

Our Mission:
To use Education, Relationships and Practical help to
bring life-transforming hope and joy to struggling
families and vulnerable people.



Hidden Treasure Trust is based in Partington and supports residents across Partington, Trafford and beyond.

We provide support for families and vulnerable people – especially those struggling against poverty through 3 main projects.



Educational family centre including UK's first 'Pay What You Can' play centre – accessible to all.



Practical community hub. Food pantry, information and advice, emergency support.



Family support team delivering groups, courses, 1-1 and specialist help.



Partington, Trafford:

Partington is on the outskirts of Greater Manchester in Trafford Borough. It grew in the 1960's as an overspill estate from the clearance of post-industrial housing in Manchester City.

Thousands of families were moved and left isolated with few employment opportunities locally and poor transport links which quickly led to high levels of crime and deprivation.

Much of Partington still suffers from generational cycles of deprivation and for some, a sense of hopelessness. Partington:

- Is home to one of the areas of highest deprivation in England (IMD 2019)
- Has over 1 in 3 households struggling against poverty
- Has a disproportionately high number of people suffering from serious long-term health conditions
- Has no affordable supermarket accessible without a car
- Is geographically isolated from many essential services and support



A disproportionately high number of families and vulnerable residents in Partington (and across Trafford) are suffering from the effects of generational cycles of deprivation and hopelessness, inescapable poverty, years of underfunding and a lack of basic education and life-skills support; exacerbated by the current Cost of Living crisis.

Creating unique community hubs in areas of high deprivation, we bring together partners to create a thriving open-access, barrier and stigma-free community for all of the support needed under one roof.

The Hideaway:

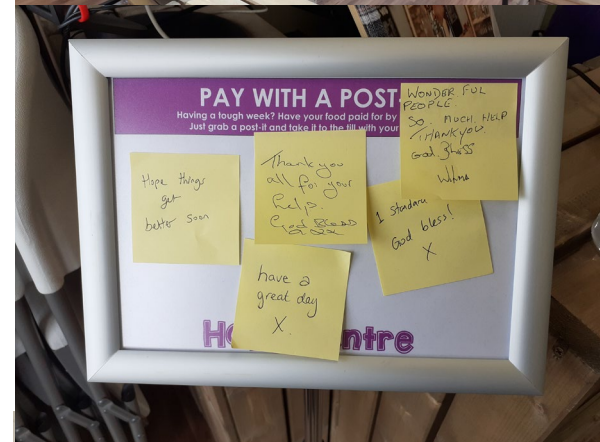
1. **UK's only 'Pay What You Can' play centre** – fully accessible to all families
2. **Educational, fun and unique** – one of the best play centres in Manchester, created around the EYFS syllabus!
3. **Early Years focussed** – helping to build solid foundations in younger children and support school readiness
4. **Provides an ideal 'front door'** – our main first point of contact with families
5. **Safe space for support groups and parental learning** – daily programme of free groups for extra support



HOPE Pantry

Hope Centre:

- 1. Food pantry for all in need** – Weekly large bag of essential items chosen from our shop for just a few pounds, or free.
- 2. Emergency Household support** – Energy top-ups, white goods, clothing and essential items in an emergency.
- 3. Information and advice** – One-off and on-going help for all issues including signposting and referrals, form help, benefit reviews, debt and budgeting help, housing issues and more.
- 4. Partnered with specialists** – We work closely with Citizens Advice, Age UK Trafford, DWP advisors, Local Housing Officers and more.
- 5. New Toys and Uniform** – Additional support for all families.



The Hideaway Family & Education Team

Family and Education team:

1. **Support groups and courses** – Free to access groups for all types of carers (new mums, dads, young parents, grandparents, SEND etc.)
2. **Dedicated 1-1 support** – On-going 1-1 specialist advice and support including sleep support from a dedicated family worker
3. **Strengthening relationships** – Trips, residentials, unique activities and opportunities; many family team activities are targeted at strengthening relationships within the home
4. **Special Needs support** – Over-subscribed weekly session for children with SEND and their family, courses and peer support sessions for carers
5. **Supporting schools** – Our schools worker supports young people struggling with their mental health in partnership with local schools



The story so far....

Statistics



60,000 children will visit The Hideaway - learning through play and activity sessions

50 families registered with our family team receiving intensive mentoring, training and support to Thrive

6000 bags of shopping will be given to households in need from across Trafford

ALL children will be able to visit and benefit from our centre, regardless of their status, family finances or background

250 mums & babies access free support groups and courses to learn and grow together

100 local young people receive extra support through mentoring, work experience, clubs, groups

ALL Trafford residents will have access to food and hot meals in our centre - regardless of their financial circumstances

100 children with SEND or mental health challenges accessing regular dedicated support to thrive

120 dads accessing dad only events, courses and 1-1 support to grow their fatherhood skills

ALL local residents will have access to emergency help when they need it

We are currently:

1. On course to exceed all of 2023's targets
2. Seeing a huge increase in demand due to the Cost of Living crisis (e.g. several people in emergency situations every hour vs several per day 12 months ago)
3. Have over 600 members of the Hope Centre. More are joining daily
4. Need to expand our work with Special Needs children, after school clubs, children's mental health support, digital inclusion, employment support and food pantry to meet current demand
5. Secured funding to provide support for long-term health conditions and cooking classes in 2024
6. Plan to launch a community growing project and men shed in 2024
7. Facing a £70,000 urgent budget shortfall this year – resulting in the need to cut unfunded essential services



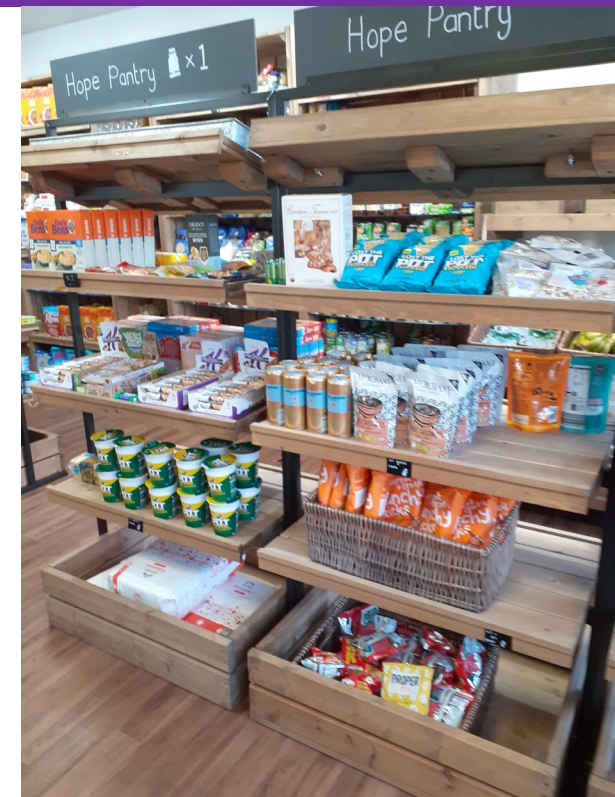
We are facing a crisis!

The Cost of Living crisis has affected us all. For charities like ours working to tackle issues such as poverty, its effects are even greater as we see:

- Significant decrease in donations to our work
- Greater competition for grant funding due to more charities struggling
- Increased operational overheads, salaries, food and support costs
- Increased demand for our help

In summary, we've seen our costs rise, our income go down and more people asking for help than ever before.

We are facing a £70,000 crisis and need your help!



There are a number of ways to partner with Hidden Treasure

- **Make a financial donation**

One-off or regular donations make an enormous difference and will allow us to continue supporting local people without reducing services

- **Involve your team**

Raising funds as a staff team is proven to be great for company morale, and local PR opportunities!

- **Donate food, new toys, equipment or other resources**

Christmas is a great time to donate items and we will pass them straight on to people who need them most.

- **Donate your time**

We love volunteer days whether it's DIY, gardening, packing hampers or lending your expertise to people who really need it.

www.hiddentreasuretrust.com/help

Did you know?

Charitable donations can be deducted from your company profits, lowering your annual tax bill?

Did you know?

Research shows that 82% of customers will choose a caring, ethical company over a competitor?

Hidden Treasure Trust CIO

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www.thehideawaymanchester.com

To make a financial donation go to: www.hiddentreasuretrust.com/help

Hidden Treasure Trust CIO (1200251) is a Partington-based charity;
run by local people, for local people.

