

 salford foundation

THE LOOP

Issue 21 | February 2026





Phil East

Chief Executive's Message

The theme of this edition of The Loop is **'new beginnings.'** This resonates strongly with me right now as I am in a transition phase as I take up a new charity CEO role and will leave Salford Foundation at the end of March. After a wonderful 16 years here, this will be a momentous new beginning for me. (Elsewhere in this edition you will read about our wonderful new CEO, **Mel Goddard**, who is also about to embark on her own 'new beginning.')

As I reflect back on my time at Salford Foundation, there have been many moments that have felt like new beginnings. In fact, change has often felt more normal than any concept of 'business as usual.' You may be familiar with the famous idea that "*change is the only constant.*" This is attributed to an ancient Greek philosopher (Heraclitus). The necessity and continuity of change isn't a new idea or a feeling that is unique to our contemporary society and lifestyles.

Some of us like change; some of us avoid it and find it challenging. I've always been in the former camp, finding change exciting and energising. In terms of the work we do as a charity to tackle disadvantage and changing lives – we shouldn't lose sight of the fact that we are continually inviting and challenging individuals to change.

Alongside this, we're trying to influence changes in society and structures – to achieve the best conditions that will enable people to live their best lives.

So, as we look towards April and the start of a new financial and business year for many of us, let's embrace the new beginnings that change brings. And let's do so with hope and optimism rather than cynicism or fear.

A handwritten signature in black ink that reads 'Phil East'.



Between 25th November and 10th December, Salford Foundation took part in the annual “16 Days of Activism” campaign, ultimately reaching over 18,000 people by the time of its conclusion.

The campaign heavily promoted our flagship domestic abuse support service, the **Safe in Salford partnership**, with informative posts and resources published on both Salford Foundation and Salford City Council’s social media networks throughout,

The Safe in Salford helpline (**0161 793 3232**) received **124 calls** during the 16 day period alone. This represents a **25% increase** in calls received when compared to our usual monthly rate of approximately 200.

The most marked increase was in the number of people accessing the Safe in Salford website, totalling approximately **2,300**, with **1,200** active users and **1,300** new users. We credit this rise to the new Safe in Salford website, which streamlined the referral and contact process for service users and professionals alike.



Christmas 2025: Give a Gift and Make Herz Market

A huge thank you to everyone who supported our “Give a Gift” campaign this year. Special thanks go to the JD Foundation and Salford CVS for their generosity. Our Women’s Centre also spread a great deal of joy thanks to a wonderful donation from Mission Christmas.

We know Jenni in our Women’s Centre likes to pretend she’s shy (she’s not!), but we couldn’t miss the chance for a special shout out. Every year, Jenni and her family collect and donate gifts to support our appeal. Thank you, Jenni — and a big thank you to your family, too!

Make Herz Market

This year, we hosted a very special event in our Women’s Centre. Alison, Kia, and the women on our Elevate project developed handmade products through our skills sessions. The Make Herz Market gave them the chance to practise their sales skills and proudly showcase what they had created.

We look forward to the positive impact this role will have and encourage staff and service users to connect with them for support and collaboration.

The event was a huge success, raising £300. Even better, it has opened the door to more opportunities for the women, including a Valentine’s event and an International Women’s Day pop-up shop.

Thank You

Thank you to everyone who supported our work throughout the season. Your kindness makes moments like these possible.

If you would like to support our Make Herz Market, through funding or opportunities for our Make Herz to showcase their skills and products, do get in touch via fundraising@salfordfoundation.org.uk



Introducing Mel Goddard, our new CEO

Mel Goddard has over eleven years' experience in senior leadership roles within the charity sector, including the last two years as Chief Executive Officer of the Roberts Centre in Portsmouth.

Her background includes extensive operational and strategic leadership, with a strong focus on services supporting homeless families, children and young people. Her current position includes close partnership working with statutory services, voluntary organisations and community partners.

Commenting on her appointment, Mel said:

"I am very excited and deeply honoured to become the next CEO of Salford Foundation. I'm looking forward to getting to know my new colleagues and our beneficiaries and I'm committed to building on the strong relationships with partner agencies. Listening to and learning from shared expertise and experience, we will continue working together to provide joined up and effective support to people across Salford and Greater Manchester."

Michala Marfleet, Chair of Trustees said:

"We're thrilled to welcome Mel as the new leader of Salford Foundation. Her wealth of experience, her passion for what we stand for, and her strong values will help her make an exceptional contribution to our mission of breaking down barriers and transforming lives. We're excited and confident about the next chapter of our journey under Mel's leadership."

Mel will take up her new role in April. She succeeds Phil East who is moving on to lead another charity after sixteen years at the Foundation and the last seven as CEO.



The work we do would not be possible without the support of over 180 different businesses. Our partnerships expand opportunities for people in Salford and Greater Manchester, allowing us to reach more and sustain vital services.

While we've built strong, lasting relationships with incredible partners, we still need support. If you want to back a charity dedicated to changing lives, look no further.

Corporate partners play a pivotal role in helping us to achieve our mission. Through economic, social and environmental benefits delivered in our local communities, you help to influence change, support growth and sustained service delivery for children, young people and adults.

To find out more about how you can support Salford Foundation and how we can help to deliver your Social Value, please contact:



Helen Fenton

Corporate Fundraiser

helen.fenton@salfordfoundation.org.uk

Our current funders





Salford Foundation

Foundation House, 3 Jo Street
Salford
M5 4BD



0161 787 8500



fundraise@salfordfoundation.org.uk



www.salfordfoundation.org.uk