Building brighter futures

Impact Report 2025



West Bromwich Building Society Foundation is a registered charity (Charity No. 1205559)

West Brom Building Society Foundation

An introduction to West Brom Building Society Foundation



West Bromwich Building Society Foundation is a charitable Foundation supporting local people and communities.

Our purpose is to make a real difference to our local communities. By investing in grassroots projects, supporting vulnerable communities, and championing local initiatives, we intend to strengthen the West Midlands, creating brighter futures across the region.

Our primary aims are to support charitable causes that:

1. **Look to promote and provide safe and stable housing and rented accommodation to support social and community welfare and relief of poverty**
2. **Seek to prevent and relieve financial hardship through improving financial wellbeing by means of education and training**
3. **Advance wellbeing through increased opportunities within local communities**

We're a Living Wage Funder

One of the first steps out of financial hardship and into secure accommodation is having access to an appropriate wage, that's why we're proud to be an accredited Living Wage Funder.

As a Living Wage Funder, we encourage all salaried positions supported by any grant funding to be paid at the Real Living Wage recommended rates.

By supporting applicants to pay Real Living Wages, we hope this brings longer-term sustainability to the projects that we fund.

The Foundation's decisions are made by our Board of Trustees, who are responsible for assessing applications and determining which charitable causes will benefit from funding.

Jonathan Westhoff, Chair of Trustees, said:

"Community engagement has always been a key priority, as it lies at the heart of what it means to be a mutual. We aim to strengthen our impact by supporting local people and community initiatives that align with our purpose, helping to create lasting, positive changes across the region.

With the work of West Bromwich Building Society Foundation, we will enable sustainable growth and create stronger, more connected communities to make a meaningful difference to their futures."

Our strategy for building brighter futures



Supporting stronger communities and creating safer homes through:

Home first

Secure housing for those who need it

We fund initiatives that endeavor to provide safe and stable accommodation for the vulnerable within our communities - a secure home is the foundation for a better life.

Stronger Together

Strengthening our local communities

We support local charities and grassroots initiatives that strengthen wellbeing, inclusion and opportunity - strong communities begin with opportunity.

Financial futures

Building stronger, more stable futures

We fund initiatives that aim to improve financial literacy and help people take control of their financial wellbeing - stronger finances lead to more secure homes.

2025 in review

West Brom
Building Society
Foundation

Grant giving in 2025

£465,000









Launching the safe space Youth Café





The Youth Café was set up with the aim of providing a safe and relaxing space for local secondary school pupils to attend after school.

Situated at the YMCA's Coffee At The Clock in West Bromwich, the Youth Café is a friendly and supportive place for young people. Students aged 11-16 are welcome to attend where they can spend time taking part in activities, chatting with others, and accessing the support of a youth worker if they need it.

We celebrated the café's official launch in June 2025 with attendees including the Sandwell Mayor, Councillor Steve Melia, Jo Goldie, Chief Operating Officer from YMCA Black Country Group, and the trustees of West Bromwich Building Society Foundation. Most importantly, local students were invited to come along and try out the café.

Our grant funding supports the café to run from Tuesdays to Thursdays between 3:30pm and 6pm during term time.

Since opening, the café has seen students from various schools choosing to stop by each afternoon to take part in the activities on offer.



The safe space Youth Café impact





The Youth Café has seen over 85 individual young people becoming regular users of the café since September 2025.

The Youth Café has partnered with organisations such as Powered by CAN to bring a variety of workshops to the young people attending the café. These workshops include anime, boxing and sports - giving the young people a range of activities to get involved with.

The café brings new experiences to young people, allowing them to develop skills in areas they may not be able to access freely otherwise. Some of the attendees are embarking on basic barista training, whilst others have expressed wishes to see other activities introduced. These will be considered as part of the Youth Café plan for 2026.

Shantania Colding, Youth Café youth worker said:

"Working at the Youth Café is incredibly rewarding as it provides more than just a space. It fosters a supportive and inclusive community. Leading the café allows me to combine structure, creativity, and care to positively impact young people's development. I am committed to creating an environment where they feel safe, valued, and encouraged to grow. Observing their confidence and skills developing is a privilege, and I am proud to contribute to their ongoing journey."



Supporting care leavers into homes

We have granted funding to support Barnardo's to build five Gap Homes in Birmingham.

When a young person leaves the care system, it can be an incredibly difficult time as they usually do so without a support network to help them. Having affordable and suitable accommodation can make a huge difference and help young people make a positive start to their adult life.

Barnardo's created the Gap Homes initiative due to the lack of suitable housing and support available for looked-after young people at the point they leave care. Poor quality housing and a lack of support is known to increase the likelihood of homelessness, with one in three care leavers becoming homeless in the first two years after they leave care. Our purpose is centered around supporting housing, strengthening communities, and helping relieve hardship and poverty. The Barnardos' Gap Homes project aligns with our purpose through providing a safe, secure base where young people can learn to manage life on their own.

The initiative utilises vacant land and builds energy-efficient, easy to maintain homes for care leavers, offering young people a vital transition home whilst also being supported by Barnardo’s staff.



Breaking ground on Gap Homes

On Tuesday 11th November we welcomed the start of construction on site for five Gap Homes in Birmingham

November marked a significant step forward in the Birmingham Gap Homes project as the first dig commenced on site.

After several years in planning it was poignant to see works begin as this now brings us ever nearer to welcoming young people leaving care as they become the first residents of the new homes.

Young people need support now more than they ever have and the building of these Gap Homes will help to transform the future of West Midlands' care leavers for years to come.

As we move into 2026 we're looking forward to seeing the build progress and watch these homes take shape. We're ultimately waiting to celebrate the moment when young people can move into a place they can truly call home.

Andrew Jones, Trustee, said:
"Breaking ground on these Gap Homes is more than just the start of a build - it's the start of a safer, more secure future for young people leaving care. As trustees we're proud to stand behind a project that will deliver lasting change for young people in our region".





What's next for 2026?

As we look ahead to the coming year we are excited to see existing projects progress, whilst also opening our support to new charitable projects. We're committed to our purpose to deliver support for housing and causes that relieve financial hardship and poverty. We aim to lay strong foundations to build brighter futures together.

We're preparing for new projects within our local communities including:

1. **Continuation of the Youth Cafe with another year of funding to support the Youth Worker**
2. **Supporting Sandwell Clothing Bank to fund emergency clothing packs.**
3. **Supporting the Basement Project with their 'Upstream' project - a prevention-led youth homelessness programme.**

We are looking ahead with confidence that we can achieve an even greater impact for our local communities in 2026.

If you know a charity with a mission aligned to ours, our application form can be found on our website: **https://www.westbrom.co.uk/wbbs-foundation**

