



HEY Smile Foundation

Annual Report 2022

BRINGING GOOD INTENTIONS TO LIFE



Contents

- 3 Foreword with Trish Dalby
- 4 A Word from our outgoing CEO
- 5 Crown Community
- 6 Community Development
- 7 Beecan
- 8 Smile Health
- 9 Green Social Prescribing
- 10 CallER Collective
- 11 Smile by the Sea
- 12 Time2Volunteer
- 13 Volunteer Awards
- 14 Corporate Support
- 15 Events
- 16 I Am Fund
- 17 Hull Youth Support Trust
- 18 J B Willows
- 19 Looking forward to 2023 with Smile's new CEO
- 20 Contact us

Foreword with Trish Dalby



2022 was a year of change and challenge for us all, including Smile.

We added to our existing portfolio of projects and commitments, focussed on what can be done to help communities deal with the cost-of-living crisis and were delighted to celebrate and showcase the excellent work that is done with kindness and compassion by volunteers in organisations across Hull and East Riding.

The first big news of 2022 was Smile would develop and manage the transformation of a new community centre in Bridlington.

Crown Community opened in June with two anchor charities; The Hinge and Carers Plus Yorkshire. Providing vital services, the opening of this centrally located building, funded by East Riding of Yorkshire Clinical Commissioning Group and run by Smile, could not have been better timed for the people of Bridlington, as the impact of the rising cost of living hit.

Crown Community shows Smile's ability to step up to the needs of our communities and work in partnership with local government, businesses and other voluntary sector organisations.

Later in the summer, together with Hull CVS, we launched Time2Volunteer, an internet platform uniting charities looking for volunteers with people who want to give their time. This is already a busy platform with charities singing its praises.

Our reputation as a trusted pair of hands for public bodies, businesses, trusts and foundations who want to invest in their communities and enhance lives has been earned through projects that have stood the test of time and responded to needs as they arise, such as the work of our Community Development Team who offer expert advice to groups and charities operating around the East Riding. More recently we took the lead as a 'test and learn' site in our region for Green Social Prescribing.

We are one of only seven sites in the UK who are transforming lives through connecting people with nature to improve mental health and well-being and we are already generating more funding for the region in the form of a quarter of a million-pound Lottery grant.

We continue to support young entrepreneurs through the Hull Youth Support Trust in the centre of the city. This community of start-up

companies accelerates the growth of young businesses through dedicated one-to-one guidance and support, giving young people the fundamental skills needed to succeed in business.

Smile has continued to strengthen its financial position with turnover rising to £1.9 million and assets to £2 million, representing the complex organisation that Smile has become across the health, community, public and business sectors. Smile now has many threads and all of these strands remain important to us.

In this Annual Report for 2022, you will read stories of hope, of lives and communities changed; they are just a glimpse of what the Smile team does across a range of activities that include befriending isolated people, empowering start-ups and celebrating volunteers.

2022 brought another major change for Smile as our founder, Jim Dick OBE, stood down as the Chair and became our Life President; and our Chief Executive, Andy Barber, moved to another charitable organisation in our region. Jim and Andy have nurtured Smile from its beginnings in 2008 to become the trusted and focussed organisation it is today and Smile owes them both a tremendous debt of gratitude for developing Smile, its ethos and its spirit.

I am privileged to take on the role of Chair and have overseen the recruitment of Smile's new Chief Executive, Jamie Lewis. Jamie joins us from the private sector, but he has also been a leader in Local Government and he is committed to a number of charities in Hull and East Riding of which he is Chair of Trustees.

So much change can be unsettling, but I am immensely proud of the strong team at Smile, their ability to deliver for communities and their capacity to build and welcome challenges as opportunities.

Jamie has already laid out plans to pick up the threads that bound Smile together from the beginning, working with corporate partners, sharing skills and prosperity to bring happiness and health and raising funds to help shape the region. I am humbled to chair Smile.

You can be assured that Smile will always remain true to its ethos of empowerment, ambition and support for the charities operating in Hull, East Riding and beyond. All of us at Smile are very excited about the new chapter that is about to unfold.

We roll our sleeves up, we get stuck in and we make a difference.

Trish Dalby,
Chair, HEY Smile Foundation

A word from our outgoing CEO Andy Barber



"This year saw Smile's strongest annual performance to date."

"In many ways, this year planted the seeds for continued growth, as we introduced a range of sustainable new support services."

"We have created our own leaders within the team, who have grown into the voluntary sector with skills and experience from the private and public sectors."

These are not the new comments of a proud CEO reflecting on a single year. As I try to summarise the last year, it's difficult not to reflect on the 14 years that have gone before and these lines, taken from annual reports of previous years, have really hit home.

Smile has always done things differently. We've never been afraid to challenge or to address the elephant in the room. We've also stayed true to our ethos in being a generous leader, never needing to shout "We did that!" but letting others stand up and be recognised. In 2022, we've continued to do exactly that but with the strong governance and sound financial support to really make things happen. The fact this has led us to take on a 1900m² ex Job Centre and flood it with charities who can make a real impact with residents in Bridlington is testament to this approach.

Moving from Covid response through to recovery and then on to the biting cost of living crisis has brought about a paradigm shift. The VCSE sector is now seen as a vital and equal partner to the statutory sector and this continues to see us and others creating innovative solutions to community challenges. Being able to say we've done this as one of seven areas on a national stage through the Green Social Prescribing test and learn programme will always be one of my personal highlights.



In the last twelve months, I've been delighted to see a little bit of Smile's fun creep back in and it's been wonderful to reconnect with many of our corporate supporters through face to face events like our Volunteer Awards and Red & Black Ball.

For several years we've invested in our team and worked hard to make sure that they have everything they need to succeed in their roles as well as personally. Our people continue to be the core of what we do and it's been wonderful to watch our team grown in number, talent and passion over the years.

Smile has been on a journey and so have I. From £14,400 and a laptop to a trusted charity with a balance sheet of £2m, Smile has been my third child since 2008. Taking the decision to hand over the reigns has been a difficult one but it has only been possible because of what we have built and because of the team I leave behind. It has been an honour to lead this organisation and I look forward to seeing it evolve further under Jamie's leadership.

In my final CEO review, I would like to say a personal and heartfelt thanks to everyone who has been part of my Smile journey; to the corporate supporters and fundraisers who have donned racing gear or chefs whites; to the volunteers who have turned their hand to whatever was thrown at them; to the funders and philanthropists who have trusted us to make their money work harder, last longer and go further; to the public sector organisations who have valued us as partners; to the Trustees who have challenged, championed and supported me and to the amazing Smile team who I couldn't have been prouder to work alongside.

In Jamie, Smile's CEO and Trish, our new Chair, Smile will now push onto the next stage of its development. From getting to know both, I'm personally reassured that not only the legacy left by myself, and Jim is in great hands, but that the charity will continue to play a significant part in community development in Hull and East Yorkshire for many years to come.

Andy Barber
Former CEO, HEY Smile Foundation



CROWN COMMUNITY

Crown Community Centre has been driving change for the people of Bridlington since it opened in the summer of 2022.

Run by Smile and funded for the first year by East Riding of Yorkshire Clinical Commissioning Group, the centre has two anchor tenants The Hinge and Carers Plus Yorkshire. Additional tenants have moved into the building, including a mindfulness service and charities using it as a base for outreach and localised sessions.

The charities work in synergy sharing clients, ideas and events, as well as carrying out their own activities. Smile has taken advantage of a peppercorn rental offer from East Riding of Yorkshire Council to bring the decommissioned job centre into use.

For Carers Plus Yorkshire the centre provided a home for the first time, which has helped them reach around 750 people through numerous one off and regular events. One service user said: **“It was such a relief to find this group and share my story, I cried.”**

The Hinge has been able to reach new people in many ways since adopting a second home. For example, they have space to make more one-to-one appointments, facilities to welcome the disabled, and more chances to give volunteers. They run a food bank and food store from the centre and have increased these services to help those facing in work poverty.

In the centre's first six months Carers Plus Yorkshire has:

- Hosted **34** events and talks reaching around **500** people.
- Taken **92** referrals for carers.
- Held **34** groups with around **250** attendees and made around **50** referrals to onward services.

In the centre's first six months The Hinge has:

- Delivered **199** group sessions for adults, attended by **79** individuals **877** times.
- There were **84** children's sessions, attended by **74** children **561** times.
- **535** people attended **6** one off events.
- The food store has **81** customers who shopped there **320** times
- **425** one-to-one appointments took place
- **474** emergency food parcels were handed out.



Community Development Team Overview: “Smile Helped Me Believe”

Smile's Community Development team took to the road last year to reach out to as many groups in need of help as possible.

The team offers a free guidance service, funded by East Riding of Yorkshire Council, to equip charities and community groups with the skills to succeed.

In a bid to raise awareness of the service the team embarked on a tour of ten community venues. So far they have met with 120 people, from 68 different charities and groups and were joined by 19 different partners on the tour. The team offers one-to-one support for groups, giving advice on all forms of governance. One of the people the team worked with last year is Allyson Kent, who wants to set up a charity to help cancer patients face their fears. Allyson was diagnosed with Ovarian Cancer two and a half years ago and she became consumed by the fear of dying. She worked hard to overcome this fear and decided she wanted to establish a charity and share what she has learned to help other people. She is looking at a funding pot to apply to with Smile's help.

“

I had no idea how to go about setting up a charity. Macmillan Cancer Support suggested I meet with Smile. The process has been challenging, but in a supportive way. They really tested me and I am now moving forward with a group of trustees in place.

I couldn't have done this without Smile. They have helped me understand the processes and responsibilities that come with running a charity, and have helped me believe that I can do it.

Allyson Kent

”





Around 850 groups are registered on the Beecan system, which helps them access funding and information efficiently.

Groups and charities helping communities be happier and healthier are welcome to apply to join Beecan, which offers access to resources as well as access to potential funding.

The platform acts as a shop window for charities and VCSE groups. They create a profile detailing their aims and objectives, as well as uploading documents including their accounts and constitution to the site. Having everything in one place gives the organisations a head start when it comes to funding applications. Funders include Humber and North Yorkshire Health and Care Partnership, and Humber Teaching NHS Foundation Trust.

“

A spokesperson for Bridlington Quay Community Interest Company, which successfully applied for a grant through Beecan, said:

“Applying for the grant was straightforward and the process went smoothly. The money helped us reach 200 people in need, thank you!”

”



Beecan paid out close to a quarter of a million pounds in grants to community groups in 2022.



Beecan administers a total of five funding streams. Last year **£237,761** was dispatched via **56 grants**.



Grants benefited a broad range of projects including schemes that focus on health and well-being in the light of the cost-of-living crisis.

Smile Health

2022 was a very busy year for our two local NHS charities; The Health Tree Foundation and Health Stars.

The Health Tree Foundation, the NHS charity looking after Northern Lincolnshire and Goole (NLaG) NHS Foundation Trust.



It was fortunate to have been left an extremely generous legacy by a mystery benefactor from America. The fund of **£326,000** is being spent on the Scunthorpe site. Plans are well underway to use this wonderful gift to help support the Trust improve dementia facilities so that every ward has new specialised equipment and activities to help improve the hospital stay of some of the most vulnerable patients.

In total Health Tree will be investing **over £200,000** to make improvements to dementia care at NLaG.

Major investments have also been made to improve the Accident and Emergency departments including **almost £100,000** towards mobile phone charging points, patient screens, paediatric waiting areas and digital skylights.

Health Stars supports Humber Teaching NHS Foundation Trust.



It focused on granting wishes to support patients coping with some of the most complex mental health conditions. These wishes ranged from gardening equipment, outdoor seating, plants and compost to yoga DVD's, craft supplies, Christmas gifts and specially arranged parties for patients.



WISHES



- **203 wishes** were granted between the two charities to help patients with their hospital experience
- The Health Tree Foundation granted wishes worth **£1,053,000**
- Health Stars granted wishes worth **£20,000**

INCOME



- The Health Tree Foundation income was **£880,000**
- Health Stars income was **£26,000**



Overview

2022 was a busy year for the HEY Smile Foundation led Humber and North Yorkshire Green Social Prescribing Programme, one of seven 'test and learn' sites across England, looking at preventing and tackling mental ill health through Green Social Prescribing. In 2022:

- **INVESTED £148,136**

into 20 community-based projects to deliver activities that connect people with the outdoors and nature to support their health and wellbeing.

- **INVESTED £206,453**

into 11 projects to deliver, by working with NHS Charities and The Health Tree Foundation.

- **170 PEOPLE**

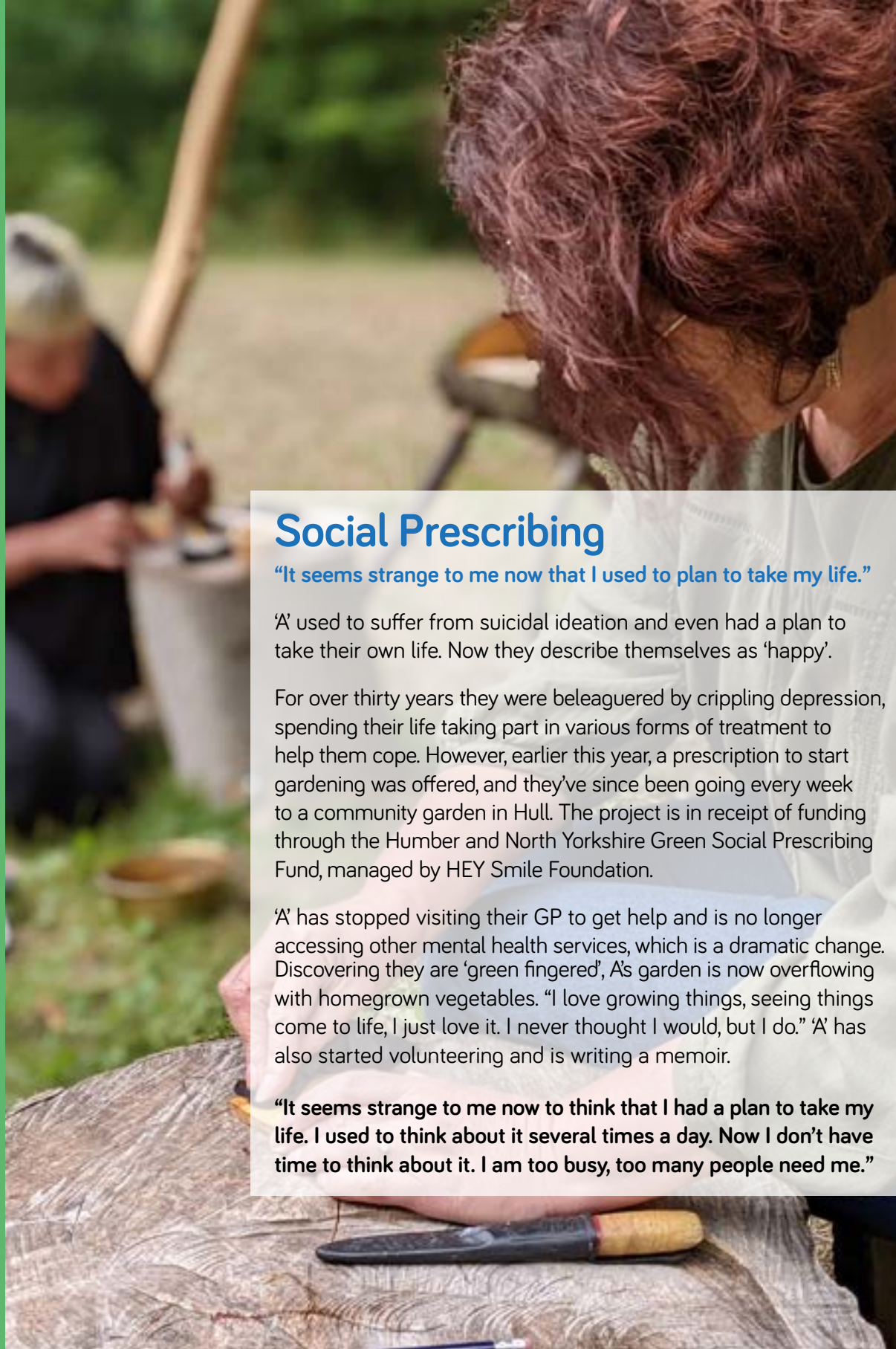
were followed on their Green Social Prescribing journey, by working with 12 different healthcare services.

- **6 ORGANISATIONS**

worked with us to support minority ethnic communities to develop and fund Green Social Prescribing activities.

- **SECURED £247,500**

from the National Lottery Community Fund for 'Growing Green and Blue Health' in Humber and North Yorkshire. This will be invested in supporting, training and upskilling VCSE organisations delivering outdoor and in-nature activities to support referrals from healthcare pathways.



Social Prescribing

"It seems strange to me now that I used to plan to take my life."

'A' used to suffer from suicidal ideation and even had a plan to take their own life. Now they describe themselves as 'happy'.

For over thirty years they were beleaguered by crippling depression, spending their life taking part in various forms of treatment to help them cope. However, earlier this year, a prescription to start gardening was offered, and they've since been going every week to a community garden in Hull. The project is in receipt of funding through the Humber and North Yorkshire Green Social Prescribing Fund, managed by HEY Smile Foundation.

'A' has stopped visiting their GP to get help and is no longer accessing other mental health services, which is a dramatic change. Discovering they are 'green fingered', A's garden is now overflowing with homegrown vegetables. "I love growing things, seeing things come to life, I just love it. I never thought I would, but I do." 'A' has also started volunteering and is writing a memoir.

"It seems strange to me now to think that I had a plan to take my life. I used to think about it several times a day. Now I don't have time to think about it. I am too busy, too many people need me."

CallER Collective

The CallER Collective service, which is funded by East Riding of Yorkshire Council, was launched in the pandemic to reach isolated people. Since then it has offered a listening ear to 247 people.

We were glad to be able to send all of our beneficiaries a handwritten Christmas Card and a selection box and our thanks goes to Umber Creative, one of our generous corporate partners for making this possible.

“



Jean Brown became a befriender in the pandemic, and has been calling a woman in her nineties ever since. She calls her beneficiary weekly for an hour and never misses a call.

"At first you don't like to reveal too much about your own life, but as time goes on you find out about each other and it is very special. I ring her every week and I can hear her voice lift every time I ring.

I think what if I needed it? You never know do you? I feel very lucky, I have my husband, we've been together for 62 years. I have everything I could wish for and probably the people that benefit from this service don't, so it is very worthwhile."

”



VOLUNTEERS

- We supported **53 active volunteers** and recruited more to train in 2023



BEFRIENDERS

- Our team of befrienders spent **1,152 hours** talking to vulnerable and lonely people last year, the equivalent of over **150 working days**



SUPPORT

- In total we supported **131 people**, including **104 new referrals**



Smile by the Sea, The Taylor Family:

“I can’t say thank you enough!”

Sixteen people were given a chance to go on a break thanks to Smile By the Sea in 2022.

The holidays people took ranged from a trip to see London show, a visit to Legoland or a seaside break. In total, more than £3,000 was spent helping people who could not otherwise afford a break to get away. Smile was also able to fund coach hire for a trip to Flamingo Land for charity Aim Higher, supporting families with autistic children.

The Taylor family from Hull were one of the grateful recipients. Seeing her son Sam smile with joy was his mum Michelle Taylor’s holiday highlight.

Sam was born with Dennis Drash Syndrome and has complex health needs which mean he is on a ventilator and needs round the clock care.

Michelle gave up work to care for him because she could not find reliable carers. As she wasn’t working and because Sam’s dad Neil was training to become a teacher the family struggled financially.

When charity East Riding Carers Support decided to nominate the family for a Smile by The Sea Break, Michelle was over the moon and found a holiday home adapted for people like Sam, who is aged 31. She found Brickhouse Farm Cottages near Blackpool which has hoists and heated pools.

She said: “It was just amazing. We went as close to Sam’s birthday as possible. He can’t talk but when he smiled and clapped we all felt so happy to know he was happy. It felt like a good break for all of us and we’re so grateful. I can’t say thank you enough!”

Since the launch of Time2Volunteer in September...



• Close to **200 would-be volunteers** have registered with the site.



• Around **100 organisations** are advertising opportunities



• Volunteers have already dedicated **more than 600 hours**, thanks to opportunities via the sites.

“

This new system is amazing, incredibly easy to use & has far more functionality than I could have hoped for.

I can’t wait to start recruiting and supporting new volunteers!

Alex Hamlin, Hull Red

”



TIME 2 VOLUNTEER

In September we launched Time2Volunteer a website linking volunteers with opportunities that make a difference.

Time2Volunteer was introduced to answer the region’s volunteering needs. It is funded and delivered by Hull CVS, HEY Smile Foundation, Hull City Council and East Riding of Yorkshire Council, and supported by partners.

Time2Volunteer includes volunteer management tools to help with everything, from promoting volunteer opportunities, to recruitment, training and the management of volunteers. It also helps people connect with each other to share and celebrate their experiences. Opportunities available in Hull and East Yorkshire, can be filtered by causes, suitability, and skills.

To find out more about Time2Volunteer, visit www.time2volunteer.org

Time2Volunteer Awards: Thursday 6th October 2022

300 people attended our Time2Volunteer Awards in October. The emotional ceremony, held at the Bonus Arena, brought back the awards in person for the first time since the pandemic.

Nominations were received from across Hull, the East Riding, and North East Lincolnshire.

It was the fourth annual awards and we are grateful to our partnership with Nisa Retail's charity Making a Difference Locally (MADL), East Riding of Yorkshire Council, and Hull CVS for helping us to make them happen.

Volunteers who dedicate time to a long list of causes including helping people with disabilities, sports clubs, conservation, animal welfare, and social care, raised a glass of fizz to each other and the difference volunteering makes.

Each of the 11 categories was sponsored and judged by a corporate partner and then the 'Outstanding' winner was selected from all of the 11 winning entries by Nisa Retail's charity Making a Difference Locally (MADL).

Having won the trophy for 'Behind the Scenes' volunteer 77-year-old Graham Drury, who has volunteered as a driver and maintenance man at Hearing Dogs for the Deaf, for a decade, was named the overall winner. He said he was: "really chuffed!"

Graham does everything from driving 300 miles a day to building furniture and fixing locks. He dismantles gazebos in a downpour, collects and empties dog poo bags, and even dresses as the charity's mascot.



2022 Volunteer Award Stats...

CATEGORIES

These nominations were across **11 award categories.**



SHORTLIST

The awards had **54 shortlisted nominations.**



NOMINATIONS

There were a total of **120 nominations.**



Corporate Support

Connecting businesses with opportunities to support communities is in Smile's DNA and in 2022 we reaffirmed that.

Starting with the huge effort of around 20 businesses who, together with Smile, transformed Bridlington's former job centre into a community centre providing a raft of opportunities to deprived communities.

This came after two years of the pandemic in which Smile's focus was helping the region to survive lockdowns, support the vulnerable, secure resilience funds for charities and to mobilise hundreds of volunteers to aid the vaccine roll-out. We emerged with strength, and an appetite to continue and build our partnerships with corporates.

Joy was back on the agenda with our celebration of volunteers at the Time2Volunteer Awards, which were staged in October. We are grateful to our friends in the business community who sponsored a total of 11 categories. Our thanks also go to businesses who supported the Red & Black Ball in December. The two occasions were attended by over 500 people. And we are excited to say that now we are back together, we are ready to build on that with you, our friends in business. Together we can raise more money, share prosperity, fun and a sense of achievement. For those that remember our quirky events watch this space ...

If you know a business looking to give back, Smile365 is designed to help companies with their charitable giving and sustain Smile's core delivery. Businesses of any size and from any industry can join Smile365 and support our work and collectively help shape the future of Smile and our community, as well as reaping the benefits for your business along the way.

Connecting businesses with opportunities to support communities continues to be an important part of our work. We believe by working together we achieve more. To get involved please email Tessa Wray at: tw@heysmilefoundation.org

Events

2022 was the year for polishing up everything from dancing shoes to golf shoes!

Smile held events that helped raise core funds and happiness, as the UK began to recover from the pandemic.

The ninth Swing When You're Winning golf day took place and raised around £6,000, bringing the total money collected over the years to around £50,000.

Paul Atkinson, Relationship Manager for Santander, says the day was established to help Smile and Santander form connections and do some good for the community. All the money raised goes back into Smile's core funds.

The Red and Black Ball and The Time2Volunteer Awards united more than 500 people. The awards ceremony was an emotional event which showcased the huge impact volunteering has on the region. Everyone at Smile is proud to champion volunteers because we know they enrich communities. The Red and Black Ball allowed Smile Staff and Trustees to socialise with our friends from businesses around the region. It was a chance to celebrate the partnerships we have that make charities and communities around our region stronger. There will be more events to come in 2023 and we will keep you all up-to-date.

“

Knowing that the money is spent locally and that it isn't wasted on administration is important to us, that makes a really big difference.”

Paul Atkinson, Santander

”



I Am Fund Facts and Figures...



• 12 projects were supported



• £79,017 amount of funding



• £6,583 average amount

“

Iain Thompson, from Freedom Road Creative Arts, said he was grateful to receive the grant. He explained:

“We have been working in Hull for fifteen years and we wanted to reach out to children who may benefit from what we do at Freedom Road. Our grant will give us the opportunity to work with partner primary schools to give young people the emotional support and confidence to take arts opportunities that could change their life chances. We are very grateful.”

”



Freedom Road Creative Arts

I Am Fund: Changing Life Chances



Scores of children and young people have been given opportunities to take part in the Creative Arts thanks to the I Am Fund.

A total of twelve projects were funded to the tune of £79,000 pounds from the fund, which was established with a legacy of £1.3million bequeathed by lover of the arts Audrey Mosey. The fund is designed to help young people realise their potential and give them access to arts experiences they wouldn't normally have. Across the year, three rounds of funding grants helped reignite the performing arts sector. The successful applicants included a wide variety of projects encompassing drama, dance and a circus school. To find out more about the I Am Fund, please visit: www.heyiamfund.org



The Herd “A Play in a Day”

Credit to photographer Tom Arran and Paisley Primary school

Hull Youth Support Trust



HULL YOUTH SUPPORT TRUST

Hull Youth Support Trust (HYST) have been helping successful businesses to spread their wings.

In 2022 the number of fledgling businesses at HYST dropped from 19 to 11 as start-ups flourished with the support of the trust, which provides mentoring, workshop opportunities and affordable office space in the centre of Hull. Departures from the High Street centre, makes way for fresh faces, and offers the chance to upgrade the historic building.

One company that waved goodbye to HYST after three years is National Event Support Limited, which has a rags to riches story. Company director Ashley Hagyard, says his company, was close to going under in the pandemic, and it was the support he got from HYST that ensured survival. Today they have a star-studded list of people they have worked with including Lady Gaga, Ed Sheeran, George Ezra, and the Killers.



Ashley Hagyard

He explained: "All our work stopped or was postponed in 2020 It was tough. Hull Youth Support Trust helped us apply for a grant to cover bills and our rent and they gave us the strength to get through. We are very grateful, it made all the difference."

Gaming Company BetaJester also left the community after three years having grown to win contracts from globals like Xbox. Ryan Burls-Lay, co-founder of the company said: "Being based at HYST has helped us to grow the company, by taking on employees, but it also helped us to network and mix with like-minded creative businesses, which has been useful for our development. We have been able to pass work on to other tenants at HYST and gain insight into other creative businesses. We would recommend HYST to any start-up."

We currently rent space out to **11 businesses**, made up of **16 entrepreneurs**, who collaboratively employ **12 people**



We rent space to **13 virtual post boxes** to support local businesses in need of a HU1 postcode



We are grateful for external business support from **Kaizen Consulting, Growth Hub, Hull Central Library and Melvin Sadofsky**, and offer regular in-house reviews on progress.



Tenants **Assured Marketing & VIP Creative** proudly worked with Smile last year.



 @onesixonehull

 @OneSixOneHull

Hull Youth Support Trust, 161 High Street, Hull, HU1 1NQ | T: 01482 755195 | W: www.hullyouthsupporttrust.org
Charity number: 1168969 | Company number: 10099113

We currently rent space out 10 11 businesses, made up of 16 entrepreneurs who collaboratively employ 12 people



JB Willows

In 2018 J B Willows Working Men's Cottages formally joined the Smile family. The 18 properties are the legacy of John Bouch Willows and were originally for the workman of British Oil and Cake Mills Ltd.

The properties, which are in East Hull, provide quality accommodation for people over 55, who are in need of help due to ill health or financial hardship. Several residents to this day are still linked to British Oil and Cake Mills as ex-employees or the family of those who worked for the company.

We strive to maintain the properties to the highest possible standard, through the support of our onsite caretaker and our relationship with our agents, Lime Property.

2022 saw our biggest investment to date, working with local contractor Hobson & Porter to modernise a vacant property to a very high standard, just in time for a new and very deserving tenant to join the J B Willows family in the run up to Christmas.

Refurbished kitchen

Looking forward to 2023 with Smile's new CEO Jamie Lewis



I joined Smile as 2022 drew to a close and whilst most people wind down for Christmas, I was instantly struck by the vast amounts of work our inspiring staff team does every day. Smile inspires charities, people and places. For many people Smile became known as the hero of our region for the work it did through the covid pandemic, supporting the vaccination programme and offering vital befriending services alongside our other work. We grew in stature and size because of our capability to respond to the crisis and now we want to take everything we have learned and the partnerships we have made during this time to elevate Smile's core work. Smile has always had strong relationships with corporates so that we can help them give back either financially, through volunteering or through gifts in kind. We want to renew our focus on our work with businesses, to look after our partners and forge new partnerships with business as the year unfolds. Business leaders are more conscious than ever of their responsibility to the communities they work in, and we are here to help them fulfil those obligations with enthusiasm and expertise.

As you will see in this report Smile has many projects and we will continue our dedication to these. In many instances this means focusing on the cost-of-living crisis. We will of course support charities and help them weather the storm whilst looking out for individuals and families through projects like The Crown Community Centre, which is helping the people of Bridlington.

It is easy to focus on the difficulties people face and to feel down about life, but Smile's work is all about changing life chances, and helping charities flourish so we want to celebrate our success and have fun.

Smile has always been known for its unusual events, fundraisers, and balls and I think everyone will be glad to hear that these experiences will be back with a bang.

We will keep you updated throughout the year as things take shape, but I'm delighted there will be opportunities for us to meet, socialise and strengthen ties. I look forward to spending time with many of Smile's friends and supporters because together we can make a difference.

Jamie Lewis
CEO, HEY Smile Foundation

Contact Us

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The HEY Smile Foundation



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heysmilefoundation



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