



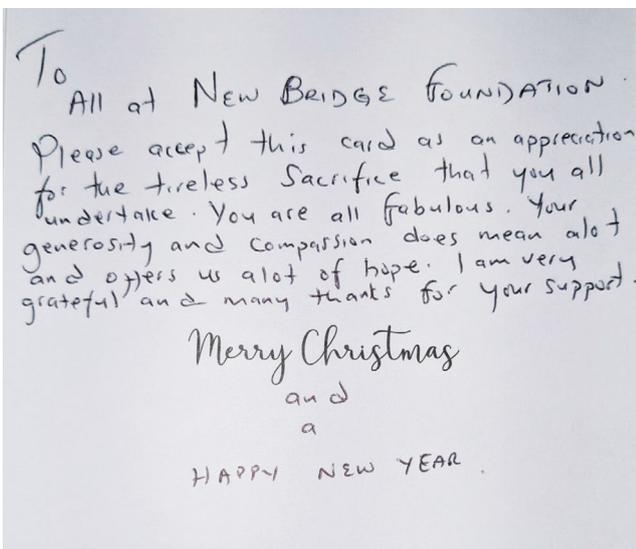
# Annual Report 2024

“ You really can’t overstate the joy a letter brings – knowing that person has taken the time to write you a thoughtful message in their own time is truly special. ”

# Foreword

“ A befriender shows that there are people outside that can see past your crimes and still get to know the person. To build a friendship on the outside while in prison makes it even more possible when I leave prison. ”

“ I can't thank them enough for everything they've done and continue to do, supported me immeasurably and gave my life purpose and ambition, when others have not. This environment can bring you down and be destructive for your purpose. ”



## 2024 was a very mixed year for New Bridge.

We continued to be inundated with demand for our service from isolated people in prison, and were pleased to see a steady stream of applications from prospective volunteers throughout the year, allowing us to provide compassionate, non-judgemental befrienders to people who needed them. We also saw increased rates of impact through the results of our service evaluation.

However, the hugely challenging financial environment in which we were operating impacted our ability to meet fundraising targets and ate into our reserves, leaving us unable to grow as much as we had planned. The impact of a contracting fundraising landscape, with the over-subscribed grant-making trusts sector combined with the cost of living crisis vastly reducing levels of individual giving, meant that we had to make difficult decisions in order to maintain the future of the charity. We made the hard choice in the autumn to stop growing – this meant not accepting any new applications from people in prison or prospective volunteers, but allowed us to continue delivering our service to existing beneficiaries. Our staff and Trustees all showed a huge level of commitment through these challenging times, with a commendable determination and focus to continue ensuring beneficiaries received a high quality befriending service, whilst maintaining safeguarding and guidance for volunteers at all times.

Although we did not grow in size during 2024, our focus on quality delivery meant that we were able to increase the intensity of our intervention across all key metrics. **Over the course of the year, a total of 790 people in prison were befriended, across 95 prisons** (meaning at least one person is supported by New Bridge in 78% of prisons in England and Wales).

Anyway - thank,s for your support, its gives Me strength aspecially when you are stuck in a prison environment,

"Happy New year to all staff. I will of "Course" let every<sup>one</sup> know who you are and want good support you give to Prisoners.

THANK YOU FOR YOUR RECENT LETTER. [REDACTED] HAS INDEED WRITTEN, QUITE A FEW TIMES AND I HAVE EAGERLY RESPONDED. SO IT'S GOING WELL.

... JUST WHEN YOU THINK ALL HOPE IS LOST, YOU FIND SOMEONE AT THE END OF A PEN... A LIFELINE.

THANK YOU FOR ALL THAT YOU DO AND FOR FINDING ME A BEFRIENDER.



“It’s such a brilliant service for those who don’t have family/friends/ support elsewhere in the community/world. It’s a semblance of hope in the darkest of places.”

**Our volunteers sent regular letters to their befriendeds, with 5,557 sent: a 33% increase from 2023. Similarly, volunteers sent 2,282 emails, an increase of 45%. We were pleased to see people in prison also increase their engagement with volunteers in response, with a 15% increase in letters sent, and a 41% increase in emails.**

Prison visits are a vital part of being befriended by New Bridge, and we know how much they are valued by befriendeds and volunteers alike. We were delighted to see a **26% increase in prison visits** undertaken during the year. We continue to be humbled by the commitment of our wonderful volunteer community, who give their time freely to make such a difference to isolated people. However in 2024 we were particularly grateful for the way these volunteers remained focused on their befriending (and increased the engagement with their befriendeds) despite the difficulties which the charity experienced in the later part of the year.

We enjoyed bringing our volunteer community together for our annual conference, hearing from some inspiring speakers across the criminal justice system and getting the opportunity to connect with each other.

Despite having to make the difficult decision to curtail growth part-way through the year, we were still inundated with demand from people in prison, with **323 applications received**, up from 300 in 2023, demonstrating the increasing level of need for our service across the prison estate. We also **trained 100 new volunteers** in the first half of the year, allowing us to make **313 new befriending matches**.

*Helen Boothman*  
Chair

*Lucy Ball*  
CEO

# Who We Are

“ They make me feel I am worth something and not just a prison number. ”

The New Bridge Foundation is a charity which was founded in 1956 with the intention of using volunteers to support people in prison to resettle back into the community after release, by prominent prison reformer Lord Longford. Over the years we have run a variety of additional projects to support people to this end, including Through The Gate programmes and family support programmes. However our core offering since our inception has been a befriending service delivered by volunteers, which we continue to run today. For nearly 70 years, our volunteers have offered a bridge to the outside world to people serving prison sentences across England and Wales by offering non-judgemental social contact to some of the most isolated and vulnerable in our society.

We are proud to have Michael Spurr, CB (former CEO, HMPPS) as our President, and Professor David Wilson (criminologist, author and former prison governor) and Reverend Jonathan Aitken as our Vice Presidents, as well as a royal patron in HRH Princess Alexandra.



## Our vision:

Every person in prison feels a meaningful connection to the outside world.

## Our mission:

We match people in prisons with trained volunteers who offer long-term support through a combination of correspondence and visits. This provides people in prison with a bridge to the outside world, along with an increased sense of value and potential for their future.

## Our values:



### Non-judgemental

We believe every person has value.



### Inclusive

We accept applications from any person in prison, and any volunteer who shares our values.



### Independent

We are wholly separate from and not influenced by the criminal justice system.



### Prisoner-led

Our volunteers shape their support, correspondence and visits around the needs of the person they support.



### Constant

We provide a reliable connection between those inside and outside prison.

“ I feel much more in control of my life and how I want progress, living an offence free future. With the support gained from the service you provide I am more focused on how I need to live out my future. ”

## What we do

Every person we support is matched with a trained volunteer, with whom they communicate through letters or emails. Once they have been writing for at least 6 months, the volunteer can start visiting the person in prison, making 3-4 visits per year.

Every volunteer is part of a Volunteer Support Group, which is Chaired by an experienced volunteer. Each group meets once per month and every group member attends to discuss their correspondence and visits and have the opportunity to raise any concerns about the relationship or the prisoner's welfare in a friendly and supportive atmosphere. Support groups are spread across the country, and volunteers can choose to join one locally that meets in person, or one that meets via zoom with volunteers from across the country.



## Volunteer Profile

Frances, 21



**How long have you been volunteering with New Bridge?** 1 1/2 years

**How many people are you currently befriending?** 1

**What's your favourite thing about volunteering with New Bridge/what's your best memory of volunteering with us?** My best memory by far of volunteering with New Bridge has to be when I went on my first visit; I was sat in the visits hall waiting and the gentleman I write to came over and was in absolute disbelief that I was there. He said to me "Frankie, you're actually here!" and seemed genuinely over the moon. I will never forget how happy he was.

**Why do you think other people should consider volunteering?** I think there are so many benefits to volunteering and it also makes you feel so good for being able to support vulnerable people. Seeing the difference one letter a month can make to someone in prison is incredible, you feel like you have done such a good thing when you see how positive and optimistic the person you befriend becomes!

**Anything else you might want to share?** New Bridge has helped me on such a personal level, from helping me to stay dedicated and raise my confidence to helping me discover a job role I want to pursue in the future. I am so glad I began my volunteering position with New Bridge as it has really helped to shape me into the person I am today!

# 2024 in Numbers



**13,900**  
hours were spent  
volunteering  
(up from 12,958 in 2023)



We received  
**323**  
applications from  
people in prison  
(up from 300 in 2023)



We received  
**123**  
applications  
from volunteers



We trained  
**100**  
new volunteers



We befriended  
a total of  
**790**  
people over the  
course of the year



**313**  
people in prison were  
matched with a volunteer  
(up from 309 in 2023)



Volunteers made  
**333**  
prison visits  
(up from 267 in 2023)



**368**  
phone calls  
were made

We ended the year with

**566** people

befriended across

**86** prison sites



**13,354**  
letters and emails  
were exchanged between people  
in prison and their volunteer  
(up from 10,472 in 2023)

# Service Users

*“ It makes you feel more dignified and more hopeful. More like a normal person and that I can do anything like work and live a normal life. ”*

Our service is person-centred rather than place-based, so we accept applications from any person in any prison in England and Wales. This also means that volunteers will continue to support the person wherever they may get transferred across the prison estate. We know this sense of continuity and belonging is important to the people we support, who can often lose access to good support (through prison staff or other charities) when they move prisons.

During 2024 we received new **applications from 323 people in prison**, and over the course of the year we made **313 new service user/volunteer matches**.

*“ I feel more hopeful. It is so important to keep hope alive and my contact with New Bridge has helped with this. ”*

We know that our service users value having a befriender, and the connection that our volunteers provide. They are also happy to recommend us to others: **around 34% of the people we support heard about us through another service user**: “I would just like to say that I think the service that you offer is amazing and I try to promote your services wherever I go”.

*“ Family and friends have either died or cut contact with me since coming to prison. New Bridge and my befriender have significantly reduced the feeling of isolation and have given me purpose. ”*

Once a person has applied to join our service, we are committed to supporting them for the long-term. Whilst they are on the waiting list for a volunteer we will send them regular letters, along with birthday and Christmas cards. If a service user's befriender decides at any point that they are no longer able to volunteer, then we will match them up with a new befriender as soon as possible.

*“ I can't thank them enough for everything they've done and continue to do, supported me immeasurably and gave my life purpose and ambition, when others have not. This environment can bring you down and be destructive for your purpose. ”*

## Service User Profile



T

**How long is your sentence?** Life

**How long have you been supported by New Bridge?** Since the dark days of the early 1980s

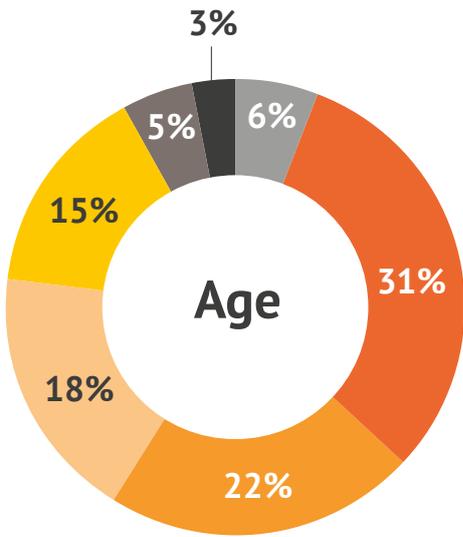
**What has been your favourite thing about our service?** The dedication and loyalty shown to me via the New Bridge befriending service has been outstanding and life changing for me. My first visitor showed and taught me the meaning of loyalty by supporting me for 30 years before she retired. The second visitor supported me for 7 years, and my current visitor has now visited me consistently for the last 8 years.

**How has our service helped you get through your sentence?** Without New Bridge my life sentence would have been a lot more heavier and painful with very little to look forward to, so helping me to stay sane and outward thinking. So to all the New Bridge team I'm extremely thankful to each and every one of you.

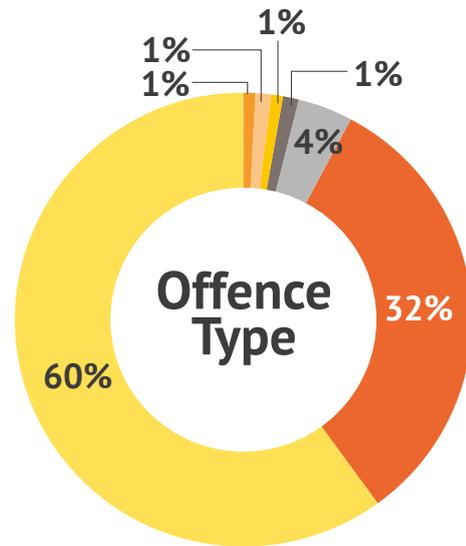
Chris, a former service user, was interviewed at the BBC by National Prison Radio for the programme Outside In. He was asked about his experience of being befriended and how it helped him to get through his sentence. He said: **“There was always that element of care, of warmth, of mattering to someone. For such a large period of my life I didn’t matter to anyone really. Mattering to someone made such a huge difference”** and **“I had a very low view of myself so I assumed everyone saw me in the same way. That was one of the best things that came out of the relationship – I thought I was worthless and he put worth into me”**.



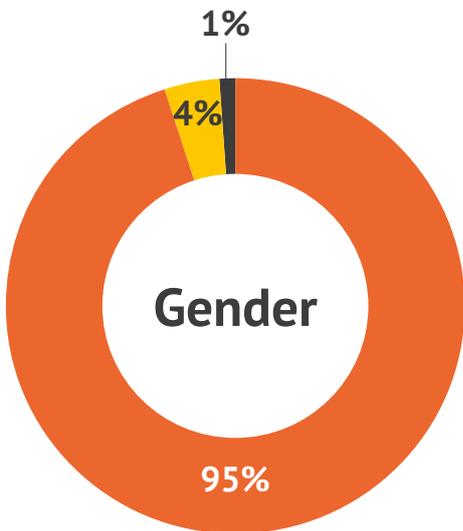
Chris in the BBC studio



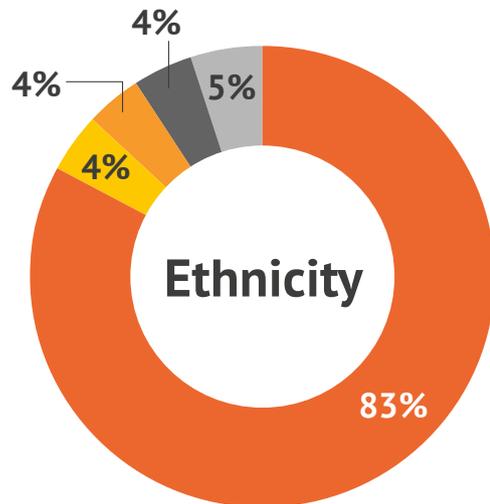
- 0% 18-21
- 0% 22-24
- 0% 25-29
- 0% 30-39
- 0% 40-49
- 0% 50-59
- 0% 60-69
- 0% 70+



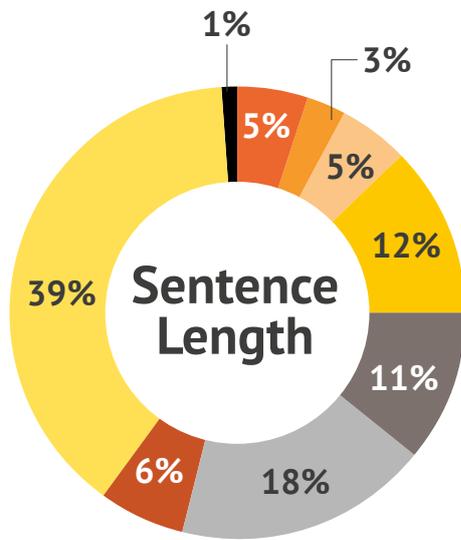
- 0% Misc against society
- 0% Summary non-motoring
- 0% Possession of weapons
- 0% Drug
- 0% Theft
- 0% Criminal damage & arson
- 0% Unknown
- 0% Robbery
- 0% Violence
- 0% Sexual



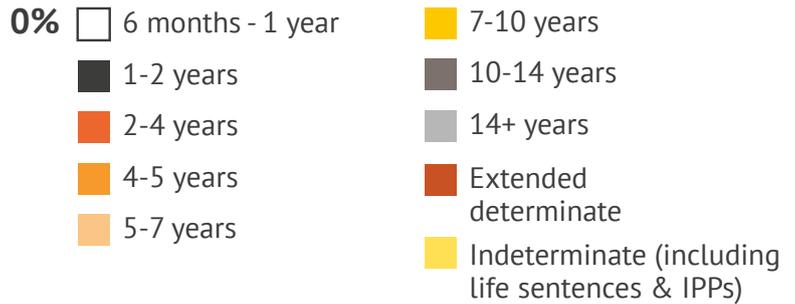
- Female
- Male
- Transgender



- 0% Other
- 0% White British
- 0% White Other
- 0% Asian/Asian British
- 0% Black/Black British
- 0% Mixed



“ I feel my communication with A is why I am still around, considering that I am an IPP prisoner. I had a 2 year sentence and now I am on year 16. ”



Almost 40% of the people we befriend are serving an indeterminate sentence and around 70 are Imprisoned for Public Protection (IPPs) a sentence recognised as unjust and abolished in 2012.

People serving an IPP often struggle with the experience of both serving their sentence as well as resettling on release (with many being recalled to prison numerous times), partly as a result of the uncertainty of the length of time they will spend in prison, with **97% of people currently imprisoned having served longer than their initial tariff**. We took a small snapshot of a portion our IPP service user community, and noted that:

So far these **29 IPP prisoners** have served around **354 years** in custody, or on license before recall for offences with a total tariff of **107 years**

## Volunteer Profile

### Ann

**How long have you been volunteering with New Bridge?** 24 years

**How many people are you currently befriending?** 2

**What's your favourite thing about volunteering with New Bridge?** I love the moment when I realise that I've 'clicked' with the befriendee and I know at that

point that it'll be not only worthwhile giving my time and energy to this person, but also fulfilling.

**Why do you think other people should consider volunteering?** Because there's no doubt in my mind that befriending helps reduce re-offending. We need more of us!



# Study exploring experiences of in-prison Befriending programmes with individuals post-release

Conducted by New Bridge volunteer Ciara as part of her MSc in Forensic Psychology & Mental Health.

This study explored the experiences of people with a befriender whilst in prison, looking at how they perceived the impact of these relationships after release. Six participants (five men and one woman) were interviewed—four had a befriender volunteer from The New Bridge Foundation and two from another charity. Interviews delved into motivations for seeking a befriender, the impact of the relationship on their time in prison, their release, and their sense of self. Using Interpretative Phenomenological Analysis, four main themes were found:

## 1. Validation through recognition and acceptance

Participants felt acknowledged and valued by their bendifenders, something often missing in prison. This theme included three subthemes:

- **“Somebody out there knows about me”:** Being recognised by someone outside prison boosted self-worth and reduced feelings of isolation, through affirming their existence and value
- **Value in acceptance without obligation:** The voluntary, non-judgemental nature of the relationship helped build trust and a sense of dignity.
- **The power of genuine interest and effort:** Thoughtful gestures like letters and cards helped participants feel cared for and valued – their identify was more than just a ‘prisoner’.

## 2. Facilitation of normality and belonging:

Befriending relationships helped participants regain a sense of normality and social identity:

- **Cultivation of social inclusion and identity:** Participants valued the experience of feeling socially connected, either by receiving visits like other prisoners or by maintaining contact with someone outside prison.
- **Respite from prison reality:** Engaging in ordinary conversations and looking forward to visits or letters gave participants a sense of everyday normality, breaking up the monotony and emotional strain of incarceration.

## 3. Empowering support and emotional safety:

Participants described their bendifenders as a reliable, emotionally safe presence who encouraged them to express their feelings and build self-confidence. This support was crucial for personal growth and motivation in prison and post-release.

## 4. Conflicting experiences of support:

While mostly positive, some aspects of befriending presented challenges, outlined through two sub-themes:

- **Putting a face to a name:** Participants who had not met their bendifenders in person found it harder to build deeper trust and connection.
- **Tensions caused by prison/community disparities:** Some felt moments of jealousy or emotional distance when faced with the contrast between their life in prison and their bendifender’s freedom.

## Conclusion

The study highlighted the powerful and often transformative role of befriending relationships for people in prison. These relationships offer more than just company, they provide meaningful emotional support, restore dignity, and help individuals rebuild a sense of identity and hope for the future. The New Bridge Foundation and its volunteers play a crucial role in creating these opportunities for change.

# Service Evaluation

“ When I first came into prison I didn't have much hope in my life. After having my befriender it gave me so much hope for my future. She has always listened and has always been caring. If I hadn't joined this service I don't think I would be where I am now. ”

As part of our strategic goal to better understand and deepen our impact, we entered into a partnership with the School of Criminal Justice at Arden University, who have helped us to design and run our annual service evaluation for the last two years.

## We were delighted to see the following results in our most recent evaluation:

**Q.** Have you noticed any changes in the way you feel about **getting through your sentence** as a result of getting a New Bridge befriender?

**87%** felt better or much better (matching 2023)

**Q.** Have you noticed any changes in the way you feel about **the future** as a result of getting a New Bridge befriender?

**77%** felt better or much better (down from 79% in 2023)

**Q.** Have you noticed any changes in **how connected you feel to the outside world** as a result of getting a New Bridge befriender?

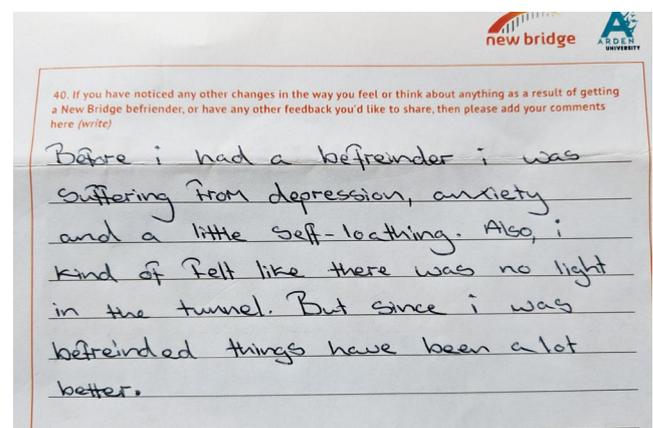
**83%** felt better or much better (up from 79% in 2023)

**Q.** Have you noticed any changes in the way you feel **about yourself** as a result of getting a New Bridge befriender?

**83%** felt better or much better (up from 79% in 2023)

We know that the development of pro-social attitudes and the improvement of self-image are continually linked with successful rehabilitation and reduction in reoffending, so we are pleased to know that our service is having this impact. Many respondents reflected on how their volunteer had helped them to change, by considering their future and the kind of life they would like to live. They credit them with helping them to see beyond their convictions to the opportunities for change that are available to them.

Many of the respondents reported having limited contact with family or friends: “it is essential to my wellbeing, as I do not have any living family, that is my only contact with outside world, thank you for that”. However, even those with some family contact articulated the difference their volunteer made in enabling them to authentically express their feelings and emotions: “Yes, I have family visits but the visits from my befriender are good because even though she knows about my offences there is no judgement from her or hard questions to answer like with my family”.



We were also interested to hear the range of topics that respondents reported discussing in their conversations with befrienders:

Topic	Frequency
Prison Life	119
My Future	106
TV	99
Music	95
Sport	64
Politics	43
Life in General	20
Animals/Wildlife	11
Travel	10
Gardening	10
Volunteers Life	10
Films	9
Family	8
Books/Reading	8
Food/Cookery	8
Hobbies	6
Holidays	5
Video Games/Gaming	5
Arts and Crafts	5
Jobs/Employment	5
Education (College and Uni)	5
Help when I'm in need of support	5
Hopes and aspirations for future	5

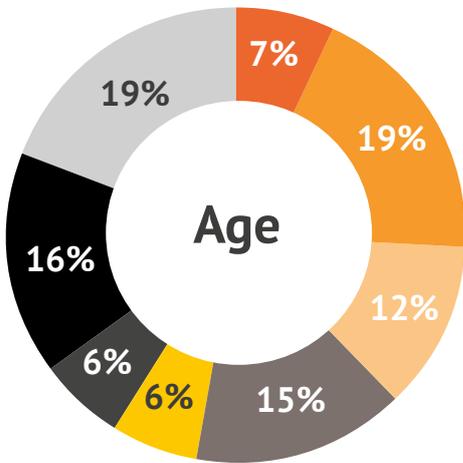
Topic	Frequency
My transition and issues with gender	5
Gym/Keeping Fit	5
Religion/Faith	5
Encouragement to be legit and healthy	4
Poetry	3
Nature/Climate	3
Sci-Fi (Fantasy/Dragons)	3
Gender Equality	3
Family history/heritage	3
Place (London)	2
Job	2
History	2
Cars	2
Paranormal/Ufology	2
Spirituality	2
Freedom	2
Knitting and sewing	2
Military	2
French Language	1
Dance	1
Weather	1
Cost of Living	1

You can read the full report on our website:

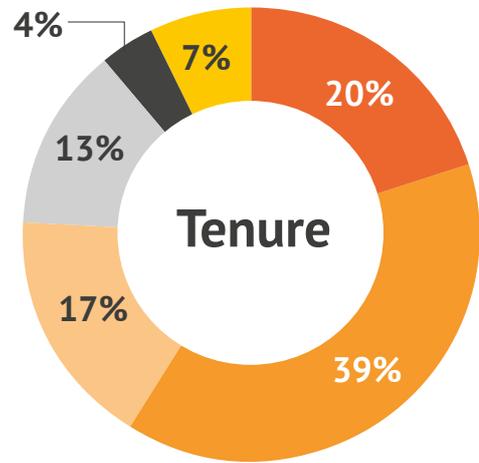
[www.newbridgefoundation.org.uk/service-evaluation-reports](http://www.newbridgefoundation.org.uk/service-evaluation-reports)

# Volunteers

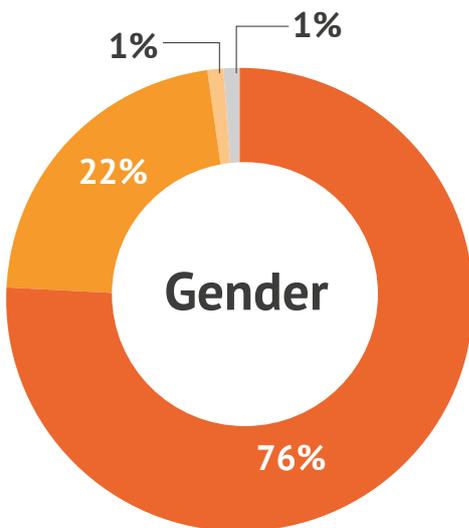
“When I visited my prisoner, he was escorted to the table where I was sat and was just so shocked that I had actually turned up to see him. He was stood for about 2 minutes just in silence, and then the biggest smile took over his face, saying “you actually came!?”. I was the first person who had visited him in over 10 years, and I could really see how much of a positive impact this had on him.”



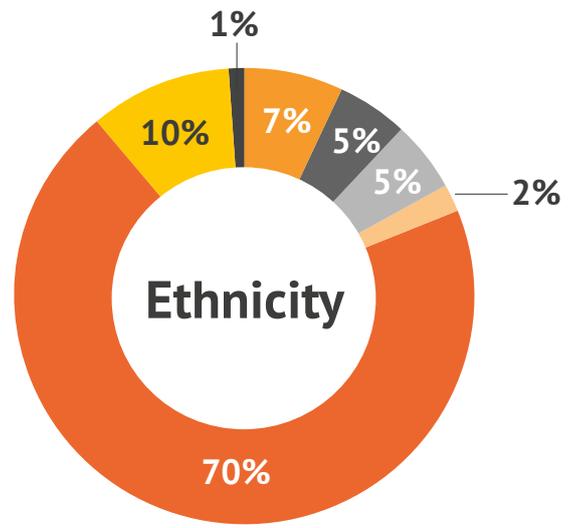
- 18-21
- 22-24
- 25-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+



- Less than 1 year
- 1-2 years
- 3-5 years
- 6-9 years
- 10-15 years
- 16+ years



- Female
- Male
- Other (Please specify)
- Prefer not to say
- Transgender



- Other
- White British
- White Other
- Prefer not to say
- Asian/Asian British
- Black/Black British
- Mixed

**Our volunteers come from all walks of life, but have one thing in common: a belief in our mission.**

Our volunteers are on the frontline of our work, delivering constant, reliable support to our service users. They give their time and compassion through the highs and lows experienced by the people they support.

In turn, we ensure that our volunteers are supported: each person is a member of a volunteer support group which meets once per month and provides the opportunity to discuss their correspondence and visits and raise any concerns about the relationship or the person in prison's welfare in a friendly and encouraging environment. Support groups are spread across the country, with a mixture of virtual and in-person settings.



Support group locations

*“ I just always feel inspired after support group meetings hearing about the amazing work that other people are doing. ”*

*“ I enjoy Learning about prisoners' lives and supporting them on a positive journey, and working with brilliant, like-minded volunteers. ”*

*“ My favourite thing is knowing how much of a positive impact I am able to have and being able to support a population that many other people ignore or think negatively about and being able to challenge those stigmas and building positive relationships. I have gained more confidence through volunteering. ”*

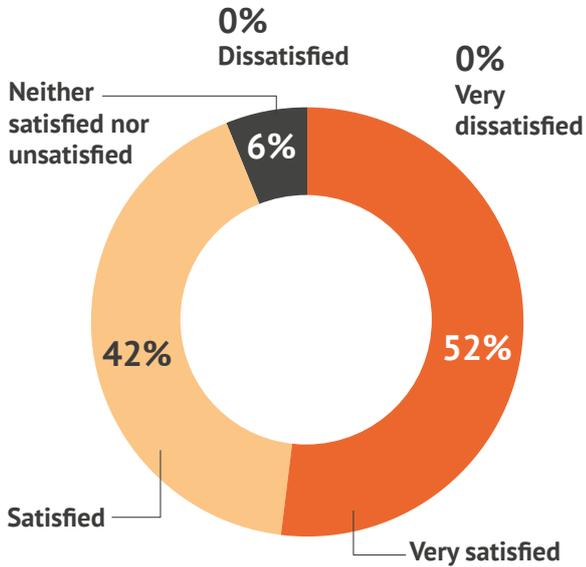
Our volunteering offer is very flexible, with letters and visits being organised around each volunteer's own schedule. This flexibility has helped people to continue in their role for long periods of time, fitting it in around their work, studies and personal lives. We gave out long service awards in 2024 to 3 volunteers celebrating 10 years with us, and 1 who had reached 20 years! This long service is testament not only to the flexibility of the role, but to the enjoyment that volunteers draw from building long-standing social connections with the people they support.

We surveyed our volunteers at the end of the year to gather their feedback on their experience with New Bridge.

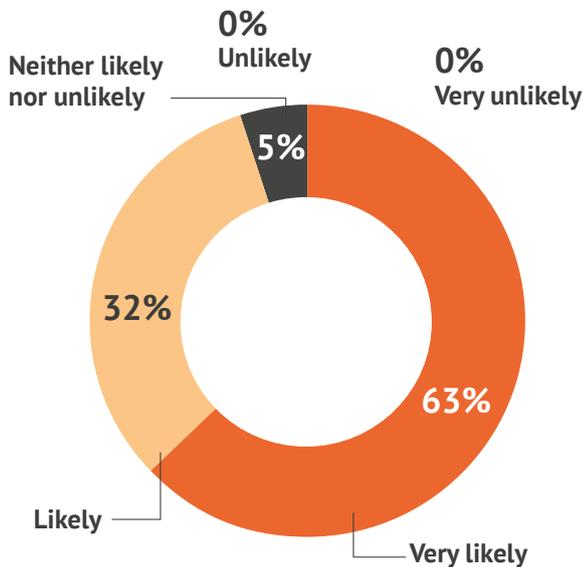
We were delighted that in our most recent survey **94% of respondents were satisfied or very satisfied with their experience**, and **95% would recommend volunteering with us** to other people.

We recruit and train volunteers all year round. If you are interested in volunteering with us (or know someone who might be) then you can find more information and our online application form: [newbridgefoundation.org.uk/volunteer](https://newbridgefoundation.org.uk/volunteer)

### How satisfied are you with your volunteering experience?



### How likely would you be to recommend volunteering with New Bridge to other people?



## Volunteer Profile



**Kim, 20**

**How long have you been volunteering with New Bridge?** 2 years

**How many people are you currently befriending?** 2

**What's your favourite thing about volunteering with New Bridge/what's your best memory of volunteering with us?** The annual conferences, where we get to hear from a range of guest speakers who provide great insight into the issues facing the modern criminal justice system and how we as volunteers can help.

**Why do you think other people should consider volunteering?** I would highly recommend volunteering with New Bridge because it's an incredibly rewarding experience to be able to support people through their sentences, learn about the challenges they face and gain a deeper understanding of the prison system. You can make a genuine difference to one of the most vulnerable populations in the country, whilst being supported every step of the way.

**Anything else?** I am very grateful to be a part of this wonderful charity, which is held up by such passionate people. My volunteering experience will undoubtedly be beneficial in my journey to becoming a forensic psychologist within prison.

“ I've had messages from my befriendees letting me know how much getting my letters means to them, especially when they're navigating difficult situations or lonely periods. ”

# Volunteer Conference

Every year we organise a conference, bringing together our community of volunteers from across the country to hear from a range of inspiring speakers on topics across the criminal justice system.

In 2024 we were very kindly hosted by King's College London for our conference.



Sarah from Koestler Arts talked about the work that Koestler do, judging and providing feedback on the pieces of art and literature submitted for consideration by people in prison each year. She shared some examples of some moving pieces submitted over the years.



Martin from HMIP joined us for his talk about the current conditions of prisons across the country, and the work of HMIP in conducting inspections and making recommendations for improvements.



Sophie from Birmingham City University talked about her work analysing the impact of New Bridge befriending on people in prison.



Janet from Liberty Kitchen shared the story of the creation of the pioneering street food charity, and how it has helped people in prison to learn and develop new skills.

A highlight at every conference is hearing from our former service users. 2024's conference saw a panel of former service users talking about their experiences of prison and being befriended – with the panel chaired by Jamie, who has been a keen supporter of our work since his release, and who often helps deliver our volunteer training sessions.



# Volunteer Awards

We gave out some special awards at the conference, marking the huge contribution that our volunteers make:

## Andrew

Most hours spent volunteering in a year



Most prison visits in a year



Most miles travelled in a year

## Long service awards

Lynne, Morag & Alan:



Judy:

## Libby

Most letters sent in a year



## Christine

Most emails sent in a year

# Volunteer Profile

## John, 76

**How long have you been volunteering with New Bridge?** 18 years

**How many people are you currently befriending?** Befriending 5 people at the moment - each relationship is unique, and some are more active than others

**What's your best memory of volunteering with us?** Best memories are to be able to be there for people in their good times and their difficult times, in either case when they may have no one else to turn to.

**Why do you think other people should consider volunteering?** Befriending offers the great privilege for a volunteer to accompany a person, even for a brief spell, as they journey through life in prison.

**Anything else you might want to share?** New Bridge comprises an eclectic and committed group of staff and volunteers, inspired by a common purpose to help people in prison to find a connection with the wider world. It is great to be a small part of that community.



## Volunteer Profile

**Tom, 55**



**How long have you been volunteering with New Bridge?** 6 years

**How many people are you currently befriending?** 3

**What's your favourite thing about volunteering with New Bridge/what's your best memory of volunteering with us?** Building long-term befriending relationships - gradually getting to know and understand the people I befriend, and sharing with them both their set-backs and successes - and in many cases, seeing them make progress on their journey towards rehabilitation. It's one of the most rewarding things I've ever done.

**Why do you think other people should consider volunteering?** You'll be well supported by New Bridge, you'll learn about the experiences of people in the prison system and how the system works, but most importantly you'll know that you're making a big difference to people who may have few other contacts with others outside of prison.

“*My future does look very bright now, I have set goals and made plans which I will achieve. I'm very happy now considering that I'm in prison and New Bridge has a lot to do with this.*”

## Volunteer Profile

**Martyna, 22**



**How long have you been volunteering with New Bridge?** 1 1/2 years

**How many people are you currently befriending?** 2

**What's your favourite thing about volunteering with New Bridge?** My favourite thing about volunteering with New Bridge is the fact that I get to be part of a community that supports those most neglected and overlooked individuals in our society in a way which teaches everyone that a past mistake should not define a person's life. I love that I can be the person who provides someone in prison a sense of hope and meaning to their life, and knowing that our efforts at New Bridge can have a meaningful and lasting impact by showing these individuals that they are not alone.

**Why do you think other people should consider volunteering?** Others should consider volunteering because it is not only incredibly rewarding, but, in a way, you also get to experience the enriching aspect of a befriending relationship yourself. Despite the boundaries you have to keep, by choosing who you will write to, you have the opportunity to connect with someone who shares your interests, making the experience meaningful to both parties, just as I've experienced myself!



## Volunteer Profile

*Colette, 75*

**How long have you been volunteering with New Bridge?** 6 years

**How many people are you currently befriending?** 3: 2 in prison and one released.

**What's your favourite thing about volunteering with New Bridge/what's your best memory of volunteering with us?** Being told that I am making a tangible difference to how someone gets through such a difficult time in their life. Perhaps the most striking was being thanked for an email I sent to arrive on

Christmas Day. It took me about 5 minutes to send but had a huge impact on my prisoner - he still talks about it!

**Why do you think other people should consider volunteering?** It's more rewarding than any other volunteering I have done. Maybe I have been fortunate, but every prisoner I have supported has been extremely appreciative. There is a very real sense of achievement in what we do. The first prison visit can be a bit daunting but it's actually really enjoyable and an experience few of us have in normal life.

## Volunteer Profile

*JM, 22*

**How long have you been volunteering with New Bridge?** 1 1/2 years

**How many people are you currently befriending?** 1

**What's your favourite thing about volunteering with New Bridge/what's your best memory of volunteering with us?** My favourite things about volunteering for NB is catching up with my befriended. We don't talk frequently, but when we do it's like we've picked up where we left off. My best memory of NB was when I went to my first volunteer conference at Bush

House. I loved exploring London and also listening to everyone's stories. We had several guest speakers and one of them was an ex-prisoner who had used us as a service, it was great to hear how we'd helped him.

**Why do you think other people should consider volunteering?** I think that anybody who wants to feel a sense of purpose, or gain experience in engaging with prisoners, whether to get a new perspective on things or experience for a career, I think it's worth volunteering with NB, I'd highly recommend it!



# Our Supporters

We couldn't exist to impact lives in the way that we do without the generous financial donations of our supporters.

**Last year we were grateful to receive donations of over £1,000 from the following:**

- 1772 Charity
- 29th May 1961 Charitable Trust
- Albert Hunt Trust
- Alchemy Foundation
- All Saints Fulham
- Chesterhill Charitable Trust
- Christopher Rowbotham Charitable Trust
- Constance Travis Charitable Fund
- Dischma Charitable Trust
- Drapers Charitable Trust
- HBJ Trust
- John Armitage Charitable Trust
- Langdale Trust
- Leigh Trust
- Lord Faringdon Charitable Trust
- Michael & Shirley Hunt Charitable Trust
- Mirianog Trust
- Noel Buxton Trust
- Rhododendron Trust
- Sir James Reckitt Charitable Trust
- Sir James Roll Charitable Trust
- The Blanes Trust
- The Rainford Trust
- Van Neste Foundation
- Vandervell Foundation
- William A Cadbury Trust
- William Allen Young Charitable Trust
- Wyndham Charitable Trust
- Zochonis Charitable Trust



# Fundraising

2024 was a very challenging year for fundraising across the charity sector, with many grant-making trusts completely overwhelmed with applications or pausing their grant-making to create new, more focused funding strategies. In addition, individual giving continued to be negatively impacted by the effects of the cost of living crisis.

New Bridge was not immune to the impact of these, and we faced a funding shortfall, finding ourselves unable to meet the income targets we had set ourselves in order to be able to continue growing to meet demand from people in prison. We therefore had to rely at times on our reserves, and work hard to reduce costs through the autumn and winter. Although we did not meet our targets, we were pleased to see a more positive picture emerging through the end of the year and into 2025.

However, despite these challenges, we noted improvements resulting from our work to increase and diversify income.

## Grant-making Trusts

Income increased by

 **49%**

with donations from 23% more  
Trusts than 2023

## Individual Giving

Income increased by

 **52%**

with donations from new and existing  
supporters over the course of the year.

## How can you help us to support more isolated people in prison?

- **Donate:** Help us meet our income targets so that we can manage the costs of growing
- **Fundraise:** organise an activity or event to raise funds and awareness of work
- **Volunteer:** sign up to become a befriender
- **Spread the word about our work**
  - Recommend volunteering to friends
  - Speak to your employer about entering into a volunteering partnership at your workplace
  - Nominate us for your workplace's Charity of The Year

SCAN TO  
DONATE



We've developed a Fundraising Guide for volunteers or supporters who are interested in organising fundraising activities. You can find this on our website:

[www.newbridgefoundation.org.uk/fundraise](http://www.newbridgefoundation.org.uk/fundraise)

# Volunteer Fundraising

We were delighted to see so many of our volunteers organise events and take on challenges to help us raise funds. We are very grateful to them all for their efforts above and beyond their befriending!

## Runners

Ashna, Gill and Sophia took on the Vitality London 10k, raising

**£1,405**

Holly & Andy took on the Ponton Plod marathon, raising

**£280**



Gill



Ashna



Holly & Andy



Sophia

## Swimmers

Liz, Charlie & Theo took on Swim Serpentine, raising

**£2,483**



## Tea Party

Helen hosted a tea party for friends, family, neighbours and local community to find out more about our work, raising

**£970**



“ We are so proud to have completed this event for New Bridge, raising £280 to support prisoners like my guy in HMP Northumberland, who I visited the day before to catch up over hot chocolate and choccy bars. He says I am the only person he knows that has treated him like a decent human being, and he values my letters and visits as he gets no positive support from family. We did this for people like him who needs people like us to treat them like humans again. ”

Holly



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