

TONIC
ANNUAL
REPORT
2022

TABLE OF CONTENTS

- 1 A message from the CEO
- 2 Our Mission and Strategy
- 3 Our Staff and Community
- 4 Hear from our residents
- 5 Tonic@Bankhouse Sales
- 6 Profile Reach
- 7 Finances
- 8 Development and Growth
- 9 Chair of the Board's Comment
- 10 Acknowledgements

THIS IS HOW WE LIVE OUR LIVES OUT

A MESSAGE FROM OUR CEO



2022 was another very exciting and busy year for us at Tonic.

We are so happy that our LGBT+ affirming retirement community, Tonic@Bankhouse, is thriving and growing with more residents moving in and becoming friends.

We have been working with our first residents throughout the year to develop with them the activities and events in the community spaces. We have also started many new relationships with charities and organisations who fundraise and host some really fun and creative projects for our community.

We raised over £30,000 from individual donors last year, and your generosity helps us to provide our LGBT+ affirming offer at Bankhouse and our wider advocacy work for the older LGBT+ community.

Behind the scenes we also submitted our application to become a Registered Provider of Social Housing, and we very much hope that this will be achieved in 2023, so that we can provide rented housing in future.

Thank you so much for all of your support this year, it means so much!

- Anna Kear

OUR MISSION

- ➡ **DEVELOP OUR LGBT+ AFFIRMING COMMUNITY AT BANKHOUSE**
- ➡ **BECOME A REGISTERED PROVIDER OF SOCIAL HOUSING**
- ➡ **MOVE TOWARDS LONG-TERM GROWTH AND SUSTAINABILITY**
- ➡ **BUILD PARTNERSHIPS TO DELIVER MORE TONIC SCHEMES**
- ➡ **ADVOCATE FOR CHANGE**

OUR STRATEGIC PRIORITIES

Supporting our residents

Our residents' well-being is at the heart of Tonic's purpose. We will learn from our residents what they want and need to develop our service provision and community activities. We will work with our residents to understand how they want to be involved and we will listen and act on what they tell us.

Creating LGBT+ affirming communities

We want to meet the needs and demands of older LGBT+ people in more locations and provide a range of tenures so that people can access our services regardless of their financial situation. We want more people to get involved with Tonic. We will listen, learn and act on what our prospective residents tell us.

Advocating for change

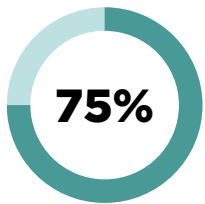
We will use our opportunity to amplify the voices of older LGBT+ people. We will use our communications to raise awareness through storytelling and facilitating community-led research. We will advocate for change to improve the choices of older LGBT+ people in their housing and care.



TONIC AT A GLANCE

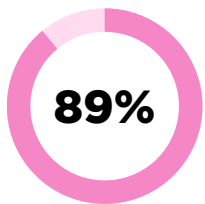


STAFF



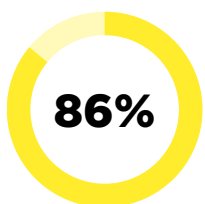
Of 8 staff;
75% identified as LGBT+
17% identified as BAME
25% were aged over 50
13% identified as having a disability

BOARD



Of 9 Board members;
89% identified as LGBT+
11.4% identified as BAME
55.5% were aged over 50
11.4% identified as having a disability

RESIDENTS



Of 7 Residents;
86% identified as LGBT+
28.6% identified as BAME
100% were aged over 50
14% of Residents identified as having a disability,
though most experience health issues and/or were motivated to move due to factors with their health

COMMUNITY PANEL



Of 8 Community Panel members;
100% identified as LGBT+
10% identified as BAME
100% were aged over 50
37.5% identified as having a disability

HEAR FROM OUR RESIDENTS

*Moving to a Retirement Community
Interim Report – December 2022
University of Surrey*

LIVING AT BANKHOUSE

**“DOESN'T FEEL LIKE LIVING IN A
RETIREMENT COMPLEX, IT FEELS SAFE”**

**“THE COMMUNITY SPIRIT, SUPPORTING
EACH OTHER AND MAKING A NEW
GROUP OF FRIENDS, WHICH IS WHAT I
WANTED”**

“BEING MYSELF AND BEING OUT”

**“BEING COMFORTABLE WITH MYSELF...
I'M SITTING LIKE THE KING OF THE
CASTLE, OR QUEEN OF THE CASTLE, IF
YOU WANT”**



TONIC@ BANKHOUSE

73

VIEWINGS

5

RESERVATIONS

4

SALES

8

OPEN DAYS

IN MAY, JUNE, JULY & OCTOBER

COMMUNITY LED CLUBS, EVENTS AND ACTIVITIES

Film club
Book club
Gardening club
CreateArts craft programmes
Coffee afternoons with community guests
Pride in London
UK Black Pride
Drag Bingo
LGBT+ History Month art event
Art Gallery tours
Script writing with Kit Green
Filming with Queercircle
Christmas bauble decorating
& Many more



PROFILE AND VISIBILITY REACH

WEB TRAFFIC
16,000 MAIN WEBSITE
4,500 SALES MICROSITE



**CLEAR
CHANNEL
AD CAMPAIGN
FEB 2022**

9 MEDIA APPEARANCES

INCLUDING THE FINANCIAL TIMES, GAY TIMES, INEWS,
THE SOUTH LONDONER & QUEER SPACES PODCAST

HOW DID OUR CUSTOMERS FIND US?

Website. **Word of Mouth.** **Google.**
Social Media. Open Days. LGBT+ Community.

OUR NEWSLETTERS

11 FRIENDS
OF TONIC

9 REGISTER
OF
INTEREST

5 COMMUNITY
GROUPS

SOCIAL MEDIA

FIGURES AT THE END OF DEC 22



1614



721

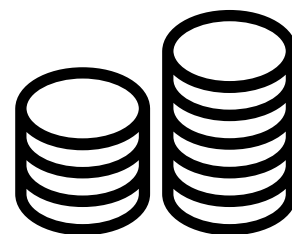


2535



1388

FINANCES



2022 was a very successful year for fundraising.

We secured new and existing partnerships with several Trusts and Foundations who all believe in our work and support our mission, enabling us to secure and expand our team. Through sales at Bankhouse, we repaid £2M of the loan to the GLA.

£34,924

VIA ONLINE DONATIONS FROM
157 INDIVIDUAL DONORS

£204,000

FROM TRUSTS AND
FOUNDATIONS

£2,070,750

GLA LOAN REPAID

THANK YOU TO



DEVELOPMENT & GROWTH

RECRUITMENT

In April, we appointed Sherine Tolu Balogun as Community Manager, based at Bankhouse.

Her experience in retirement housing and ability to build trusting relationships with the residents and customers, has been transformative in the way we have been able to develop our community and see it thrive throughout 2022.



In November, we appointed Bob Green OBE as Head of Operations.

His 30 year experience within social housing and dedication to supporting the LGBT+ community, has ensured that we provide excellent services for our residents and customers, and embed our community-led values in everything we do.



PARTNERSHIP WORK

In June, in partnership with Stonewall Housing, we started to host a regular bi-weekly housing advice drop in for those over 55.

Thai O'Reilly, a Stonewall Housing Case Worker, visits Tonic@Bankhouse's community lounge every other Tuesday, to meet with members of the community in need of housing advice.



CHAIR OF THE BOARD'S COMMENT

It's been another incredible year for Tonic Housing.

The Board are so proud to have seen a thriving community develop at Tonic@Bankhouse this year.

At the end of 2022, we are well positioned for the year ahead. 25% of our apartments are occupied, enabling us to repay over £2M of our loan to the GLA in the first 12 months.

We are extremely grateful for the unwavering commitment from Anna and all our staff at Tonic. Welcoming Sherine and Bob to our team, who bring their wonderful skills, experience and kindness to their work with our residents and prospective residents, is a real joy.

We are thankful for the continued support of our funders Comic Relief, Oak Foundation, Tudor Trust and Trust for London. And for the huge fundraising efforts from one of our Founders, Geoff Pine raising such a substantial amount with a sponsored walk.

I have enjoyed meeting and getting to know each of the residents. Hearing their stories continues to motivate my colleagues and I to ensure Tonic reaches its full potential. We continue to learn from them and will use their experiences to influence our next steps, steering us forward in the year ahead.

- Terry Stacy MBE



Tim Dalton and Lydia Arnold

Our residents who have sadly passed away. They contributed so much to the Tonic community and pioneered Tonic@Bankhouse.

Geoff Pine and Richard White

Their Camino de Santiago walk fundraiser in July 2022, raised over £30,000 for Tonic

A huge thank you to the people who have volunteered for us throughout 2022. We really value your support.

Goodbye and thank you for your amazing contributions to Tonic's journey:

Daniel Hibbs-Woodings

our previous Community and Customer Engagement Manager.

Matthew Riley

our previous Communications and Marketing Manager.

Hugh O'Keefe

our previous Head of Operations.