

# THE CSJ AWARDS 2022





*"We connect the backstreets of Britain..."*



*...with the corridors of power"*



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# With thanks to our Sponsors



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*Cristina Cardellini*



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Rees-Mogg*

*Will  
Rogers*



# Welcome from Rt Hon Sir Iain Duncan Smith MP and Andy Cook

It is our great privilege to invite you to join us to celebrate the winners of the CSJ Awards for 2022. Having established this special event in 2005, we are now in our 17th year of awards through which we honour and celebrate the best of the UK's grassroots poverty-fighting charities.

The CSJ was founded to link the corridors of power with the backstreets of our nation. Lying at the heart of this mission has been the desire to bring real understanding to the root causes of Britain's toughest social issues, alongside practical solutions of how to change them. And there is no one better to do this than the men and women who occupy the frontlines of poverty-fighting work through small charities. Too often these guys are hidden from view or neglected in favour of loud national voices, but not with us, and not tonight.

A year ago the CSJ established the CSJ Foundation, with the help of many who sit in this room. Its aim has been to turbo-boost our route to the best gamechangers who live in communities that are so often hidden from national view. Since this time, we have established three regional offices, drawn together numbers of philanthropists, and driven a 20 piece new policy program based on all we hear. This work has enabled us to connect with more heroes from the front lines than ever before, and tonight we bring some of the very best of what we've seen to you.

The challenges of the pandemic have been compounded by serious backlogs in education and in the NHS; rising inflation, increased cost of debt and the cost-of-living crisis.

However, it is the nation's small charities who have been central to supporting the most vulnerable in their communities and doing everything in their power to give vital skills, help and time to those in need.

Tonight you will hear the stories of six fantastic grassroots charities. They strengthen the abused, upskill the rejected, and connect the fatherless. They come from far and wide, from Northern Ireland to Brighton, and spend their time in prison cells, pupil referral units and pubs meeting those who are lost from their community.

They've designed new technology programs, they've challenged the education system, and they've smashed dangerous growing orthodoxies in areas like addiction. Their stories reveal significant difficulty, but also hope. Their experience is of tragedy, but also turn-around. And they are just what we all need at this moment.

We hope you will see what we see: dedicated organisations stopping at nothing, neither a global pandemic nor a cost-of-living crisis, to improve the lives of some of the most vulnerable and disadvantaged people across Britain. But more than this, we hope that their work and stories will demonstrate what is possible and inspire you to follow their lead.



A handwritten signature in black ink, appearing to read 'Iain Duncan Smith'.

**Rt Hon Sir Iain Duncan Smith MP**  
CSJ Chairman



A handwritten signature in black ink, appearing to read 'Andy Cook'.

**Andy Cook**  
CSJ CEO

# About the CSJ Awards

The CSJ Awards exist to ensure that the voices of those working to tackle poverty around the country are heard by decision makers in Westminster.

## What do we award?

Thanks to the generosity of our sponsors, six award winners will each receive £10,000. In addition, each charity receives a professionally produced promotional film to help raise their profile, and ongoing support from the CSJ Foundation.

We encourage you to get in contact with our award winners if you feel you can help them. You can also raise the profile of their work by tweeting about the Awards using [#CSJAwards](#).



## How have the award winners been chosen?

Each year we receive hundreds of applications for the CSJ Awards from across the country. The CSJ team identifies the most outstanding charities fighting poverty on the frontline and we visit each of our longlisted contenders. We then present a shortlist to a board of highly qualified judges, who have a wealth of experience across a range of sectors, to select the winners.



## Previous winners' feedback



*"Winning the CSJ Award in 2010 was a fantastic moment for Into University. It was the moment we began to think of our expansion beyond London. We were working with 5000 people in six deprived London boroughs. Now Into University is working with over 40,000 young people each year."*

Hannah Purkiss, Into University



*"Winning the CSJ Award in 2018 was a game-changer... it enabled us to leverage national media coverage."*

Josh Babarinde OBE, Founder of CrackedIt, who has since been awarded an OBE and gone on to stand for public office as an MP



*"Winning the Award really catapulted TwentyTwenty to grow and increase our impact. This exposure led us to Impetus who have invested a six-figure sum enabling us to grow and reach more young people."*

Liv, TwentyTwenty, Winner in 2012

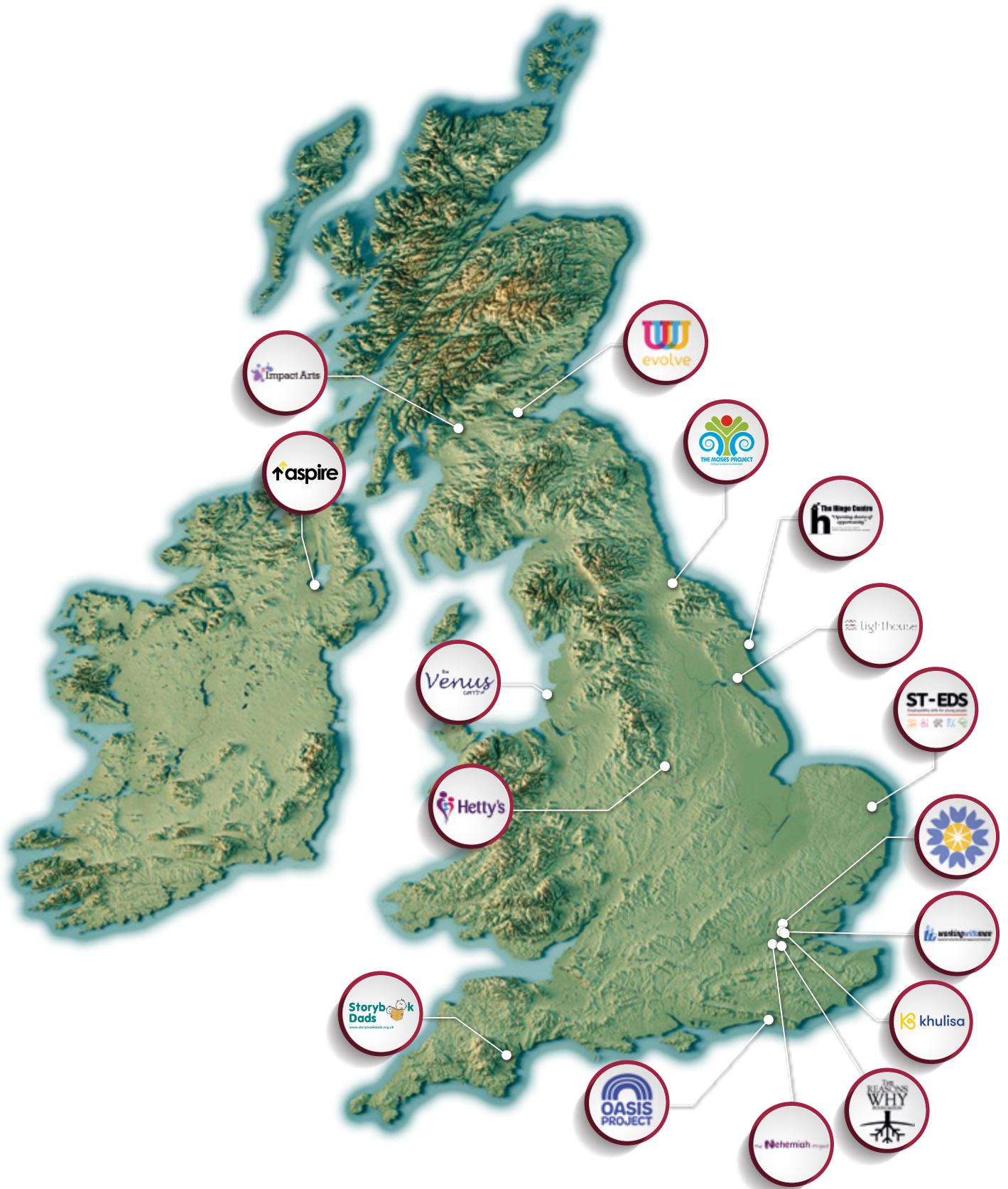


*"We really want to keep our collaboration with the CSJ because we see them as a way of us getting our message to the people who can change policy and make a difference."*

Al Crisci, Founder of The Clink, Winner in 2017



# CSJ Awards Shortlisted Charities 2022





**WINNER**

# Aspire NI

**What they do:**

Aspire NI exists to work with children in Northern Ireland in poverty to help close the educational attainment gap experienced by the most disadvantaged. It has three main programmes that are run in partnerships with schools. After school homework clubs are offered for young people in a supervised and supportive environment. Facilitators are present to encourage young people and provide tuition and support. A skills academy is also delivered and taught over an academic year by professionals in fields such as barista training, business, youth work, art and music production. Each year Aspire runs a cross-community camp programme where the history of The Troubles is included, which also covers how this may have affected low-income families growing in post-conflict Northern Ireland.

**Impact:**

- 93% of GCSE pupils on the Aspire Programme achieved 5 or more GCSEs in 2019/20
- In the youth work group, eight of the young people completed an OCN (Open College Network) Youth Work qualification and have the skills to explore a career in youth work
- Of the eight young people who gained the qualification, three now volunteer in Aspire supporting other children achieve a better education

**Why they won a CSJ Award:**

The CSJ Award will enable Aspire NI to achieve their goal to cover 44 schools up from 18. They want agencies to know that there is a support network to provide children in low-income families with the opportunities that they would not otherwise receive. Especially after lockdown, children that have been neglected or lacked guidance need the support of organisations such as Aspire NI more than ever. Aspire NI aims to eradicate poverty in Northern Ireland and give every young person a quality education.



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*Alex & William  
de Winton Trust*



## WINNER

# St Edmund's Society



### What they do:

St Edmund's provides vocational trade-related qualifications to marginalised, socially excluded young people mainly between the ages of 11-18 who are struggling or have struggled within mainstream education and failed to achieve. These young people tend to be largely written off or ignored and find themselves adding to the ranks of those considered NEET (Not in Education, Employment or Training). Opportunity is provided for them to learn and excel in a range of disciplines from construction trades, and mechanics to hair and beauty alongside assistance with English and maths where they have had problems at school. They are given access to meaningful work-related experience to boost their chances of employment. Additionally, they are given welfare and pastoral support to help overcome the individual barriers to learning and progression that they have previously encountered.

### Impact:

- 128 students supported through outreach in 2021/2022
- 78% achieved a qualification
- 86% retention rate on courses

### Why they won a CSJ Award:

St Edmund's addresses the needs of "The Forgotten and Ghost Children", many of whom come from disconnected and marginalised families, are vulnerable and at risk of CCE (Child Criminal Exploitation). The charity has a full cohort of 126 post-16 and 100 school students for the academic year 2022/23. It is hoped St Edmund's can continue to achieve their short-term aspirations to reach even more young people and families while raising awareness of a neglected but growing problem for society as a whole.



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www.st-eds.org



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stedmundssociety

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# Khulisa



**What they do:**

Khulisa exists to support excluded or marginalised young people whose behaviour is deemed challenging or antisocial, and the professionals, peers and carers who support them. It ensures young people affected by trauma or adversity have the social skills and emotional support they need to thrive. The charity delivers intensive therapeutic programmes in the education sector, designed for young people from disadvantaged communities at risk of offending, exploitation, and exclusion. The programmes build social and emotional skills and improve wellbeing, providing an early intervention to break the school to prison pipeline. By using a combination of art, storytelling, and 1:1 / group experiential techniques, delivered by our trained drama therapists, Khulisa builds self-awareness and encourages pupils to reflect on the root causes and triggers of their disruptive or challenging behaviour.

**Impact:**

- Khulisa’s programmes improve educational and longer-term life outcomes for young people
- Its programmes deliver statistically significant improvement in wellbeing, self-regulation and social skills. A further 71% show improved resilience
- 98% of the children who complete the ‘Face It’ programme demonstrate improved behaviour at school. They are half as likely to be re-excluded from school and 10 times less likely to reoffend if they already have a criminal record

**Why they won a CSJ Award:**

Khulisa’s flagship programme “Face It”, targets young people experiencing disadvantage such as being on free school meals, speaking English as a second language, and having special educational needs. Their approach is unique, effective, and evidence-based. Supported by the latest developments in neuroscience, their programmes have enabled young people to better understand their responses to stress and conflict, and build social and emotional skills.

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**WITH THANKS TO OUR SPONSOR**

*Cristina Cardellini*



## WINNER

# The Moses Project



### What they do:

The Moses Project provides daily support, mentoring, and activities for men aged 25 and over who have become isolated from society, due to addiction or unforeseen circumstances. The focus is on 'changing lives' and living free from addiction. They often deal with addicts who are the second and third generation, breaking the cycle of generational poverty that may lead to further substance abuse. The project accompanies clients to medical appointments including hospitals to ensure punctual attendance; arranges counselling if necessary; arranges housing and benefits; offers recreational activities that help reintroduce them into the community; as well as supporting recovering addicts with budgeting, nutrition and managing a home.

### Impact:

- Approximately 1,000 men have benefitted from their services in the past decade
- The project has helped 172 men get clean, get a job and escape the cycle of poverty
- More than 500 men have been helped off the streets of Stockton and into safe housing
- The charity has provided maths and English skills for more than 200 men to help them to become financially dependent and able to return to society

### Why they won a CSJ Award:

The Moses Project service is highly personable, with staff members and volunteers having lived experience of addiction or homelessness at some point in their lives. Men who are in difficult situations feel they are part of something and can depend on a Moses Project volunteer and staff member to be a trusted support through their difficult process of recovery. The CSJ award will help the Moses Project to provide housing for their clients during the rehabilitation process.



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moses\_project1



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themosesprojectstockton



Foundation House, Alma Street,  
Stockton-on-Tees TS18 2AP

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*The Porters' Trust*

**WINNER**

# Storybook Dads

**What they do:**

Storybook Dads provides families with the opportunity to reconnect through the power of storytelling. Each year over 312,000 children experience the imprisonment of a parent that often affects their self-esteem and general wellbeing. Many imprisoned parents are moved to prisons far away from their families, meaning communication can be limited. Storybook Dads enables imprisoned parents from 100 different prisons nationwide to record bedtime stories and messages for their children (including women’s prisons where the project is known as Storybook Mums). Personalised stories and gifts show the children they are loved and helps the parent maintain a positive impact on their children’s lives from behind bars.

**Impact:**

- Every year Storybook Dads helps over 5,000 prisoners record bedtime stories for their children
- 97% of families said that the DVD, CD or gift made the child feel closer to the absent parent or relative
- 98% of prisoners said participating in the project has encouraged them to read with their child in the future

**Why they won a CSJ Award:**

Storybook Dads has a unique family-centred approach that responds to nurturing both parent and child at a vulnerable stage. Winning a CSJ Award will raise their profile and help them to fund their projects which have made an exceptional difference to the lives of children struggling while a parent is in prison. The chances of a prisoner reoffending are up to six times less likely when family ties are maintained. Storybook Dads helps to give back a little of what prison takes away.



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## WINNER

# Oasis Project



### What they do:

Oasis Project, founded in 1997 by a group of women with lived experience of drug use, helps women, children and families who have been affected by drug and alcohol addiction to find the strength and opportunities needed to help lead to change. Oasis Project provides a broad portfolio of services including structured, gender-specific drug and alcohol treatment for women, a Sex Workers' Outreach Project, a dedicated service for women who have had children removed from their care, therapy for children affected by parental substance misuse and a free creche for babies and toddlers.

### Impact:

- Oasis Project works with 890 people each year across Brighton & Hove and East Sussex including adult women, children, young people, and parents
- In the last year, 98% of women remained in treatment for over 12 weeks
- 84% of Oasis' clients reported a reduction in drug/alcohol use or maintained abstinence over the past year
- 100% of children 5-10 years and 71% of children 11-17 years affected by parental substance misuse scored themselves as less distressed at the end of therapy than the start

### Why they won a CSJ Award:

Oasis Project remains the only provider of female only drug and alcohol services in the UK. It runs a range of programmes that successfully meets the charity's aims tackling addiction in women alongside providing support for children and the wider family. This award will allow the project to expand and provide further funding opportunities for the benefit of our people.



Contact: Laura Ward



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[oasis\\_project\\_](https://www.instagram.com/oasis_project_)



[www.oasisproject.org.uk](http://www.oasisproject.org.uk)



[@Oasis\\_Project\\_](https://twitter.com/Oasis_Project_)



Oasis Project



3 Globe House, Morley Street,  
Brighton, BN2 9RA

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## Anonymous Donations

# How the CSJ works

Our work follows a three-stage process:

## 1. UNDERSTANDING THE FRONTLINE

Through the CSJ Foundation, we regularly consult with, and invite views from, the CSJ alliance, our network of over 500 poverty-fighting charities and organisations. This ensures our work is experience led.



Listening to survivor stories



Seeing charities in action



Understanding local issues

## 2. POLICY WORK

Our Policy teams conduct extensive research into the issues we want to tackle, supported by expert working groups and advisory boards. This ensures our work is evidence based.



Work and Opportunity Unit



Education Unit



Addiction Unit



Criminal Justice Unit



Modern Slavery Unit



Housing and Communities Unit



Family Unit



Debt & Financial Inclusion Unit



Advisory Boards



Research



Roundtables

## 3. DRIVING IMPACT

We advocate for the most disadvantaged in society through our campaigns and in the media. This year, **two in five** of CSJ recommendations have been adopted by Government.



Meeting policymakers



Making the case in the media



Delivering legislative change

We connect the backstreets of Britain with the corridors of power. We make practical, implementable recommendations that we know will be effective.

## Shaping National Policy

Driven by the CSJ Foundation, our alliance of charities helps inform our policy work. CSJ researchers work with the Foundation team to assess challenges evidenced on the frontlines. They package their analysis into reports which provide Government ministers with detailed, workable solutions. Public polling, cross-party forums and the media provide impact and help drive our campaigns.

The result of all this work has led to:

20 reports published on key issues including:



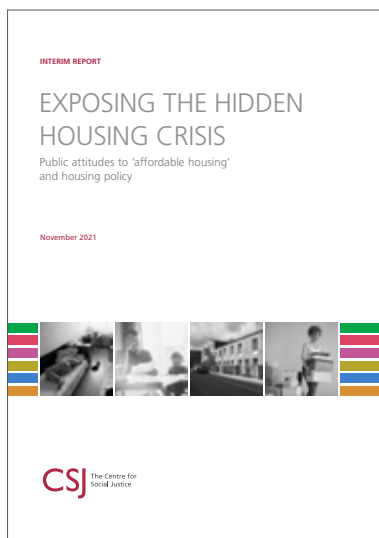
200 recommendations to government



43% take up by government



£6bn targeted government investment



Find our full policy library on our website here



Over the next 12 months we have a bold new policy pipeline of reports including:

- the cost of childcare
- restoring British manufacturing
- helping families manage debt
- children who are excluded from school
- access to quality social housing
- domestic abuse
- prisoner employment





# About the CSJ Foundation

The CSJ Foundation exists to build an infrastructure for grassroots charities across the UK. This is to enable these small organisations to speak-up and scale-up. Our vision is to empower charities to drive policy change that will address the root causes of poverty and social breakdown across this country, and at the same time, we aim to put these charities on a more sustainable and impactful footing.

Of the 170,000 registered charities in the UK, the overwhelming majority are small. However, 84% of all charitable giving goes to the top 4% of charities by size. In addition, the big charities also have the loudest voice, meaning the best small grassroots charities (and their innovative practices) often go unseen and unheard.

Our regional teams have five core functions:

- Find local gamechangers
- Provide practical help
- Feed into policy-making work
- Connect with CSJF funders for direct support
- Deliver CSJ Awards to validate and invest in the best

So far, the CSJ Foundation has established three regional offices in the North West, North East, and Midlands supporting over 500 small charities in the fields of modern slavery, education, work-programmes, rehabilitation, overcoming addiction, and family support.

Next we will expand our office network to full national coverage. This will create vital infrastructure for small charities and double the number of regional frontline voices that are speaking into the national policy-making process.

In the past year, the CSJ Foundation has directed £566,000 of philanthropic funds to frontline charities.



Scan the QR code to discover more about the CSJ Foundation.



## Regional Impact

With three regional offices already, and more planned, the CSJ Foundation is expanding its national presence in order to increase our impact.

### North West

EST. 2020

- ✔ 71 local charities are supported as members of the CSJ Alliance and can feed in to CSJ policy work
- ✔ Organised Health Secretary to deliver major speech at our Alliance charity in Blackpool to signal the start of a new 'root cause' health inequality strategy
- ✔ Paper developed with Onside Youth Centre network in NW – evidenced by local charities – generated £560m commitment from Chancellor to roll-out to youth centres nationally
- ✔ Worked with local domestic abuse charities to drive Government to do more to protect victims during pandemic lockdowns, including keeping refuges open
- ✔ Rolled-out our own Alternative Provision education framework in Blackpool led by our NW head
- ✔ Our work with NW charities showed lack of affordable credit options, leading Government to rewrite Credit Union Act 1979

### North East

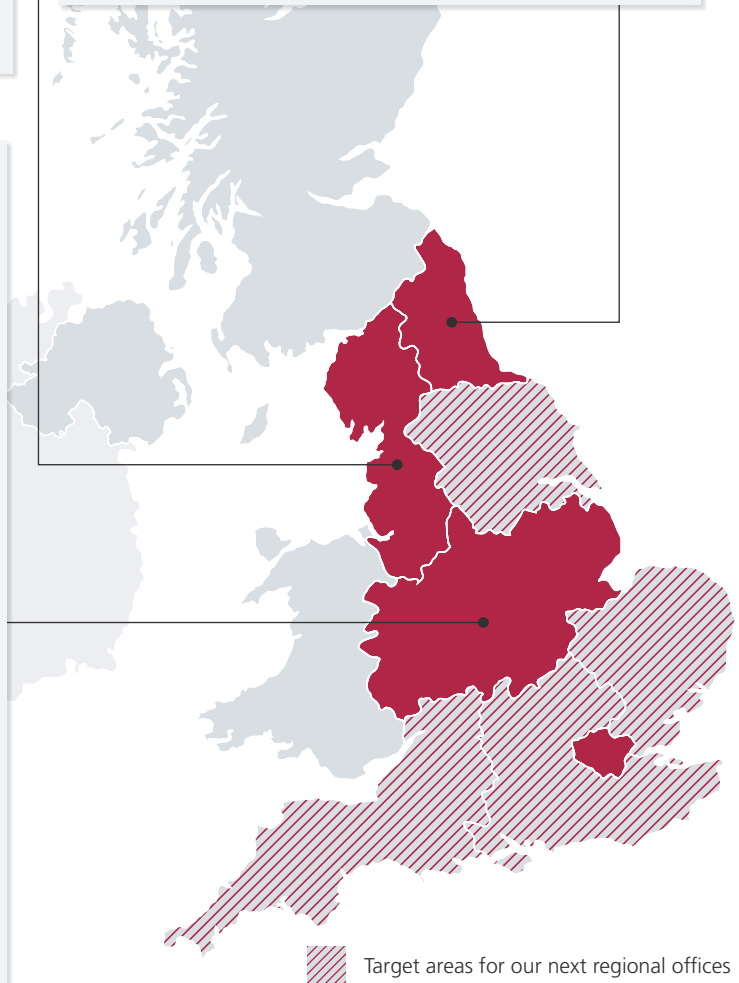
EST. 2022

- ✔ 27 local charities are supported as members of the CSJ Alliance and can feed in to CSJ policy work
  - ✔ Directed £75k of new philanthropy into local small charities
  - ✔ New physical office in partnership with leading local business, developed as a hub for small charities in Newcastle to streamline back office services
  - ✔ Led on creation of £6m pooled fund from five donors to roll out CSJ-designed program of 'Housing First' to help women prison leavers in NE.
  - ✔ Drove creation of new addiction policy analysis, targeting methadone usership across UK
  - ✔ CSJ Award winning charity awarded £10k, and profiled on a national stage to draw in more support/investment
- Our post-lockdown campaign on numbers of children absent from school – taken from evidence gained in NE – shaped the Schools White Paper with £40m fund to tackle severe absence

### Midlands

EST. 2019

- ✔ 87 local charities are supported as members of the CSJ Alliance and can feed in to CSJ policy work
- ✔ Led on huge exposé of Modern Slavery in Leicester, in conjunction with Sunday Times and local charities
- ✔ Brought together 60 manufacturers in the region to kick start a big new campaign for Government to position manufacturing as key to levelling up
- ✔ Exposed huge increase of 'cuckooing' through our Alliance charities which drove a change in the law
- ✔ Family charities in Midlands showed need for new approach to domestic violence. This spurred two CSJ campaigns which delivered new national Reducing Parental Conflict Program (£33m), and whole new governmental violence against women & girls strategy
- ✔ Work with charities in Midlands with high rates of exclusion, drove our reports that shaped new Government SEND Review to include £93m for SEND children, with £18m for supported internships



# CSJ Awards People 2022

## HOST



**Cathy Newman**  
*Presenter and Investigations Editor of Channel 4 News and Presenter on Times Radio*

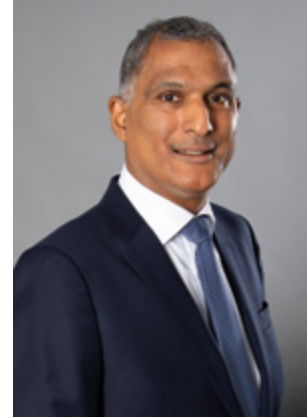
## PRESENTERS



**Rt Hon Michelle Donelan MP**  
*Secretary of State for Digital, Culture, Media and Sport*



**Orlando Fraser KC**  
*Chair of the Charity Commission*



**Lord Kamall**  
*Former Minister for Civil Society and Former Member of the CSJ Advisory Board*

## JUDGES



**Mercy Muroki**  
*Researcher, Journalist and Television Presenter*



**Crispian Collins MBE**  
*Former Investment Manager and Chairman of Phillips & Drew and UBS UK Asset Management. Chair, Grants Committee, Trusthouse Charitable Foundation and Trustee, Safe Child Thailand*



**Dr Iain MacRitchie**  
*Founder and Chair of MCR Pathways*



**Shaun Bailey AM**  
*British Politician and Former Journalist*



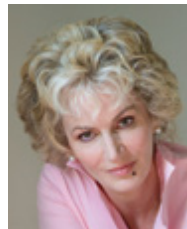
**Andrew Pierce**  
*British Journalist, Editor, Author, Broadcaster and Political Commentator*



**Paul Barry-Walsh OBE**  
*UK Investor, Adviser and Philanthropist*



**Stuart Roden**  
*Former Chairman of Lansdowne Partners and Managing Director of Merrill Lynch Investment Managers*



**Harriet Sergeant**  
*Journalist and Author*



**John Spiers**  
*Entrepreneur, Philanthropist and CEO of EQ Investors*



**Rt Hon Sir Stephen Timms MP**  
*Labour MP for East Ham and Chair of Work and Pensions Committee*



**Andrew Law**  
*British Financier, Hedge Fund Manager and Philanthropist*



**Helen Lam**  
*Head of Social Impact at Marsh*



# With thanks

## PERFORMER



### The Sheas

Singer songwriter and actor, Song Academy ambassador



The Sheas was formed in 2021 by brother and sister songwriting duo, Esther and Joshua. Esther is involved in music therapy work with asylum seekers which has proven the importance of music and the power it has to bring unity, regardless of background. The song they will be performing tonight is their new single 'You Never Know'. The song acknowledges how you never really know the burdens people carry and what other people are going through. [@theshesofficial](https://www.instagram.com/theshesofficial)

### Song Academy

Founded 14 years ago, Song Academy is the leading songwriting platform for young people. [www.songacademy.co.uk](http://www.songacademy.co.uk)

*"With so much going on in the world, it's never been more vital for young people to be able to channel their energy and emotions into something positive, which is what The Young Songwriter competition encourages and facilitates through songwriting. Every young person has something to say, a story to tell, or a message to share – that's why Song Academy is so important to our community."*

FRASER T SMITH

## CATERER



### Chilli Bees

Chilli Bees Catering was brought to life by Ellie Short in 2008 from her mum's kitchen and has since become South West London's boutique caterer. They have built a loyal client database who consider them to be reliable, attentive, hardworking, trustworthy and professional.

Chilli Bees has been recognised for its attention to taste and detail by Country Life, Sheerluxe, Sunday Times and Harper's Bazaar.

## VENDORS

AV & Production

Films

Photographer

Programme & Publications

Venue

Go Live Group

Candour Creative; BlueSkyStrategy

Rahil Ahmad

Rubber Duckiee

St John's Smith Square



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