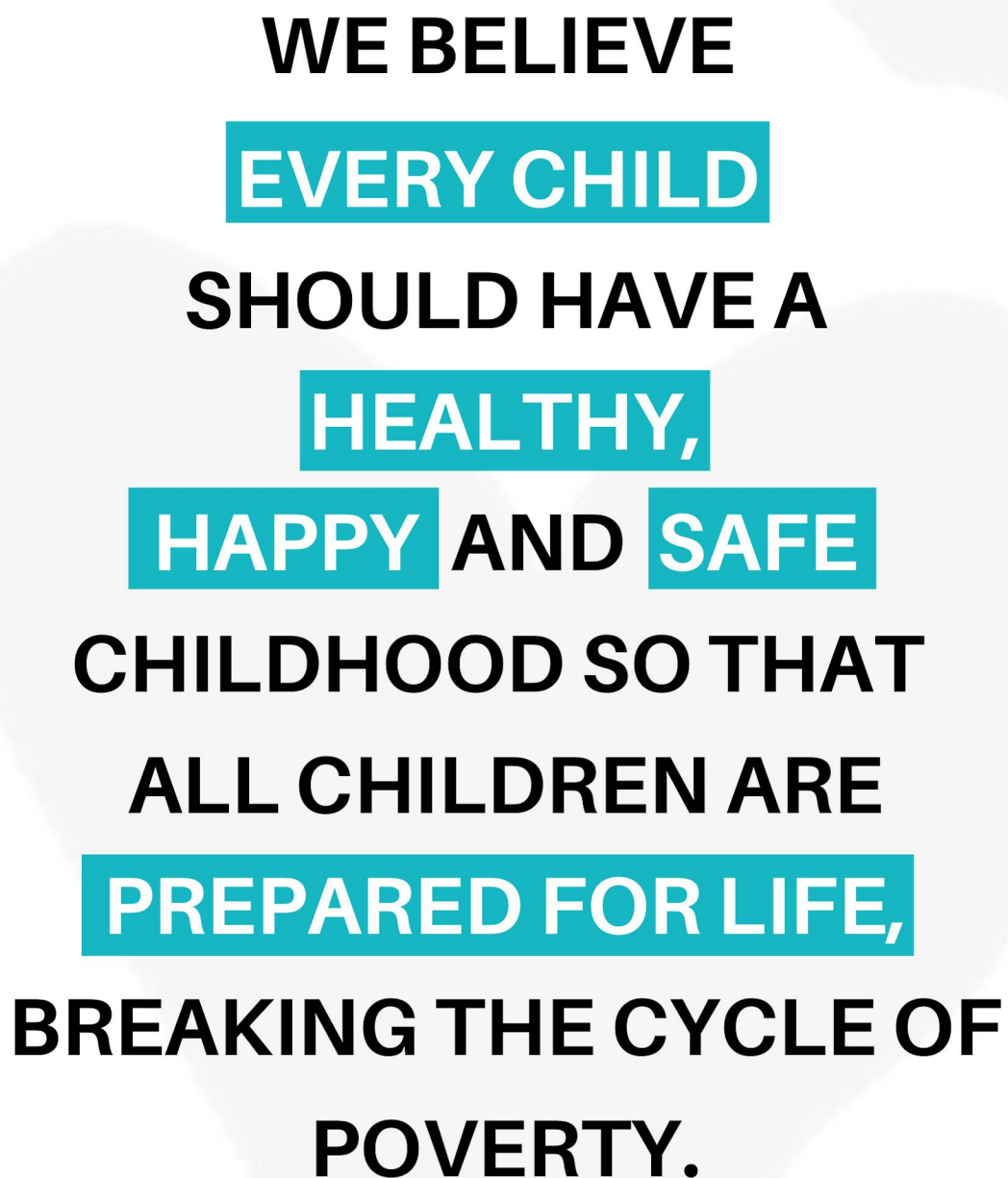




# ANNUAL IMPACT REPORT

July 2022 to June 2023





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

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# THANK YOU

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Dear Friends,

It is with great pleasure and immense gratitude that we present The Childhood Trust's Annual Impact Report 2022-23. As we reflect on the challenging environment of the past year, we are reminded of the transformative power of partnership and the unwavering dedication, generosity and compassion of our community in coming together to support children living in poverty across London.

In this report, I invite you to join us on a journey of transformation. We will share stories of children whose lives have been enriched by your generosity and the inspiring efforts of our charity partners. These stories are a testament to the impact that we have collectively achieved over the past year, and they serve as a reminder of the significance of every contribution.

Throughout this report you will find inspiring accounts of how we have enabled our charity partners and community organisations to deliver a wide range of life-enhancing services. From improving children's health through the provision of meals to supporting children's educational aspiration and attainment, to addressing mental health challenges and fostering creative development, we have worked to ensure that thousands of children experiencing disadvantage in the capital are not left behind.

However, we are acutely aware that the need remains immense. The cost-of-living crisis has not only exacerbated existing inequalities, pushing children further to the margins of society, but has widened the net of poverty increasing the numbers of children having to survive with not enough resources to realise their potential. But even in these difficult times, we have witnessed the incredible strength and resilience of children who are succeeding despite adversity and who inspire us to redouble our efforts.

Our collective achievements would not be possible without the dedication and support of our partners, donors, and volunteers. We extend our deepest gratitude to each and every one of you for standing alongside us, for believing in the sanctity of childhood, and for investing in the future of our society. Your unwavering support is the driving force behind our work and we look forward to continuing this journey together.

I hope that this report will inspire and motivate you to support our mission as we plan to further scale our work. Together, we can build a future where every child has the opportunity to thrive. I invite you to celebrate our achievements of the past year and to embrace the challenges that lie ahead as we work towards a London where every child is prepared for life.

Thank you for your continued trust and partnership. Your belief in our work drives our determination to create lasting change in the lives of London's disadvantaged children, one child at a time.

With warmest regards,



Laurence Guinness  
Chief Executive, The Childhood Trust





# 2022-2023 HEADLINE IMPACT IN NUMBERS



## 267,815 CHILDREN SUPPORTED\*

\*end of programme delivery estimate (to 31/12/23)





### £8.88M PROJECT FUNDING RAISED



### 188 PROJECTS FUNDED



### £4.50\* RAISED FOR EVERY £1 DONATED

\*on average per campaign this year



### PROVISION IN ALL 32 LONDON BOROUGH



### 649,108 MEALS & SNACKS PROVIDED



# **OUR CAMPAIGNS 2022-23**





## ON THE BREADLINE COST-OF-LIVING CRISIS APPEAL

In response to the cost of living crisis, we partnered with the London Evening Standard, I News and Comic Relief to launch a Christmas appeal to provide additional support to children living in poverty in London.

The campaign launched on 22 November 2022, and ran for 4 weeks, raising a total of £3.7m split between Comic Relief and The Childhood Trust, with our work focused on children in London. The funds raised for The Childhood Trust amounted to £1,335,938 with exceptional donations given by Neptune Energy Group Ltd of £500,000 and Ethos Foundation of £500,000.

We worked in partnership with the London Evening Standard to select 19 delivery partner charities working across London to target essential support to children impacted by the cost of living crisis. This support will be provided from January 2023 to December 2023.



£1.34M RAISED



19 CHARITIES FUNDED



99,000 CHILDREN SUPPORTED\*

\*end of programme delivery estimate





## **SUPPORT IN ACTION: SUNIL'S DEVELOPMENT AT THE SHEPHERD'S BUSH FAMILIES PROJECT**

---

The Shepherd's Bush Families Project (SBFP) supports families who are homeless, those living in temporary accommodation and families who are living in unsuitable housing. The project exists to support and assist families trying to cope with housing stress and manage their lives in difficult and often complex circumstances.

Sunil is 9yrs old and has attended SBFP since he was 2½. From a young age, his behaviour started to become challenging and his mother Aisha found it difficult to look after him. He has never known his father. Sunil attended SBFP's after-school club and holiday sessions, where staff could focus on his learning and social and emotional skills, and work with him to accept the consequences of his actions. He became better able to build and maintain friendships and relationships in these sessions and increasingly able to participate in group games as his behaviour improved and he learnt how to relate to other children. As a result of the support and care he received, Sunil was able to build rewarding relationships with members of staff and began to accept their help around his disruptive behaviour which he had previously denied or stated "I can't talk".

SBFP has given both Sunil and his mother a new and different perspective on life, which had often been difficult and disappointing for them.





As well as the pre-school and after-school provision that SBFP offered for Sunil, both he and his mother have been able to attend many celebrations and events at its centre. SBPF has even held birthday celebrations for Sunil.

Sunil and his mother have been on many trips with SBPF to places he would never have had opportunities to visit, including trips to the beach. This in turn has helped promote a sense of belonging as Sunil is now excited to talk with his friends and peers about where he has been and what he has done in the holidays. The trips have given Sunil and his mother quality time together where the stresses of day to day life could be forgotten, even if only for a while.

Sunil was diagnosed with ADHD and will undergo further assessments for suspected Autistic Spectrum Disorder. His mother was distressed at the diagnosis and came to SBFP needing reassurance that her son can still have a good life. SBPF is now aiming to get Sunil moved into an Special Educational Needs school in the borough.

Sunil continues to attend the Shepherd's Bush Family Project. He is now more confident, outgoing and friendly as a result of the support that he and his mother have received and will no doubt continue to thrive with the support and care he receives from SBFP. We were delighted to be able to provide £50,000 of grant funding to SBFP from our On The Breadline Appeal.



**£50K GRANTED**  
(On The Breadline Appeal)



**PRE-SCHOOL, AFTER SCHOOL AND  
HOLIDAY CLUBS, THERAPEUTIC  
COUNSELLING**

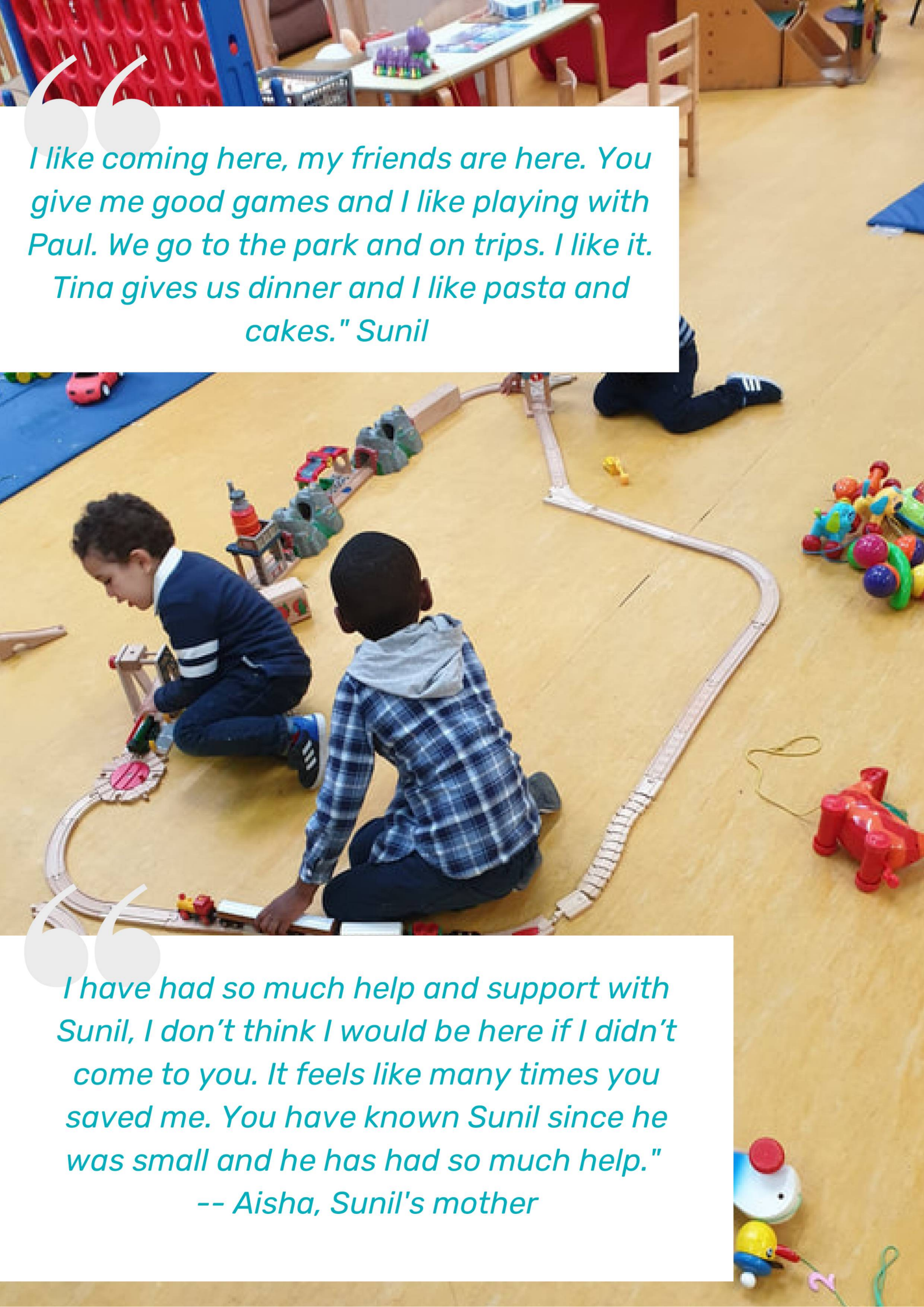


**78 CHILDREN SUPPORTED**



**HAMMERSMITH & FULHAM**





*I like coming here, my friends are here. You give me good games and I like playing with Paul. We go to the park and on trips. I like it. Tina gives us dinner and I like pasta and cakes." Sunil*

*I have had so much help and support with Sunil, I don't think I would be here if I didn't come to you. It feels like many times you saved me. You have known Sunil since he was small and he has had so much help."*  
*-- Aisha, Sunil's mother*



## SUPPORT IN ACTION: KITCHEN SOCIAL ENSURES NAOMI HAS NUTRITIOUS MEALS

---

The Mayors Fund for London's Kitchen Social programme provides a blueprint for local grassroots community organisations in deprived areas of London to create a familiar environment where children, young people, their families and carers can attend during the school holidays. The programme capitalises on the existing reach of these organisations to keep young Londoners engaged, safe and learning when they are not in school.

One of the locations where Kitchen Social operates is The Harrow Club in North Kensington. Kitchen Social had enabled the Harrow Club to extend its holiday food provision to 5 days per week across the summer, when 2,250 meals will be cooked and provided on-site. 50% of the young people supported during the summer holiday would not receive home cooked nutritious meals, instead relying on snacks or fast-food takeaways. Around 10% of the children would go hungry if they weren't accessing the Harrow Club's Kitchen Social Project.

Naomi struggles to eat well. She lives in a single parent household and her brother is autistic, tending to only eat frozen foods like potato shapes and chicken strips. Naomi's mum has a mental health condition, and between care responsibilities for her son, and her own health issues, lacks the ability to plan and cook nutritious meals. Naomi's mum depends on Kitchen Social at the Harrow Club to provide freshly cooked meals for Naomi:

Central to the impact of Kitchen Social at the Harrow Club for Naomi and her mum is creating an environment where there is no stigma around accessing free meal provision. The provision of free meals, coupled with socially inclusive opportunities like sports, arts, music and day trips contributes to the wellbeing of their whole family.

The impact of Kitchen Social has been extended beyond the Harrow Club through Take and Make boxes. The on-site meals and Take and Make boxes are broadening the food horizons of young people like Naomi, encouraging them to focus on hearty and healthy meals, and share a meal together as a family. These initiatives have relieved the financial and emotional pressure on parents and carers at a time when the cost-of-living crisis is hurting so many in the local community.



**£250K GRANTED**  
(On The Breadline Appeal)



**FOOD PROVISION, POVERTY  
ALLEVIATION**



**40,000 CHILDREN SUPPORTED\***



**PROJECTS ACROSS ALL LONDON  
BOROUGHES**

\*end of programme delivery estimate

*"I know I should be spending more time supporting my kids, but I am just so tired and exhausted most of the time, as well as money being so tight, that I don't want to have to cook another meal from scratch. Knowing they will get a good meal is a real weight off my mind."*

Naomi's Mother







## CHRISTMAS CHALLENGE 2022

Ahead of Christmas 2022, our research report on food insecurity documented the harsh realities for children and their families facing fuel and food poverty during the cold winter months, helping to motivate supporters to donate at record levels. Many of our charity partners reported facing new challenges such as increased requests for support, increased cost of delivering services and high staff turnover, attributing the cost-of-living crisis as the main cause. Despite these challenges, we were delighted that we were able to help our charity partners to achieve their total campaign targets. The campaign raised £4,034,391 to fund the delivery of 89 projects. This was our highest ever total at Christmas, and a 7% increase from the previous year. Full end of programme reporting will commence in January 2024.

While this campaign brought immediate relief for many children during the Christmas school holidays, the majority of the support we fund is delivered over the following 12 months, providing consistent support that transforms children's lives. Our projects ensure that children experiencing poverty stay safe, are well nourished and enjoy purposeful and fun activities. We anticipate that the Christmas Challenge campaign will have funded support for approximately 130,000 children by the end of December 2023.



£4.03M RAISED



89 CHARITIES FUNDED



130,000 CHILDREN  
SUPPORTED\*



PROJECTS RUNNING IN 32 LONDON  
BOROUGHES

\*end of programme delivery estimate





## SUPPORT IN ACTION: SCHOOL-HOME SUPPORT HELPS MACEY INCREASE HER SCHOOL ATTENDANCE

---

We have been working with School Home Support for 5 years. School-Home Support improves the life chances of vulnerable children by getting them back into school and ready to learn, through the support of dedicated one-to-one practitioners who work closely with vulnerable families, children and young people to identify and tackle underlying barriers to education. Our Christmas Challenge campaign funds the work of these practitioners.

Macey is 10 years old and lives with her dad and three siblings. Her dad does his best to support the family, but is a functioning alcoholic and can't always care for the children as well as he wants to. Macey and her siblings had been under a lot of pressure at home to care for themselves, and sometimes just couldn't get to school. In addition, Macey's dad was struggling to hold down a job, which put a lot of financial pressure on the family. They were facing homelessness after receiving a Section 21 notice to evict them. Due to financial constraints, Macey's dad was struggling to feed the children, the children shoes didn't fit and, without a working washing machine, they didn't have clean uniforms to wear to school. Macey's attendance had fallen to under 70%, meaning she was missing out on a third of her education.

Macey was referred to School-Home Support's practitioner Tessa, who was able to identify the areas where the family needed immediate support. First, Tessa supported the family to secure extra time in their property following the eviction notice. Tessa arranged regular support from School-Home Support's Welfare Fund, ensuring that food parcels were delivered to the family. Tessa also obtained a new washing machine and school shoes through the Welfare Fund so the children had clean, comfortable clothing to wear to school.





Understanding the pressure that Macey was under at home, Tessa arranged for her to attend a young carers session, where she could spend time with other young people facing similar challenges. Tessa also set up school counselling sessions for all of the children, and referred them to The DEN for additional support with their wellbeing. Tessa regularly met with Macey at school, creating a safe space for her to express her feelings and worries and so that Tessa could keep an eye on what was happening at home.

Tessa's support ensured that Macey received much needed respite from the challenges at home. With a clean uniform and new shoes, and with support for her emotional wellbeing, Macey began to find it easier to get to school and her attendance started to increase. In just 3 months of support, Macey's attendance increased by 10%.



£32.8K RAISED



89 CHILDREN SUPPORTED



EDUCATION, TRAINING, POVERTY  
ALLEVIATION



PROJECTS WORKING ACROSS 14  
LONDON BOROUGHs



*The children have recieved support to build family confidence. With practical care and advice families feel supported and appreciated in their time of need. We will be there for Macy as long as she needs our help"*

***Tessa, School-Home Support practitioner***



# The Met Christmas Tree Appeal 2022



This was our fourth year of running the Met Christmas Tree Appeal from November to December 2022 to ensure that vulnerable and disadvantaged children in the care system had a present to wake up to on Christmas day. A new website was built for the appeal by our pro-bono digital partners JBI which made it easier than ever to donate gifts to children.

Thanks to the kindness and generosity of Londoners, our 2022 appeal raised £87,540. Along with donations of books and toys, we distributed **40,789** presents to children across all 32 London boroughs.

All of the **19,308** children referred by social services received at least one present, with the majority receiving two or more. Gifts included soft toys for infants, art sets for school-age children, and gift vouchers for teenagers.



£87K RAISED



19,308 CHILDREN SUPPORTED



40,789 CHRISTMAS PRESENTS  
GIFTED



The winning entry of the Met Christmas Tree Poster Competition 2022.

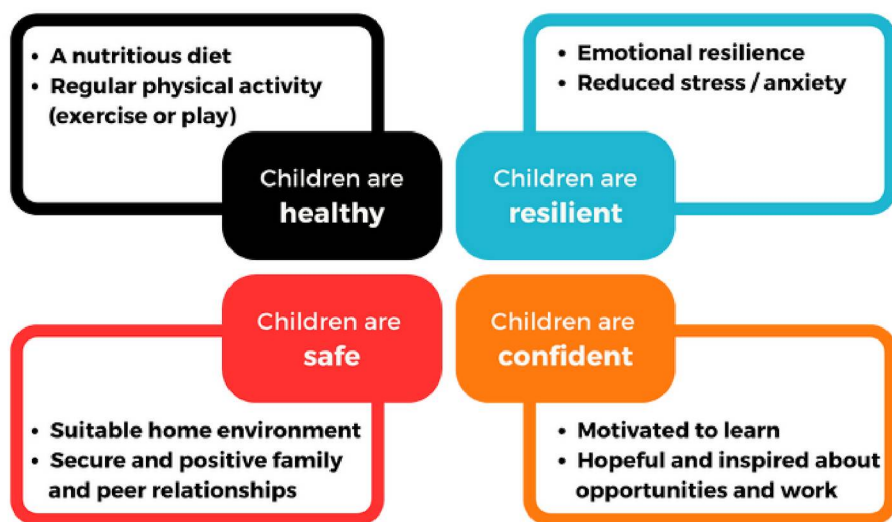


# CHAMPIONS FOR CHILDREN 2023



In June 2023, Our Champions for Children campaign raised £3,503,225 providing essential funding for the delivery of 83 projects over a 12 month period, supporting over 68,000 children throughout London. This was the first campaign where our partner charities were selected by alignment with our new “Prepared for Life” Impact Strategy, with the four key impact goals set out below:

## Impact Goals



Our Champions for Children campaign funding provided children experiencing poverty with safe places to spend the summer holidays where children could engage in a range of exciting activities. Many of our projects provided a nutritious meal as well as providing essential services and support in line with our impact goals. The majority of support for children will be provided throughout the 12 month period covered by the campaign to the end of June 2024.



£3.5M RAISED



83 CHARITIES FUNDED



68,000 CHILDREN SUPPORTED\*



PROJECTS ACROSS 32 LONDON BOROUGHs





## SUPPORT IN ACTION: LUKE'S DEVELOPMENT AT SOLIDARITY SPORTS

---

Solidarity Sports harnesses the transformative power of play to nurture disadvantaged children recovering from trauma. They promote healing for children through sports, healthy eating, arts, educational trips, mentorship programmes and holidays within the UK and abroad.

Early in 2020, Kama and her young son, Luke, arrived in London from Sierra Leone. To avoid starvation they began to visit Solidarity Sports' foodbank. Kama would walk 45 minutes because she could not afford the fare to the foodbank and her pram was missing a wheel. Slowly, Kama opened up and told the charity her story:

*"Luke became ill when we arrived in London and he was in hospital for a month. I had already lost my mum, dad, and siblings in the war back home, so I was so scared my son would die too. Thankfully, he survived. A few weeks later, I discovered that my husband had died. I fell into a depression and I lost a lot of weight. No nursery would accept Luke because of our status, so I had to look after him on my own. I only had one friend in London and no rights to benefits, so the pressure on me was immense." Kama, Mother*



Luke is 3 years old and is the youngest member of Solidarity Sports. His favourite words are 'no' and 'sorry'. He loves eggs, toy cars, and blowing bubbles. If you go close to a radiator near him, he'll warn you: "Careful, hot!"

Solidarity Sports' support has been transformative for Kama and Luke in their journey. From providing a laptop, a phone, and a pram for Kama to showing her how to navigate transport in London the future for Kama and Luke has never looked better.

Solidarity Sports also worked with the council to get a special request approved for Luke, resulting in 21 hours of nursery care each week.

*Since I met the team at Solidarity Sports, our lives have changed. They look after us like family. Everyone loves Luke and I no longer feel lonely. When I see how they play with Luke, it makes me so happy." Kama*



£30,000 RAISED



150 CHILDREN SUPPORTED



MENTORING, MENTAL HEALTH,  
EDUCATION, OUTDOOR ACTIVITY



KENSINGTON & CHELSEA,  
HAMMERSMITH & FULHAM





# **OUR IMPACT DATA**

# CHRISTMAS CHALLENGE 2021

## END OF PROGRAMME IMPACT: Jan 2022 - Dec 2022

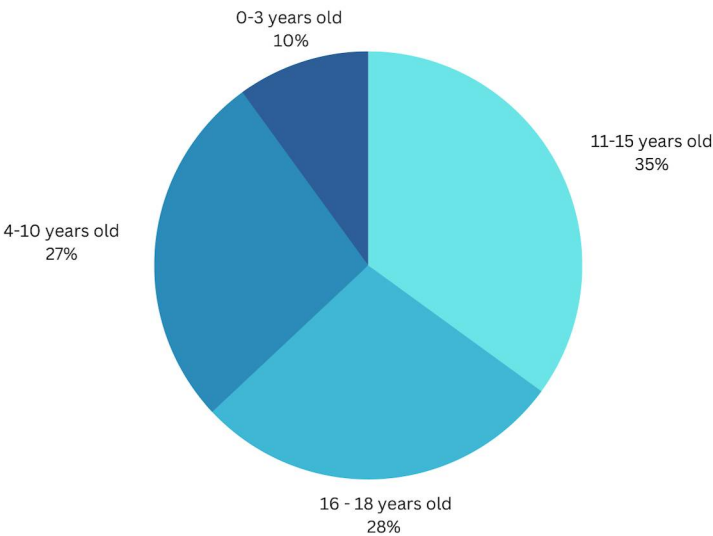
Our Christmas Challenge 2021 campaign raised £3,688,142. This enabled the delivery of 98 projects supporting children in London throughout 2022. These projects engaged 160,929 children, helping children to stay safe, well-nourished, and able to enjoy purposeful, fun activities that built resilience and confidence, supporting children to engage in learning to their full potential and helping, over the long term, to break the cycle of poverty.

Without the Christmas Challenge 2021 campaign 82% of our charitable delivery partners would not have been able to provide the services offered to children during this time, meaning that 149,216 children would not have received the support that proved so beneficial throughout 2022.

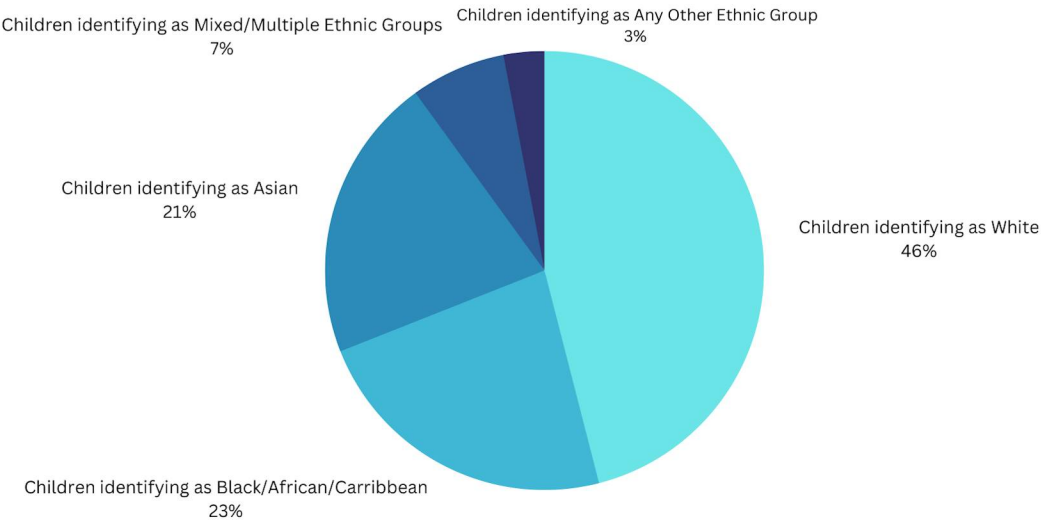
### DEMOGRAPHIC DATA

The Christmas Challenge 2021 had a far-reaching impact across age-ranges and ethnicities. 68% of our delivery partners reported gender data, of these; 53% (40,010) of the children supported by the programme were girls, 46% boys (34,751) and 1% Other (1127).

#### AGE RANGES OF CHILDREN



#### ETHNICITY OF CHILDREN





## CHRISTMAS CHALLENGE 2021 - IMPACT DATA

INCREASED PROVISION OF NOURISHING MEALS, SNACKS & REFRESHMENTS DURING THE COST OF LIVING CRISIS



To ensure that children did not go hungry as the cost of living soared our Christmas Challenge 2021 provided:

**512,947**  
**Nutritious Meals**

**7,367**  
**Snacks & Refreshments**

**34%** of our delivery partners used our funding to provided nutritional support to children.



## ADVERSE CHILDHOOD EXPERIENCES (ACEs)

ACEs are potentially traumatic events that occur in childhood. ACEs include violence, abuse, and growing up in a family with mental health or substance use problems. Toxic stress resulting 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.

At The Childhood Trust, 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 fundamental part of achieving this is ensuring that the impact of ACEs are reduced.

Poverty is a strongly correlated with the ACEs listed, both exacerbating the likelihood of children experiencing ACEs and reducing children's resilience to cope with ACEs.

**16% of our delivery partners reported poverty as an ACE affecting the children, followed by mental health issues (15%) and mental ill health in the home (12%).**

***86% of projects that collected ACE data reported improvements in the ability of the children to manage ACEs and their spectrum of disadvantages.***

Children that manage these experiences better are more likely to improve educational and employment outcomes, have reduced levels of toxic stress, and as such, lower risk of chronic conditions such as cancer, depression, asthma and diabetes during adulthood.





## MENTAL AND PHYSICAL HEALTH & WELLBEING



- **93% of delivery partners** reported that children experienced improved mental health as a result of engaging with their services, especially in terms of improved resilience.
- **81% of delivery partners** reported that children experienced an improvement in peer and/or family relationships with 89% reporting an improvement in children's communication skills.
- **89% of delivery partners** reported that children experienced an improvement in their ability to cope with the overall impact of poverty.
- **56% of delivery partners** reported that children's physical health improved as a result of engaging with their services.

***91% of delivery partners reported an increase in children's self-esteem.***

## LEARNING AND WORK READINESS



Our Christmas Challenge 2021 programme enabled our charity partners to provide educational support to thousands more children across London.

**41% of delivery partners** provided educational support, of which **69%** reported an improvement in the ability of children to get more out of their education.

This improvement was attributed to additional training and skills sessions which provided soft skills training, increasing links with employers, dedicated CV support and mentoring programmes.

# CHAMPIONS FOR CHILDREN 2022

## END OF PROGRAMME IMPACT: July 2022 - June 2023

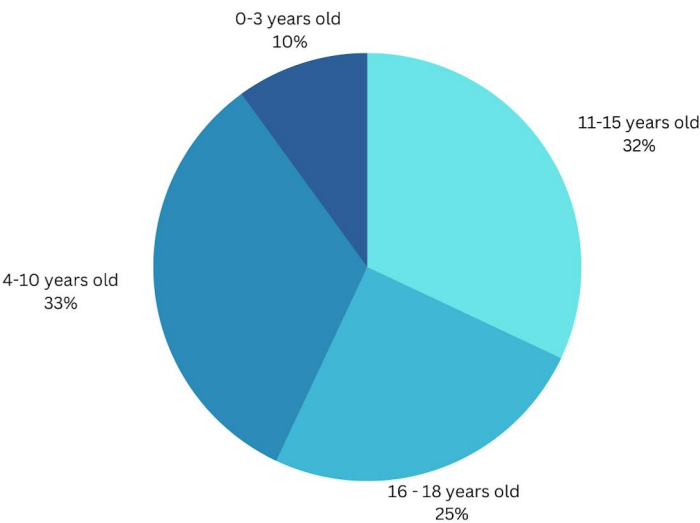
Our Champions for Children 2022 campaign raised £3,084,282. This enabled the delivery of 81 projects supporting children in London throughout 2022. These projects engaged 66,935 children, helping children to stay safe, well-nourished, and able to enjoy purposeful, fun activities that built resilience and confidence, supporting children to engage in learning to their full potential and helping, over the long term, to break the cycle of poverty.

Without the Champions for Children 2022 campaign, 93% of our charitable delivery partners would not have been able to provide the services offered to children during this time, meaning that 60,921 children would not have received crucial support through the 12 month period from June 2022.

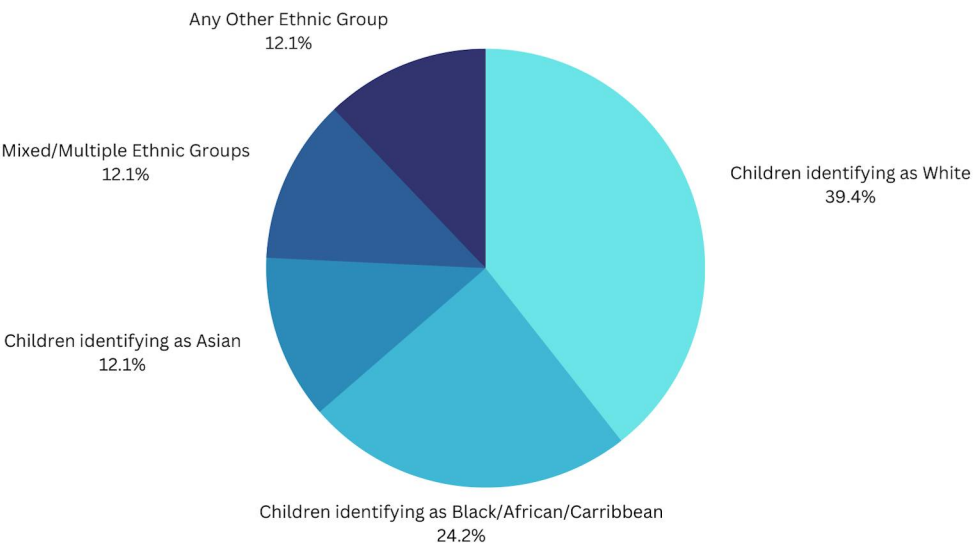
### DEMOGRAPHIC DATA

Champions for Children 2022 had a far-reaching impact across age-ranges and ethnicities. 75% of our delivery partners reported gender data, of these; 54% (24,678) of the children supported by the programme were boys, 45% girls (20,805) and 1% Other (638).

#### AGE RANGES OF CHILDREN



#### ETHNICITY OF CHILDREN



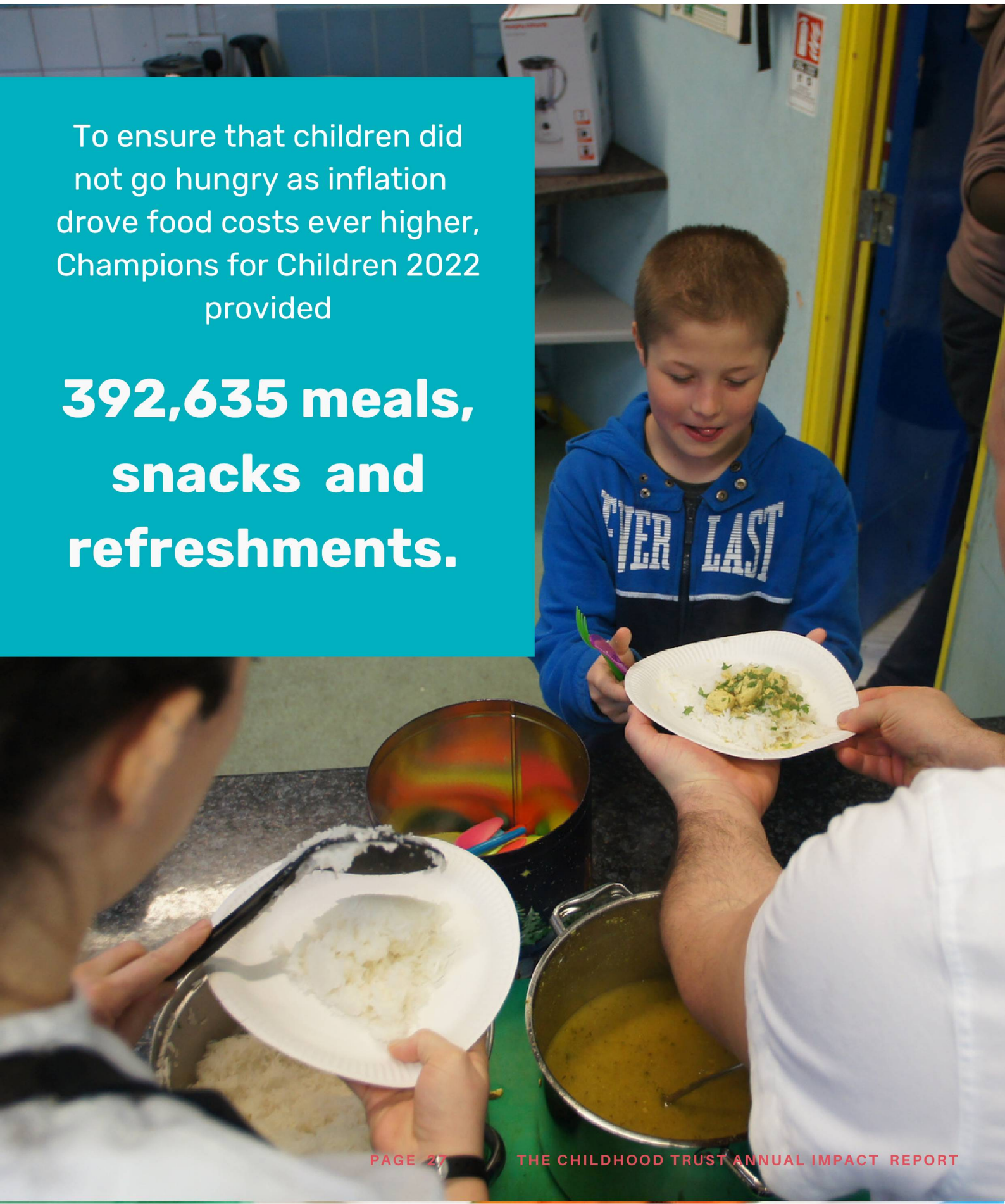


# CHAMPIONS FOR CHILDREN 2022 - IMPACT DATA

## INCREASED PROVISION OF MEALS, SNACKS AND REFRESHMENTS DURING THE COST OF LIVING CRISIS

To ensure that children did not go hungry as inflation drove food costs ever higher, Champions for Children 2022 provided

**392,635 meals, snacks and refreshments.**





## ADVERSE CHILDHOOD EXPERIENCES (ACEs)

As set out earlier in this report, ACEs are potentially traumatic events that occur in childhood and include violence, abuse and growing up in a family with mental health or substance use problems. Toxic stress resulting 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.

Poverty is a strongly correlated with these ACEs, both exacerbating the likelihood of children experiencing ACEs and reducing children's resilience to cope with them.

**98% of our delivery partners reported poverty as an ACE affecting the children they supported, followed by mental health issues (77%), divorce or parental separation (53%) and physical ill health (53%).**

***85% of projects that collected ACE data reported improvements in the ability of the children to manage ACEs and their spectrum of disadvantages.***

Children that manage these experiences better are more likely to improve educational and employment outcomes, have reduced levels of toxic stress, and as such, lower risk of chronic conditions such as cancer, depression, asthma and diabetes during adulthood.





## MENTAL AND PHYSICAL HEALTH & WELLBEING



- **91% of delivery partners** reported that children experienced improved mental health as a result of engaging with their services, especially in terms of improved resilience.
- **88% of delivery partners** reported that children experienced an improvement in peer and/or family relationships with 88% reporting an improvement in children's communication skills.
- **91% of delivery partners** reported that children experienced an improvement in their ability to cope with the overall impact of poverty.
- **56% of delivery partners** reported that children's physical health improved as a result of engaging with their services.

***90% of our projects reported an increase in self-esteem of children***

## LEARNING AND WORK READINESS



Our Champions for Children 2022 programme enabled the provision of educational support to thousands more disadvantaged children across London.

**37% of delivery partners** provided educational support, of which **67%** reported an improvement in the ability of children to get more out of their education.

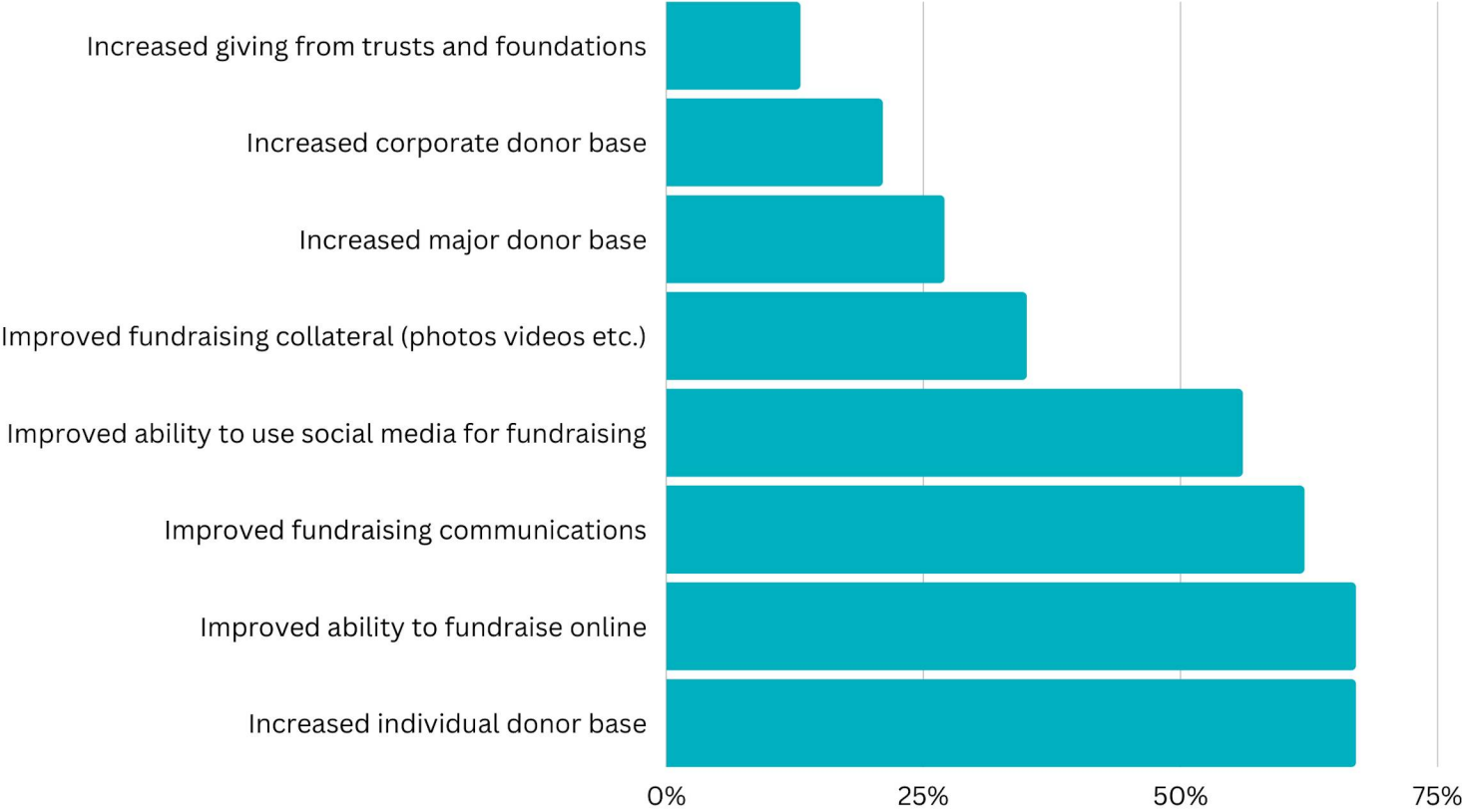
This improvement was attributed to additional training and skills sessions which provided soft skills training, increasing links with employers, dedicated CV support and mentoring programmes.

# 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 and training they receive from The Childhood Trust with fundraising and communications, building their capability to fundraise and attract new donors.

78% of charities reported that participation in our Champions for Children 2022 campaign helped to improve their long term financial sustainability.

## Charity partners report improved fundraising capability



*The impact is huge for us - we are a small charity with a small donor pool. However, the match funding incentive significantly helps with our year on year engagement and securing annual gifts. Our donors respond so well 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, The Childhood Trust's Champions for Children campaign enables us to raise transformational sums of money in a low risk and low cost way. It is a key part of our annual fundraising plan now.*

- Renaissance Foundation





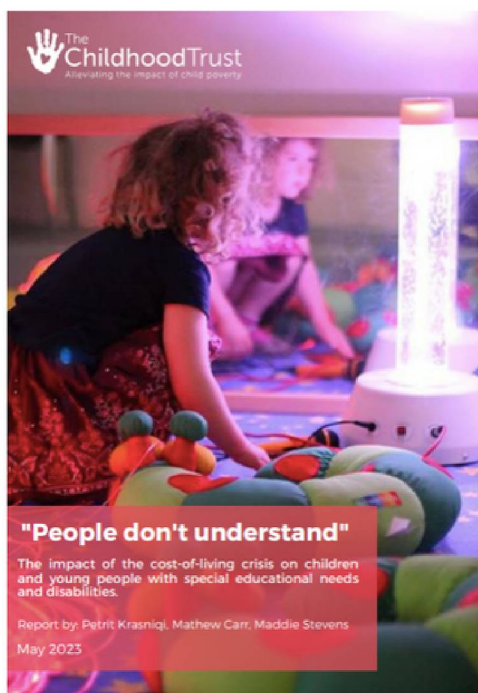
# **RESEARCH & ADVOCACY**

# RESEARCH AND ADVOCACY

## Changing perspectives and attitudes on child poverty

The Childhood Trust's research and advocacy works directly with children to ensure that their 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 affect children in London. Our advocacy work engages supporters and policy makers to help change the landscape for children as well as helping to generate resources for our work.

## "People don't understand": The Impact of the Cost-of-Living Crisis on Children and Young People with Special Educational Needs and Disabilities (SEND)

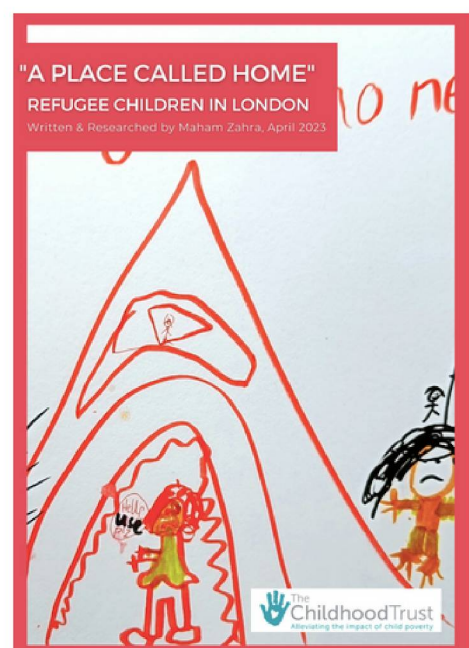


In May 2023 our research focused on documenting how the cost-of-living crisis was impacting children with SEND. The report featured data from a range of sources: our charity partners supporting 337,000 children annually, of which 39,000 have SEND; a random panel of social workers from Frontline, England's largest social work charity; a representative group of children with SEND; and parents of children with SEND.

The report documented in detail how the cost-of-living crisis has disproportionately impacted children with SEND relative to children without SEND. Many children had been left with inadequate access to social support, heating, electricity and food.

The report was featured across key national and regional media outlets including ITV News, the Independent and the Guardian.

## "A Place Called Home": Refugee Children in London



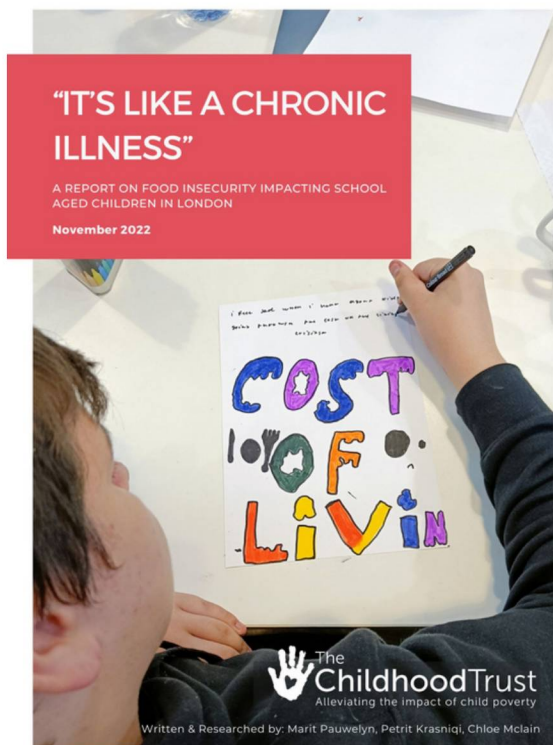
Amidst the crisis in the asylum system in April 2023, we documented the impact of our support for refugee and migrant children. Our research provided unique insight into the experiences of refugee children, finding that 18% of children at projects funded by the Trust are refugees, originating from 28 different countries. Poverty, housing insecurity, mental health and language barriers were cited as some of the main challenges experienced by refugee children living in London.

Alongside the report, the Trust worked with Action for Refugees in Lewisham to produce a film titled "A Place Called Home". The film humanised the debate around asylum and helped to raise awareness about the harrowing experiences of refugee children in London.



# RESEARCH AND ADVOCACY

## "It's Like a Chronic Illness": A Report on Food Insecurity Impacting School Aged Children in London

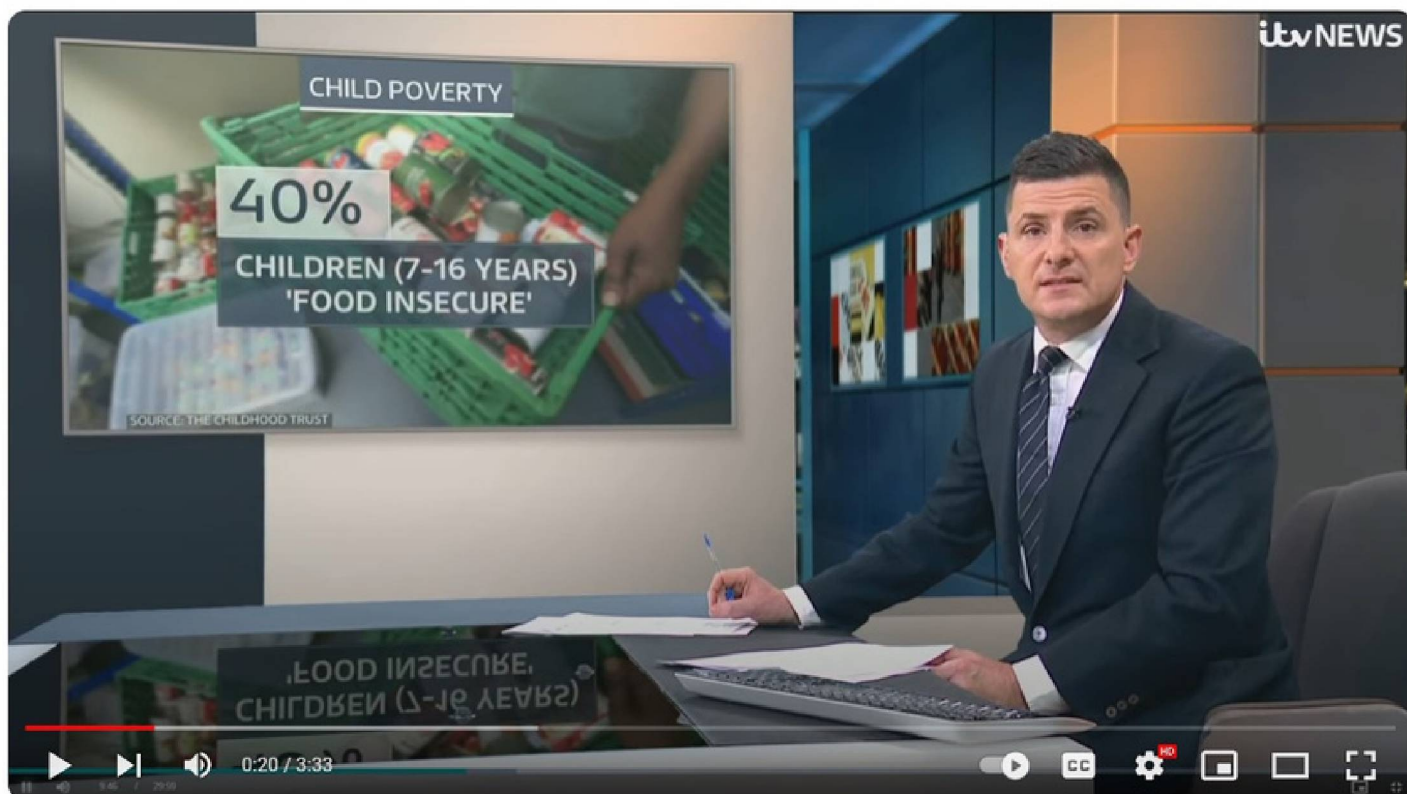


In November 2022, the Trust published the report "Food Insecurity Impacting School Aged Children in London" that exposed the growing crisis of children experiencing malnutrition during the winter of the cost-of-living crisis. The research surveyed a random sample of 280 children living in London and conducted face to face interviews with parents and children supported by our charity partners.

The report found that 40% of children surveyed experienced food insecurity between September and October 2022, equivalent to approximately 426,500 children living in London. All of the families interviewed described how they were struggling with food budgets that no longer stretched far enough to buy what they needed.

The report was covered by the Independent, the Metro, and ITV news.

[ITV News Report featuring our food insecurity research \(click to play\)](#)





# LONDON CHILD POVERTY SUMMIT 2022

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Our 4th annual London Child Poverty Summit in partnership with the London Child Poverty Alliance was praised as the best yet. Held during London Challenge Poverty Week in October 2022, the summit featured presentations, panels and debates from a wide range of experts on child poverty, including government representatives, educators, youth workers, and young people with lived experience. Conversations in and around the summit focused on the future of the battle against child poverty, with a real focus on the possibility of poverty eradication in the future during the cost-of-living crisis which has brought the issues of child poverty into sharper focus

The keynote speech was delivered by youth worker and education consultant Ciaran Thapar, author of *Cut Short: Youth Violence, Loss and Hope in the City*. The panel discussions covered migrant and refugee children's experiences of poverty, education & exclusion and the impact of the cost-of-living crisis on children's mental health. The Summit brought together a wide range of stakeholders, contributing towards the momentum for change in support of London's most vulnerable children, as well as helping organisations and individuals to address the underlying causes of child poverty.

A consistent motif throughout the day was the desire for this to be one of the last London Child Poverty Summits: not due to the lack of value, but due to the hope that the issues of child poverty could be solved. The themes discussed throughout the day targeted a wide range of issues, ranging from legal barriers, political-institutional biases, poverty cycles and intersectionality, all of which must be addressed if child poverty is to be eradicated.

Experts on these issues spoke on panels about the work that they do and how others present during the summit can get involved. The summit was pivotal in highlighting how important youth workers, activists, charity workers, volunteers and community projects are in fighting child poverty and acknowledged how valuable the third-sector is in the lives of children and young people living in London.







# **OUR VOLUNTEERING PROGRAMME**

# HARNESSING THE POWER OF VOLUNTEERING

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

Corporate volunteers have embarked on 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, transforming 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 them feel happier and supported in their homes.

Children are at the heart of our work and 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.











*Thank you so very much, from the bottom of our hearts. Thanks for the amazing change that you and your colleagues have brought into our lives!"*

*Raya, Mother to Lucy, 3 and Dan, 6*



## Adventure Play Programme

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.

*With thanks to all our volunteers this year from:*

*A&P, Adobe, Edwards LifeSciences, Goldman Sachs, Kone, Berenberg, Bionic, Blackstone, Boreal IM, Federated Hermes, Google, IFP, Janus Henderson, John Lewis, Keatons, Taylor Wimpey, LGT Vestra, Macfarlanes, Moelis, NEO, Neptune Energy, Northern Trust, Q2, RBC, SC Johnson, SJP, Squire Patton Boggs, Trailstone, UST Global*

*With special thanks to our project supporters:*

*B&Q Foundation, Kingfisher Plc, Katherine Pooley, Edwards Life Sciences, Taylor Wimpey, Nirvana Maintenance and London Play Design.*



**330 VOLUNTEERS**



**38 VOLUNTEERING DAYS**



**41 CHILDREN'S BEDROOMS TRANSFORMED**



**9 PLAYGROUNDS MADE FIT FOR PURPOSE AGAIN**



**112 CHILDREN BENEFITTED FROM BEDROOM REDECORATION  
AND NEW FURNITURE PROVISION**





Blackstone Charitable Foundation  
Volunteer

*"Thank you Childhood Trust, This was the best volunteering day I've ever been on. You gave us the opportunity to make a real difference for children in our local community." Volunteer*



## OUR CHARITY PARTNERS

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For many disadvantaged children in London, it is only our comprehensive network of charities, community organisations and volunteers that provide the help they need. The unrestricted funding generated by our campaigns 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 traumatised children in crisis, collectively our network ensures that children can acquire the skills and build the resilience they need to thrive.

Each of the 188 charities we've partnered with is delivering a vital service and all are passionate about serving disadvantaged children in their community.

### Charities Funded (2022-23)

Abram Wilson Foundation  
Action for Refugees in Lewisham  
Action Tutoring  
Aldridge Foundation  
Alexandra Rose Charity  
Ambition, Aspire, Achieve  
Apollo Music Projects  
Artichoke Trust  
Awards for Young Musicians  
Be Enriched Elements  
Behind Every Kick  
Bexley Snap  
Bloomsbury Football Foundation  
Bookmark Reading Charity  
Cardinal Hume Centre  
Carney's Community  
Child Poverty Action Group  
Children's Discovery Centre East  
London  
Children Ahead Ltd  
Christian International Peace Service  
City Gateway

City Harvest  
Clapton Support and Advice  
Coram Shakespeare Schools  
Foundation (formerly known as  
Shakespeare Schools Foundation)  
Dalgarno Neighbourhood Trust Ltd  
Doorstep Library Network  
Drama Expressions For Children  
ECPAT UK (Every Child Protected  
against Trafficking)  
ELHAP (Every Life Has A Purpose)  
Farms for City Children  
Finchley Reform Synagogue  
Fitzrovia Youth in Action  
Free To Be Kids  
Future Frontiers  
Future Talent  
Global Generation

“The funding is enabling us to reach  
dads and their kids 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 dads before.

- Best Beginnings

## OUR CHARITY PARTNERS

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Go Live Theatre Projects (Mousetrap Theatre Projects)	People, Potential, Possibilities
Greenhouse Sports	Pimlico Musical Foundation
Grief Encounter	Polka Theatre
Growing Hope Brockley	Power2
Growing Hope King's Cross	Reaching Higher
Harrow Club W10	Renaissance Foundation
Hestia	Restore the Music UK
Home-Start Richmond, Kingston and Hounslow	Richard House Children's Hospice
Hope For The Young Limited	Royal Academy Of Dance
Hot Line Meals Service (London)	Safe Families for Children
IntoUniversity	Sands End Associated Projects In Action
Jamal Edwards Delve	School-Home Support (SHS)
Jamie's Farm	Shepherds Bush Families Project & Childrens Centre
Junction Community Trust	Shooting Star Children's Hospices
Just Kidding	Sir Hubert Von Herkomer Arts Foundation
KAA Intrepidus Trust	Sister System
Keen London	Skylarks
Kids Care London t/as Camp Horizon	Solace Women's Aid
Learn To Love To Read'	Solidarity Sports
Lev Echod Cancer Care	Spark Inside
Lifebeat	Spear Islington Trust
Little Village	Spitalfields City Farm
Lmk (Let Me Know)	Spitalfields Music
London Early Years Foundation (LEYF)	Spring Community Hub
London Music Fund	St Andrew's Club
London Youth Choirs	Step By Step London
Loughborough Community Centre	Tag Youth Club for Disabled Young People
Lyric Hammersmith	The Adnan Jaffery Education Trust
Magic Breakfast	The Akshaya Patra Foundation
Mammakind	The Archer Academy
Mayor's Fund for London	The Arts Depot Trust Limited
Noah's Ark Children's Venture	The Baytree Centre
	The Ben Kinsella Trust
	The Caxton Youth Organisation
	The Chicken Shed Theatre Trust (Chickenshed)



## OUR CHARITY PARTNERS

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The ClementJames Centre  
The Felix Project  
The Foundation for Young Musicians  
The Foundling Museum  
The Gallions Music Trust  
The Honeypot Children's Charity  
The Katherine Low Settlement Limited  
The Kids Network  
The Lighthouse London Community Trust  
The Little Angel Theatre  
The Royal Central School of Speech and Drama  
The Salmon Youth Centre In Bermondsey  
The Social Mobility Foundation  
The Tim Henman Foundation  
The Voices Foundation  
The Winchester Project  
The Z.S.V. Trust  
Tower Hamlets Youth Sport Foundation  
Toynbee Hall  
UK Music Masters (London)  
UK Youth  
Unicorn Theatre  
Up 'N Away  
UP - Unlocking Potential  
Wac Arts  
West London Action for Children  
West London Zone  
Women's Consortium  
World Literacy Foundation  
Young And Inspired  
Young Roots  
Youth on the Move

*The Childhood Trust's campaign presented a fantastic opportunity to raise more awareness of our work. It prompted press coverage and a radio interview. It also allowed us to raise funds we would not have had the chance to raise*

*Skylarks Charity*

## SUMMARY

The UK's lowest income families have experienced a collapse in living standards over the last year as a result of soaring food and energy prices, with many thousands of children now experiencing life-changing, life-limiting deep poverty rather than significant hardship.

Startling statistics are emerging that illustrate the extent of the crisis. In June 2023, 78% of school and public health nurses reported that children's teeth were decaying or being damaged at a higher rate than usual due to child hunger and poor nutrition\*. Research released in September 2023 found that 72% percent of school staff saw an increase in hygiene poverty in their school during the 2022-2023 academic year, expected to continue to rise.\*\*

During this time our work, has enabled over 250,000 children across the capital to access nutritious meals, engage in purposeful play and learning, take part in new activities and sports, leave their urban surroundings on trips, engage with mentors, stay safe during the holidays and much more. These are vital and often life changing services that help to promote long-term resilience, safety at home and on the streets, community cohesion and confidence for maximising educational and employment opportunities. Ultimately, with sustained support over many years, such services can support children to help break the cycle of poverty. Nearly nine out of ten of our charity partners would not have been able to provide these services without the funding generated by our campaigns.

Looking beyond our data, your generosity has made an incalculable impact on the lives of London's most disadvantaged children. Children living in poverty need sustained support so we will be hugely grateful for your ongoing support of our mission at this critical time, ensuring a happier, healthier future for many more children in London.



Thank  
you!

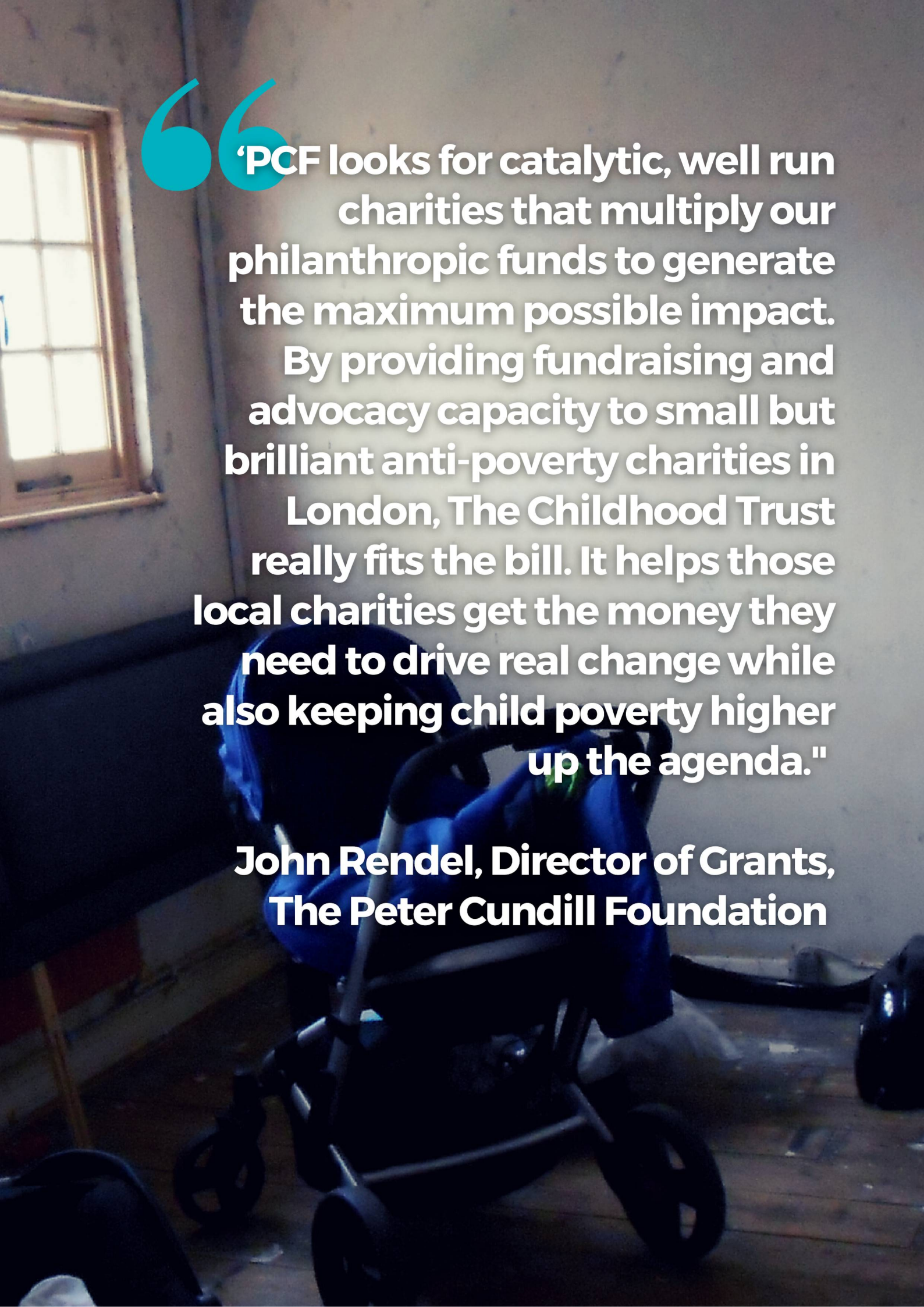
\*Survey by the School and Public Health Nurses Association (SAPHNA)  
\*\* Research from The Association for School and College Leaders



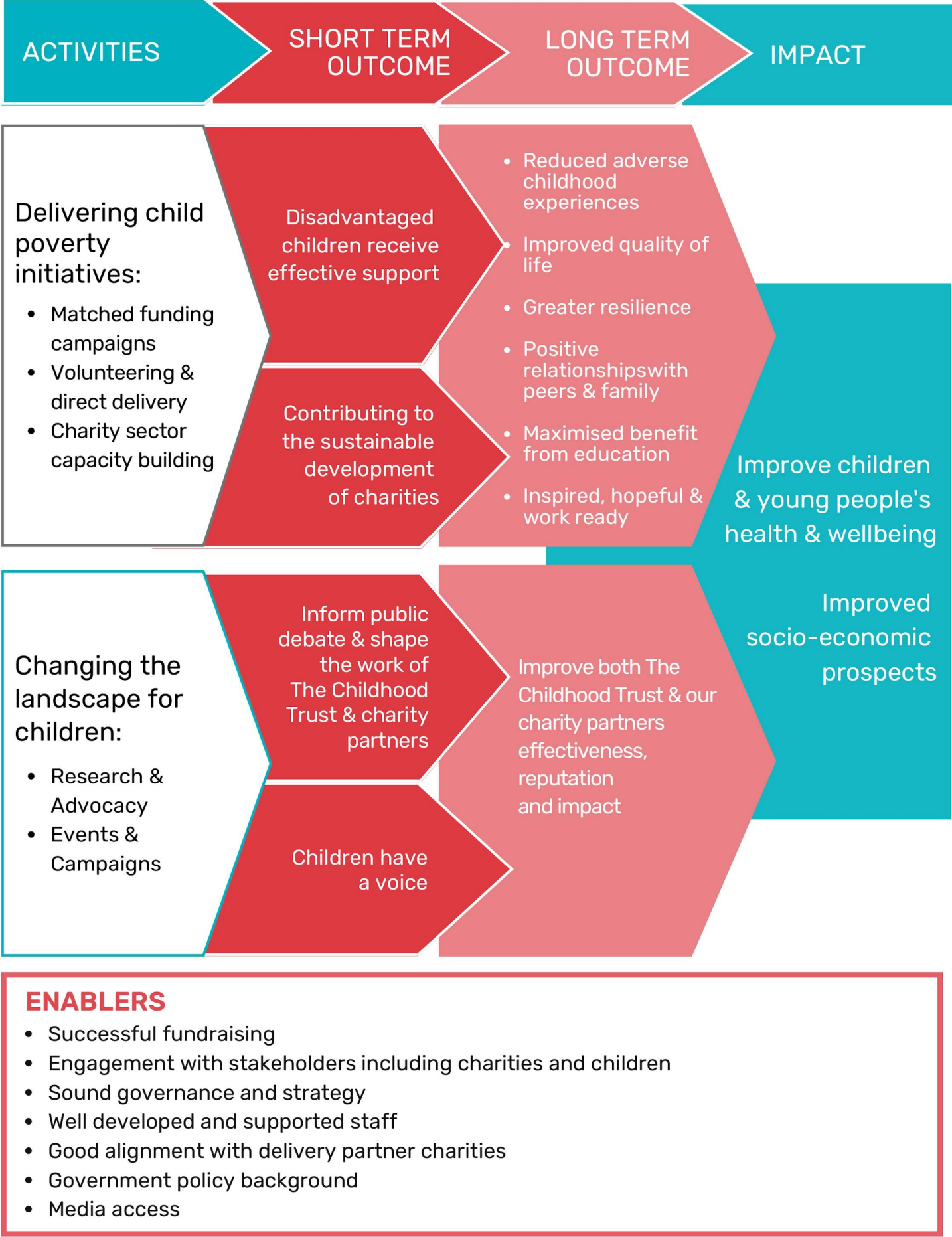


**‘PCF looks for catalytic, well run charities that multiply our philanthropic funds to generate the maximum possible impact. By providing fundraising and advocacy capacity to small but brilliant anti-poverty charities in London, The Childhood Trust really fits the bill. It helps those local charities get the money they need to drive real change while also keeping child poverty higher up the agenda.’**

**John Rendel, Director of Grants,  
The Peter Cundill Foundation**



# Our Theory of Change







Registered Charity Number 1154032