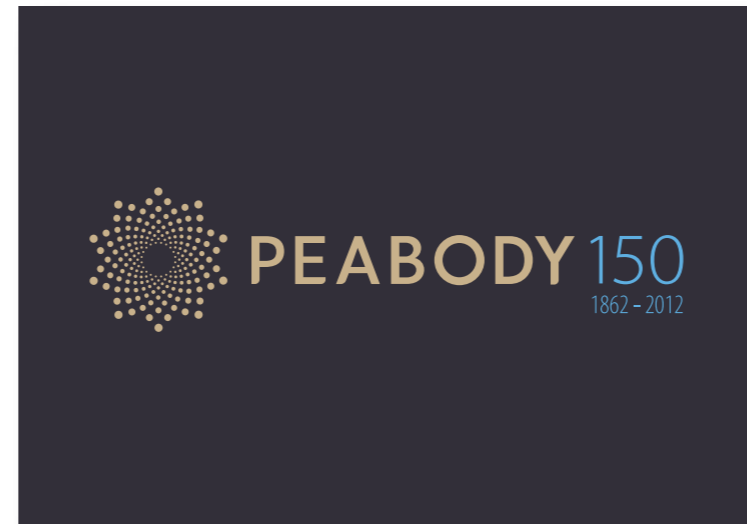


150th Launch Collateral | Handout wallet



Front

Fold-out with pocket

Peabody timeline

1860: George Peabody launches the Peabody Donation Fund with an initial investment of £150,000. He then increased this to £500,000 before his death.

1862: The first Peabody estate opens at Spitalfields.

1870: George Peabody dies and Queen Victoria insists that his funeral is held in Westminster Abbey.

1880: The Artisans' and Labourers' Dwellings Act is passed – giving local authorities powers of slum clearance. Peabody builds four new estates to re-house the slum dwellers.

1882: Wild Street built.

1884: Whitechapel built.

1886: Clerkenwell built.

1888: Whitecross Street built.

1900: Peabody receives its Royal Charter.

1928: The last estate with a separate bathroom – Hammersmith, is built. Cleverly estate in Shepherds Bush (1928) is first to be built with a bathroom in each flat.

1945: The Second World War ends. 110 Peabody blocks and 35 cottages were either completely destroyed or severely damaged. 200 tenants and three members of staff died in the conflict.

1950: The Peabody Donation Fund Act, a private Act of Parliament, is passed – extending Peabody's activities to a radius of 25 miles from the Royal Exchange in the City of London, and enabling it to start post-war reconstruction.

1960: The Queen Mother unveils a plaque marking Peabody's centenary.

1980: Peabody Community Fund is established to provide grants to London community organisations.

1990: BedZED, Peabody's award winning zero energy development opens.

2000: Peabody creates a new directorate, dedicated to community regeneration. Work begins on its first project, Bruce House, an innovative £10m scheme providing housing advice and employment support to homeless young people. Today, our six neighbourhood learning centres provide a range of community programmes and employment and skills training.

2010: Launch of Peabody's volunteering scheme. More than 700 volunteers have taken part in our community work since the programme began. Big Lottery Well being Fund awards £3.6 million for Activate London, delivering 83 projects encouraging healthy eating and exercise. The project is led by Peabody in partnership with five other housing associations, and has benefitted over 47,000 people so far.

2012: Peabody celebrates its 150th Anniversary and pledges to help even more people find a good home, a real sense of purpose and a strong feeling of belonging and make the most of what London has to offer.

Our celebrations

How to get involved

There are so many different ways that you can get involved and help make a difference to people's lives.

Whether you'd like to become part of our 150th celebrations, our longer term community work or you have an idea for another way to help, we'd love to hear from you.

Please contact your personal Peabody ambassador – see the business card enclosed in this pack - or call 020 7021 4277/4817 to learn more.

Peabody
45 Westminster Bridge Road
London SE1 7JB
www.peabody.org.uk
celebrate150@peabody.org.uk

Back



Foreword

Peabody was set up by philanthropist George Peabody 150 years ago to 'alleviate the condition of the poor and needy'. He may not have known it at the time, but he was also the pioneer of social housing as we now know it.

Early days

George was an American banker who adopted London as his home because he fell in love with the excitement and spontaneity of this great city. He wanted everybody to make the most of opportunities at a time when poverty in the capital was rife, but realised that this could not be the case without social change.

In 1862, George donated a sum of money – equivalent to several hundred million pounds in modern terms – to create The Peabody Donation Fund. Quickly, his pioneering organisation started to build the beautiful Victorian homes that pepper the heart of London to this day.

Where we are now

150 years later, the thriving spirit of London – and many of the challenges – remains the same. George's beliefs are still at the heart of everything we do: our mission is to provide a good home, a real sense of purpose and a strong feeling of belonging – helping as many people as possible.

Over the years, we've provided homes to hundreds of thousands of people; currently, we have more than 20,000, with 55,000 residents. In the last 15 years alone, we have also helped more than 15,000 people gain qualifications and guided 3,500 into work through our community programmes and initiatives.

Our 150th anniversary

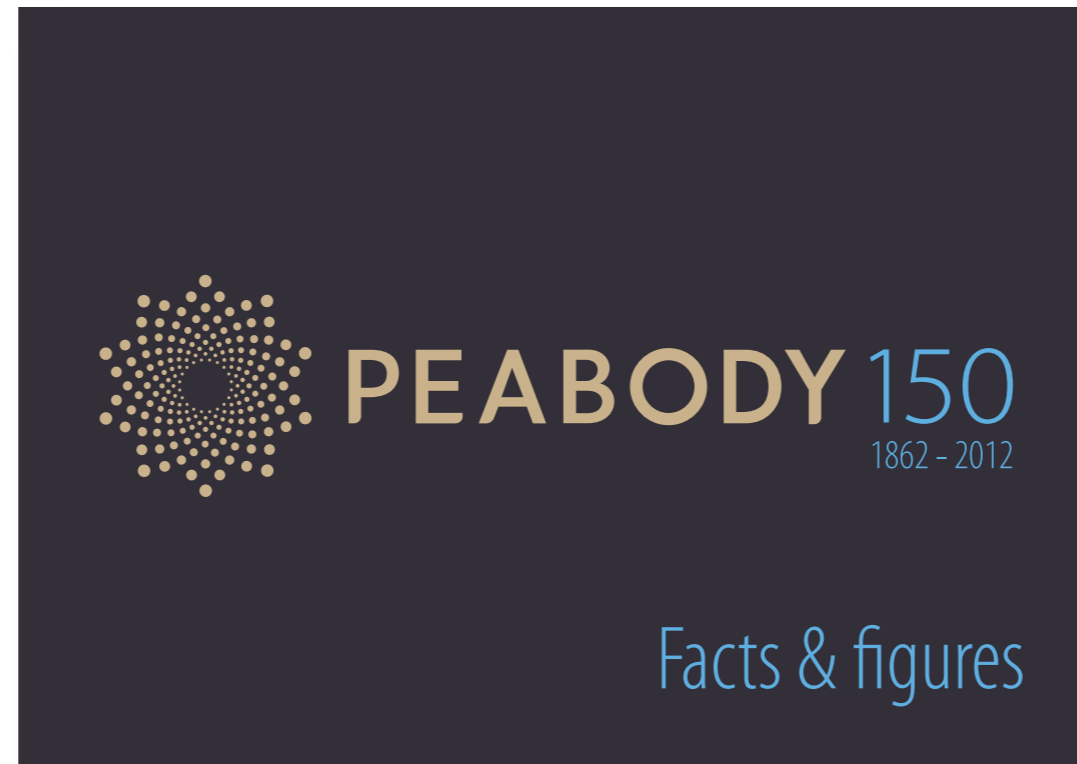
We are celebrating this milestone anniversary with a full year of events and activities for our residents, volunteers, staff, partners and supporters. We want to create a tangible legacy out of our 150th birthday, ensuring our estates are springboards rather than safety nets, so we're also looking at what more we can do to make a difference to some of the most deprived communities in London.

Our community work leads the sector but our achievements would not have been possible without the help of partners, supporters and friends. We want to keep helping people to flourish by supporting people into jobs through training, providing IT access and skills, encouraging active, healthy lifestyles and ensuring no one, young or old, is isolated or alone. We need your help to make sure that we can continue to make a difference.

The activities planned for 2012 will offer hundreds of opportunities to get involved, whether just for one evening, one year, or as a long-term partner. We hope that during this exciting year you will help us to achieve our vision.

Inside we have set out some ways that you might help – whether through financial support, gifts in kind, people or expertise – and what you can get back. We're looking forward to hearing from you.

Christopher Strickland
Chair



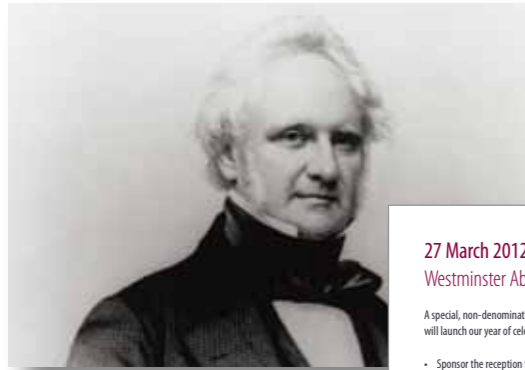
Front

- Peabody provides housing for **55,000+** Londoners
- Around **50,000** have benefited from Peabody's Activate London programme in the last five years
- Peabody owns and manages over **20,000** homes on **219** estates across the capital
- In 2010/11, **16,000** people took part in Peabody's health and well-being programmes
- In the last 10 years Peabody has helped almost **4,000** people into employment
- **4,000** older people are supported by our LinkAge Plus project each year
- In 2010/11, Peabody helped more than **2,000** people into jobs and training opportunities
- More than **700** volunteers have taken part in our community work since 2007
- Our **26** resident-led and managed community halls and centres collectively run at least **226** hours of community led activities per week that benefit local people
- Our **6** neighbourhood learning centres offer community programmes and employment and skills training
- Peabody manages **2** community hubs - Gateway and Hugh Cubitt as well as Darwin Court and the Sundial Centre.

There is only **1** Peabody.

Inside spread

150th Launch Collateral | Event Cards



27 March 2012 Westminster Abbey – the first resting place of George Peabody

A special, non-denominational service at Westminster Abbey for Peabody's residents, employees and supporters will launch our year of celebrations

- Sponsor the reception following the prestigious service at Westminster Abbey
- Gain a speaking platform to address senior guests from London and the housing/development sectors
- Receive tickets for the Abbey service – a strictly invitation only event
- Branding platform at reception event and opportunity to distribute materials
- Meet the high profile speakers from the Abbey service
- Positive exposure on all press materials for the Abbey event and associated Peabody press notices

celebrate150@peabody.org.uk



July – August 2012 Peabody Street Parties – summer celebrations

2012 is not just our 150th anniversary, during the summer we will also celebrate the Queen's Diamond Jubilee and London 2012 and this is a chance for every estate to host its own party.

- Reach 50,000 people across 25 London boroughs through sponsorship
- Attract new customers and incentivise them to spend in your London stores with a tailored special offer
- Receive potential media coverage in all 25 boroughs

celebrate150@peabody.org.uk



Summer 2012 Peabody sports day – promoting well-being

As the ground-breaking Activate London campaign ends, this day of sports and activity will consolidate three years of encouraging exercise and healthy living by bringing together residents, staff and volunteers.

- Numerous volunteering opportunities for your employees as part of your Corporate Social Responsibility programme
- Opportunity to work alongside Peabody staff at a top London sporting venue
- Start of a long-term relationship with Peabody supporting community projects

celebrate150@peabody.org.uk



February – August 2012 Peabody in Bloom – gardening competition for residents

Part of Peabody's Improve Programme, a 10 year investment in open spaces, Peabody in Bloom will encourage residents to make their estates beautiful.

- Reach 50,000 potential customers across 25 London boroughs through sponsorship of competition
- Receive potential media coverage in all 25 boroughs following announcement of competition and award winners
- Become a key member of judging panel alongside other prominent figures
- Branding exposure and media coverage through photographs with winners to be released to the media and on the Peabody website

celebrate150@peabody.org.uk



Autumn 2012 Architectural competition – transforming a Peabody estate

Known for eye-catching, iconic buildings, Peabody will mark this special year by challenging the best in the architectural world to provide a fresh perspective on.

- Sponsor the competition for affiliation with Peabody's innovative approach to development and the capital's best architects
- Receive joint billing with Peabody on all associated materials
- Become a member of the judging panel alongside key figures from the architectural world
- Speak at the awards ceremony

celebrate150@peabody.org.uk



October 2012 Peabody Awards – honouring those who make a difference

We would be nothing without our staff and volunteers and we will be recognising the most tireless and invaluable members of our community with a special awards ceremony.

- Sponsor the awards ceremony, celebrating the best of Peabody
- Sit on the judging panel alongside others from the community and regeneration sector
- Appear alongside Peabody as a key partner referenced in all media materials – including quotes in press notices
- Be photographed with the winners to be distributed widely to the media

celebrate150@peabody.org.uk



March 2012 History book – charting Peabody's history

2012 will see the publication of a new book on the history of this unique organisation. The Peabody story is also the story of social housing and social change in London and will span the mid 19th century when it built its first dwellings to its 21st Century vision.

- Secure sole sponsorship of this fascinating book, researched and written by Inside Housing columnist Bill Randall
- Have your branding on book alongside Peabody
- All profits to be distributed to Peabody community projects

celebrate150@peabody.org.uk



May 2012 Art competition and exhibition – seeking and showcasing talent

Part of providing opportunities is unearthing hidden skills and talents, this competition will encourage residents to express what Peabody's history means to them through art.

- Sponsor this competition and link with Peabody's sector-leading community work
- Contribute to the competition theme
- Become a member of the judging panel
- Speak at the awards ceremony and at any subsequent exhibitions
- Branding exposure alongside Peabody on all associated materials

celebrate150@peabody.org.uk



January onwards 2012 Support Peabody's community programmes – a long term legacy

At Peabody we have a long and proud history of fighting poverty and deprivation and as we look to the future we need more support than ever to make sure our communities are a springboard rather than a safety net.

- This is an opportunity to help make a difference to people's lives
- Build a long-term association with a respected and innovative charity
- Access a diverse range of projects, from jobs and skills training to art and music therapy
- Engage your workforce with opportunities for volunteering, fundraising and mentoring
- Connect to our network of associates, suppliers, residents and volunteers

celebrate150@peabody.org.uk



Next steps

Please fill in the form below to order more copies of the book and/or calendar and to let us know how you would like to be involved in the future.

Order gifts

I/my company would like to order _____ signed copies of Bill Randall's Peabody History book

I/my company would like to order _____ 2012 Peabody calendars

We'll have a full range of anniversary gifts available in 2012 – visit our website in the New Year to find out more.

Get involved

I/my company would like to be involved in:

- your 150th anniversary celebrations
- your community programmes
- your volunteer opportunities

Please contact me/my colleague on the details below to discuss this further:

Name: _____ Job title: _____

Organisation: _____

Address: _____

Email: _____ Phone: _____

If you would like to leave a message or let us know of other people in your organisation who may be interested in our plans please fill in the box below:

celebrate150@peabody.org.uk

