



Vital
Regeneration

Creating opportunities, changing lives.

10th ANNIVERSARY REVIEW

This is Nafisa a beneficiary of the Vital Enterprise programme. Her range of traditional products includes Dilka exfoliating body scrub.



Nafisa.
BODY CARE FROM KHARTOUM
KHUMRA
TRADITIONAL PERFUME

Ten years on and we're still Vital.



Give a hungry person a fish and you feed them for a day. Show them how to fish and they'll never be hungry again. Not quite - but you get the idea.

Resources are tighter than ever. People are still struggling to find work. Families live in poverty. Communities struggle with deprivation. But Vital is winning.

The people you'll meet in our anniversary review are a true testament to what Vital does: Creating opportunities and changing lives. Their successes are the best example of what we do – and why we do it.

We know that there are serious challenges ahead. Our work continues to be as relevant and important as ever. But Vital also sees the fantastic potential of the people we work with.

Unlocking people's potential to succeed helps everyone and we think the numbers speak for themselves: £9 million invested in beneficiaries.

Share the success stories in this review. Tell your friends and colleagues about the inspirational people who are helping themselves and others out of poverty.

Your help is Vital.

C.E.O. VITAL

Ruby is a beneficiary of the Vital Youth programme. She hopes to become a journalist.





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Front Cover: Delroy a beneficiary on the Vital HELP Enterprise programme with our help he has started his own fashion label.

Vital Community promotes and manages local facilities which have given people access to Zumba classes run by Andrea.



Unemployment, poverty, anxiety, illness. Let's dance!



Who would have thought a Colombian dance and fitness programme could make people in NW8 feel so good? Welcome to Zumba class.

Making places better, getting people involved and bringing communities together: Vital delivers enriching activities in our community spaces, from healthy eating and art classes to festivals and therapy. It's where resourcefulness and well-being come together.

Vital engage thousands of local residents and school children in making their neighbourhood a better place to live and work. In fact, we've won awards for it.

Get involved. Get active. Dance with us. It's fun and it's Vital.

Sara is a beneficiary of the Vital Employment programme. With their help she has become a Health Adviser.



In ten years we've learnt a lot about helping people find work. Here's some food for thought...



To find the right job for the right person Vital often has to think out of the box. So what's on the menu?

For starters how about a job where you advise people what to eat? Enter the food nutritionist. She came to us a bit unsure of herself but look at her now.

The key to our success is unlocking people's aspirations and enthusiasm. Vital doesn't just work on CVs, interview techniques and strategies for job searches - we go much further: helping people to take on new responsibilities and deal with change. Individuals are made central to the process, encouraged to make suggestions, accept new ideas and make use of constructive criticism.

We give them the most important ingredient of all: Confidence.

People get busy setting realistic goals, solving problems and using their resourcefulness to find work. Employment is fundamental to prosperity that's why we've successfully helped 1,076 people into work

The people we help want to work. They want to move out of poverty. If your organisation can offer opportunities for work experience then your help is Vital.

Vital Employment supported Ferris to find work that would work with his domestic commitments.



Homeless, unemployed and a single parent of four: Fully qualified barista to go!



Vital knows that it's not just coffee that can go through the grinder

Vital helps people escape from poverty and low expectations by equipping them with practical experience, essential skills and the right mindset. Vital looks past circumstances and sees the person underneath

Our work isn't done once people gain work. We not only help them stay employed but to actively progress – developing careers that go beyond the minimum wage and beginning to build a decent standard of living, for themselves, their families and their communities.

That's our special blend.

Unemployment, under-employment and persistent low pay cause poverty. Vital needs your help to give more people a hand out of the grinder and into work.

Faz is a beneficiary of the Vital Youth programme. She hopes to go into media production, as a cameraman and editor.



Young. Unqualified. Unemployed. We see a bright future.



Bring a 'can-do' attitude and we'll help you go far.

Creativity, inspiration and professionalism are the core of our Career Accelerator programme. We work with young people who are rich in creativity and hungry for opportunity.

10 years experience has taught us that all people, regardless of background, have the capacity to surpass expectations. By tapping into their resourcefulness, curiosity and innate entrepreneurialism, Vital help them to succeed and contribute positively to society.

Our success leads to flourishing young adults with positive outlooks, skills and aptitudes for life and work. Individuals with that Vital spark needed to move out of unemployment, poverty or deprivation and make a difference to where they live and work.

Being competitive in the 'knowledge economy' requires investment in developing talent. Your organisation could receive a Vital benefit - Just get in touch.

Araz is a beneficiary of the Vital Youth programme. He hopes to become an artist and music producer.



Mystro, Amy True, Black Einstein. Need we say more?



If you want to be a studio engineer you don't need a translation.

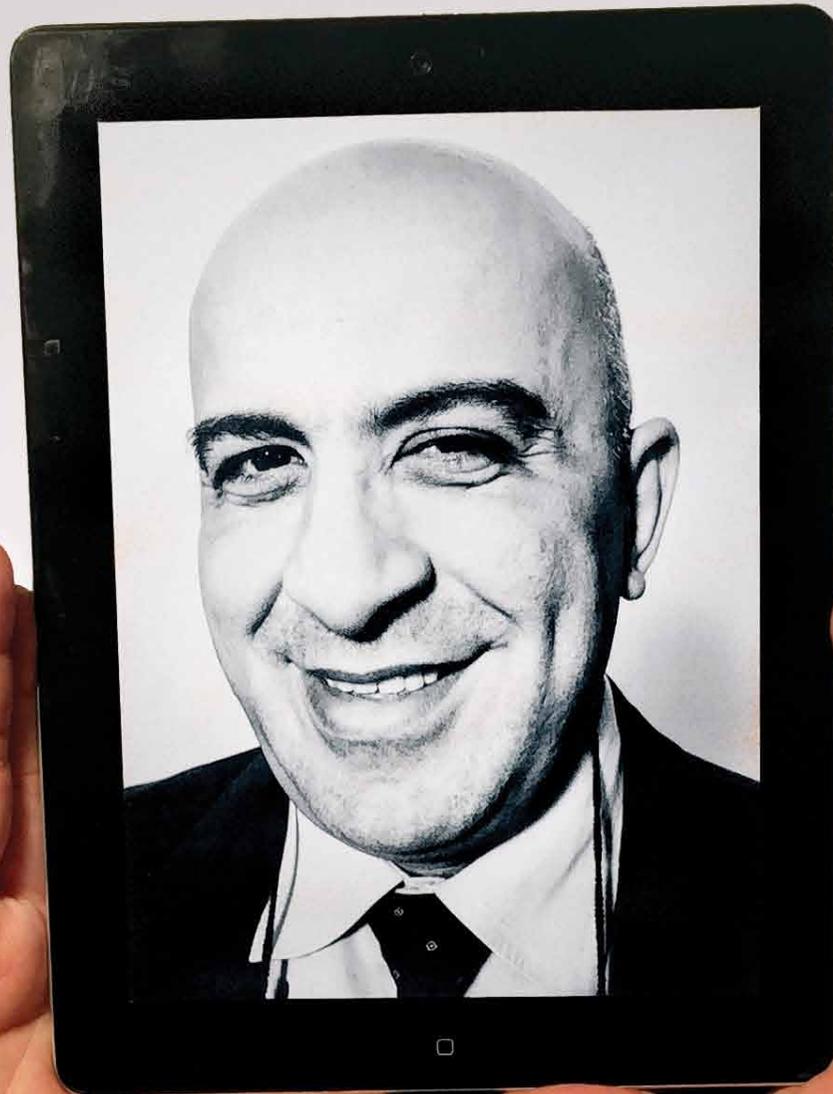
Vital Youth guys know 'the people to know' in the music industry, with access to The Hospital Club in Covent Garden - a multi-media centre for London's creative community with a television studio, screening room and live performance spaces. Hey, if it's good enough for Beyoncé...

Our goal is for every young person to channel their creativity and talent to achieve success. Our success leads to flourishing young adults with positive outlooks, skills and aptitudes for life and work.

It's real industry experiences with experts and professionals which instills essential life and work skills in the young people we work with. This year, Vital has expanded its network and offers 'on the job' experience in architectural and legal practices. We constantly work to offer young people access to the jobs that interest them: it's not what you know, but who.

**Poverty isn't just about being poor - it's about being opportunity poor.
Adding your support to our network is Vital**

This is Mohamad a beneficiary of the Vital Enterprise programme. He now runs an electronics business.



GADGETEZE

your guide through gadgets

It's better to give people a hand up, rather than a hand out. Here's the proof.



HELP Enterprise: The clue is in the name.

Mohamad's business is already projecting a net profit of £20,000 in his first year. Before Vital he'd struggled to find work and support his family. Working as a construction site manager, his eyesight started to deteriorate and he lost his job during the economic downturn. With no salary coming in he fell behind with the rent, struggled with debt and his young family was evicted.

A Vital grant helped Mohamad buy the specialist equipment he needed. The Vital Business Centre gave him somewhere to work, showcase his products and a business address for customers to visit. When he needed an effective trading name Vital's brand development service helped. Finally, Vital's Enterprise Support programme gave him all the training and mentoring Mohamad needed to run his business profitably.

Now he's thriving, more confident and ambitious. But he needs more money for stock. Luckily for Mohamad Vital has just launched Vital Invest CIC to support start-up entrepreneurs with grants of up to £5,000. He's applying.

Vital was key to giving Mohamad the hand up he needed. His success shows how Vital our services are.

Helping Vital business to succeed offers rewards which can be felt across the community.

This is Ayesha a beneficiary of the Vital Enterprise programme. She now runs a catering business cooking Indian meals, fresh daily, and delivering directly to local companies and organisations.



A take away curry might just be one of our finest achievements.



Homemade Indian food delivered fresh to your desk? One taste and you'll know why Vital supported Ayesha's business idea.

Who can resist a good curry? Authentic homemade Indian food, cooked with fresh ingredients every day by Ayesha.

But Ayesha is a single parent with five children to care for so Vital Enterprise support had to be arranged around her family commitments. Vital provided guidance on her meal plans to offer a mouth-watering choice whilst minimising waste, a distinctive brand, help designing her menu and a website where customers could order.

Micro-enterprises are a Vital lifeline for those who find the usual employment options difficult to access. They are a means to increase personal income, boost self-confidence and improve well-being. What's more, they are booming - with numbers up from 3.5m in 2000 to 5m today.

Our successful start-up incubator and investment fund is helping people in temporary accommodation to establish and grow their own business - to get off benefits and into financial independence.

Our entrepreneurs benefit massively from access to new markets. Can you offer a Vital opportunity for us to promote the exciting products and services provided by people like Ayesha?

We believe both sides get something out of the Vital Enterprise mentor programme, Ms Naglaa Ahmed Mustafa, Mr John Danias.

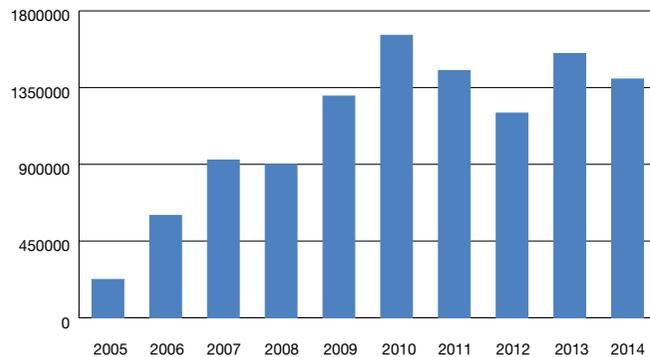




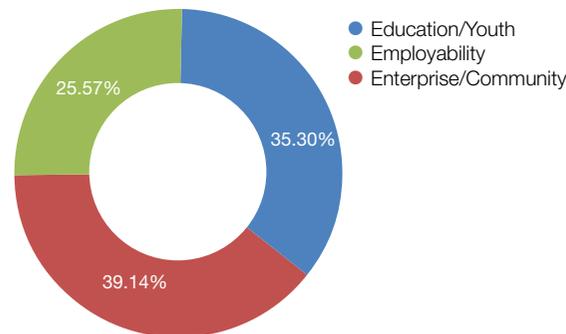
Financial summary

In 10 years we've raised an amazing £11.2m. That's not bad - but your help is still Vital.

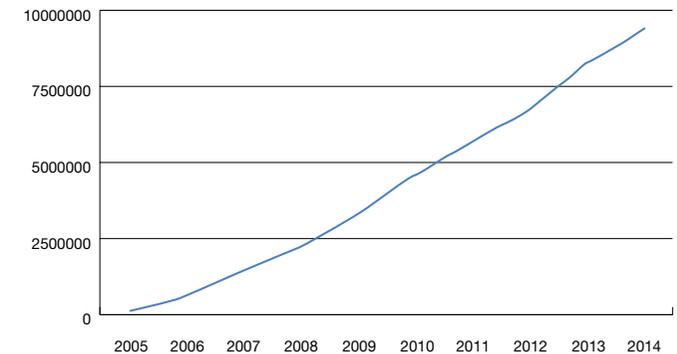
Annual Income



10 Years Charitable Expenditure by Segment



Cumulative Charitable Expenditure



Vital wants to bring supporters together, creating mutually beneficial frameworks for match-funding and shared results. If you would like to contribute to our success and share in the benefits, we'd be delighted to hear from you.



A BIG VITAL THANK YOU



Lastly a HUGE thank you to all the people who support us – Your support has been...well...Vital.

Big Lottery Fund
BNP Paribas
CityWest Homes
Dolphin Square Foundation
Emma Haguenauer
Farrells
Facilicom
Garfield Weston Foundation
Graham Whitney
Henry Smith Charity
Hospital Club Foundation
Hilton in the Community
Hyde Park Place Estate Charity
Invensys/Schneider
J Paul Getty Jnr Charitable Trust
Job Centre Plus
John Lewis
London Business School

London Lancaster Hotel
Office for Civil Society
Porticus Trust
Reed in Partnership
Residential Management Group
Rotary Club of St Marylebone
Royal Society of Arts
Social Investment Business
Streetsmart
The Royal Academy of Arts
Trust for London
Vivendi
Wates Foundation
Weil, Gotshal & Manges
Westminster Adult Education Service
Westminster City Council
Westminster Foundation

This is Cleo who has brought her natural and holistic approach to beauty and massage to office workers desks with the support of Vital Enterprise.



Cleo
BEAUTY & MASSAGE

www.vitalregen.org