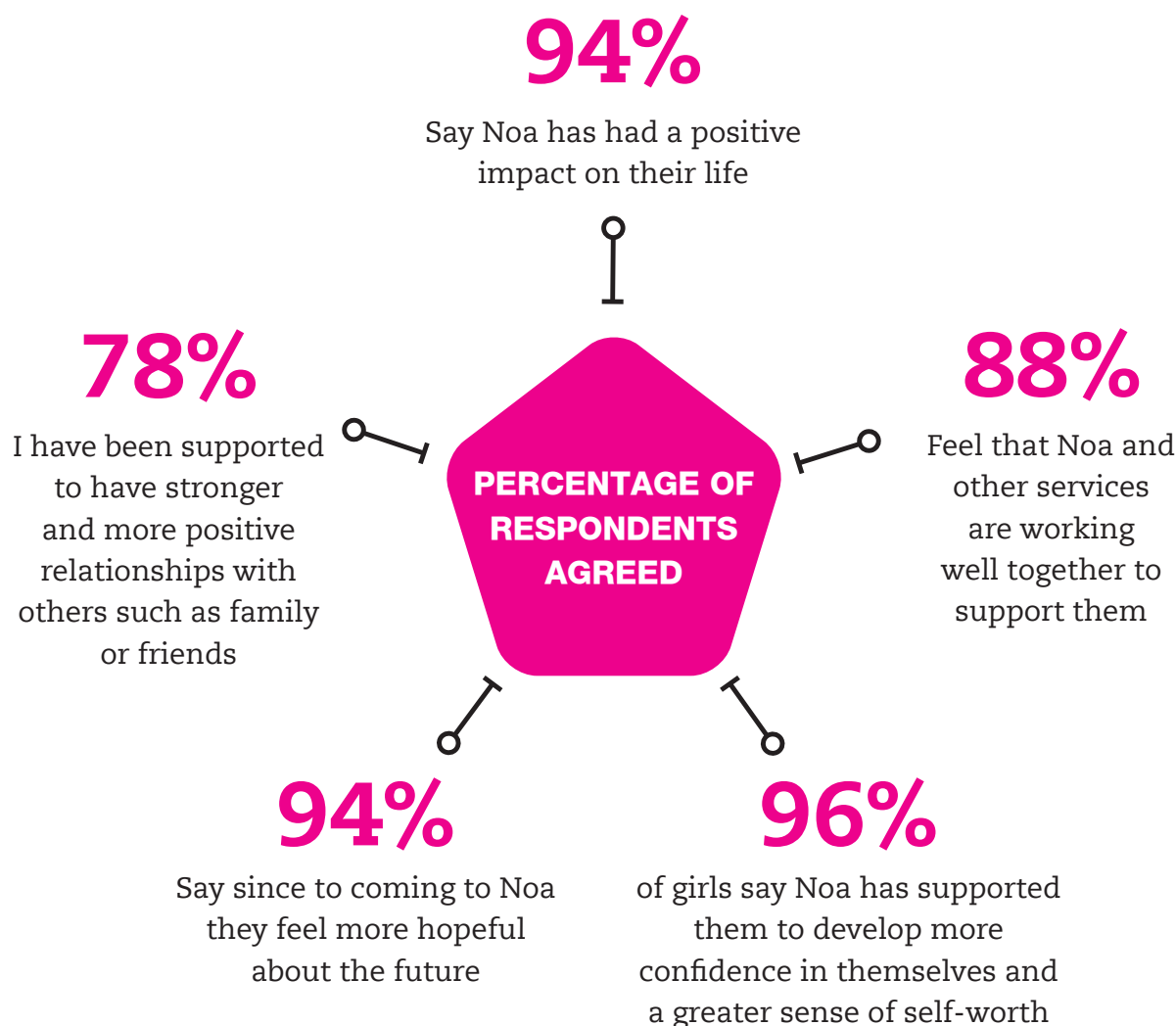
### OUTCOME:

Our latest data audit shows our model is working: our engagement rate is 96%, and our dropout rate for our therapy programme is just 5%, which is exceptionally low given the high-risk adolescent demographic we work with. This confirms that our CTP has enabled us to extend our service and offer lifesaving support to more girls without reducing the quality of our support.

We have provided each girl with a tailored, wraparound response that is mindful of their individual journeys and their unique needs and strengths. Our staff have integrated their new skills into their work, benefitting the girls in their care immeasurably. In turn, we have seen our girls have regained their self-worth and making great strides towards creating a healthier, more positive future.



**GIRLS HAVE RELAYED THROUGH OUR HIND (HOW IS NOA DOING) EVALUATION FORMS THAT OUR SUPPORT HAS BEEN TRANSFORMATIVE:**



**OUR LAST IMPACT DATA AUDIT DEMONSTRATES CLEARLY THAT GIRLS ARE BRAVELY AND RESILIENTLY MAKING POSITIVE, HEALTHIER CHOICES:**

- 65%** reduced or recovered from anxiety
- 63%** reduced or recovered from depression
- 67%** reduced or recovery from suicide ideation
- 54%** reduced or recovery from substance abuse
- 72%** of girls reduced or recovered from an Eating Disorder
- 76%** of girls reduced or recovered from Disordered Eating
- 57%** of school refusers/ girls out of education returned to mainstream education
- 72%** left a harmful living situation
- 66%** are in stable employment
- 60%** ended unhealthy relationships
- 62%** avoided rehospitalisation for mental health
- 75%** did not re-attempt suicide in the last 6 months

### **OBJECTIVE 3:**

To positively impact the wider Orthodox Jewish community by creating a more skilled female culturally sensitive workforce.

### **OUTCOME:**

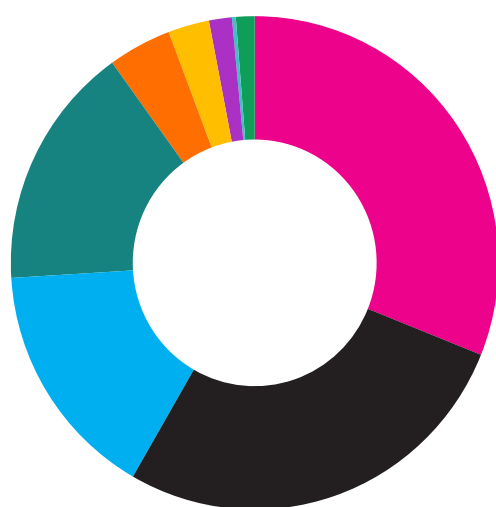
The mental health needs of the community have continued to surge. Focus groups we held with parents confirmed that there is a real need for a culturally sensitive service. One participant commented that 'there is a real comfort accessing a culturally sensitive service like Noa', whilst another noted that they were reluctant to use therapists outside the community because they may not be aware of, or aligned with, their religious beliefs. Since the inception of our CTP, we have enabled 14 women to study and attain new qualifications in therapeutic fields which, they would not have done without Noa (or at least not at this stage in their lives). This has immediately benefitted the wider community.

Ultimately, our goal as a service extends beyond directly supporting girls in crisis, to creating real change in how mental health is approached in the wider Jewish community. Prioritising mental health creates awareness and reduces stigma and shame. This prevents more girls from suffering and ensures those that do struggle meet a healthier, more effective response. Our CTP sends this clear message to the community – we are investing in being responsive to the mental health needs of the community, which are real, growing, and need to be confronted head-on.

We have seen this positive prioritisation of mental health mirrored back to us. More schools are contacting us for mental health education, from the most insular to those which are more inclusive. Schools with no prior safeguarding knowledge or protocols are now flagging safeguarding issues earlier and more robustly. Schools are eager to approach issues such as school avoidance and neurodiversity through a mental health lens and to work with us to provide girls with the most targeted support. Our fundraising campaign attracted 226 team leaders and drew 5637 donations from within the community, another resounding message of support to our girls that their struggles are seen, heard and that the community is behind them. These encouraging examples cannot be solely attributed to the CTP. However, the programmes inherent message and our resulting increased capacity (which has given us the wherewithal to develop and refine our service) has significantly contributed to this positive impact on the OJ community.

# FINANCES

INCOME	FY24	FY25
<b>DONATIONS AND FUNDRAISING</b>		
Annual charity campaign	604,586	609,650
Grants & LA	529,802	467,500
Family Foundations	305,500	298,500
Sustainable and Major donations	311,990	339,800
Rent in kind	81,600	81,600
Major and general donations	53,128	64,750
Therapy contributions	29,468	50,000
Fundraising events	5,027	65,000
Other	24,057	13,500
<b>TOTAL INCOME</b>	<b>1,945,157</b>	<b>1,990,300</b>



## 2024

- Annual charity campaign
- Grants & LA
- Family Foundations
- Sustainable & Major donations
- Rent in kind
- Major and general donations
- Therapy contributions
- Fundraising events
- Other



## 2025

- Annual charity campaign
- Grants & LA
- Family Foundations
- Sustainable & Major donations
- Rent in kind
- Major and general donations
- Therapy contributions
- Fundraising events
- Other

<b>EXPENSES</b>	<b>FY24</b>	<b>FY25</b>
<b>TOTAL CLINICAL COSTS</b>	<b>1,300,260</b>	<b>1,305,669</b>
Clinical salaries & contractors	983,189	1,003,861
Girls expenses e.g. keyworking activities, food, outings, hardship	33,765	23,000
Girl expenses - specific projects such as tuition, PT,	37,081	25,392
External Therapy	69,033	65,100
Education project including salaries	59,751	59,707
Clinical training & supervision	44,167	47,177
M&E	24,899	28,361
Operational - software	25,262	30,625
Clinical operational costs	23,113	22,447
<b>TOTAL FUNDRAISING COSTS</b>	<b>164,607</b>	<b>183,707</b>
Fundraising salaries	67,806	70,634
Fundraising contractor costs	31,395	36,930
Fundraising non-salaries	65,407	76,143
<b>OPERATIONAL EXPENDITURE</b>	<b>305,358</b>	<b>288,223</b>
Operational salaries	143,512	147,792
Finance salaries	5,886	6,921
General operational running costs	98,126	71,515
General operational running costs	33,265	32,000
Professional fees	24,569	29,994
<b>NOA HOUSE EXPENDITURE</b>	<b>198,982</b>	<b>212,700</b>
Rent in kind	81,600	81,600
Rental costs	34,650	-
Noa House Running costs	47,374	51,100
Depreciation	35,358	35,000
House new	-	45,000
<b>TOTAL</b>	<b>1,969,207</b>	<b>1,990,300</b>

Our annual income in FY23 was £1,996k and our expenditure was £2,020k. Our unaudited figures for FY24 show annual income of £1,945k with total expenditure of £1,969k, giving a deficit of £24K for the year. Our unaudited reserves at the end of FY24 are estimated to be £760K, approximately £330K of which is restricted for programmes to be delivered in FY25. The budget for FY25 forecasts income to be £1,990k, matched by expenditure of £1,990k.

This past year, we were awarded new grants from NHS NCEL and Compass Wellbeing, John Lyon's charity, The Maurice Wohl Charitable Foundation, The Charles Wolfson Foundation, Rayne Foundation, BMR Foundation, Shemtob Charitable Trust, JE Joseph Charitable Trust, The Childwick Trust, Max Barney Foundation. Many of these trusts and foundations are repeat funders which is an encouraging endorsement of our service. We also have ongoing grants from The National Lottery, NHS England, Leathersellers' Company, Henry Smith Charity, Rachel Charitable Trust, Masonic Foundation, City Bridge Trust, The Pears Foundation and others.

Our financial position is stable, and we project income from sustainable donors, grants and foundations (several grants are secured as multi-year grants), statutory funding etc. However, the cost-of-living crisis and inflationary pressures have placed pressure on us, and we are continually inundated with referrals (we have c.60 girls on our waiting list). Fundraising has also become increasingly challenging as we no longer are eligible to apply for many grants targeted at smaller grassroots organisations due to our income. As a result, we have focused on maintaining current levels of support rather than expansion. We remain committed to proactively pursuing all funding opportunities to ensure girls are not left to struggle alone. Our third matched funding campaign ran in October 23, enabling us to widen our funding base. Our successful fundraiser also gave us an opportunity to highlight those battling mental health challenges in the community and it was encouraging for us and our girls to see the widespread positive and vocal support this engendered.