

The Bond is an innovative campaign which will create a sustainable legacy in East London.

Despite unprecedented growth and opportunity in East London, the recession has resulted in increased deprivation and exclusion for many people. We risk creating islands of prosperity in a sea of poverty. The East London Bond will help prevent that happening by injecting up to £2 million, this summer, into two of the UK's most dynamic and successful community charities, enabling them to deliver the sustainable transformation East London needs over the next five years.



Citywealth Magic Circle Awards
Bond is promoted at awards evening



Lord Mawson OBE talks about the Bond

Citywealth, a media company for ultra high net worth individuals and private wealth managers held its annual Magic Circle Awards event at the Landmark Hotel with 300 guests and Christine and Neil Hamilton as hosts.

Citywealth helps connect the wealthiest individuals in the world with philanthropists and charities through its publications and events and was delighted on this occasion to welcome Lord Mawson OBE to speak about the East London Bond and the Bromley by Bow Centre.

Karen Jones, Founder of Citywealth commented; "Many guests and our host Christine Hamilton commented on what an outstanding individual Lord Mawson was and how touched they were by his story. It was a pleasure to have him speak at our event."

East London Bond in the media
PR Campaign generating Bond awareness

Brunswick PR is assisting the East London Bond with media support. More coverage is expected in the coming weeks and Brunswick are in discussions with media including the Financial Times and Bloomberg.

Minister launches new school
Community Links school is officially opened

Education Links, a ground-breaking secondary school from Community Links for students excluded from mainstream education, was officially launched recently by Stephen Timms MP, following its accreditation by OFSTED.

For over 14 years, Community Links has given young people excluded from mainstream education a second chance to achieve and gain qualifications in a supportive environment. Last year 90% of the student leavers went on to work, training, or further education.

Investment in the East London Bond will help the school employ an additional teacher, allowing staff to spend more time one-on-one supporting often very troubled young people. For more information about the work of Community Links go to www.community-links.org

Closing date extended for Bond
East London Bond to close 12th July 2010

The closing date for the East London Bond has been extended to 12th July 2010.

Clifford Chance LLP host event
Law firm endorses the East London Bond

The Bond was recently endorsed by Clifford Chance LLP, with Senior Partner Stuart Popham holding a reception. Paul Drechsler, Chair and Chief Executive of Wates spoke with enormous passion about their £1m pledge. There were compelling presentations from the Bromley by Bow Centre and Community Links about their work and the benefit they hope for from the Bond.

There was a real sense from all who attended that alongside an Olympic Legacy there must be a Social Legacy, and the Bond is seen as a very accessible tool to make this happen. A further meeting for Clifford Chance partners is planned for this month.

Horticultural therapy
Bromley by Bow Centre case study



Supporting the East London Bond will help the Bromley by Bow Centre offer training and support to people like Lisa, aged 41, who tells us her experience of recovering from depression through horticultural therapy;

"Unfortunately I suffered bullying and harassment at work, and it affected my mental health. It became so bad that I was unable to work anymore and went off sick.

My GP suggested I try volunteering at the Bromley by Bow Centre and he referred me to the Learning Ambassadors, where there was an opportunity in the new cutting garden project.

Initially, I was only doing a few hours a week, but very quickly this grew. As of today, February 2010, I am on a contract of employment for 31 hours a week.

I received so much encouragement and trust, but never felt under pressure. It felt really good to be out of the house again and doing something worthwhile.

Sometimes I cannot believe how much my life has changed in the last three years. When I was ill I couldn't imagine being able to work again."

For more information about the work of the Bromley by Bow Centre go to their website www.bbcb.org.uk