



2014 Annual Review

Highlights of the Year

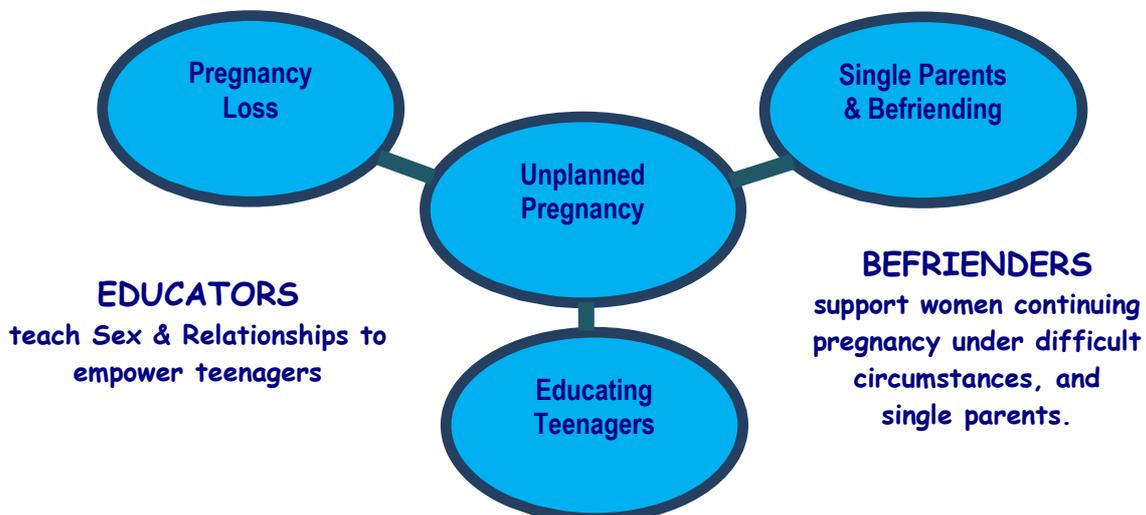
- ◆ Best Practice Policy finalised in consultation with health professionals and local pregnancy centres
- ◆ IT refresh completed & Mobile friendly website launched
- ◆ Coordinator appointed to develop single parent group/ befriending
- ◆ New Sex and Relationship day curriculum well received and sixth form package piloted
- ◆ Prayer breakfast piloted
- ◆ Preparations for change in leadership in 2015



With a part time staff of six (Lesley took the photo!) we can no longer fit in our office ourselves - and hosting volunteers has become a big challenge.

What We Do

LISTENERS offer free pregnancy tests plus non-directional support & information to empower clients to make the best decision for them. They also provide support following pregnancy loss, arising from abortion or miscarriage, validating emotions to aid resolution.



Listening Service

132 clients contacted the centre during 2014 (192 in 2013).

The rate of client contacts was 156 per annum in January and February, 93 per annum in March-June, and 142 per annum between July-December.

The fall coincided with media attention given to alleged malpractice in some centres. In response to this, we were contacted by Richard West, Sexual Health Lead in Hounslow Borough, who examined our practice and remains supportive of the Centre.

Richard West

"Using the Education for Choice toolkit, Crossway met a signification amount of the best practice toolkit already. Areas have been suggested for service improvement including more established working with NHS services"

Feedback collected from 52% of first

contact clients indicated that 93% found the session helpful and none felt that we tried to change their mind or made them feel guilty.

The number of e-mail and text contacts grew, and internet was the preferred route to us. (Figures 5 & 7).

"We had two very helpful, caring listeners who will definitely help us to come to the right decision"

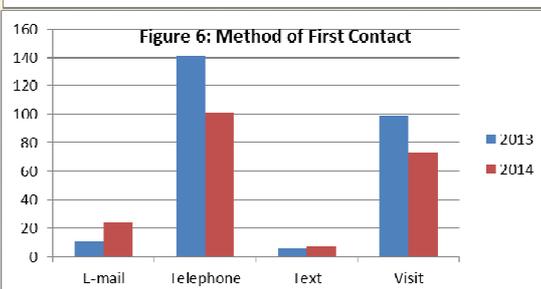
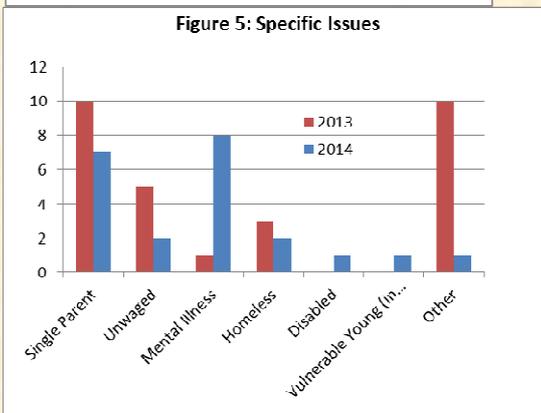
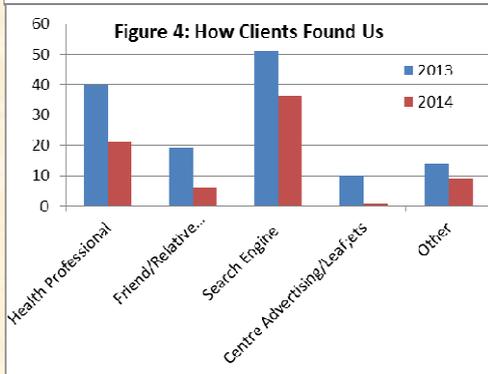
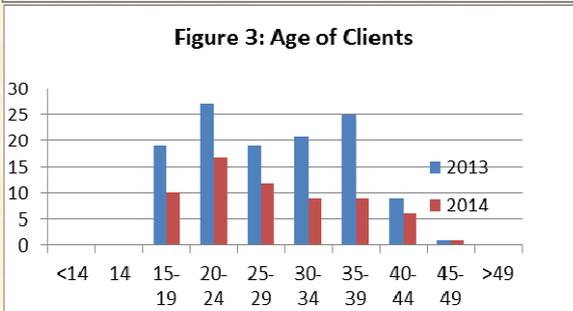
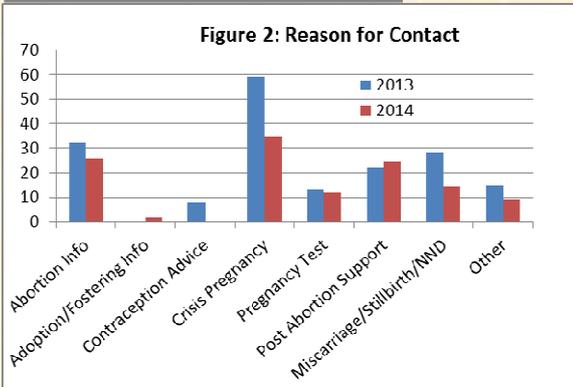
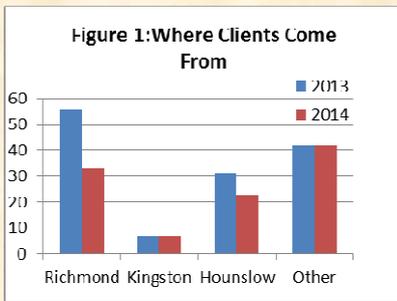
For the first time, we received fewer contacts from Richmond Borough than from further afield. (Figure 1). This reflects the strength of our website, at a time when other centres have a reduced exposure on the internet.

Most clients were under 30 (Figure 3). 13% were male.

After the mobile website launch in December, the rate of client contacts rose to 177 per annum.

"I was Head of Clinical Services at WMUH for Gynaecology and Sexual Health - this included Gynae, Termination of Pregnancy, Early Pregnancy Unit, Sexual Health, Family Planning. Following retirement I currently practice as a Sexual Health/ Family Planning Nurse. I feel that Crossways provides an extremely worthwhile service to women at a very difficult and emotional time in their lives. I have first hand experience of referring women to the agency and receiving their feedback of the experience, which is positive in virtually all cases."

Heather Hall—Trustee with responsibility for the Listening Service



Befriending Service



Volunteer Sue helps out with "The Kids & Me"

Following her appointment in February to grow this area of our work, Emma has supported volunteers

the Kids & Me

"What was good? - the people, atmosphere, environment, facilities, the forum, energy, and very welcoming - I would like to come again!"

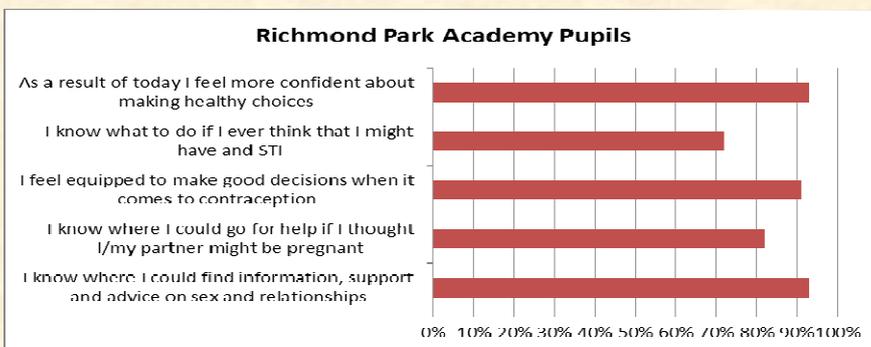
"Very friendly and welcoming. Lots of toys and activities for the children which they loved..."

from our charity and St.Richard's Church Ham, training and developing good practice. Responding to feedback from users, "The Kids & Me" prepared to relaunch in February 2015 as a monthly Brunch Club.

**Anne Kittappa -
Trustee for Volunteers and
Befrienders**

"I was a very young mother which was not planned! Being an army wife made me appreciate some of the challenges a single parent faces. The most wonderful thing about the Crossway is it accepts people exactly as they are and loves them, as they are, as Jesus does. To be part of something so amazing is the other part of my motivation."

Yourchoice Educating Service



Sex and Relationships sessions were delivered to around 800 pupils in 5 schools.

"Thank you very much - the lessons were terrific"

Feedback showed

Teacher

that the sessions increased pupil confidence around decisions about relationships in all schools, especially following our revised curriculum.

Sixth Form workshops were successfully piloted at the School.

Green

Carol Fletcher - Trustee for Yourchoice

"I have learned that your self esteem is very important, you should never make choices that you are not ready for the circumstance"

I taught at secondary and primary level and held senior leadership roles in both. I am an experienced school governor, both of primary and secondary schools. I have connections with the Inter Faith Forum as a member of SACRE.

As a volunteer debt advisor I see first-hand the devastating impact that low self-esteem, ill-considered relationship choices and unplanned pregnancies can have, and I want to do all I can to support the schools team to provide high quality, thought provoking and memorable lessons that address these important issues in a balanced and uncritical way."

and Finally...

Volunteers gave around 1500 hours to help deliver our service and run the charity. This saved us over £22,000. Other individuals and trusts gave vital financial and practical support, and we are grateful to the following organisations for this:

- | | | |
|-----------------------------------|-------------------------|----------------------------|
| * Miller Philanthropy | * Richmond Parish Lands | * Capital Investments Ltd |
| * St Stephens PCC | * Charity | * St Mary's Church PCC |
| * Capt E Ramsden Trust | * Souter Trust | * Ham Christian Fellowship |
| * Hampton Fuel Allotments Charity | * Kew Village Trust | |
| | * The Big Give | |

"This centre is of the utmost importance to people thinking about abortion and also those who have had an abortion. People carry things their whole lives, this centre helps people to lay their weight down"
(male client)

We and our clients owe a massive debt of gratitude to everyone who gave a donation, everyone who entered a sponsored event for the Centre, all who give by monthly standing

"I found Crossway as very helpful in going through crisis and invaluable when you need help and support. It makes you feel safe when you know they are there for you"
(crisis client)

order, and all who support our fundraising events. Recent client feedback shows what your generosity achieved.



Marianne Fryer
Centre Director

"As a doctor, and consultant in public health medicine I have seen first hand the real need that exists for our core work supporting those facing unplanned pregnancy. My commitment is to the highest standards of service quality and professionalism in all areas of CPCC's work"



Dr Helen Barratt—Chair

Plans for 2015

With the recent appointment of a new Centre Director and a new Chairperson, an organisation review will be undertaken in consultation with the trustees, staff and volunteers with a view to establishing a vision, strategy and plan for the next few years. Main areas of focus will be:

- To increase awareness of Crossway's existence through further developing relationships with local GP's, healthcare providers and others.
- To work with other neighbouring crisis pregnancy centres to share ideas and best-practice, and to reduce any duplication of services.
- To increase the number of people that use our services.
- To increase the volunteer base in the charity, thus enabling our reach to extend with maximum cost effectiveness.
- In order to facilitate the above, to find and finance a move to larger premises.
- To find new creative ways to resource this expansion - securing medium to long-term funding solutions.

2014-2015 - a Year in Pictures!



Back by popular demand! John Parrish conducts wine & Cheese tasting at our Auction of Promises

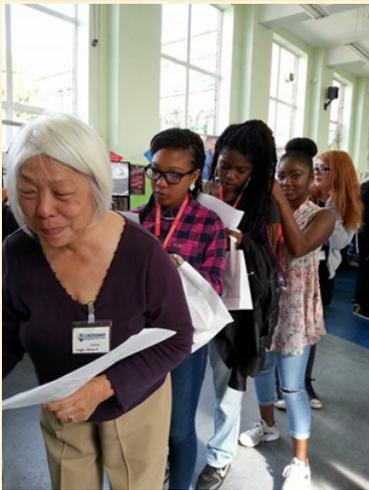


Church support for the Charity was strengthened, and the workforce much encouraged at a Prayer Breakfast hosted by Trustee Erin at Holy Trinity Church Richmond.

Volunteer Angie's enthusiasm inspired 150 students at Richmond College Fresher's Fair to take part in our survey. They told us what they thought about sex education and pregnancy related issues, while learning some very useful facts!



Volunteer Jeanette was awarded "Fundraiser of the year" by Anne in May. Jeanette has worked tirelessly to place collecting boxes in local retailers, raising awareness of our service as well as raising over £400!



Parliamentary candidates Vince Cable and Tania Mathias, both took to the water in September to "Swim the Channel" in aid of CPCC. Tania explained that as a Doctor and Therapeutic Counsellor she feels that our charity is very worthwhile, while Vince told fellow swimmers "I know from meeting people who come to my surgery for help that the Pregnancy Centre meets a real need".

