



## Thank you

This has been an exciting centenary year for WLAC and we are thrilled that so many of you have joined in our celebrations.

Thank you to everyone who has contributed to our fundraising campaign. Together we have raised nearly £70,000 of our special centenary £100,000 target! Our appeal runs until March so there is still time to support this campaign – please do so if you can. There are more details inside this newsletter.

It has also been a challenging year. Demand for our counselling and therapy services continues to grow. More local schools are asking us to run groups for their most vulnerable children. In addition, the tragic and traumatic events at Grenfell Tower affected many of our clients. Thanks to you, we were immediately able to provide additional support to clients who were affected and to accept new referrals.

We are always grateful for help with administrative projects and fundraising. If you are able to volunteer your time or expertise, please do get in touch. We are looking for someone to help raise our profile via social media and anyone who has graphic design software skills for occasional work on leaflets and invitations.

*Heather Boxer*  
Chief Executive



## Meet our newest patron!

We are delighted that Jess Webber has accepted our invitation to become a Patron for West London Action for Children. Jess has attended many fundraising events and has also accompanied client families on trips, including to London Zoo.

More recently, she has been working in our office on various projects including helping to ensure that the recent auction and dinner ran smoothly. Jess has generously agreed to help raise the profile of our work, alongside building her career as an actress. Watch this space!

## Save the Date!

### Kite Studios Winter Event

**25 November**  
**1-5pm & 7-10pm**  
**Kite Studios**  
**2B Bassein Pk**  
**Rd, W12 9RY**

Support our festive sale of handmade gifts, delicious food and great company. Plus drop-in pottery and printing workshops for all ages.

### The Big Give Christmas Challenge

**Midday on**  
**Tues 28 Nov to**  
**Midday on**  
**Tues 5 Dec**

Annual opportunity to have your donations to WLAC matched by the Big Give funders and Pledge Givers.

### COMING IN SPRING 2018

**An Evening With Belloc**

#### Details to follow

A one-off event from the Brook Green Events Committee.  
  
An evening of timeless satire, wit and rhyme.

PHILIP WOOLLER

Please visit [www.wlac.org.uk](http://www.wlac.org.uk) for details  
West London Action for Children  
020 7352 1155  
15 Gertrude Street, London SW10 0JN



## Centenary Appeal Update

In April, in recognition of our Centenary, we did something that we have never done before. Thanks to our indefatigable Chairman, Jane Ferguson, and an army of volunteers assisting her, Jane wrote personally to all of you asking you to support our Centenary Appeal. She explained that we aim to use the occasion of our Centenary to give a significant boost to our fundraising and particularly to encourage our supporters to consider committing to regular support for our work – for example via an annual or monthly direct debit.

**Your response has been extraordinary - around 15% of our previous donors have made a special centenary donation.** Many people who have previously attended our events have now become direct donors of the charity. Already, in over six months of the Appeal, we have received donations from individuals nearly double the normal annual level. And your generosity is also astounding - the average donation size has more than doubled. We have also signed up 34 Centenary benefactors, donating £250 or more.

We are delighted to receive every single one of your donations, regardless of size. Thank you all - we are well over half way to our fundraising target of £100,000!

**So now, with the demands on our services ever increasing, and Christmas fast approaching, may I appeal again to the 85% of our previous donors who have not yet supported our Centenary Appeal to join the 15% who have?**

**Please will you make a donation to WLAC, to honour our achievement of 100 years of helping children and families in West London, and to help ensure we can continue to do so into our next Century?  
How to support our Centenary Appeal:**

You can donate

- using the donation form attached to the email you received containing this newsletter
- on our website [www.wlac.org.uk](http://www.wlac.org.uk)
- by calling us on 020 7352 1155
- by clicking on this link

As we are a small charity, you can be confident that every pound you donate is used to help local children.

Thank you for all your support. I look forward to giving you a further update on the progress of our Appeal in 2018.

Heather Boxer  
Chief Executive

PS If you didn't receive a letter from Jane - it may mean we have out of date address details for you so please do either call, write or email us and let us know, as she would love to get in touch with you.

**Mighty Me** is our flagship primary school programme and one of the schemes that we are expanding using this additional centenary funding.

We are currently running Mighty Me therapy groups in five schools. These groups are for children who may find social situations challenging, who may sometimes be aggressive or who may be withdrawn. Children are referred to us by teachers in consultation with their parents.

This form of early intervention, before problems reach crisis point, has proven to be extremely effective. Young children learn more constructive ways to respond to difficult situations and teachers report improvements in their behaviour. We can help prevent more profound difficulties later in their lives.



## Centenary Events



### Client Birthday Party

We had a fun-filled afternoon in late July celebrating our centenary with over 150 clients, supporters and colleagues. The birthday party was held at PlayFootball on the White City Estate, with activities for all ages including zorbing football, arts and crafts and beat-boxing. Everyone was able to enjoy lots of delicious food including plenty of birthday cake.

We are very grateful to 'Vitality' for generously sponsoring the event and to GLG who provided a team of volunteers to help on the day. We are also incredibly grateful to our project team of volunteers who put in so much time and effort to make it such a memorable occasion.



### Centenary Dinner and Auction

We were thrilled to welcome over 200 supporters to The Hurlingham Club to help us celebrate our centenary in style. The venue provided a spectacular backdrop for this very special occasion, and gave us an opportunity to reflect on our rich history, and look forward to the future.

The Promises Auction provided plenty of excitement, with furious last-minute bidding for a range of prizes including a Bugatti driving expedition, a sheep-shearing experience, and holiday homes in Sardinia, Paris and Cornwall. Our huge thanks to everyone involved who worked tirelessly to make the evening a great success, raising over £31,000.



### Tribute to the Treblemakers!

Treblemakers are a London women's acappella choir led by Laura Stephenson. The group sings close harmony traditional and contemporary popular songs and performs regularly at a broad range of venues. All profits go directly to charitable causes. They are delighted to be fundraising for WLAC as their main charity, and to be singing at several of WLAC's special events in this, our Centenary year.

As their busy Christmas approaches, the Treblemakers are preparing for a lot of carol singing, as well as busking regularly on the London Underground. They will be joining us to sing carols at Hammersmith Broadway on Monday 11<sup>th</sup> December. We do hope you might be able to join us too.



For details of their upcoming events please check the website: [www.treblemakerslondon.co.uk](http://www.treblemakerslondon.co.uk)





**Annual WLAC Quiz** Our regular fundraising continues and once again this popular event was held in the magnificent surroundings of the Great Hall at St Paul's Girls' School.

The hall was filled with WLAC supporters keen to test their wits against the fearsome questions prepared by our wonderful quizmaster, Bob Inglis. His challenging questions kept all the teams engaged and we even learnt how to recognise obscure berries and the prices of Brazilian footballers! Thank you to the High Mistress and all the staff and girls at SPGS who helped, to Bob Inglis and to Bective Leslie Marsh who sponsored the evening.



Photos courtesy of Jake Mongey  
[www.jmongeyphoto.co.uk](http://www.jmongeyphoto.co.uk)

Thanks to the generosity of the attendees, over £6000 was raised to support our work with local children and families. Thank you to everyone who attended.



As part of our regular ongoing fundraising, we are delighted to be part of the Big Give Christmas Challenge scheme once again. We have raised an initial pledge of £10,000 so now it is over to you!

**The campaign launches at 12noon on #GivingTuesday (28th November). Donations will be 'matched' by 'Big Givers' - foundations, businesses and philanthropists who sponsor the initiative until 12noon on Tuesday 5th December (whilst match funds last).**

If you are a little uncertain about how this all works, please call us on 020 7352 1155 or drop into our office at 15 Gertrude Street and we would be happy to help you.

### SAVE THE DATES:

**Midday Tues 28<sup>th</sup> November to midday Tues 5<sup>th</sup> December  
To donate during this period, please [click here](#)**

**Christie's Christmas Market  
11am-4pm, Monday 27<sup>th</sup> November  
8 King Street, SW1Y 6QT**

Join us at Christie's King Street Gallery on Monday 27<sup>th</sup> November for a Christmas Market. We will be selling small original sized pieces of art and beautiful cards.

There will be a number of interesting stalls there – a perfect place to pick up some exciting and unique Christmas presents.

We hope to see you there.

**Fond Farewell to Frederick Marsh who died on 28<sup>th</sup> October 2017**

For many years Fred has been an enthusiastic supporter of WLAC, even attending the recent Centenary dinner. Perhaps there was a link for him and the children we help. Aged twelve, from a Jewish family, he arrived in the UK from Germany never to see his parents again. Fred was a huge enthusiast: as a pilot, businessman, writer and artist, as well as a devoted husband, father and grandfather. We are grateful to have benefited from his long-standing support.