



10
YEARS

Anniversary Report



Because **innovation**
happens when
we **step outside**
our **circles**



Foreword

Russell Rook and David Barclay
Co-founders of Good Faith Partnership

When we first started Good Faith 10 years ago, we had high hopes for what could be achieved by bringing different sectors together to tackle big social issues. But we also had a healthy degree of scepticism about whether it was possible to build a sustainable organisation to do that work. After all, working at the intersection of different organisations and sectors almost inevitably means putting yourself in the gaps of where resources and focus tend to exist.

What we've learned since then, with plenty of twists and turns along the way, is that there is in fact a bigger appetite than we imagined for the kind of expertise and capacity that Good Faith sought to develop and offer.

Often this appetite is strongest at moments of crisis. That's when leaders and organisations confront most starkly the limits of their own existing circles, and the necessity of moving beyond them to find meaningful solutions. It's not a surprise, then, that many of Good Faith's most notable projects, from community sponsorship of refugees, to YourNeighbour and the ChurchWorks Commission and now the Warm Welcome Campaign, emerged from those points of crisis.

In a world full of interlocking and seemingly ever-expanding crises, it feels as if this reactive capacity to bring people and organisations together to problem-solve and build new solutions is likely to be an ongoing feature of Good Faith in the coming decade and beyond.

But we've also had the joy and privilege over the years of working with leaders who understand that even in the smoother times, partnership and collaboration are the key to developing new solutions to our deepest challenges. We've found these leaders in a whole range of contexts – from politicians and civil servants to business executives to faith and civil society to funders and philanthropists. And we've worked with them at different geographical scales – locally, nationally and internationally. Coming alongside these transformational systems leaders and helping them and their organisations achieve more through collaboration is what we love to do, and it's how we want to grow as we look ahead to the next 10 years of Good Faith's life.

So as we look back at what has been an incredible journey of the last 10 years, we'd like to say an enormous thank you to everyone who has been a part of it – colleagues, partners, clients and funders. And to all those who are yet to experience Good Faith, we'd love to invite you to get in touch and to explore how we could work together!





Good Faith
Partnership
started
10 years
ago in a
moment
of crisis

The Pickwell Foundation

Introduction

In the summer of 2015, many Brits visited the Mediterranean on holiday and saw human beings fleeing the Syrian civil war literally being washed up on the beaches. We were convinced that there must be a way to get people to safety from the horrors that were then unfolding in the Middle East.

Good Faith Partnership got the right people together from Government, the business community and the faith and charity sectors. What emerged was the idea of community sponsorship of refugees, a concept that became a key element of the UK's response to the Syrian crisis and then later the blueprint for the Homes for Ukraine Scheme which helped hundreds of thousands find safety in the UK.

From this experience, Good Faith grew, and we had more opportunities to ask some big questions:

- What happens when we step outside our usual circles?
- What happens when we broker unlikely relationships to tackle our biggest issues?

Over the last 10 years, we've had the privilege of working with a huge range of partners and clients, helping them forge new partnerships and deliver collaborative initiatives that have made a real difference. We've had the honour of serving the Greek Orthodox Patriarch of Jerusalem in his mission of working for peace and inter-religious dialogue in the Holy Land. We've also worked extensively with Sheikh Abdullah Bin Bayyah and the Muslim Forum for Promoting Peace on inter-religious dialogue in the UK and beyond.

Closer to home, we've worked for local authorities, universities and charities such as Tearfund and Mission Aviation Fellowship (MAF UK).

In all of this we have sought to pioneer a different form of consulting, based on deep trust and real relationships with our clients, allowing us to bring our unique blend of wide-ranging networks and our capacity to deliver at pace on topics of real complexity.

Alongside our consulting work, Good Faith has developed a track record of innovation, working with funders and partners to incubate new collaborative solutions to big challenges. In the depths of the Covid pandemic, we brought together national church leaders and government to find new ways of serving communities in crisis. And since the pandemic, this has blossomed into the ChurchWorks Commission, which has pioneered church-government partnerships to improve health and wellbeing, tackle poverty and support vulnerable children and families.

And in the face of the cost of living and energy crises in 2022, we founded the Warm Welcome Campaign, a national network of community spaces which has since grown into a 6,000+ strong Chain of Hope covering the entire UK. Working with former Prime Minister, the Rt. Hon. Gordon Brown, businesses such as Sky, National Grid and the Co-op, and specialist charities, we have been able to resource, connect and champion community spaces in all of their diversity, creating a new form of social infrastructure which can both support those in fuel poverty and reverse the trend towards loneliness and isolation and rebuild thriving communities where everyone belongs.

After 10 years, we are just getting started. We are marking our 10-year anniversary with plans to expand the Warm Welcome Campaign, an ambitious agenda for the ChurchWorks Commission and so much more. We are deeply grateful to the many organisations we have worked with over the past decade for their time, commitment and care for others in the world.

If you would like to work with us, please don't hesitate to get in touch.

 info@goodfaith.org.uk





10 Years of Good Faith in Stories

10
YEARS
GOOD
FAITH
TEN YEARS • ONE MISSION



Warm Welcome Campaign — from crisis response to a permanent 'Chain of Hope'



In 2022, as a response to the cost-of-living crisis, Good Faith set up the Warm Welcome Campaign. Its aim was simple: to provide places where people could go to be warm. In that first winter, it was clear that many Warm Welcome Spaces were having a positive impact in easing the cost-of-living crisis for people, but they were doing so much more. People came for the warmth, but they stayed for the welcome.

Since then, Warm Welcome has grown into a growing network of over **6,000 community spaces**, and most are open all year long. That number is growing every day, bringing more and more communities together.

From church halls in rural villages to libraries, mosques, community centres, sports centres and cafés in bustling cities, local spaces are opening their doors to offer warmth, friendship, and a place where everyone belongs. Warm Welcome Spaces form one of the largest community-led support networks in the country, and last year they welcomed over 3.5 million visitors.

Warm Welcome is supported by many organisations and businesses, including Libraries Connected, Sky, National Grid, OVO, Co-op and In Kind Direct, to name just a few.

In 2025, we launched **Warm Welcome Week**, a week of awareness-raising events and activities in Warm Welcome Spaces up and down the country. Warm Welcome Week starts on Blue Monday, dubbed the most depressing day of the year on the third Monday in January. The week has a simple call to action: to chase the blues away with a riot of colour in the Warm Welcome pinks, oranges, reds and purples. People dress-up, knit, craft, decorate, cook delicious cakes and soups, and celebrate the week with all kinds of fun and colourful activities.

Warm Welcome Week has two objectives:

- To raise awareness of Warm Welcome Spaces so everyone can find a place of connection close to home
- To encourage more community spaces to join the Warm Welcome Campaign

We ran the second Warm Welcome Week in January 2026 and have seen huge engagement in Spaces and on social media. Sixty-two new community spaces registered with Warm Welcome during the week, and there were more than **38,800 impressions across our social media channels** (up from 27,500 in 2025).

Then, in June 2026, we staged the inaugural **Warm Welcome Awards** to recognise and celebrate the thousands of people – many of them volunteers – who run Warm Welcome Spaces up and down the country.

There were almost 400 entries to the first set of awards, which comprised six categories:

- Warmest Welcome
- Unlikely Friendships
- Bright Ideas
- Community Connector
- Unsung Hero
- The Rt. Hon. Gordon Brown 'Chain of Hope' award, named for our Founding Patron

The Warm Welcome Awards ceremony was generously hosted by Sky, at Sky HQ in Osterley. The Warm Welcome Awards were free to enter, and all the finalists enjoyed a VIP experience at Sky HQ. The Warm Welcome Awards were judged by Warm Welcome's partners including Sky, Eden Projects, Co-op, Barratt Redrow Foundation, Good Practice Mentors, Acts 435, National Grid and NGED, Rotary Great Britain and Ireland, Libraries Connected, OVO energy, and Jo Cox Foundation.

The Warm Welcome Campaign

— from crisis response to a permanent 'Chain of Hope'

The Warm Welcome Campaign's ambassador, Gaby Roslin, and David Barclay, Campaign Director, compered the first-ever Warm Welcome Awards. The Rt. Hon. Gordon Brown sent a personal video message to announce the winner of the flagship award given in his name: The Rt. Hon. Gordon Brown Chain of Hope Award.

We are constantly uncovering stories of Warm Welcome Spaces being a lifeline for the people who visit them, as well as enriching the lives of those who work in and volunteer at Warm Welcome Spaces. We have hundreds of quotes along these lines: *"It's helped me cope with the hard times. Knowing other people are going through the same and having somewhere to meet with those people that's both safe and warm and free has been a real big help and taken worry and stress out of stressful situations. Knowing if I don't have food there's somewhere that I can get help from close to me is also a big relief."*

Warm Welcome continues to go from strength to strength, with more than 1.7bn media impressions in 2025-26, more spaces registering every week and big plans for the future, building on a five-year strategy.

The strategy aims to:

- Create local, regional and national communities of connection
- Help Warm Welcome Spaces access the resources they need to thrive
- Tell the story of Warm Welcome for positive change
- Make Warm Welcome a sustainable, inclusive and trusted organisation

Warm Welcome has created a **Champions Programme** which runs between October and June every year. It's a nine-month programme that supports selected Warm Welcome Spaces to continue learning, partnering, and developing to be the best they can be. The programme gives Warm Welcome Spaces opportunities to share their challenges, achievements and aspirations with other spaces and helps influence the Warm Welcome Campaign's UK-wide strategy.

The Champions Programme includes in-person events, monthly online meetings, peer support, tailored and specialised support and the opportunity to access funding, volunteers and resources.



Warm Welcome Impact Report

Every year, we publish a Warm Welcome Impact Report. Our latest report is available on our website: warmwelcome.uk/support-us



Welcoming Ukrainian refugees to Britain

In Bristol in 2022, Good Faith Partnership responded in the immediate aftermath of the war in Ukraine by working in partnership with Bristol City Council and the city's faith communities to coordinate a series of nine Welcome Hubs across the city. Welcome Hubs are designed to be safe spaces of sanctuary and welcome for Ukrainian arrivals.

Located in and run by **local communities**, these spaces allow Ukrainians to meet one another, share a common culture and experience and speak in their own language, whilst also having an opportunity to meet longer-term Bristol residents, **receive support** with finding work, accommodation or school placements and hear the message that **they are welcome here** communicated to them in both words and action.

Joe Davies, now Head of Community Development at BS3 in Bristol, is a former director of Good Faith Partnership and led the Welcome Hubs project for several years after volunteering to be involved when he heard about the Hubs at his local Hope Chapel church. Joe recalls a couple of stories that demonstrate the impact the Welcome Hubs have had on Ukrainians living in Bristol.

"When we started the hub, I had this picture in my head because I was imagining families coming over, mainly women and children. And then I thought, what could we do that would be worthwhile? Then I imagined some really traumatised children, disorientated, confused. So I had this idea of setting up the Hub as if it's like a child's birthday party. I imagined a bouncy castle, face paint, really tasty food, a lot of chaos, but fun chaos. Just to let the kids let off some steam and be creative, that vision seemed to take off."

"Someone in the church anonymously gave us the money for the bouncy castle, because it was quite expensive. The first family came, and then another family came, and some older women came, and we built a sense of a group. One of my main jobs was looking after the bouncy castle. I think people at the church were a bit worried that people were going to get hurt or whatever."



So I had to write a risk assessment and try and convince them it was going to be okay. It was worth the risk.

"One evening, it was quite a standard evening. I was just looking at the bouncy castle, just trying to keep an eye on it, and then I felt this little hand hold my hand as I was watching the bouncy castle. I looked down and it was Ivanka. She came to the UK when she was two. Actually, she celebrated her second birthday with us at the Ukraine Hub."

"Ivanka hadn't seen her dad in about nine months, maybe longer. And so, it was obviously a very touching moment. It was something that she initiated and the way that I understood that moment was that I was a man in her life who was a constant. She saw me every week at the hub, and she felt safe enough to do that."

The girl's father has since come to the UK, so the family unit is reunited, and he is working as a driver for Amazon.

Welcoming Ukrainian refugees to Britain

Joe tells another story of a boy who was really interested in boxing. Through the Welcome Hubs project, Good Faith was able to introduce the boy to the local boxing community in Bristol. Joe says, "He's now really integrated in that world. He's in a lot of fights. I think he's about 17 now."

As Joe says of the Welcome Hubs for Ukrainians: "We are a safety net, but also we are an access point to the community. We open doors and we can enable integration to happen through our connections."

As a result of the success of the Welcome Hubs in Bristol, Good Faith has been working with a number of other organisations to create a national Welcome Coalition, supporting local welcoming efforts and sharing good practice right across the UK.

Recent research by Good Faith has shown that over two-thirds of Ukrainians in Bristol (69%) say they feel a part of the Bristol community. For 60% of them, they are actively attending community activities in the city, including volunteering, sports and educational activities. As they've built lives, memories and friendships, Bristol is now where they'd call home.



ChurchWorks — having a tangible impact on people's lives



The story of the ChurchWorks Commission began after the first COVID lockdown in March 2020, when Good Faith co-founder Russell Rook began to bring together Church leaders to explore how they could work together to serve their communities in this time of crisis

An initiative called **Your Neighbour** was rapidly created. Within six weeks, a huge network of around 1,000 local churches and denominations had been brought together alongside Christian charities to create a groundswell of response at a local level and a national level.

Your Neighbour was able to convene conversations between senior people in government and church leaders, for example, in churches serving communities where vaccine uptake was lower, and talking to church leaders who were able to go back to their communities and encourage people to be vaccinated. This outreach is widely credited as playing a fundamental role in the UK vaccination efforts, and thereby in saving many lives.

As the most acute part of the pandemic abated, those who had convened in the group, particularly national church leaders, asked whether we had struck on a model that works for regular, consistent engagement between churches and government.

Your Neighbour evolved into the Churchworks Commission for COVID Recovery, and Bishop Paul Butler, who at the time had been helping to convene that group, invited senior church leaders from all of the major denominations to discuss what that might look like moving forward, with the Churchworks Commission as the result.

Commissioners discussed which issues the pandemic had most affected. A number of key priority issues were identified, particularly around mental health, the impact of the pandemic on children and families, and broader wellbeing. Very soon after that, we had the cost-of-living crisis, and that became another major theme.



We quickly had this structure established for churches to engage with Government and the priority issues on which they wanted to work together.

Since then, we've made significant progress on each of these key issues. On mental health and wellbeing we've been at the forefront of the national conversation on **social prescribing**, publishing cutting-edge research on the role of faith communities in this growing element of the health system, and supporting the National Academy for Social Prescribing to invest for the first time in faith-focused capacity and leadership.

On support for families, we've played a leading role in connecting church and faith communities to the Government's flagship **Family Hubs** programme, creating resources for church leaders and for Local Authorities to understand how local partnerships can help to reach the most vulnerable families and to tap into the extraordinary existing network of church-based family provision.

ChurchWorks

— having a tangible impact on people's lives

And on the Cost of Living we've supported the development of the Government's **Child Poverty Strategy** as well as providing the launchpad for the Warm Welcome Campaign to become an award-winning network of practical help and support for vulnerable people across the UK.

As well as this programmatic work, we've created unique opportunities for Church leaders both locally and nationally to connect with Government Ministers and officials, through Commissioner meetings as well as several high profile Summits.

A speaker at the ChurchWorks Summit in February 2026, The Rt Hon Sir Stephen Timms – Labour MP for East Ham; Minister of State (Department for Work and Pensions), and Minister of State (Ministry of Housing Communities and Local Government) (Equalities), summed up the impact of ChurchWorks for local churches. He said:

"Starting before the millennium, churches have taken on a growing role in meeting practical needs in their communities. In the pandemic, churches delivered vital necessities to people who would otherwise have gone without. Churches continue to open their doors as food banks, warm spaces, family hubs, places of sanctuary and more. I welcome the contribution of ChurchWorks in giving churches, and local and national government, tools and encouragement to work alongside one another."



Convening people of faith for peace in Nigeria

The Nigeria Peace Summit is a project commissioned by the Abu Dhabi Forum for Peace, an organisation that Good Faith has worked with for many years. The Forum for Peace works globally to promote peace and safeguard the rights of religious minorities. The Peace Summit emerged from a meeting in November 2025 with Russell Rook focussing on the emerging conflict in Nigeria.

The Forum is run by His Excellency Shaykh Abdullah Bin Bayyah, a global leader in Islamic jurisprudence, who works to safeguard religious minorities in both Muslim and non-Muslim contexts. Bin Bayyah, from Mauritania and now based in Abu Dhabi, is a globally recognised advocate for peace.

Using our leverage and connections within the political world, Good Faith and the Forum's leadership held conversations with officials in the Foreign Commonwealth and Development Office (FCDO) and the US State Department. We agreed that something needed to be done with faith at the forefront of a response. Conflict in Nigeria is not well understood, and is often viewed as anti-Christian, or as violence against Muslims. In fact, both communities are suffering.

In a matter of weeks, Good Faith deployed staff to meet with experts from Nigeria and visit Abuja, where the team met with local faith leaders from around the country to receive input into the structure of a Summit. It was critical that the Summit was for Nigerians and led by Nigerians and, to ensure this, Christian and Muslim Co-Convenors were secured.

Five weeks later, Good Faith convened 13 Christians and 13 Muslims from throughout Nigeria for a Peace Summit in London, overseeing visa applications, transport coordination, asset design and publication, venues, and the programme itself.

The summit began in the House of Lords with an opening session with speeches from US, UK, UAE and Commonwealth officials. Following this, the group of delegates discussed, debated, and deliberated over visions of Nigeria, the conflicts riddling the country, and the assets at hand to promote peace. The result of this gathering was a shared communique, submitted to the President of Nigeria.

This is not the end point. Work is ongoing to bolster the work of the delegates since returning to Nigeria, and future Summits are planned in Morocco and the UAE.



Good Faith Partnership

Good Faith helps create solutions to society's most challenging problems, problems that are too complex for any one organisation to solve alone.

Our vision is a world where we all work together for social good.

We work at the intersection of sectors, disciplines and communities, convening unlikely relationships and turning shared intent into practical action. Our work spans advisory services, innovation programmes, and the incubation of initiatives that respond to urgent social challenges.

At the heart of our identity is a simple belief:

Innovation happens when we step outside our circles.

Real change does not come from staying within professional comfort zones, institutional silos or familiar thinking. It happens when business meets faith, government meets community, and strategy meets lived experience. It happens when different worlds meet and are willing to work together.

We bring together people who don't normally cross paths, uniting diverse voices and perspectives to solve society's toughest problems – challenges none could successfully tackle alone.



Our values

We are **Ambitious**, **Collaborative** and **Inclusive**.

We aim to help create solutions to society's most challenging problems, powered by unlikely relationships.

What we do

Good Faith has been creating solutions to challenging problems for over 10 years. We are trusted by senior leaders, institutions and funders to tackle difficult issues with rigour and competence. We divide our work into Innovation projects, such as The Warm Welcome Campaign and ChurchWorks, and Advisory projects such as our work for the Abu Dhabi Forum for Peace and for the Patriarchate of Jerusalem.

Our Innovation work specialises in:

- Social cohesion
- Migration and integration
- Community infrastructure

Our Advisory work specialises in:

- Interfaith dialogue and action
- Public Affairs and Government engagement
- Programme and event design and delivery

We aim to help
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