



PURPLE
SHOOTS

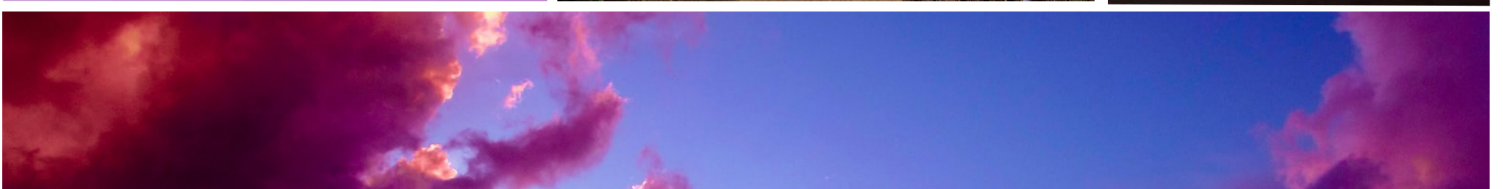
NEWSLETTER FEB 2020

Dear Friends,
Supporters and
Investors.

It has been quite a few months since the last newsletter – partly caused by busyness but also because I was waiting for the new branding and website to be finished. which you can see has now happened. The old website had served us well but had become outdated for a number of reasons – not least of which was that it wasn't mobile or tablet friendly. The new website and branding has been designed and built by **Cre8ion**, a small company in Bristol, and everyone is pleased with the result.



The new branding gives us a launchpad for building more of a profile in the media, both to showcase the achievements of the people we have supported and thereby begin to change the narrative around people on benefits, and also to build more of a base of regular and one-off donors which is what we really need in order to grow what we do.





PURPLE
SHOOTS

Some highlights from the last 8 months:

- **Passing 6 years of lending:** Some of our early borrowers now also 6 years old and still flourishing – e.g. Aber Hydro in Aberdare, D George Painter and Decorator in Cardigan, Bread & Salt Polish restaurant in Cardiff.



- Miss Tilley's at the Fire Service HQ:

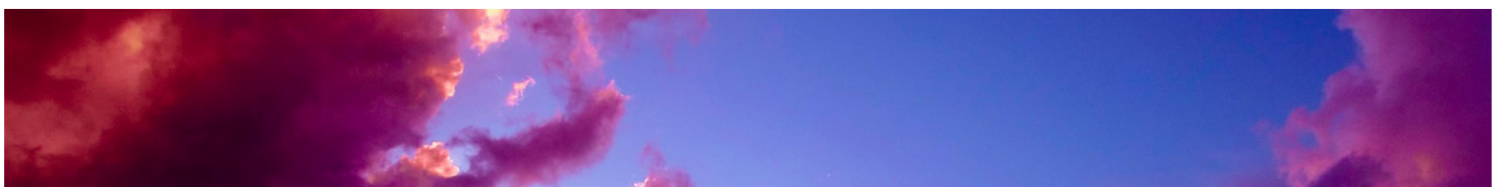
Our Miss Tilley's SRG (self reliant group) has had a fantastic opportunity to take over the canteen at the Fire Service HQ in Llantrisant. This is providing opportunities for many more people with learning disabilities to be a part of a self-reliant group and to do meaningful work in line with their abilities and aspirations. The Fire Service are also planning to offer work placements in their offices and stores for people who might like experience there. This has given the original Miss Tilley's group a real chance to become an independent social enterprise and we expect that to happen in the next 6-12 months. It is also a model which other large employers could copy. Miss Tilley's have also opened a third community café in Bethel Baptist Church, Pontyclun.



- **Cardiff Christmas Market:** Another very successful 10 days, in spite of terrible weather, selling products made by 11 of our SRGs and 3 of our borrowers.

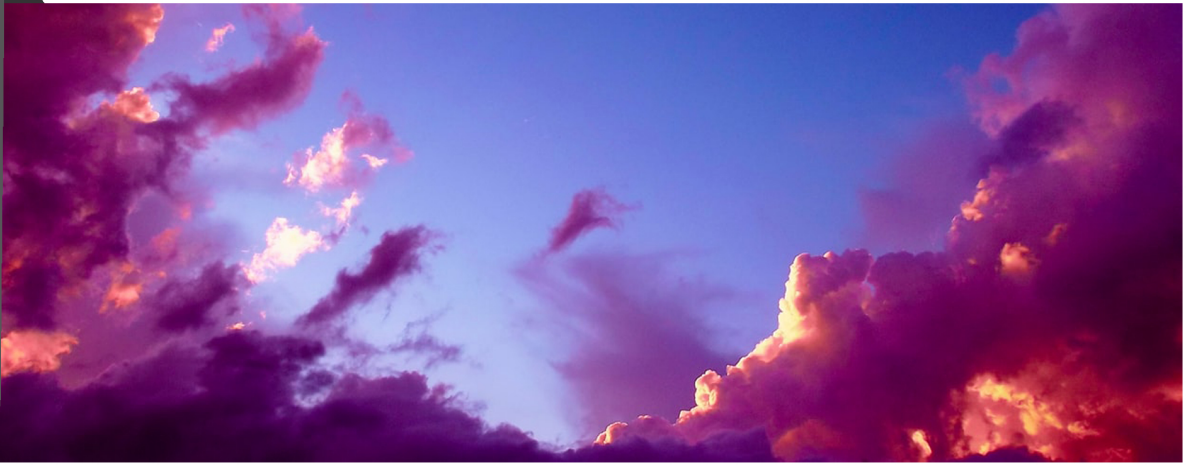


- **Centre for Social Justice Alliance Partnership:** We have been selected as one of only 12 charities from across the UK to be part of the CSJ Alliance. This is a fantastic opportunity for us to feed in to Government policy the issues and ideas which we come across in our day to day work – and hopefully bring about change.





PURPLE
SHOOTS



In the last 6 years:

£1.32m loaned

96% of borrowers on benefits when they receive their loan

£13m economic impact



327 loans to men

242 loans to women

569 loans

439 new businesses

130 existing businesses

68% in bottom 50% most deprived areas

47% in bottom 30%

30% in bottom 20%

40 SRGs in Wales and England reaching over 300 people



PURPLE
SHOOTS



Lisa Middle

Lisa lives in Penygraig in the Rhondda Valley and had a “normal” family life until their youngest son developed a brain tumour. Spending weeks at his bedside whilst he battled with his condition, frequent returns to hospital and a roller coaster of recovery and relapse, Lisa couldn’t work and her husband lost his job because he needed so much time off with their son. Reduced to living on benefits, this led to a downward spiral financially, on top of all the other stresses.

Although not fully free of tumour, Lisa’s son has recovered and is back at school and determined to make something of his life, believing that all his difficulties have made him a stronger person. Inspired by that courage, Lisa decided to fulfil a long held ambition to open her own cake business. She found the ideal premises in Penygraig High Street – but needed a little finance for equipment and display cabinets. Unfortunately, their recent financial struggles meant the family credit score was poor and she could not get support from anyone. Until she met with Purple Shoots who did provide the small loan she needed and the Cake Station opened at the end of October. All the cakes sold are made by Lisa – and her reputation is such that she sells out most days. She has even been visited by a well-known Welsh chef who declared her cakes to be the best he had ever tasted. Lisa says: “My life has changed so much – I am enjoying every minute of being my own boss.”



Simon Thomas

Simon had been working in the cleaning industry for 9 years prior to starting his company Munis Cleaning Services. He noticed whilst he worked for large national companies that the tide was changing and there was a growing trend and demand for local cleaning companies. He saw an opportunity to launch a local company which understood local needs and was prepared to undertake small as well as large contracts, and wanted to seize it. He had some help from the Prince’s Trust but he needed funds for a van so that he could get started. He had lived on his own since age 17 and admits he had been unwise with his money at that age, but he had learnt from that. However that had left him with bad credit legacy so he could not get anyone to offer him the funding he needed to get his business off the ground. Purple Shoots saw his potential and his determination and supported him.

Thank you to everyone
who helps us keep
going.

Karen Davies

