

CHURCH ARMY
ESTD 1882

IMPACT REPORT

YEAR TO MARCH 2021

BRINGING HOPE TO THE STREETS

WHAT DOES CHURCH ARMY DO?



WHO WE ARE

Since 1882 Church Army has been bringing hope to people's lives. We live alongside people to empower them to transform their lives and communities by responding to social needs and challenging injustice to make a better world. We work in partnership with others to make a difference where people are most in need.

THE PANDEMIC

In 2020 countries across the globe were thrown into an unprecedented season as the COVID-19 pandemic very quickly changed the world we live in. Through lockdowns, social restrictions and different waves of the virus, COVID-19 has dramatically changed not just the routines of our daily existence, but also how we deliver our front-line work, helping people, and showing the love of God for all people in practical ways as well as spiritual ones. Church Army has a long history of being on the frontline during times of crisis and the coronavirus pandemic has been one of those earth-changing events, making Church Army an essential presence, stepping forward where many have taken a step back and working harder to bring hope to those who desperately need it.

WELCOME FROM PETER

Leading Church Army brings many joys. Amongst those is certainly introducing to you this Impact Report. It is a privilege to tell you of what Church Army has achieved in this last year, in the name of Jesus and inspired by His love. It is a privilege also for me to have this opportunity to thank you deeply and truly for your part in this. Church Army lives by the love of God in Jesus, and it is supported by the prayers and financial generosity of many people just like you, as well as the vision and commitment of a range of funding bodies.

Seldom has this partnership of people, trusts and committed staff been of such significance and impact as in the past year. Around the world nations and communities have struggled with the impact of the pandemic. Across these islands where we serve we have seen isolation, material poverty, and spiritual and emotional need growing as inequality has grown.



Early in these events Church Army took the bold decision not to furlough any of our frontline staff engaged in our mission in key projects or local communities. Our work is “on the ground” at the sharp end of the challenges, and we realised that this would be more important than ever. We have held to that commitment, and the work and reach of Church Army has not just held firm but has grown and flourished. Yet, you enabled this to happen. The decision to hang in there and to grow our work with those most in need was a bold one, but you enabled us to do it. I pray you will find joy and peace as you read how God has used your generosity, and I hope you will hear also the depth of our thanks to you.

God Bless

Ven. Dr. Peter Rouch
Chief Executive Officer

WE PLANT

WE PLANT CENTRES OF MISSION

Centres of mission are hubs of mission and evangelism where a community of evangelists not only work alongside the marginalised but also train and equip the church to do mission in their own context across a host diocese. At centres of mission, we work in partnership with local churches to meet needs of individuals and communities by taking social action and drawing alongside people practically.

During the year we launched five new centres of mission in England, Wales and Northern Ireland

The [Newry Centre of Mission](#), in partnership with Down and Dromore Diocese, is a short drive from the border between Northern Ireland and the Republic of Ireland. The centre's vision is to proclaim Good News, peace and reconciliation in an area where single-parents make up one in ten households.

The [Langley Centre of Mission](#) in partnership with the Diocese of Birmingham, is based on the border of the Black Country. The area consists of 11 schools and several urban estates. The centre, which launched during the pandemic, is working hard to identify needs in the area and develop relationships and areas for outreach.

The [Rochdale Centre of Mission](#), in partnership with the Diocese of Manchester, aims to share the Good News of Jesus with those on the estates who have no connection to the church. They plan to grow a new worshipping community (or communities) in the area and to guide and encourage the local churches in their mission and evangelism.

The [Llanelli Centre of Mission](#), also known as Impact 242 is an exciting St David's diocesan strategy to create new worshipping communities for the unchurched. Llanelli has high levels of unemployment and low income in many households. The area also struggles with a high rate of crime and drug-related issues. The centre aims to connect with families in the area.

The [Cross Hands Centre of Mission](#) in Wales, Impact 242, was launched in early 2021 and is part of the St David's diocesan strategy. A few years ago, a former curate had a vision of hope for the people of Cross Hands, a small town in south-west Wales. This vision included a community café, a soft play area and a safe space for people who would not normally step into a church building to come and worship.

Find out more about our centres of mission at:

WWW.CHURCHARMY.ORG/OUR-WORK



MISSION UNDER LOCKDOWN

RESPONDING TO CRISIS

The COVID-19 outbreak had an unprecedented impact on our work across the UK and Ireland. As lockdowns and social restrictions brought a sudden halt to a number of our activities, many of our evangelists and centres of mission quickly developed ways of continuing their work by setting up new initiatives online, or using social media to continue existing activities. But while it is commonly assumed that many ways of connecting with people can be moved online, we also saw a distinct digital poverty and lack of reliable online access. In some places people simply could not afford internet access, others were reliant on pay-as-you-go services and in some cases a lack of technological confidence due to age made it difficult for people to connect with the online world. This meant it was essential that projects found new ways of serving people practically as well as online.



23,800

Over 23,800 food parcels were provided by centres of mission to 3,100 families and households.



3,000

3,000 activity packs and gift bags were provided to children in local communities.



1,500

1,500 people were given access to clothing, furniture, baby supplies and other essentials.



19,700

An increase to 19,700 views for centres of mission running online services, faith-sharing courses, bible study groups and devotional material on social media.

DARE

Everything looks different when the world is in crisis, and so does the way that we do things. While COVID-19 has been restricting in many ways, forcing us to pause many of our ministries, programmes and ways of connecting with people, it has also been a time to get creative and explore new and innovative ways of reaching out to individuals and communities, with some incredibly positive result.

Our DARE strategy is the framework we use to shape our objectives for the year ahead. It focuses our vision into four strands:



DOING EVANGELISM

Bringing people to a living faith in Jesus Christ throughout these islands is at the heart of Church Army.



ADVOCATING EVANGELISM

We are passionate about encouraging the wider Church to become more actively involved in evangelism.



RESOURCING EVANGELISM

We train people and put the right tools in their hands so that they are resourced to do what God has called them to do.



ENABLING EVANGELISM

We enable people to do evangelism in their own context by creating opportunities for them to join in with what God is already doing.

Find out more about our mission, our vision and our values at :
WWW.CHURCHARMY.ORG/WHO-WE-ARE

DOING EVANGELISM

Through the Pandemic



Doing Evangelism is at the heart of Church Army. We believe that everyone is loved by God and deserves to feel loved. For us, evangelism involves practically responding to people's needs, as well as telling about the love God has for them, and so "doing" evangelism is about social action as well proclaiming the Gospel. (See page 5)



5

new Centres of Mission were launched during the year, bringing our current total to 31. This brings us over 60% of the way towards our aim to have 50 centres of mission by the end of 2027.



5,300

Centres of Mission used 5,300 evangelistic objects, outdoor messages and pieces of artwork to be seen by passers by.



900

Centres of Mission ran online services and additional prayer activities with a total attendance of 900 people.



2,200

Seasonal events around Christmas and Easter engaged with around 2,200 people.

Find out more about our centres of mission at:

WWW.CHURCHARMY.ORG/OUR-WORK

ADVOCATING EVANGELISM



Through the Pandemic

Throughout the pandemic our Research Team have continued to engage with various projects on mission and evangelism for dioceses, national church institutions, and Church Army. These include: research on the experiences of online church, youth and children's work, urban and rural mission, and pioneering.



7

7 major research
projects completed.

Find out more about these projects and the work of Church Army's Research Unit at:
WWW.CHURCHARMY.ORG/RESEARCH

CUPPA WITH A KEYWORKER

Utilising online services has been a key aspect of continuing our work through the pandemic, not only to reach out to people but also for connecting with our supporters and wider Church Army family.

Cuppa with a Keyworker is a monthly online event that invites you to ask questions or sit back and listen in on a conversation with one of Church Army's many keyworkers, finding out what is happening on the ground from the people who are there.



5,500

During the pandemic, Cuppa with a keyworker received 5,500 unique views



21,000

Throughout the year we broadcast 21,000 minutes of questions, answers, updates and stories

RESOURCING EVANGELISM

Through the Pandemic



During the year we launched our new resource suite, which is made up of some of our previous resources, completely reworked, and updated, as well as new tools. All of which can be accessed for free to equip small groups, churches and entire dioceses.

Each resource builds on Church Army's expertise in mission and evangelism, and we are already excited by the impact these have had on individuals and churches across the UK and Ireland.



2,574 leader
sign-ups

Faith Pictures was originally released in 2015 and has been used by over 2500 leaders in small group settings. After a full redesign we launched the new Faith Pictures in March 2021 with some new features to engage individuals who have never before heard the gospel.

Faith Shared is a brand-new, six-session, video-driven resource, released during April 2021. It has been designed to help churches to reflect on, pray about, and build a sustainable approach to mission and evangelism in their local communities. Faith Shared is available to anyone without needing to sign-up.

Find out more at:

WWW.CHURCHARMY.ORG/RESOURCES

ENABLING EVANGELISM

Through the Pandemic



49

31 young people from across the UK and Ireland engaged with evangelism through the Xplore and Reunion communities. 18 more young people signed up at later intakes.



111

63 people ages 30 and upwards also took part in our communities, with a further 48 signing up at later intakes.

Visit www.churcharmy.org/envoy

At Church Army we train evangelists. By training with us, our evangelists become admitted into the Office of Evangelist within the Church of England and commissioned as a Church Army Evangelist. This is the only nationally licensed pathway for lay evangelists.

Our evangelists are passionate about seeing people come to know Jesus, building and transforming communities and seeing real change in people's lives. They are people who evangelise within their own context and some lead or work in our centres of mission.



32

32 evangelists trained to become admitted and commissioned as Church Army Evangelists.

If you would like to know more about becoming commissioned, visit:

WWW.CHURCHARMY.ORG/TRAINING



The Marylebone Project provides 112 long and short-term beds to homeless women in London and offers essential facilities and support to women who visit the rough sleeper's drop-in. The project also delivers education, employment and training opportunities and meaningful activities in order to support women into independent living.

Due to the pandemic, some of the facilities at the Marylebone Project had to close, including the day centre, which last year saw 4,014 people come through the doors to receive housing, welfare and immigration advice, and use the showers and laundry facilities. Despite this, staff at the Marylebone Centre were still able to provide high-rate care and support to many homeless women in Central London.



38,072

38,072 nights of accommodation were provided.



710

710 Meaningful Activities sessions attended



495

495 women visited the day centre to receive housing, welfare and immigration advice, and use the showers and laundry facilities.



95

95 women settled into independent living.

Marylebone Project

In November 2019, Church Army teamed up with The Evening Standard, along with 23 other charities, together known as The London Homeless Collective with the ambitious aim of bringing an end to homelessness in London within two years.

The Marylebone Project is a key part of this plan. Firstly, by extending the service offered by the drop-in centre to run 24 hours a day therefore making it an effecting day and night drop-in for women in the centre of London.

“The Evening Standard Campaign raised funds that will enable our Centre to become the first 24/7 service to serve as a safe haven for homeless women in Central London. Often homeless women are extremely vulnerable, they can face horrendous treatment including sexual abuse and violence. Many of our women have reported feeling unsafe when accessing largely male homelessness services. Our 24-hour sanctuary will mean that women will have a safe place to go through the night.”

- Ruhamah Sonson, Marylebone Project's Centre Manager



163

A total of 163 women have moved out and accessed tenancy sustainment support since 2016. There remains 100% tenancy sustainment.



5

5 women secured paid employment in the last year

“The Centre is like a little village; I can get help with everything I need here. I especially enjoy having the body alignment massages”

- Service user

The Amber Project

Working with young people
who self-harm



The Amber Project aims to boost the young people's self-esteem and emotional resilience and provide them with lifelong skills and strategies to cope with problems. The Amber Project offers counselling, support with housing and benefits, and a range of workshops including music, arts & crafts and theatre workshops. This multi-layered approach helps the young people to grow, develop and move forward in their lives.



121

During the year The Amber Project welcomed 121 new young people, despite closing referrals during the first lockdown.

"The pandemic has had a huge impact on the mental health on a large number of the young people who access the project. Many have struggled with loneliness and isolation and the risk of self-harm and suicide escalated when routine and familiar coping techniques were removed.

We pre-empted the first lock down when the groups stopped running, but emotional support from our counselling team and practical and social support from our support workers continued throughout the various lock-downs. Gradually, we reintroduced our group work by using Zoom and our theatre workshops, together with our singing, music and creative groups were all run online.

Through the year, our support workers have been offering 'talk and walk' meeting outside with young people. Theatre workshops and filming for our next panto trailer have taken place in a local park!"



CARYL STOCK

To find out more about The Amber Project please visit:
www.amberproject.org.uk

CHURCH ARMY TY BRONNA



Church Army Ty Bronna offers homeless young people aged 16 to 21 living in Cardiff a safe place to stay – many of whom have experienced abuse, violence, and neglect.

As well as providing hostel accommodation, Church Army Ty Bronna focuses on developing a wide range of independent living skills including self-care, tenancy management and life skills.

TY BRONNA THROUGH THE PANDEMIC

As a frontline service, Church Army Ty Bronna was exempt from closing through the lockdowns and was able to continue accommodating young people as well as supporting others into independent living.

The challenges of supporting young people through this year has included: helping them to cope with the pandemic, avoid isolation, anxiety and loneliness and teaching them life skills and resilience that will stand them in good stead for the future.

Support to all young people living independently in the community continued throughout the year with weekly check-ins over phone, video calls and in. Our key workers contacted every young person before meeting with them to ensure that they had no symptoms, and all visits happened with social distancing measures in place.



4,714

4,714 nights of accommodation were provided to homeless young people aged 16-21 living in Cardiff.



45

45 young adults received support and accommodation during the year.



8

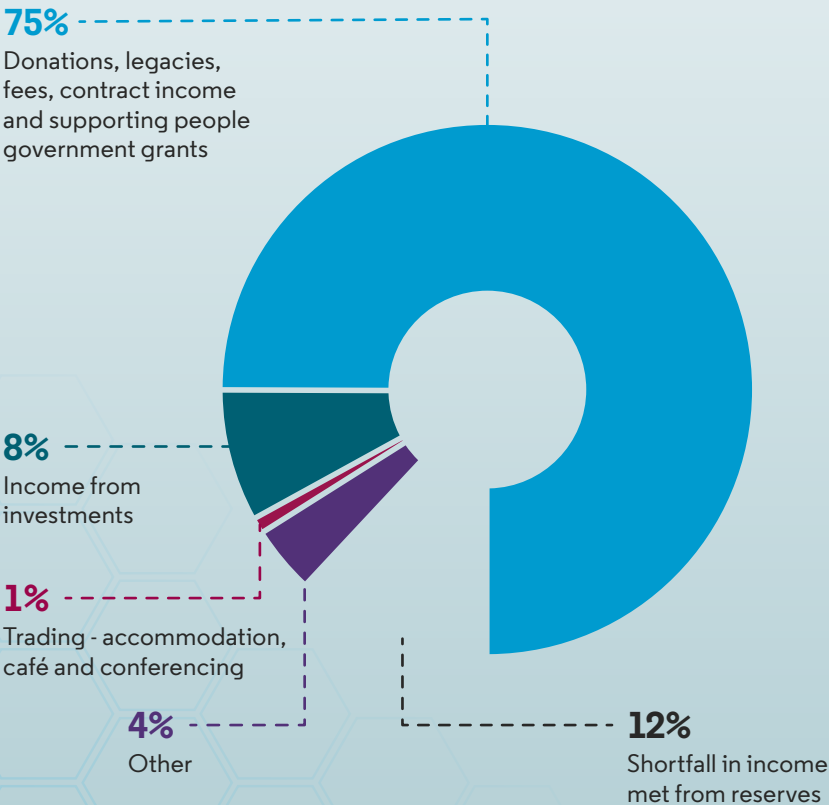
Eight young people moved into independent living

To find out more about Ty Bronna please visit:
www.churcharmy.org/tybronna

WHERE YOUR MONEY GOES

Every penny of every **£1** you donate goes into our frontline work

This includes The Amber Project, the Marylebone Project, Church Army Residential Services, our centres of mission and evangelism training.



How the pandemic affected us

COVID meant to we had to close our trading activities such as our café, accommodation conferencing and social enterprise for most of the year. We used the Furlough scheme for our Trading staff but paid them 100% of their salaries, topping up the grant we received from the government.

Our overall expenditure remained similar to the previous year as we maintained and grew our frontline work, adapting to meet the needs of our communities during lockdown. We continue to invest our reserves in our growing work, meaning every £1 you give goes directly to fund our frontline work.

87%

Frontline including
support costs

9%

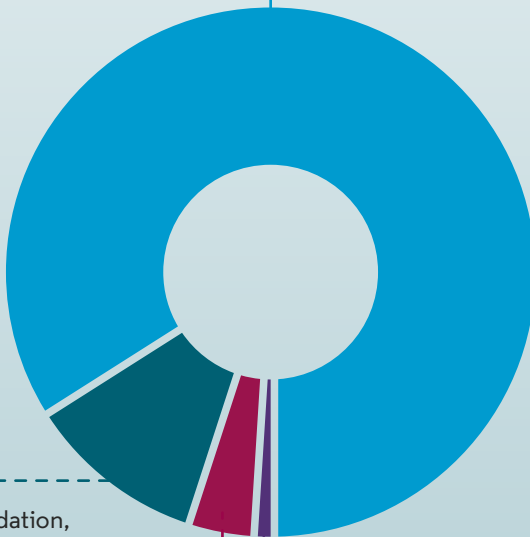
Trading - accommodation,
café and conferencing

3%

Investment
management

1%

Audit and board



Paul Critchlow, Church Army's Fundraising
Team Leader writes...



THE ANNUAL IMPACT REPORT IS ONE OF MY FAVOURITE CHURCH ARMY PUBLICATIONS

? WHY? WHY? **WHY?** WHY? WHY? WHY? WHY? WHY? WHY? WHY?

This Impact Report helps us to reflect upon, and celebrate, the work that God has done through us in the lives of thousands of people. If you have prayed for us or financially supported us, thank you - you are part of this beautiful story of grace.

The COVID pandemic has led many to reflect about what truly matters in life. Some of our supporters have told me that in reflecting upon their own lives and even their parents' lives, they have seen how Church Army has helped them in their walk of faith, sometimes back to our work during WW2 or since then at seaside and parish missions. Some reflected on receiving Jesus as a child and knowing that the God who loves us walks with us through our golden days and into eternity. These reflections have motivated some to leave a gift to Church Army in their will; a way of allowing reflections of the past to lead them towards thankful generosity and create a better future for those still to come.

I'd genuinely love to hear your reflections of how Church Army has somehow helped you on your faith journey.

Email me on paul.critchlow@churcharmy.org or call me on **0114 252 1661**

So then, just as you received Christ Jesus as Lord,
continue to live your lives in him, rooted and built up in
him, strengthened in the faith as you were taught, and
overflowing with thankfulness.

COLOSSIANS 2:6-7

THANK YOU

Thank you for standing with us through an unpredictable year. Your support throughout the pandemic has enabled us continue reaching out, meeting needs and bringing a message of hope into the lives of individuals and communities.

WANT TO MAKE A DIFFERENCE?

To learn more about how you can support us in different ways including regular monthly direct debit donations, visit our website www.churcharmy.org/ways-of-giving or call our Fundraising Team on 0300 123 2113.

Join in the conversation at:

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He said to them, 'Go into all the world and preach the gospel to all creation.'

MARK 16:15

Patron: H M The Queen
President: The Rt Revd & Rt Hon Lord Williams of Oystermouth
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**CHURCH
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ESTD 1882