



# IMPACT REPORT

# 2025



## The joy of ice cream for the joy of freedom!

[www.just-icepoynton.org](http://www.just-icepoynton.org)

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Just-Ice Poynton is a registered charity (1191728)



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## A message from Jo Rodman

### Our Chair of Trustees

Welcome to our 2025 impact report! And wow - what a year it has been! We have been blessed with a team filled with dedication, determination, love and concern for the vulnerable - whether they be individuals recovering from modern slavery, refugees overcoming other barriers to work or local people who walk through the doors of our café and find friendship, acceptance and love there.

Once again we have continued to grow and have fulfilled our charitable objectives. I am so proud of all those we have supported, trained, encouraged and learnt from as we have rolled out the Just-Ice vision in Poynton. To all who have supported us in whatever way this past year - thank you!



## Our charitable objectives

1

To support survivors of modern slavery and human trafficking by providing employment, training, and emotional support in a safe and sympathetic workplace.

2

To raise awareness about modern slavery and human trafficking. To educate the public about the signs of modern slavery and how to spot them.

3

To provide a Christian presence in the community. To support those in need and encourage a fair and caring society.

# The Issue

SLAVERY IS IN OUR COMMUNITIES TODAY

## Did you know?

There's an estimated

**49.6 million people**

trapped in slavery today including

**122,000 in the UK**

In 2025, **Greater Manchester** recorded the **third highest** number of modern slavery cases in the UK.



Global Slavery Index: United Kingdom (Walk Free, 2023)  
International Labour Organization / Walk Free / IOM, Sept 2022

## TYPES OF MODERN SLAVERY INCLUDE



Forced  
labour



Criminal  
exploitation



Sexual  
exploitation



Domestic  
servitude

## Know how to SPOT THE SIGNS of modern slavery

 <p><b>WORK</b></p> <ul style="list-style-type: none"> <li>• False job promises</li> <li>• Very long shifts</li> <li>• No equipment provided</li> <li>• No contract/payslip</li> </ul>	 <p><b>MONEY</b></p> <ul style="list-style-type: none"> <li>• Little or no pay</li> <li>• Money controlled by someone else</li> <li>• Money owed to someone</li> </ul>	 <p><b>HOME</b></p> <ul style="list-style-type: none"> <li>• Too many people</li> <li>• Bad conditions</li> <li>• Unknown address</li> </ul>
 <p><b>WELLBEING</b></p> <ul style="list-style-type: none"> <li>• Threats to the person or their family</li> <li>• Fearful and isolated</li> <li>• Signs of abuse</li> </ul>	 <p><b>TRAVEL</b></p> <ul style="list-style-type: none"> <li>• Transported to/from work</li> <li>• Travel to UK paid and organised by someone else</li> </ul>	 <p><b>ID &amp; DOCS</b></p> <ul style="list-style-type: none"> <li>• No ID</li> <li>• ID taken by someone else</li> <li>• Fake ID given</li> </ul>

# Bringing Freedom

Meeting objective **1** **2**

## The Turning Point

Just-Ice employs survivors of modern slavery and other vulnerable people as beneficiaries in a **safe** and **sympathetic** workplace.

We pay our beneficiaries the **National Living Wage** during their time on our two year employability programme 'The Turning Point'. Think of it like one of our ice creams - each scoop of ice cream represents one of the programme's modules, teaching **new skills** and providing **qualifications**.

Helping our beneficiaries to become **employable** brings them **independence** and **hope** for the future. Being back in control of their own lives is hugely empowering!

### Core Skills Module

Our tutors teach English as a foreign language, IT skills, and provide careers advice including CV writing and support writing applications.

### Cleaning & Hygiene Module

Performing familiar tasks in our kitchen such as washing up and cleaning helps the beneficiaries to feel comfortable and builds trust. The qualifications they obtain in food hygiene boost their self esteem and opens the possibility of a career in the catering industry.

### Baking Module

Teaches a relaxing pastime which can be used as a coping mechanism for past trauma. Learning how to bake our homemade cakes, shortbread, and scones is a great way to build confidence.

### Food Preparation Module

Preparing lunch orders and following our homemade recipes teach important skills such as the ability to work as part of a team, independently, and being able to follow instructions. The positive feedback from the customers our beneficiaries serve really boosts their confidence!

### Customer Service Module

As their confidence grows, the beneficiaries are offered the opportunity of working at the counter. It's a great way for them to practise their English and form new friendships. The customer service skills they learn are transferable and strengthen their CV.



We're currently supporting 5 beneficiaries on The Turning Point

# Juan's Story - A Case Study

**Juan\* was the first beneficiary to join Just-Ice. His story is one of remarkable courage overcoming severe exploitation and trauma.**

Juan was born into slavery in Vietnam and was trafficked with his family across Russia and Europe. His family tragically lost their lives during this time but Juan managed to escape when he was trafficked into the UK.

*'His story is one of remarkable courage'*

The anti-slavery charity Hope for Justice referred Juan to Just-Ice in January 2022. On arrival, Juan was understandably very quiet and withdrawn, but he gradually built up trust with the café team and began to relax.



Juan started at Just-Ice as a volunteer whilst anxiously awaiting the outcome of his case to remain and work in the UK. During this time we paid Juan in kind, buying him new clothes and paying his expenses. Juan found accepting these gifts difficult as nobody had treated him in this way before.

One day in late July 2023, Juan had just arrived in the café when he received an email. After an agonising four and a half year wait Juan had finally been granted the right to remain and work in the UK! We held a party to celebrate and many tears of joy and relief were shed by everyone! Finally we could pay Juan for his work and he immediately became an employee!

\* Name changed and photos blurred to protect Juan's identity.

Juan thrived at Just-Ice and we loved getting to know the wonderfully cheeky, cheerful, intelligent and kind young man that he is! He showed an aptitude for fine detail throughout The Turning Point programme and became a skilled baker. His confidence improved alongside his English as Juan successfully gained qualifications in customer service and food hygiene.



*'Juan was well liked by both customers and staff, becoming a valued team member'*

Juan successfully completed The Turning Point in March 2024. One of his many highlights was the opportunity to visit Just-Ice Derby and see our ethical ice cream being made. Juan was well liked by both customers and staff, becoming a valued team member.

Just-Ice continued to support Juan by providing a business mentor from our fantastic community. He has now established his own successful business as a self employed nail technician.

Juan is now settled in his own home with a wife and baby! He has always enjoyed Just-Ice social events and continues to keep in touch through these occasions.



**To date, 9 survivors of modern slavery and other vulnerable people have successfully completed our employability programme The Turning Point!**

# Our Referring Partners

## Meeting objective 1 2

The National Referral Mechanism (NRM) is a framework for identifying and referring potential victims of modern slavery and ensuring they receive the appropriate support. These people are referred to the NRM by the police and first responder charities.

Just-Ice works with first responder charities to help survivors of modern slavery by providing sympathetic employment in a caring environment. We work closely with the case worker these charities provide to ensure our beneficiaries are fully supported throughout their placement with us.



Founded in 2008, **Hope for Justice** is a charity working on the frontlines of the fight against human trafficking and modern slavery. They help victims and survivors directly and also bring about long-term change through their work with governments, law enforcement, the business community and the public.

[www.hopeforjustice.org](http://www.hopeforjustice.org)



Established in 2005, **Medaille Trust** is one of the UK's leading providers of support for survivors of modern slavery in the UK. They run a network of ten safe houses and offer personalised support. Medaille Trust helps survivors in the community to rebuild their lives through the Moving On Project.

[www.medaille-trust.org.uk](http://www.medaille-trust.org.uk)



**St John of God** is a registered charity and the UK's largest provider of safe houses for people subject to modern day slavery and trafficking. Their purpose is to meet need wherever they find it. St John of God works with people to help them recover from their experiences, to rehabilitate, and to rebuild their lives.

[www.sjog.uk](http://www.sjog.uk)



**The Salvation Army** is a worldwide Christian church and registered charity, which has been fighting against social inequality and transforming lives for over 150 years. They provide specialist support for all adult survivors of modern slavery in England and Wales through a government contract.

[www.salvationarmy.org.uk](http://www.salvationarmy.org.uk)

# Working Together

Meeting objective **1** **2** **3**

## Grants

Grants are an important income stream for Just-Ice and we're especially grateful to the **Benefact Trust**, **Lloyds Foundation**, the **Grocers Charity**, and the **Albert Gubay Foundation** for their generous support.

The grants we've received are helping us to pay the National Living Wage to those we employ on The Turning Point employability scheme, as well as funding their travel and training.

The **Lloyds Foundation** is also providing valuable consultancy support in addition to funding, helping us to learn, grow and develop to ensure sustainability. Their expertise in fundraising, marketing, and public speaking has been hugely beneficial to Just-Ice.



## Collaborations

We've continued to build strong relationships with businesses, schools, and other organisations in the community throughout the year.

**MPM Products** has kindly provided us with both marketing and branding advice. Our collaboration developed further when MPM staff members joined our sponsored skydive, and we were thrilled when the Company generously matched the money their employees had raised!

Just-Ice is working closely with schools and colleges, raising awareness about modern slavery through assemblies and school trips to our café. We enjoyed visiting **All Hallows RC College**, **St Antony's RC School**, and **Lower Park School** with our ice cream trike 'Harriet', who all kindly fundraised for us in return.

We continue to enjoy a close relationship with **St George's** and **St Martin's churches**, who support us in many ways as a mission partner. We're also grateful to **All Saints Marple** for kindly including us in their **Global Neighbours Day**.

*Interested in collaborating with us?*

Please scan the QR code or visit our website to find out more!  
[www.just-icepoynton.org/collaborate-with-us](http://www.just-icepoynton.org/collaborate-with-us)



# The Just-Ice Ethical Ethos

Meeting objective **1** **2**

## What does it mean to be ethical?

As a registered charity, Just-Ice is different from most businesses because we exist to support survivors of modern slavery and people facing other barriers to work. All the decisions we make are done with this objective in mind.

Our ethos is to make sure nobody is exploited through what we do and we look after the planet we call home. We always put our ethical ethos before making a profit in running our charity.



## Reasons why we're ethical...

Just-Ice is a **not for profit charity** employing and **supporting survivors of modern slavery** and other vulnerable people. We also **support isolated people** in the community through social groups.

We use **Fairtrade products** and responsibly sourced ingredients ensuring there's **no slavery or exploitation in our supply chains**. We also **support other social enterprises** such as Blue Bear Coffee.

We **support other charities** and organisations who share our vision. Just-Ice recently twinned our toilet with a disadvantaged community in Sudan and we regularly give prizes to other fundraising events.

Just-Ice **cares for the environment** by using biodegradable packaging, reducing food waste, and using local in season ingredients. That's why we only sell strawberry ice cream in the summer!

## Our handmade ethical ice cream

Our ice cream is lovingly made by Just-Ice Derby, using as many Fairtrade and natural ingredients as possible. Just-Ice Derby also employs survivors of modern slavery and teaches them how to make our delicious ice cream. We only use local in season ingredients such as blackberries from the Peak District's hedgerows for our seasonal spiced blackberry and apple crumble ice cream!



# Our Community Café

Meeting objective

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2

3

*In 2025 we sold...*

29,630  
ice creams

11,613  
hot drinks

4,382  
soups &  
light lunches

3,249  
cakes, waffles  
& pancakes

Our profits have been reinvested into the Charity by funding renovations such as the new café flooring we had fitted in October. We were also able to strengthen the floor where it had been damaged by the constant moving of our scooping freezer for our pop up.

Many of our soups, lunches, and sweet treats are made and served by our beneficiaries., teaching important skills in food preparation and hygiene. The positive feedback our beneficiaries receive from our customers and the opportunity to interact are really important in building confidence and improving their English.

## Supporting our community

Just-Ice is a community café built on Christian values. Our staff will always look out for people who need a bit of company or support.

We host a bereavement support group as well as our Chatty Café table, Keep In Touch (or KIT), which runs every Friday morning and is supporting isolated people. We recently featured on BBC North West Tonight, please scan the QR code to watch the feature.



BBC  
NORTH WEST  
TONIGHT

## Pop up and delivery



Our bifold doors have proved to be a sound investment, enabling us to sell ice cream directly onto the pavement through our pop up. A fantastic year of sunny weather has kept our pop up very busy and has resulted in strong sales!

Just-Ice signed up with Deliveroo in November 2025 and is now offering ice cream, freshly made waffles and pancakes, milkshakes and smoothies through this service. As well as offering our customers more choice, Deliveroo provides another opportunity for us to support vulnerable people as we employ our own driver.

# Behind The Scenes

Meeting objective

1

2

3



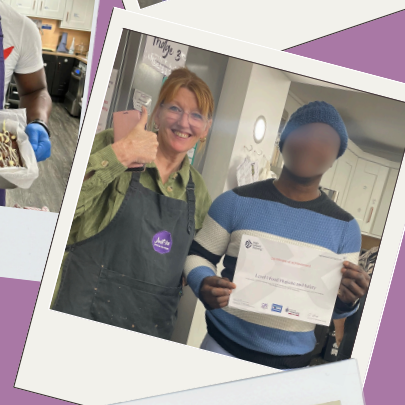
## Our kitchen



Our kitchen is a safe haven for the beneficiaries we're supporting and continues to be a hotbed of creativity!

All of our cakes, cookies, and savoury bakes are homemade in our kitchen by a talented team of volunteers, staff, and beneficiaries. Baking is a very relaxing pastime and the beneficiaries can use it as a coping strategy for dealing with past trauma. It's also a great way of building confidence when our beneficiaries see what they've made from scratch and how much our customers enjoy it!

Working in our kitchen is a great way for the beneficiaries to gain experience and qualifications. As they progress, our beneficiaries learn new skills by progressing to more complex recipes such as our popular homemade soups. We're delighted that one of the beneficiaries we've been supporting is now working for us as an assistant manager!



## Tutoring



We have a fantastic team of volunteer tutors who as part of our employability programme teach our beneficiaries English as a foreign language (TEFL). Our tutors are also providing IT tuition and careers advice. As our beneficiaries near the end of their time at Just-Ice, our tutors provide support with CV writing and completing job applications, helping them to enter mainstream employment and look forward to a brighter future.



# Just-Ice In The Community

Meeting objective **2** **3**



We've been busy promoting Just-Ice in the community with our ice cream trike, Harriet (named after abolitionist Harriet Tubman).

The **Lloyds Bank Foundation** kindly arranged for us to attend the **Fabian Society Reception**, part of the **Labour Party Conference** in Liverpool. It was a fantastic opportunity to raise awareness about our work and we received lots of compliments and generous donations!

Harriet has also had a busy year visiting dog shows, sports days, church events, summer fairs, birthday parties and weddings!

Find out more about hiring Harriet by scanning the QR code or visiting our website



[www.just-icepoynton.org/hire-our-trike](http://www.just-icepoynton.org/hire-our-trike)



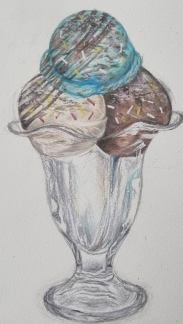
## Community Events

Just-Ice has had a busy year taking part in events both in our café and the community.

Our café hosted a variety of popular live music performances during the **Poynton Arts Festival**. We were blown away by the talented young artists who entered our competition to design a new sundae!



It was a pleasure to attend the **Stockport Fair Trade and Eco Fair**. Supporting Fairtrade and sustainable practices is extremely important to Just-Ice. It was a great opportunity to share ideas, offer encouragement, and promote our cause.



# Yousef's Story - A Case Study

**Yousef\* joined Just-Ice in February 2022 after being referred to us by the registered charity St John of God.**

Exploited through forced labour in his home country of Sudan, Yousef endured the dangers of fleeing a country embroiled in civil unrest. He embarked on a long and perilous journey across Europe, leaving behind everything that was familiar, including his own family.

Yousef was initially very defensive with the Just-Ice team because his traumatic experiences made him wary of trusting people. The fear of being exploited once again was clearly something Yousef was worried about. However, he became visibly more relaxed after his first few shifts, developing an evolving bond of trust and friendship as he warmed to the team.

*'He quickly became known as our star waffle maker!'*

Yousef soon discovered a passion for cooking and thrived in our kitchen. Our customers loved his waffles and he quickly became known as our star waffle maker! Yousef's confidence really began to grow and gaining his qualifications in food hygiene gave him a huge boost!



The summer of 2023 brought both highs and lows for Yousef. A fire at his house in Failsworth meant Yousef had to take a 3 month break from Just-Ice whilst he stayed at an asylum seekers hotel in Daresbury. Fortunately, he also received some good news around this time; after a stressful two and a half year wait, Yousef was granted the right to remain and work in the UK!

\* Name changed and photos blurred to protect Yousef's identity.

As his confidence continued to grow, Yousef started serving customers at the counter and was always willing to get stuck in! Yousef was a valued member of the team and was unfazed even when the café was very busy. The time spent with our customers gave Yousef a chance to practise what he had learned in his English lessons with one of our volunteer tutors and he proved to be a fast learner!

Yousef was keen to learn to drive and used his wages to pay for lessons and a car. As he neared the end of his time at Just-Ice, Yousef came in one day with a big smile on his face; he had passed his driving test! We asked what would be his dream car and he immediately replied "a Volkswagen Golf". When we suggested it should be a Ferrari Yousef was not to be swayed, saying a dream should be achievable!



Yousef finished our employability programme in September 2024 with a newfound confidence and was ready to enter mainstream employment. He is now working in hospitality, using many of the skills he learned at Just-Ice. We can't think of a better way to end than with Yousef's own words:

*"Such kind people at Just-Ice.  
Thank you for all you've done to help me.  
I'm so happy I came here!"*



# Raising Awareness

## Meeting objective 2

### Community Talks

Modern slavery is largely a hidden crime and one of our main objectives is to raise awareness.

Our team of trained speakers visits community groups, schools, businesses, and churches throughout the year.

As most cases of modern slavery are reported by members of the public, one of our key messages is explaining how to spot the signs of modern slavery and what to do next.


By promoting Just-Ice and our work supporting survivors of modern slavery through community talks we're able to raise our profile. In doing so, we're able to support the rehabilitation of more vulnerable people and bring hope for their futures.

To book one of our speakers, please scan the QR code above or visit [www.just-icepoynton.org/book-a-speaker](http://www.just-icepoynton.org/book-a-speaker)



 Find us on Facebook  
[facebook.com/justicepoynton](https://facebook.com/justicepoynton)

## Social Media

Find us on Instagram  
[instagram.com/justicecreampoynton](https://instagram.com/justicecreampoynton) 

Just-Ice has an active social media presence on Facebook and Instagram. We regularly post recent news articles and educational pieces about modern slavery to raise awareness of this hidden crime. We also use social media to give something back to the community by running free giveaways and competitions throughout the year. We currently have over **2,400 followers on Facebook** and over **900 on Instagram**.

 Website

We launched our new website in October 2025 with an improved interface and new features such as online table reservations.

Our website will be further developed throughout 2026 to include an online shop and more content about modern slavery and our work.

[www.just-icepoynton.org](http://www.just-icepoynton.org)

 Email Newsletter

Our fortnightly e-newsletter is an important source of news about modern slavery and the work of Just-Ice. It continues to be well received and our mailing list currently has over 500 subscribers.



To subscribe to our newsletter, please scan the QR code or visit our website at: [www.just-icepoynton.org/newsletter](http://www.just-icepoynton.org/newsletter)

# Fundraising For Freedom

Meeting objective **1**

On 8th June 4 brave ladies from Just-Ice and a team from MPM Products skydived from

**15,000 ft**

and raised over

**£10,000**

for survivors of modern slavery!

**mpm**  
MORALLY PURE PRODUCTS



2025 HIGHLIGHTS!



Epiphany & Just-Us



Crossroads Orchestra

Fundraising concerts!

*A huge thank you to everyone who fundraised for us in 2025!*

## Could you fundraise for freedom?

Would you like to help bring **hope, dignity** and **freedom** to survivors of modern slavery and other vulnerable people?

Perhaps you've set yourself a **challenge** or are planning an **event** which would be a perfect **fundraising** opportunity?

Fundraising for Just-Ice is easy! You can even use our JustGiving page to set up your fundraiser in a few simple steps.

If you, your community group, church or school would like to fundraise for Just-Ice you can find out more by scanning the QR code or visiting our website. **Thank you!**



Make  
a real  
difference!



# The Power Of Volunteers

Meeting objective **1** **3**

Our volunteers are a hugely important part of the Just-Ice family, supporting our staff team with the running of our café, teaching our beneficiaries new skills, and raising awareness about modern slavery and our work at community events.

Our volunteer roles include...



Café Assistant



Baker



Tutor



Driver



Laundry Team



speaker



...and many more!



Volunteering at Just-Ice is a popular choice for young people working towards their silver and gold **Duke of Edinburgh Awards**. We're also working with local schools and regularly take **work experience placements**. As well as teaching new skills, an important part of our placements is educating the next generation about modern slavery. A particular focus is raising awareness of the types of exploitation that target young people such as county lines.

Would you like to make a difference?

Would you like to make new friends?

How about having fun whilst learning new skills?

Join our team!



We're looking for volunteers to join our team! Please scan the QR code, visit our website or speak to a member of staff to find out more!



# Could you donate to bring freedom?



15

Registered Charity 1191728

As a charity we rely on donations to fund our work with survivors of modern slavery and other vulnerable people.

We are incredibly grateful for all donations no matter the amount or frequency.

A significant portion of your donations go directly to the survivors we're supporting by paying their salaries. With this money these vulnerable people can **rebuild their lives** and **gain independence**.



## How your donations help

### £6 a month

Provides a day's nutritious meals for a vulnerable person

### £15 a month

Enables a vulnerable person to access the café once a week via public transport

### £25

Funds a training course for a survivor of modern slavery or vulnerable person

## Ways to donate

We accept **cash** and **card** donations in our café. You can also donate **online** via the QR code and JustGiving page or by **standing order** (please fill out the enclosed form and hand to a member of staff). **Thank you!**



[www.justgiving.com/charity/just-icepoynton](http://www.justgiving.com/charity/just-icepoynton)

## Could you be 1 of our 25?

We're looking for 25 kind and generous people like you to give **£25 PER MONTH** (or whatever you can afford) to support a survivor of modern slavery on The Turning Point scheme.

Every penny donated will go directly to the vulnerable person by funding their salary. The money will bring them **security**, **independence**, and **hope** for a better future.

Please scan the QR code to sign up or visit our website for more details. **Thank you!**



[www.just-icepoynton.org/25-for-25-campaign](http://www.just-icepoynton.org/25-for-25-campaign)

