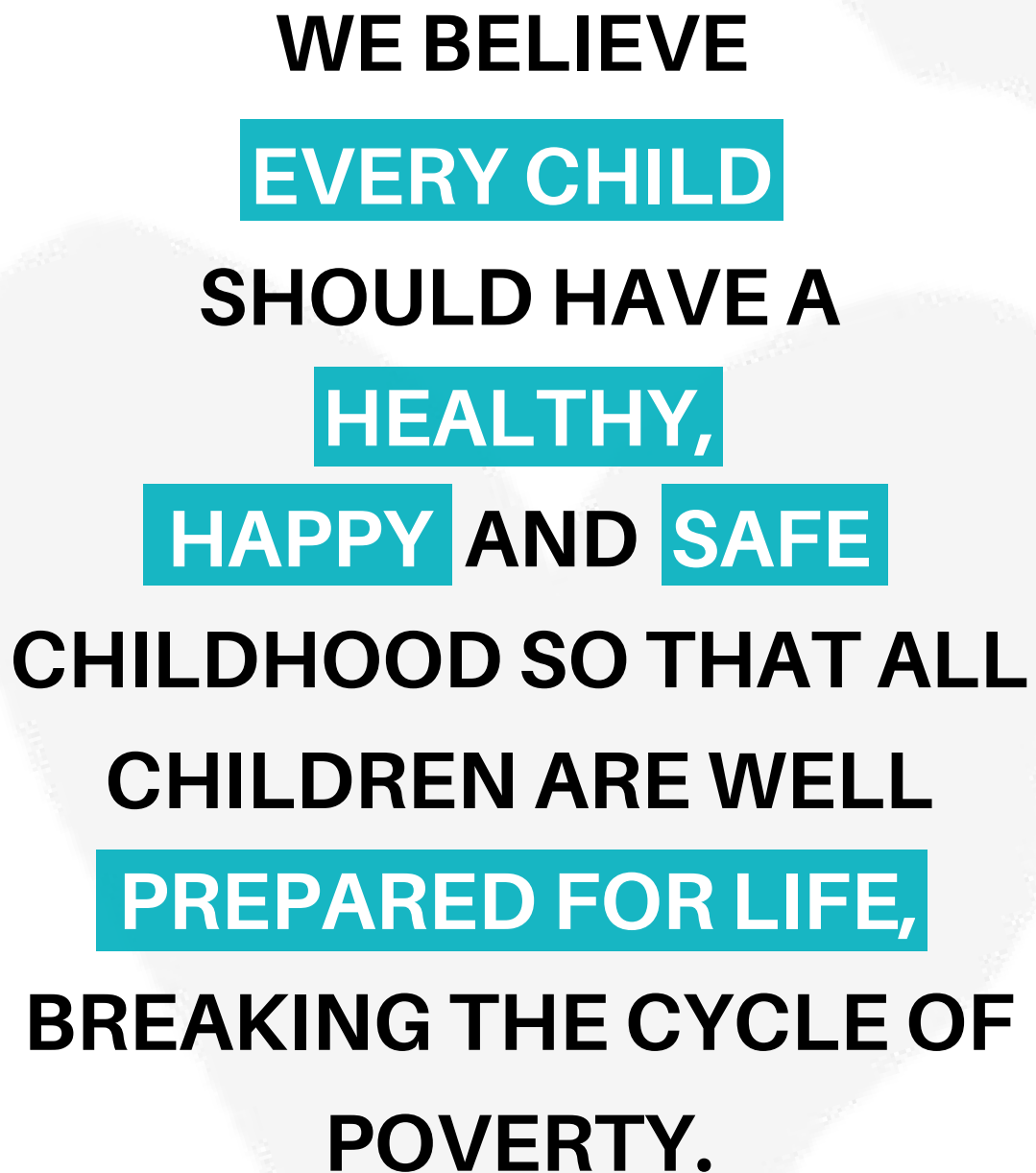


# ANNUAL IMPACT REPORT

July 2021 to July 2022

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**WE BELIEVE**  
**EVERY CHILD**  
**SHOULD HAVE A**  
**HEALTHY,**  
**HAPPY AND SAFE**  
**CHILDHOOD SO THAT ALL**  
**CHILDREN ARE WELL**  
**PREPARED FOR LIFE,**  
**BREAKING THE CYCLE OF**  
**POVERTY.**

## A MESSAGE FROM OUR CEO

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It is no exaggeration to say that the last 12 months have been a time of extremes. With the uncertainties of the Covid-19 pandemic and successive lockdowns, through to the start of the war in Ukraine and now the growing cost-of-living crisis, as adults, we have had ample opportunity to re-evaluate our lives and to consider what is important to us.

For children living in poverty in London, many of whom were struggling before the pandemic, the severity and relentlessness of these challenges have meant that life has become unimaginably harder and less certain. The daily struggle to cope means there has been little opportunity for hope or for choice in how they would like their lives to be.

Our response has been to ensure that vulnerable children remain at the very heart of our work. To not turn away when faced with insurmountable challenges, to not be daunted by the sheer scale of the problems facing children and to not give up on our belief that we can make a life-changing difference, at scale, to children in need in London.

By collectively embracing children who are scared, hungry, anxious and depressed we do more than fulfil our mission, we elevate our humanity, sparking hope, warmth and connection in children who have so very little of anything positive.

This has not been easy. Charities now provide the last line of support for millions of people in the UK and we have had to meet overwhelming need with limited resources, both of funding and staff. With no help from the government, we have been inspired and humbled in equal measure by the kindness and generosity of our incredible community of donors who have helped us to generate over £6m of funding to provide practical and emotional support to more than 200,000 disadvantaged children in London over the last 12 months.

From helping Charlie overcome separation anxiety after the Grenfell Tower fire and learn how to play independently again, to providing support for Aisha's acute learning needs and raising her school attendance from 10% to 80%, whilst our work is wide-ranging it has a common theme - removing the barriers that poverty places in front of children.

As we face the next 12 months those barriers are again rapidly multiplying. We will be here, standing strong, hand in hand with our children to smash through those barriers. I invite you to continue our journey together and to stand with us when children need our friendship and support more than ever. Together, we can and we will support children with the help, hope and inspiration they need to succeed.

Thank you.



Laurence Guinness  
Chief Executive, The Childhood Trust




2021-2022 OUR IMPACT IN NUMBERS



£6.83M\* RAISED

\*total campaign funds raised



£4.60\* RAISED  
FOR EVERY  
£1 DONATED

\*on average per campaign this year



178 PROJECTS  
SUPPORTED



236,000 CHILDREN HELPED\*

\*estimated number when all funding is spent at programme end





ACROSS 32  
LONDON  
BOROUGHES



306K  
MEALS & SNACKS  
PROVIDED





## CHRISTMAS CHALLENGE 2021

Ahead of Christmas 2021, financial support from the British government including the Universal Credit uplift and furlough payments were stopped. Omicron brought further uncertainty for parents on low or no incomes and the first surge in food and fuel prices hit families trying to plan for Christmas.

Our research documented the grim realities for families struggling to 'heat or eat' during the cold winter months and motivated the public to donate at record levels. Together we raised £3,748,744, a 23% increase from the previous year.

While some of our funds brought families relief during the holidays, the majority of funding is used over 12 months, supporting ongoing projects that provide the kind of consistent support that often transforms children's lives. These projects deliver vital services that ensure disadvantaged children and young people stay safe, are well nourished, and enjoy purposeful fun activities.

From January to June 2021, the projects we have funded from our Christmas Challenge 2021 campaign have supported over 59,000 children. We expect to have supported a total of 99,000 children by the end of December 2022.



£3.74M RAISED



98 PARTICIPATING CHARITIES



99,000 CHILDREN HELPED\*



PROJECTS IN 32 LONDON BOROUGHES

\*estimated number when all funding is spent at programme end

## WORK IN ACTION: AISHA FINDS LEARNING SUPPORT

Aisha's attendance had dropped to just 10% when she was referred to School-Home Support. Aisha had developed chronic anxiety to the point that on the rare occasions when she did attend school, she couldn't bear to enter the classroom. Instead, she would run around, and at times go missing completely. Her school's attempts to improve the situation did nothing to help.

Aisha was extremely defensive and found it hard to socialise with others. Her mental health had deteriorated so badly that she had started to self-harm. The sole provider for three children, Aisha's mother also worked three jobs. With limited resources, she just didn't know how to help her daughter. Fortunately, School-Home Support was able to help Aisha and her family.

The funds raised by our Christmas Challenge campaign help to provide one-to-one School-Home Support practitioners who work closely with vulnerable families. They work with children and young people to identify and tackle underlying barriers to education and to improve their life chances.

Children with special educational needs and disabilities from low income families are less likely to receive adequate support and are therefore more likely to end up excluded from school or drop out of education.

When Aisha met Home-Support practitioner Jamie, he identified that she had undiagnosed acute dyslexia and dyspraxia. Her anxiety had grown out of control as she struggled with schoolwork and communicating with her peers. Jamie helped Aisha to move out of mainstream school into alternative provision equipped to support children with similar needs.

To begin with, Aisha gradually increased her attendance while seeing a mental health counsellor. With her anxiety improving, she was finally able to join in group activities with other children including a school trip to the London Aquarium.

Jamie also applied to School-Home Support's Welfare Fund to request a bicycle. Now Aisha can safely get herself to school even when her mother is busy. While they waited for it to arrive, Jamie was there every day to drop her off and pick her up from school. Seven months after starting work with Jamie, Aisha's school attendance is now at 80% and her mother is relieved about the progress she has made;

*"I am extremely pleased with how far Aisha is coming and I am so happy that she is now attending school with good attendance."*



£32.8K RAISED



EDUCATION, TRAINING, POVERTY  
ALLEVIATION



500 CHILDREN HELPED\*



PROJECTS ACROSS LONDON IN 14  
BOROUGHES

\*estimated number when all funding is spent at programme end



“*Man & Boy helped Nick to see how he can support his brother, and to be more confident about reaching out for help during challenging times.*”

- Jayden's referrer

## WORK IN ACTION: EMPOWERING BOYS TO REACH THEIR POTENTIAL

Jayden was having trouble settling into his new school, becoming disruptive in class and showing aggression towards his classmates when he was referred to our charity partner, Man & Boy. Their focus is on building the positive impact male role models can have on boys as they navigate the challenges of growing up. In this case, Jayden and his older brother Nick were invited to attend one of the camps funded by the Christmas Challenge campaign.

Nick felt unsure at first because he was the only older brother in a group of fathers and sons. But over the course of the weekend, through fun and challenging activities, Jayden and Nick began connecting more confidently with each other. Jayden loved taking part in raft building, archery and adventure course activities with his brother. They also enjoyed building positive connections with the group. Being one of just two families who identified as BAME, Nick opened up during a Man2Man session on the second night:

“*I didn't know how I was going to fit in but facing these challenges together made me realise I do belong 'cos all of us are here to support the young person we came with, I've learned lots from each of you.*”

After the camp, Jayden said he had learned the value of teamwork, staying calm and communicating better. With the risk of permanent exclusion for boys from low income households being up to three times more likely, these skills will make a significant difference in Jayden's future as he settles into his new school.



£17.4K RAISED



36 CHILDREN HELPED



MENTORING, MENTAL HEALTH,  
EDUCATION, OUTDOOR ACTIVITY



CROYDON, KINGSTON, MERTON,  
SUTTON AND RICHMOND



# CHRISTMAS CHEER FOR EVERY CHILD



Christmas is a cold, lonely and anxious time for many children whose parents or carers struggle to put food on the table. And 2021 was one of the hardest years yet for families living in poverty. Every year, we support many of our charity partners to provide local families with festive food, hampers, fun activities and Christmas presents for children.

The team at Spring Community Hub, a foodbank, holiday club and community centre in Southwark, were determined to bring Christmas cheer to vulnerable children. With funding granted through our Christmas Challenge, the team were able to deliver 301 Christmas hampers, including turkey and presents, to children and their families.

*“The Christmas hamper really makes my son happy. You have been there for my family for two years, you are so amazing!”*

## The Met Christmas Tree Appeal

The Childhood Trust partnered once again with the Metropolitan Police Service to ensure that vulnerable and disadvantaged children in the care system had a present to wake up to on Christmas day.

Thanks to the kindness and generosity of Londoners, the 2021 appeal raised £91,220. Along with donations of books and toys, we distributed 28,451 presents to children across 32 London boroughs.

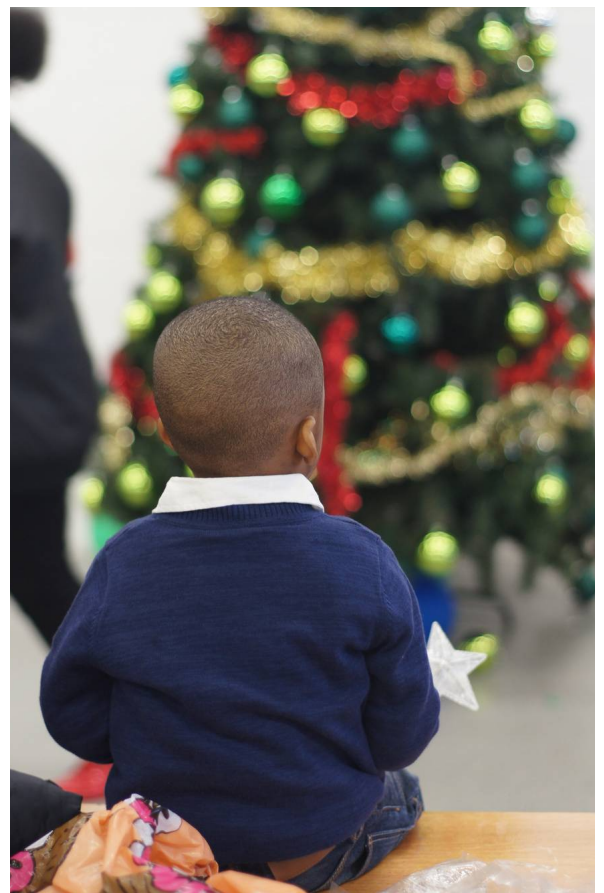
All of the 17,437 children referred by social services received at least one present. Gifts included soft toys for infants, art sets for school-age children, and gift vouchers for teenagers.



£91K RAISED



17,437 CHILDREN HELPED





## CHAMPIONS FOR CHILDREN 2022

What should have been a time of recovery for vulnerable children and young people after the pandemic, has instead brought further hardship. In our collaborative research with children, we were able to understand that the cost-of-living crisis was causing stress and anxiety for many. Our national survey revealed that children were growing more distant from their parents, angry and smiling less often and in the worst cases, self-harming and experiencing suicidal thoughts. With disadvantaged children facing long waits for mental health services, our research highlighted an urgent need to support children over the summer.

In June 2022, our annual Champions for Children campaign raised £3,084,294. The campaign provides essential funding for projects supporting disadvantaged children across London. Our funding gave children a safe place to spend the holidays where they were able to try new activities and receive practical and emotional support including nutritious meals. In addition to funding projects throughout the summer, our Champions for Children programme will enable support for 12 months to July 2023.



£3M RAISED



80 PARTICIPATING CHARITIES



137,000 CHILDREN HELPED\*



PROJECTS IN 32 LONDON BOROUGHES

\*estimated number when all funding is spent at programme end





## WORK IN ACTION: CONFIDENT AND READY FOR ADVENTURE

As a single mother on a low income, Linda was faced with juggling the responsibility of caring for her elderly mother with caring for her two boys, Kye (10) and Charlie (8) during the summer holidays.

Rather than spending their summer stuck indoors watching their grandma’s health slip further into decline, thanks to the Harrow Club, Kye and Charlie were able to enjoy new adventures and activities.

After the fire at Grenfell tower in 2017 that devastated the local community, the boys had become very attached to their mother and suffered anxiety when they were not by her side. The experience that Kye and Charlie shared at the Harrow Club will make a lasting impression as the boy’s new found independence continues to help their confidence grow.

“*To know they were safe, cared for and most importantly being flooded with amazing opportunities and new memories helping them to grow and feel secure again, was amazing.*

-Linda



£84.8K RAISED



344 CHILDREN HELPED



OUTDOOR ACTIVITIES, ACCESS  
TO PLAY AND TRIPS



KENSINGTON & CHELSEA,  
HAMMERSMITH & FULHAM,  
WESTMINSTER AND BRENT



A group of children are sitting on a wooden bench in a park-like setting. There are several children of different ages and ethnicities. In the background, there are many green trees and a fence. The ground is covered with gravel. The overall atmosphere is peaceful and natural.

**“You get to create stuff and you can see the baby rabbits, play on the computers and go places. It was the best summer holiday, I love Harrow Club and all the children and staff there.**

- Linda's son Charlie





*“I could relate to lots of the other girls and I made lots of friends who can understand my experiences and my feelings.”*

- Isabella aged 11, WLZ

## WORK IN ACTION: ISABELLA'S WEST LONDON ZONE JOURNEY

The area of West London where the WLZ (West London Zone) programme operates is an area of deep inequality, where 1 in 5 children and young people aren't getting the support they need to thrive. This can impact children's life chances, affecting areas such as; employment, social isolation, and mental and physical health.

Before joining the WLZ programme, Isabella was struggling with her anxiety. She lacked the confidence to speak up for herself and was scared of trying new things. She suffered from anxiety when answering maths questions in class and her low self-esteem hindered her ability to complete writing projects. A crippling lack of self-belief seriously impaired Isabella's progress as she came towards the end of primary school.

Isabella's WLZ journey began when she met Joyce - a Link Worker based in her school. Joyce and Isabella collaborated on her 2-year personalised programme while building a consistent and trusting space. Along with one-to-one support, growth mindset journalling and speech and language therapy, Joyce organised activities to help ready Isabella socially, academically and emotionally for her transition to secondary school.

Early on in the programme, Isabella was supported with maths tuition by WLZ partners Team Up. As her ability in maths grew, so did her confidence in other areas at school. Isabella also tried new activities like woodwork and confidence-boosting circus skills. But her favourite activity has been with the Jen Group, a small group session where young girls are encouraged to explore their feelings and relationships in a safe and creative space. Her group facilitator said:

*“Now that Isabella has finished the programme, she is ready to take on the next step - she's just going to blossom.”*



£22K RAISED



300 CHILDREN HELPED



EDUCATION AND WELLBEING



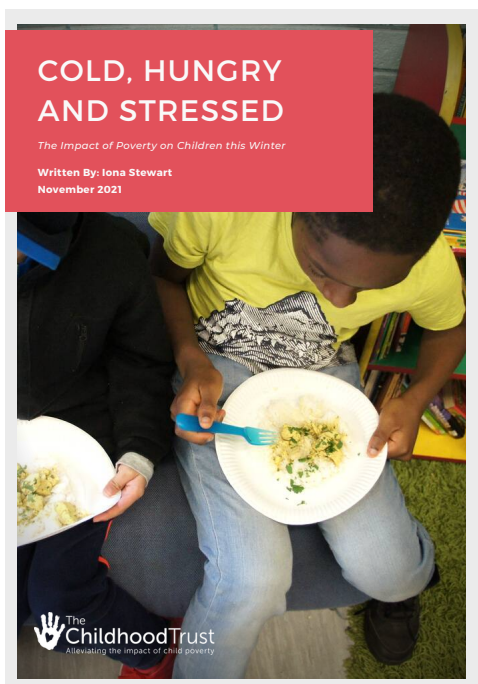
WEST LONDON

# RESEARCH AND ADVOCACY

## Shifting perspectives on childhood poverty

The Childhood Trust's research and advocacy works directly with disadvantaged children to ensure that children's experiences of poverty do not remain invisible. By supporting children to articulate the challenges they face, our research raises awareness of the inequalities and injustices that impact children in London. Our advocacy work engages supporters and policy makers and helps to direct resources towards alleviating the impact of poverty.

## Cold, Hungry and Stressed: The Impact of Poverty on Children this Winter



In November 2021, we launched our report that documented the impact that the cuts to Universal Credit along with rising food and fuel prices would have on children over the winter. The report collected responses from 31 charities, that collectively support 106,523 children living in poverty in London. Additionally, we collected data from parents of children aged under 18 from all over the UK to provide a national perspective.

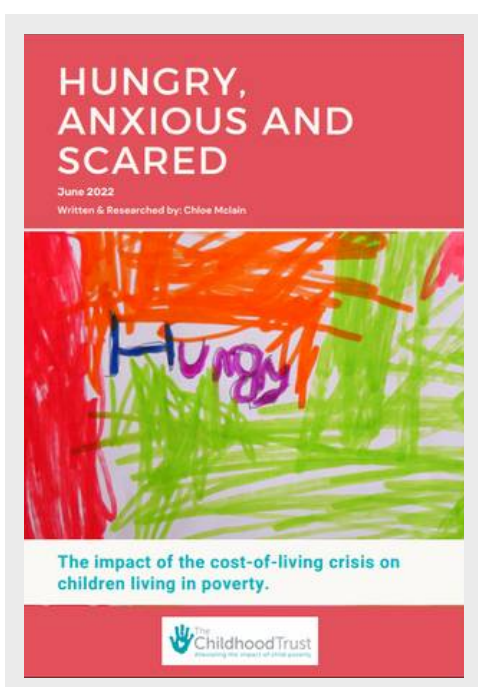
Our report was featured across key national and regional media outlets including BBC News, BBC Morning Live, ITV News and the Mirror.

Motivated by the dire situation faced by families highlighted in our report and subsequent media campaign, the British public were inspired to donate to our Christmas Challenge campaign, providing a lifeline for children over the winter.

- 37 pieces of coverage
- 1.2M estimated views

## Hungry, Anxious and Scared:

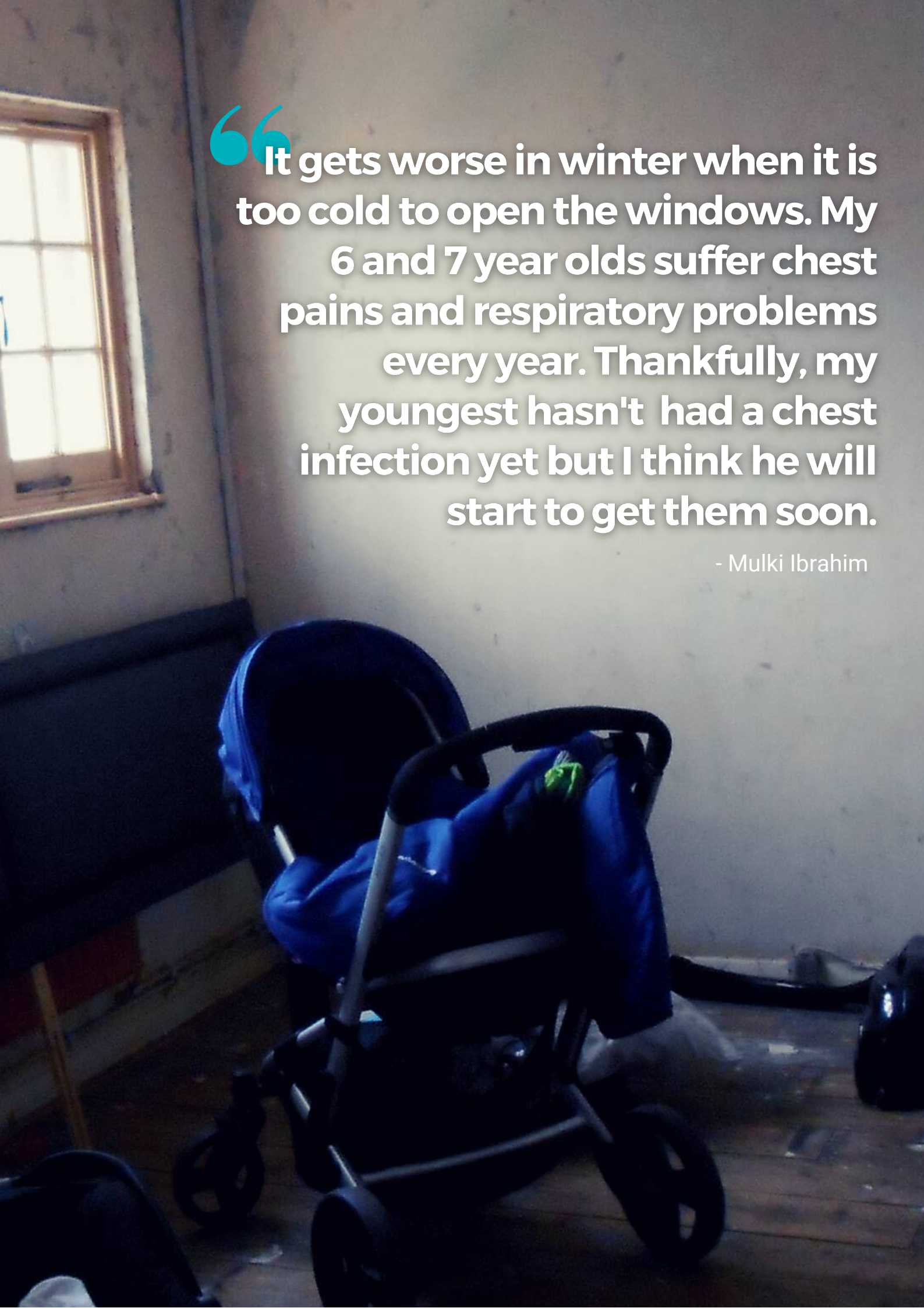
## The Impact of the Cost-of-Living Crisis on Children's Mental Health



In May 2022, our research explored the impact of the ongoing cost-of-living crisis on disadvantaged children and young people. A survey of 98 charities supporting over 70,000 children along with data from a UK-wide survey of families, and in-person interviews, revealed a growing mental health crisis for children living in poverty. The research findings were referenced in a parliamentary debate over the cost-of-living crisis, stimulating informed discourse on the growing impact of poverty for children.

The report and subsequent media coverage provided insight into the effects of child poverty on children's mental health and inspired people to give through our Champions for Children campaign.

- 39 pieces of coverage
- 2.2M estimated views

A blue baby stroller is positioned in the lower half of the frame, facing towards the right. The stroller has a dark frame and large wheels. In the background, a window with a wooden frame is visible on the left side, letting in some light. The walls are a light, mottled color, and the floor appears to be made of wood or concrete. The overall lighting is dim, creating a somber atmosphere.

**“It gets worse in winter when it is too cold to open the windows. My 6 and 7 year olds suffer chest pains and respiratory problems every year. Thankfully, my youngest hasn't had a chest infection yet but I think he will start to get them soon.**

- Mulki Ibrahim



Along with our annual research reports, The Childhood Trust also partners on research projects to better understand the challenges faced by children living in poverty in London and to raise public awareness.

## Human Rights Watch & The Childhood Trust: Families in Temporary Accommodation in London



In partnership with Human Rights Watch, we published a 51 page report in January 2022 on the toxic impact that living in temporary accommodation has on children and young people.

As the number of children in temporary accommodation grew to a staggering 86,450, our report revealed persistent failures by central and local governments. This means children are spending many years stuck in overcrowded, substandard, and inappropriate accommodation, a violation of their human rights.

For 6 years, Mulki Ibrahim has lived with her husband and 3 children in a one bedroom council flat in Wandsworth. The flat has mould in every room but most worryingly where her children sleep.

The Evening Standard, Huffington Post, BBC Politics, BBC News and The Sunday Times all reported on our research, meaning millions of people learned of the hardships suffered by families like Mulki Ibrahim's.

## Refugee Children in London



In March 2022, as the Russian invasion forced Ukrainian families from their homeland, our London-wide network of projects began preparing to welcome an influx of Ukrainian children expected to settle in London.

Our research documented the status of services provided by our charity partners and their ability to meet the needs of refugee children and young people.

Children arriving in London who have fled war and persecution usually arrive with nothing. Children in these circumstances require a wide range of interventions, such as counselling and mental health support, access to food provision and suitable housing, and intensive support to learn English and settle into school and extra-curricular activities.

Our report highlighted the extensive preparations required to support an expected increase in the number of Ukrainian children and identified additional funding requirements to meet those needs.



# HARNESSING THE POWER OF VOLUNTEERING

Our corporate partner employees generously volunteer their time to help us deliver impactful projects that provide immediate, practical support to children in local communities across London.

Corporate volunteers have done everything; from decorating bedrooms and painting community centres, to putting together furniture and play equipment, landscaping and demolition.

## Decorate a Child's Life

Our Decorate a Child's Life project transforms the bedrooms of children living in squalid and dilapidated housing, as well as run down spaces in local youth clubs. Our DACL programme transforms these into safe spaces where children can learn, play and grow. From ensuring children have a bed to sleep in and a desk to do their schoolwork, to creative solutions to make shared spaces work better for the whole family, our bedroom redecoration projects restore dignity and confidence to children, helping children to feel happier and supported in their homes.

Children are at the heart of our work and are involved in decision making for renovations, providing a sense of agency. Creating a space that a child can call their own makes a huge difference to a child's wellbeing. This was particularly important as we emerged from the pandemic, where many of our children had spent long days stuck in cramped and unsuitable housing, without any space to play or learn.

For situations where redecorating is either impractical or unnecessary, we provide desks, beds and wardrobes through our online Furniture Provision service. This project enables donors to purchase basic furniture items for children in need. We ensure that these are delivered and assembled, providing immediate relief for children who are often sleeping on the floor.

*“The project made such an enormous difference, helping the children to feel settled and proud of their bedrooms.”*

With thanks to all our volunteers this year from:

*Adobe, Auth0 Inc, Bionic, Blackstone, BNP Paribas, Citibank, Federated Hermes, Goldman Sachs, Janus Henderson, JBi Digital, Kone, Langland, Squire Patton Boggs.*

With special thanks to our project supporters:

*Kingfisher Plc, Edwards Life Sciences, Taylor Wimpey, Katherine Pooley, Nirvana Maintenance and London Play Design*



## Adventure Play Partnership

London's adventure playgrounds provide a place where children are encouraged to take controlled risks under the guidance of professional playworkers. They also provide an invaluable source of childcare for low-income families after school and over school holidays. Children play freely and can learn new hobbies and skills.

Each site supports hundreds and sometimes thousands of London's most disadvantaged children mixing with children from all backgrounds. But London's iconic adventure playgrounds are expensive to maintain and need regular maintenance if they are to keep children safe and pass the inspections required to keep them open.

Our volunteer days provide essential resources to ensure that adventure playgrounds all over London can remain open. This year, hundreds of volunteers have stepped up to tear down or repair worn-out play equipment and build new, safe structures.

Without adventure playgrounds, many more children would be roaming the streets at risk of being exposed to crime, drugs and violence. Risky play would happen elsewhere without the support of dedicated staff and many more children would be unsupervised during the holidays due to the high cost of holiday childcare.



548 VOLUNTEERS



31 VOLUNTEERING DAYS



16 BEDROOMS



4 PLAYGROUNDS MADE FIT FOR PURPOSE AGAIN



88 CHILDREN BENEFITTED FROM BEDROOM REDECORATION  
AND NEW FURNITURE PROVISION





Volunteers from Citibank taking part in our Adventure Play Partnership



# LONDON CHILD POVERTY SUMMIT

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On October 14th 2021, we were delighted to be back in-person to host the 3rd annual London Child Poverty Summit in partnership with our friends at the London Child Poverty Alliance. Held during London Challenge Poverty Week our summit was a one-day event featuring presentations, panels, and debate from a wide range of experts on child poverty, including government representatives, educators, youth workers, and young people with lived experience of poverty.

Our 3rd Summit provided a much-needed opportunity for the sector, alongside young people and their families with lived experience of poverty, to highlight the additional challenges brought about by the Covid-19 pandemic and to celebrate the incredible achievements of the sector in supporting London's children and young people throughout the Covid crisis.

The London Child Poverty Summit increases the visibility of child poverty in London, encouraging positive debate and discussion, and highlights what is being done to tackle poverty and create lasting changes for London's most vulnerable children.

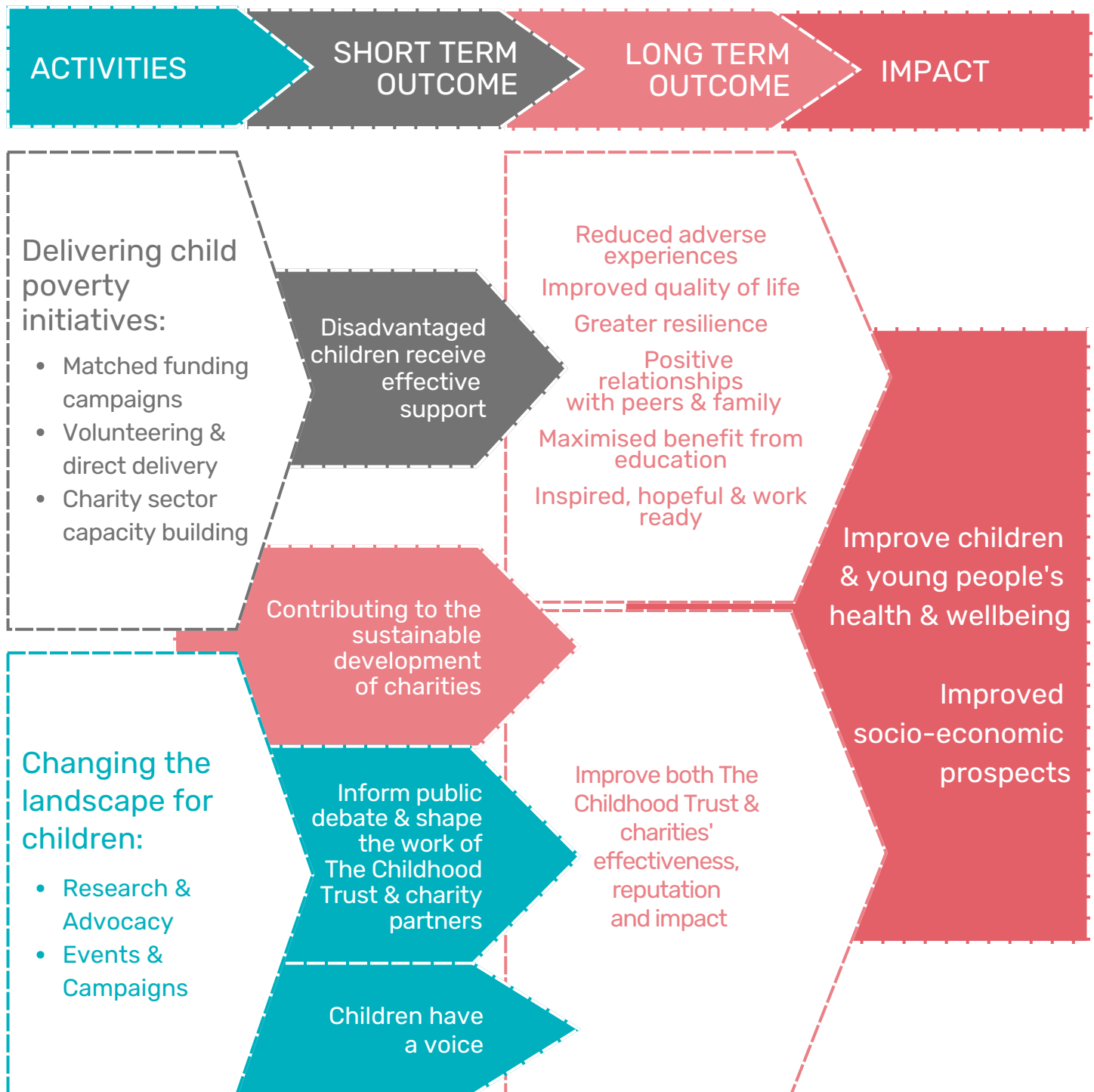
We were joined by our keynote speaker, the acclaimed author, barrister, and expert on social mobility, Hashi Mohamed, who, along with panellists and chairs from across the charity, education, local authority, housing and health sectors helped us to explore the topics of low-income, housing, hunger and childcare. The event showcased two films that explored children's lived experience of poverty produced by young Londoners working with the Octavia Foundation in partnership with The Childhood Trust.

Aside from consensus reached on topics like reinstating the Universal Credit uplift and increasing government funding for the childcare sector, an underlying theme was the importance of building community support for children to mitigate the effects of growing up in poverty.

**“I thought the panel discussions were informative and brilliant. So beneficial to include people with lived experience.**



# OUR THEORY OF CHANGE



## ENABLERS

- Successful fundraising
- Engagement with stakeholders including charities and children
- Sound governance and strategy
- Well developed and supported staff at the Trust
- Good alignment with partner charities
- Government policy background
- Media access



# IMPACT REPORTING

# BREAKING THE CYCLE OF POVERTY

Children who grow up in poverty are more likely to suffer adverse childhood experiences, (ACEs) traumatic events that occur in childhood that can last a lifetime. These can include violence and other forms of abuse, along with the instability that can come from adult caregivers who have poor mental health and/or problems with substance use.

Toxic stress from ACEs can change brain development and affect how the body responds to stress. ACEs are linked to chronic health problems, mental illness, and substance misuse in adulthood. However, ACEs can be prevented.

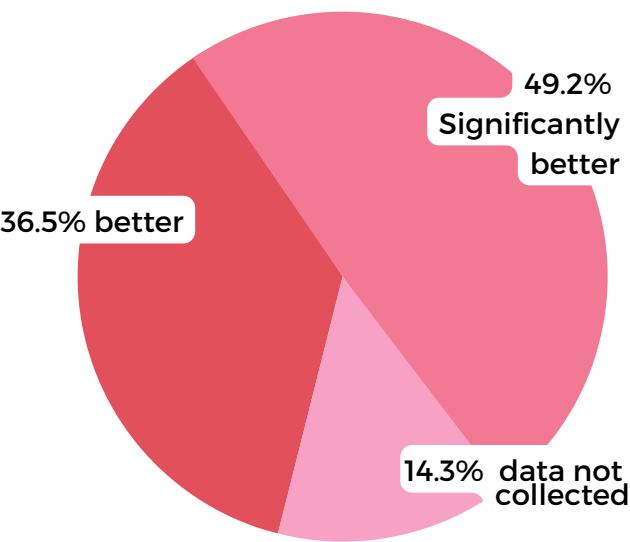
Preventing ACEs can help children thrive and potentially improve education and employment potential. Growing up without the associated toxic stress lowers risk for conditions like depression, asthma, cancer, and diabetes in adulthood.

- Centre for Disease Control and Prevention, 2019

The Childhood Trust fights for children’s right to live a life free from poverty. Our match funding campaigns provide vital income for services that enable children to be healthy, happy, safe and prepared for life. A fundamental part of this is ensuring the impact of ACEs is reduced early on in life.

A child who grows up feeling healthy, happy, safe and prepared for life is also less likely to pass the toxic stress of ACEs on to their future children. An outcome that can break the cycle of poverty passed from generation to generation.

## Impact of support on how children manage adverse childhood experiences



The projects we fund seek to address ACEs such as child poverty, children’s poor physical or mental ill health, caregiver’s mental ill health, homelessness and temporary accommodation, bereavement, parental separation, abuse and neglect. While none of these problems can be solved overnight, charity partners have seen improvements in the way children manage ACEs.

- 25% coping better with stress
- 28% better able to process change
- 38% found supportive relationships with staff

“The matched funding opportunity provided by the Childhood Trust means that School Home Support Practitioners can effectively ensure families are better equipped to break intergenerational cycles of poverty, using holistic and practical approaches. This also means that we have a better capacity to provide tailored support to the vulnerable families who need it the most.

- School Home Support

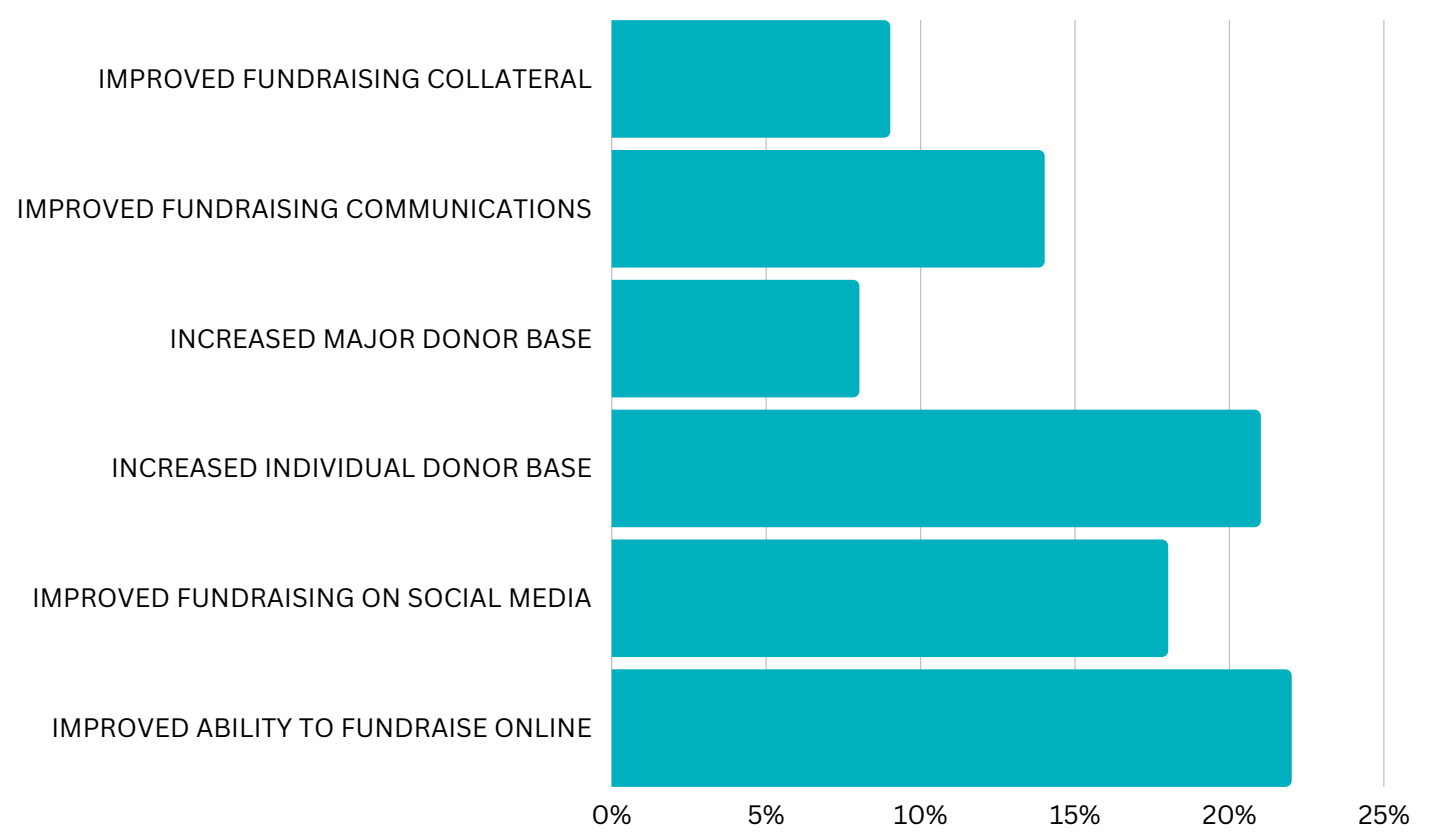


# CAPACITY BUILDING

One of our broader aims at the Childhood Trust is to contribute to the sustainable development of our charity partners. Alongside funding, our partners are also grateful for the support they receive from The Childhood Trust with fundraising and communications, building their capacity to fundraise and attract new donors.

78% of charities reported that they felt participating in our Champions for Children 2021 campaign will help to improve their long term financial sustainability.

## Charity partners report improved fundraising capability



“The impact is huge for us organisationally - we are a small charity with a small donor pool. However, the match funding element significantly helps with our year on year engagement and securing of annual gifts. Our donors respond so well to the £1 for £1 and see what an impact it makes. It galvanises them to give and to give each year because it generates so much more. The campaign build up gives us key touch points to speak to our donors in advance and bring them along with us. As we don't have the capacity to do big annual or gala events, Champions for Children enables us to raise transformational sums of money in a low risk and low cost way. It is part of our annual fundraising plan now.

- Renaissance Foundation

## OUR CHARITY PARTNERS

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For many disadvantaged children in London, it is only our extraordinary network of charities, community organisations and volunteers that provide the help they need. The unrestricted income that our campaigns provide is critical in meeting the needs of London's most vulnerable children. Whether that means somewhere to enjoy a nourishing meal and a place to play or intensive therapeutic support to children in crisis, collectively our network ensures that children can acquire the skills and resilience they need to thrive.

Each of the charities we've worked with this year has a unique approach, but all are passionate about serving children in their community.

### Charities Funded in 2021-22

3 Pillars Project CIO	Embrace Child Victims of Crime
Abram Wilson Foundation For Creative Arts	Farms for City Children
Action for Refugees in Lewisham (AFRIL)	Finchley Reform Synagogue
Alexandra Rose Charity	Fitzrovia Youth in Action
All Hallows Bow	Football Beyond Borders
Ambition, Aspire, Achieve	Free To Be Kids
Apollo Music Projects	Future Fronteirs
Awards for Young Musicians	Future Talent
Be Enriched Elements	Global Generation
Be Kind Movement	Greenhouse Sports Limited
Behind Every Kick	Grief Encounter
Best Beginnings	Growing Hope King's Cross
Bexley Snap	Hackney Empire Limited
Bloomsbury Football Foundation	Haringey Play Association
Bookmark Reading Charity	Harlington Hospice Association Limited
Camden Music Trust	Harrow Club W10
Cardinal Hume Centre	Headliners (UK)
CARIS Islington	
Carney's Community	
Caspari Foundation	
Charlton Athletic Community Trust	
Chickenshed	
Children Ahead Ltd	
Christian International Peace Service (CHIPS)	
City Gateway	
Doorstep Library Network	
ECPAT UK (Every Child Protected against Trafficking)	

“The funding is enabling us to reach dads from diverse backgrounds in London with support and advice. This is a massive step change for the charity as we have not offered dedicated support for fathers before.

- Best Beginnings

## OUR CHARITY PARTNERS

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Hestia  
Home-Start Richmond, Kingston & Hounslow  
Home-Start Wandsworth  
Hot Line Meals Service (London)  
Institute of Imagination  
Jamal Edwards Delve  
Jamie's Farm  
KEEN London  
Khulisa  
Lewisham Music  
Little Village  
Live Unlimited  
London Early Years Foundation (LEYF)  
London Music Fund  
London Youth Choirs  
Loughborough Junction Action Group  
Love 146  
Lyric Hammersmith  
Magic Breakfast  
Man & Boy  
Mayor's Fund for London  
Montage Theatre Arts  
Mousetrap Theatre Projects  
My AFK (formerly Action For Kids)  
New Hackney Education Business  
Partnership  
Paiwand  
People, Potential, Possibilities  
Pimlico Musical Foundation  
Place2Be  
Polka Theatre  
Power2  
ReachOut  
Renaissance Foundation  
Restore The Music UK  
Richard House Children's Hospice  
Rosetta Art Centre CIO  
Royal Academy of Dramatic Art

Safe Families for Children  
Salisbury World  
Sands End Associated Projects In Action  
School-Home Support (SHS)  
Shakespeare Schools Foundation  
Shepherds Bush Families Project &  
Childrens Centre  
Sinfonietta Productions Limited  
Sir Hubert Von Herkomer Arts Foundation  
Skylarks  
Solace Women's Aid  
Solidarity Sports  
Spark Inside  
Spear Islington Trust  
Spitalfields City Farm  
Spitalfields Music  
Spring Community Hub  
St Andrew's Club  
St Vincent's Family Project  
Step By Step London  
Strength and Learning Through Horses  
Tag Youth Club for Disabled Young People  
Tall Ships Youth Trust  
The Adnan Jaffery Educational Trust  
The Akshaya Patra Foundation  
The Archer Academy  
The Baytree Centre

“It presents a fantastic opportunity to raise more awareness of the organisation and prompted press releases and a radio interview. It also allowed us to raise funds we would not have had the chance to raise otherwise.

- Skylarks Charity



## OUR CHARITY PARTNERS

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The Ben Kinsella Trust  
The Bridge Renewal Trust  
The ClementJames Centre  
The Felix Project  
The Foundling Museum  
The Gallions Music Trust  
The Honeypot Children's Charity  
The Horse Rangers Association Ltd (Hampton Court)  
The Katherine Low Settlement Limited  
The Kids Network  
The Little Angel Theatre  
The Mix  
The Royal Central School of Speech and Drama  
The Salmon Youth Centre In Bermondsey  
The Social Mobility Foundation  
The Tim Henman Foundation  
The Winchester Project  
Theatre Peckham  
ThinkForward (UK)  
Toynbee Hall  
UK Music Masters Ltd.  
UK Youth  
Unicorn Theatre  
UP - Unlocking Potential  
Up 'N Away  
Voices of Hope  
Wac Arts  
West London Action for Children  
West London Zone  
Westminster Befriend a Family  
Young Music Makers London Limited

*“The Christmas Challenge is a fantastic opportunity for our supporters to optimise their donations, at a time of year that is especially hard for so many of our clients. The money raised from the Christmas Challenge is so important as it enables us to continue to provide free counselling and therapy services to vulnerable local children. In addition to this, the strong reputation of the Big Give and The Childhood Trust helps us to leverage additional pledge funds. It adds affirmation to the work that we do in our local communities. This support, at such a crucial time of year, is essential in ensuring the continuity of our service.*”

- West London Action for Children

## SUMMARY

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In 2021, children emerged from the trauma and isolation of the pandemic, straight into another crisis. Anxiety about the rising cost-of-living has exacerbated the sense of uncertainty about the future, contributing to a steep increase in mental health issues being experienced by children and young people. As winter approaches, it is expected that the dire situation faced by many children living in poverty will become more severe.

Continued support from our community of donors has enabled local grassroots charities to sustain services for children across London. Our donors have contributed to nutritious meals, purposeful play, safe spaces away from gangs and violence, mentoring, therapy, support for learning needs, bursaries for the arts, new experiences, life changing breaks away from the city, free childcare, support for child trafficking victims and so much more. These are all vital services that 83% of our charity partners would not have been able to provide without the funding from our campaigns.

We hope that this report has provided an insight into the impact that your generosity has had on vulnerable children and young people across London. Your kindness means that over 200,000 children will have access to services that are designed to alleviate the impact of child poverty, to give hope for the future and finally to ensure a safer, happier, and healthier childhood.



87% of projects saw children's mental health improve as a result of taking part.



63% of projects saw children's physical health improve as a result of taking part.



82% of projects saw children experience improved peer and/or family relationships



Thank you!