



2024-2025

Impact Report



AVOW

93

Volunteers
Supported

409

Attendees at
Partnership Events

£28,554

Funding Awarded
by AVOW

259

Organisations
Supported with
Direct Advice

217

Organisations
Supported with
Specialist
Advice

£1,052,329

Funding Obtained
Following Support
from AVOW

184

Membership

Introduction

Peter and Dawn are proud to present AVOW's Impact Report for 2024/2025: Celebrating our Past, Present, and Future.

This year, we paid tribute to the invaluable contributions of long-standing colleagues, Ken Rowlands and Val Connelly, whose decades of service have left a lasting legacy of support for Wrexham's voluntary and community sector. Their work, alongside countless team members, has strengthened the foundation on which AVOW continues to grow.

To remain responsive to the evolving needs of our community, AVOW introduced two new strategic roles: a Human Resources Manager to support both our expanding team and our members, and a Community Development Officer to integrate governance and volunteering support—key drivers of resilient community organisations.

Our partnership with Cadwyn Clwyd ensured that projects funded through the 2023 Prosperous Communities Key Fund were delivered on time, on budget, and with tangible benefits for Wrexham. Behind the scenes, the Trustee Board has reinforced AVOW's governance, ensuring stability and compliance as we build for the future.

AVOW has always embraced change. Whether through major new initiatives or strengthening our foundations, we remain committed to adapting and growing in step with community needs. With robust governance, skilled staff, and sound financial management, AVOW is positioned to meet the challenges and opportunities ahead.

Looking forward, we are optimistic. A strong and sustainable AVOW means a strong voluntary and community sector for Wrexham—today and for years to come.



Dawn Roberts-McCabe
Chief Officer



Peter Howell
Chair of Trustees

Funding

Funding Ensures Vital Support for Local Organisations

During the year, AVOW worked closely with a community church that was facing challenges to fund critical repairs and improvements for the church property. Through AVOW's support, the church was able to identify appropriate funding sources, receive expert guidance on application processes, and benefit from strategic partnerships with local organisations. AVOW also provided innovative fundraising tools, introducing alternative income streams such as crowdfunding and community business collaborations. This proactive and structured approach, helped the church significantly improve its ability to secure financial support, and laid the foundations for sustainable funding that will continue to support the church's vital role within the community.

- Jo Young



Jo Young
Funding
and Grants
Development
Officer



3,257 Direct Interactions



£28,554 Funding Awarded by AVOW



£1,052,329 Funding Obtained with Support from AVOW

53 Projects Successfully Funded

Volunteering & Governance



93 Volunteers Supported to Enter Volunteering



68 Individuals Placed into Volunteering



15 Under-25s Engaged in Volunteering



Amy Jones
Community Development Officer

26 Individuals Attended the Commissioning Conversation

LLoyds TSB Commissioning Conversation

AVOW hosted Wrexham's first commissioning conversation in February 2025 with representatives from Third Sector organisations and the WCBC Commissioning Team. Participants were invited to share successes and challenges in bidding and tendering experiences and ideas on how the process can work better for our communities. The initial conversation has led to an ongoing commissioning Forum being set up to continue this collaborative approach in Wrexham.



Engaging and Influencing



Website Users

15,000



Facebook Followers

3,980



Facebook

Content Interactions

3,518



Phil Bettinson

Marketing
and Media
Development
Officer

Over 70K Facebook Reach!

Marketing and Media Highlights

We celebrated the 40th Anniversary of Volunteers' Week, with a comprehensive multi-media campaign. This campaign featured content from local artists and influencers celebrating volunteering throughout Wrexham, with videos from celebrities like Doctor Cymraeg, Natasha Borton, Andy Hickie and Jason Willis. The volunteers were delighted to be recognised in this unique and memorable celebration.

- Phil Bettinson

Health And Wellbeing Events

In partnership with Betsi Cadwaladr University Health Board (BCUHB), the AVOW Health and Wellbeing team and our Community Agents successfully delivered five events, bringing services directly to beneficiaries in the heart of communities - reaching over two hundred and fifty people.

International Women's Day

Over three hundred and fifty people attended the International Women's Event at Rhyl Pavilion in partnership with North Wales County Voluntary Councils (CVC). The day celebrates the achievements of women and raises awareness of women's rights and equality.

Health and Wellbeing Networks

Four Health and Wellbeing Third Sector Network meetings and one cross county network were delivered by the team.



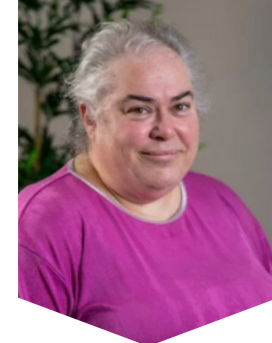
Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board

The AVOW Health and Wellbeing officer is part-funded by the Betsi Cadwaladr University Health Board

Health and Wellbeing



Jane Edwards
Community Support Hub Officer



Justine Hurst
Health and Wellbeing Officer

Social Prescribing Event

An event in Ewloe Sports and Social Club, hosted by Betsi Cadwaladr University Health Board, Public Health Wales, North Wales CVCs and the Regional Partnership Board introduced the Social Prescribing Framework. A discussion panel that included Chief Officer, Dawn Roberts-McCabe, highlighted AVOW's services under the umbrella of social prescribing. Over one hundred practitioners heard a variety of speakers highlighting social prescribing projects. Jane delivered a workshop to promote Green Social Prescribing and spoke about the benefits of connecting with nature to improve mental health.



Jane Edwards
Community Support Hub Officer

Community Hubs

Nature Places Project

AVOW in partnership with Wrexham County Borough Council successfully hosted thirty six workshops engaging both existing and new participants through more than three hundred and seventy interactions. These workshops have been a vital space for social connection, creativity, learning and community building.

Hot Light Lunch Project at Little Acton

Eight weeks of hot, light lunches delivered in partnership with AVOW, The Rainbow Foundation and AVOW Hub volunteers. Over seventeen people each week attended, forming new friendships. From this success, Little Acton Community Council funded a further seven weeks of hot lunches.

 33 Organisations Engaged

Over 5,000 Healthy Connections



It Started with a Stitch

In this week long exhibition at Wrexham Library, beneficiaries showcased crafts, photography, crocheting and many other objects. Many people visited the exhibition. Wrexham University presented an award to AVOW in recognition of partnership working in the community.

Shopmobility

The Accessibility and Shopmobility Roadshow along with the Community, Health and Wellbeing events continue to be a popular means of sharing knowledge. The roadshows offer the opportunity to learn about both the services available in Shopmobility and the RITA (Reminiscence, Rehabilitation and Interactive Therapy Activities) project while reducing, or even removing, hidden barriers such as language, location, and anxiety, that might prevent people from accessing the services. They also provide a platform to meet new demographics from across Wrexham, to learn and understand their accessibility concerns and needs, form relationships, and offer help and support.



David McDonald
Accessibility &
Shopmobility
Manager



Over 2,000 Visits To Shopmobility

**1,822 Visits to Wrexham City
Made Possible by Shopmobility**



107 Long Term Rentals



125 New Members



701 Warm Space Visits

**Sharon
Stocker**
Shopmobility
Assistant



**Jean
Fortune**
Shopmobility
Assistant



Accessibility



AVOW received grant funding to run an accessibility scheme providing at-home support for people living with dementia and their unpaid carers, utilising a personalised tablet version of the RITA (Reminiscence, Rehabilitation and Interactive Therapy Activities) device. The Accessibility Officer has worked closely with Community Agents from both AVOW's workforce and partner agencies to secure referrals into the project, ensuring those most in need are supported. AVOW sits on the Dementia Friendly Wrexham Steering Group

to ensure the project is widely promoted and accessible to all. Work is underway with the Archives Team in Wrexham Library to introduce Wrexham-specific reminiscence materials into the RITA devices. These include photographic images, historic newspaper clippings and articles, maps, and Wrexham AFC memorabilia, enriching the therapeutic value of RITA.

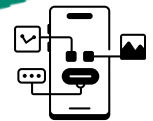


Supporting 10 families living with dementia in their homes.



David McDonald
Accessibility &
Shopmobility
Manager

58.6 Therapeutic Hours



Most Popular Apps
Games, Quiz Time, Images
& My Life Story



Sarah Buck

HR & Engagement
Team Manager

Ty AVOW

The Engagement Team is the welcoming face of our organisation and the first point of contact for members, staff, and the wider community. Their work is broad and essential, covering reception services, training support, enquiry management, building maintenance, room and equipment hire, membership administration, event bookings, and much more. They are also home to our Human Resources function, offering guidance and support.

Beyond their frontline responsibilities, the Engagement Team also provides vital support to other functions across the organisation, ensuring that colleagues are able to deliver their own work effectively. Their dedication strengthens collaboration, underpins service delivery, and reinforces a culture of reliability and care.



14 Training Sessions, 154 Participants



95 External Room
Hires

2000+ Wrexham Connections



Aaron Bell
General
Assistant



Darren Tomkins
General
Assistant



In the past year, the team has supported, facilitated and maintained the effective day-to-day operations that enable the organisation to flourish.

- Sarah Buck

Community Agents

In April 2024, AVOW was successful in securing the Wrexham County Borough Council (WCBC) Community Agents South Consortium tender and were awarded with the Penycae, Gresford and Rossett Community Agent Contracts mid-year. The Community Agents project was developed in response to the recognised need that many people in our communities struggle to access essential services that help maintain their wellbeing and quality of life.



122

Local Groups Contacted and Engaged

168

Community Events Attended

AVOW currently supports 16 Community Councils in Wrexham: Abenbury, Bangor-On-Dee, Chirk, Erbistock, Esclusham, Gresford, Holt, Isycoed, Llangollen Rural, Maelor South, Marchwiell, Penycae, Rossett, Ruabon, Sesswick, Willington and Worthenbury.

171 Supported Individuals



Claire Pugh

AVOW Play Department
Manager & Plas Madoc
Community
Development Manager

The Land

Through the continued support from the National Lottery Community Fund, Children in Need, and Families First, The Land has expanded its vital provision for children, families, and the wider community. Over the past year, we've successfully embedded a new integrated model of Play and Community Development, enhancing our existing offer and extending our reach across both local and neighbouring communities.



539 Children and Young People Registered



411 Parents and Residents Supported



10,422 Visits To The Land

The Land offers the freedom to explore and fosters moments of pure joy, shared laughter, and personal growth. These experiences lay the foundation for wellbeing, resilience, and belonging. We've reignited local tradition by hosting our first annual Bonfire and Fireworks Night since the Covid pandemic. Plastonbury also returned showcasing local talent and playful creativity. Alongside local delivery, we've contributed strategic support to We Are Plas Madoc (WAPM) - a resident-led charity championing community-led change.





Sharon Evans

Little Sunflower
Childcare Manager

Little Sunflowers

Little Sunflowers have this year been successful in receiving a funding extension from Neumark Foundation to fund a breakfast club and a fun club to provide additional support to children and parents. Breakfast club: This daily programme ensures all children have access to breakfast before starting the nursery lessons. The funding allows children with special dietary requirements to eat safely with their friends. Along with the food provided by the Neumark Foundation this programme also receives regular donations of cereal and cereal bars from Kellogg's in Wrexham.



Little Sunflowers Childcare Plas Madoc

Family Fun club: This drop-in group runs Monday, Wednesday and Friday and offers information and support on a range of parenting challenges while the participants enjoy arts and craft, and other fun activities. This group has been very popular with 25-30 attending every session. Thursday afternoons are reserved for private sessions for families who may require additional support



Finance

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		£	£	2025 £	2024 £
Income					
Incoming resources from generated funds					
Donations and Legacies	3	1,722	1,070	2,792	1,998
Investment Income- interest receivable		20,903	-	20,903	9,441
Income from charitable activities	4	373,044	673,611	1,046,655	978,541
Total Income		395,669	674,681	1,070,350	989,980
Expenditure					
Charitable Activities	5	470,510	612,305	1,082,815	875,596
Total Expenditure		470,510	612,305	1,082,815	875,596
Net (expenditure)/ Income for the year before transfers	7	(74,841)	62,376	-12,465	114,383
Gross transfers between funds	8	155,903	(155,903)	-	-
Net movement in funds		81,062	(93,527)	-12,465	114,383
Reconciliation of funds					
Total funds brought forward		538,455	384,084	922,539	808,155
Total funds carried forward	14	619,517	290,557	910,074	922,539

The Statement of Financial Activities includes all gains and losses in the year. All income and expenditure derive from continuing activities.



Katherine Prince

Development
Manager for
Volunteering,
Community and
Finance



2024 - 2025

The AVOW Impact Report
Produced by the AVOW Media Department 2025

