



# ON THE BREADLINE APPEAL IMPACT REPORT



Evening Standard  INDEPENDENT  The Childhood Trust  
Assessing the impact of child poverty



The  
**Childhood Trust**  
Alleviating the impact of child poverty



# CONTENTS

## 01. Executive Summary

## 02. Key Statistics

## 03. About Us

04 *Prepared for Life* Impact Strategy

## 05. The Campaign

06 Beneficiaries

08 Charity Delivery Partners

09 Evaluation Framework

## 10. Children are healthy

11 Outcome one: Nutritious Diet

13 Outcome two: Physical Health

14 Impact story

## 15. Children are resilient

16 Outcome three: Emotional Resilience

17 Impact story

## 18. Children are confident

19 Outcome five: Motivated to Learn

20 Outcome six: Hopeful and Inspired

21 Impact story

## 22. Children are safe

23 Outcome seven: Suitable home Environment

24 Outcome eight: Secure and Positive Family Relationships

25 Impact story

## 26. Supporting our Charity Partners

27 Charity Partner Impact Story

## 28. Conclusion

## 29. Appendix

# EXECUTIVE SUMMARY

Dear Friends,

The high cost of living in London continues to make life even more challenging for children experiencing poverty. Many families struggle to make ends meet, facing limitations in living conditions, nutritious and affordable food options, and accessing essential healthcare services.

In response to these challenges, The Childhood Trust (TCT) partnered with The London Evening Standard, I News, and Comic Relief to launch a Christmas appeal called "On the Breadline – Cost of Living Crisis Appeal," aimed at addressing the crisis and alleviating its disproportionate impact on children living in poverty in London. The campaign commenced on November 22, 2022, and ran for four weeks. Impressively, it raised a total sum of £3.7 million, with contributions split between Comic Relief and The Childhood Trust.

The total funds raised for The Childhood Trust amounted to £1,335,938, this sum was awarded to 18 of the Trust's charity delivery partners, selected in collaboration with The London Evening Standard. Over the course of 12 months, these 18 charity partners delivered tailored interventions designed to tackle the underlying issues of poverty, supporting 99,000 children across all 32 London boroughs. A range of interventions were delivered within the Trust's four impact areas of ensuring that children are; healthy, resilient, confident and safe.

Without the On the Breadline 2022 campaign, and the support of our generous donors, 89% of the charitable projects would not have been able to deliver their services to children. 88,110 children would not have received the support they needed throughout 2023.

The Childhood Trust and our community of charity partners were incredibly moved by the generous donations of supporters who swiftly responded to children's needs, giving at record levels amid some of the most challenging circumstances for London's children, and the charities who support them.

Special thanks must be given to Neptune Energy and the Ethos Foundation that both gave so generously to enable widescale support for children through this campaign.

This impact report outlines the approaches taken to alleviate the significant issues facing children, and the measurable impact achieved through the efforts of our charity delivery partners.



Laurence Guinness  
Chief Executive, The Childhood Trust



# KEY STATISTICS

# £3.7 million

raised in four weeks

*TCT matched campaign funds came to £1,335,938*

# 18

charitable projects  
delivered

# 99,000

disadvantaged children supported from all  
London Boroughs



# 1,412,831

meals and food parcels provided  
for children



# 45,930

children received nutrition related  
support



# 66%

of charity partners delivering academic,  
employability and soft skills support reported that  
children now had ideas for future goals



# 4,261

child-led reading sessions delivered



# 100%

of charity partners delivering interventions  
aimed at promoting secure and positive  
relationship, reported that children had  
improved feelings of social inclusion



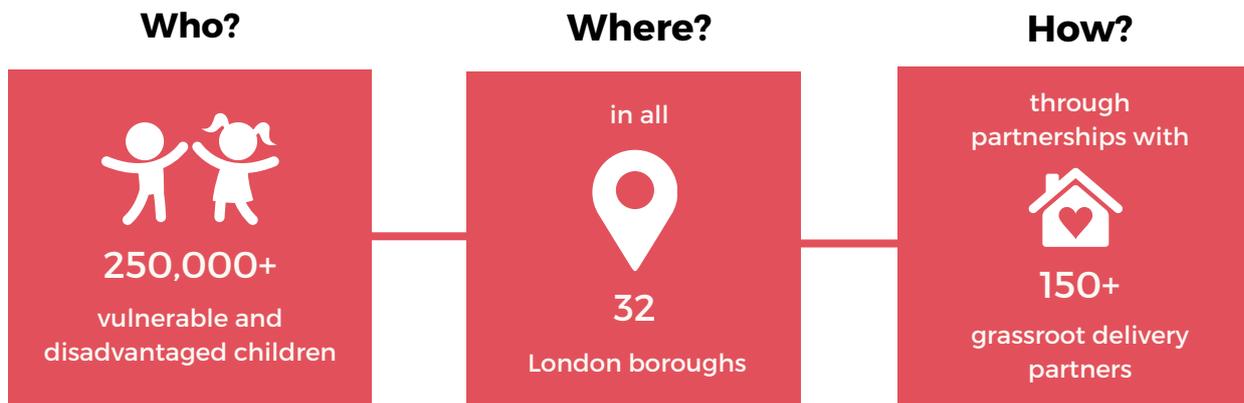
# 100%

of charity partners reported that  
the interventions they delivered  
improved children's confidence.

# ABOUT US

Founded in 2013, The Childhood Trust is London's child poverty charity, dedicated to providing a healthy, happy, and safe childhood, so that children are *Prepared for Life*.

## Annually, we support...



We achieve this through matched-funding campaigns raising vital funds for community projects throughout London, a volunteering programme that transforms community spaces and children's bedrooms, and a research and advocacy programme that gives children and young people a voice, raising awareness of child poverty to help drive systemic change.

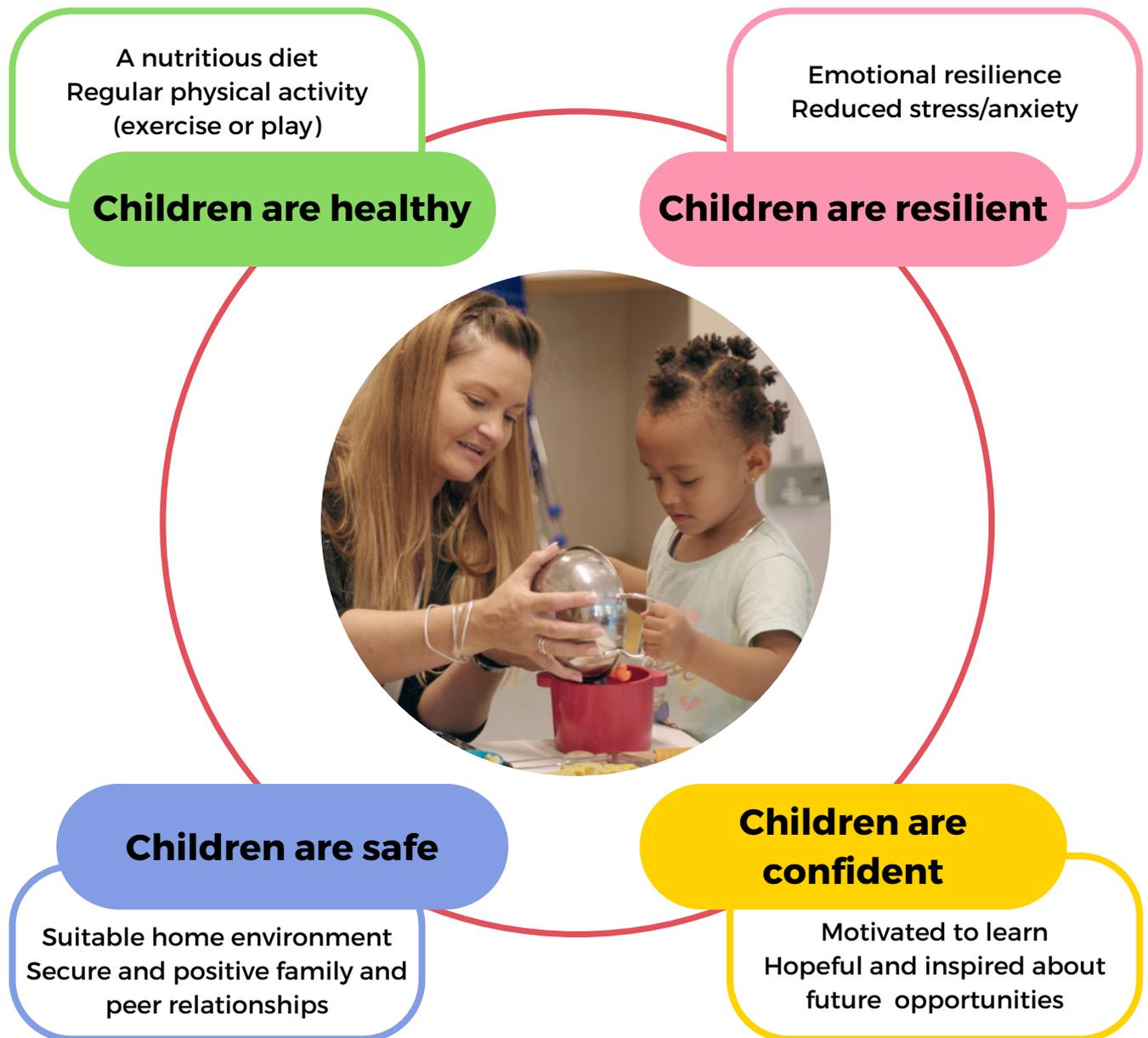


Our work raises awareness of child poverty and advocates for systemic change to create a brighter future for London's children.

# PREPARED FOR LIFE IMPACT STRATEGY

---

Our *Prepared for Life* impact strategy focuses on four key impact areas that can transform a disadvantaged child's life: addressing children's immediate health needs as well as promoting long-term resilience, creating safety and community cohesion, and building confidence for education and employment, so children do not fail.



Our community projects are often children's only lifeline, providing hot and nutritious meals, educational programmes in warm and safe spaces, social and physical activities, mental health support, and so much more. And their impact on children's lives is considerable:

# THE CAMPAIGN

---

The cost-of-living crisis continued to make life difficult for low-income families in the UK. Inflation had increased by 10.1% in the 12 months leading up to March 2023 [1]. As living costs rose and wages remained stagnant, many families were struggling to make ends meet.

Inflation increased  
**10.1%**  
from March 2022-2023

Our research report on food insecurity, published in November 2022, documented the harsh realities for children and their families facing fuel and food poverty during the cold winter months. 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 increase the levels of support for children through the campaign.

Whilst the On The Breadline campaign provided immediate relief for many children during the harsh winter months the majority of support was delivered over 12 months (January 2023 – December 2023), providing consistent availability of services and support to transform children's lives. Our projects ensured that children experiencing poverty stayed safe, were well nourished and enjoyed purposeful and fun activities.

1. Office for National Statistics. (2023). Consumer Price Inflation, UK: March 2023. Retrieved from <https://www.ons.gov.uk/economy/inflationandpriceindices/bulletins/consumerpriceinflation/march2023>



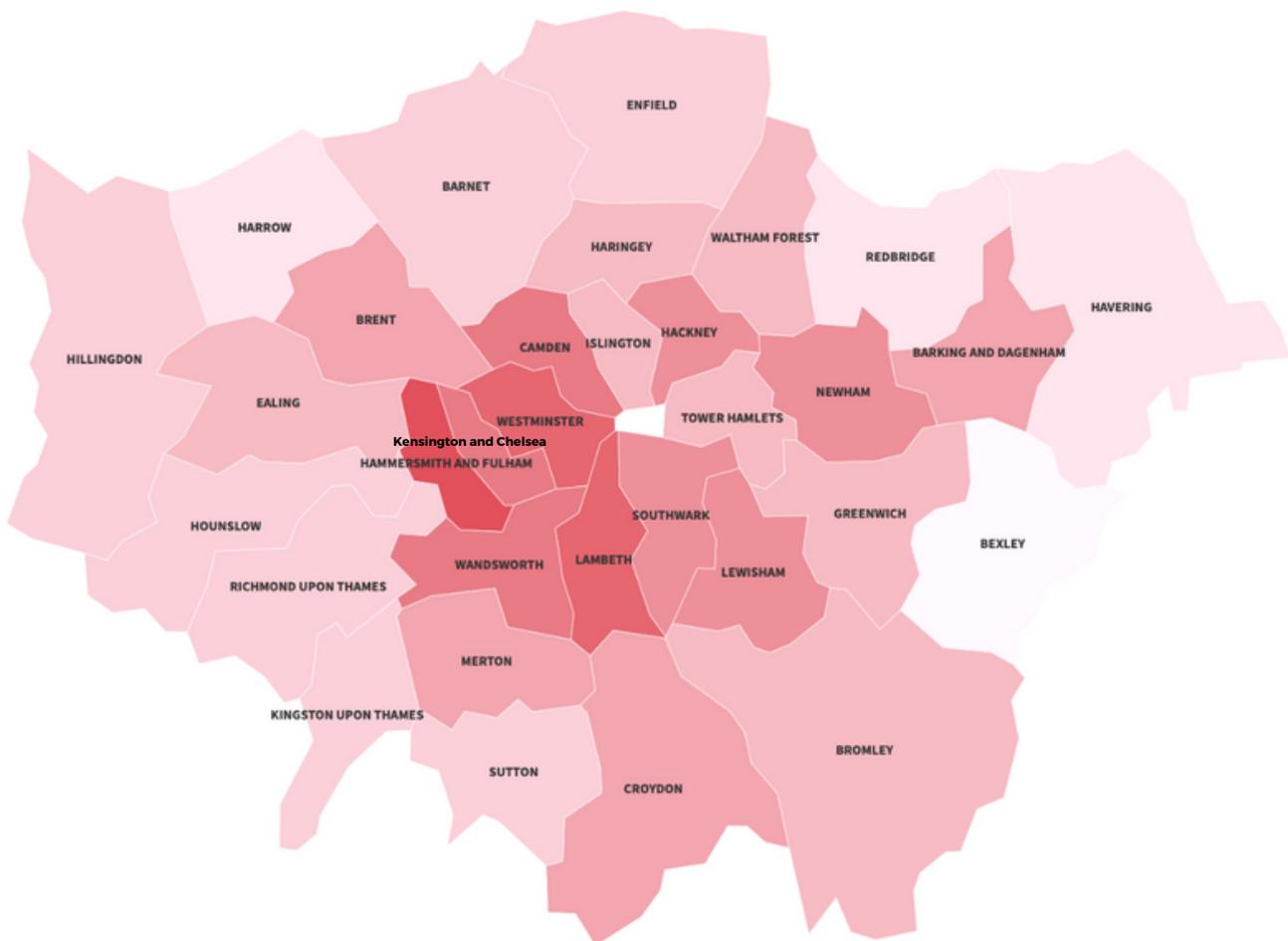
# BENEFICIARIES

Our comprehensive approach to tackling child poverty spans across many communities within the city and ensures that the initiatives funded by The Childhood Trust are tailored to meet the specific needs of all London's children living in poverty.

The campaign had far-reaching impact, supporting 99,000 children experiencing poverty, across 32 London boroughs.

## Geographical reach

Number of projects  
1  8



Source: [Office for National Statistics \(Boundaries\)](#), [Simple maps \(Points\)](#)

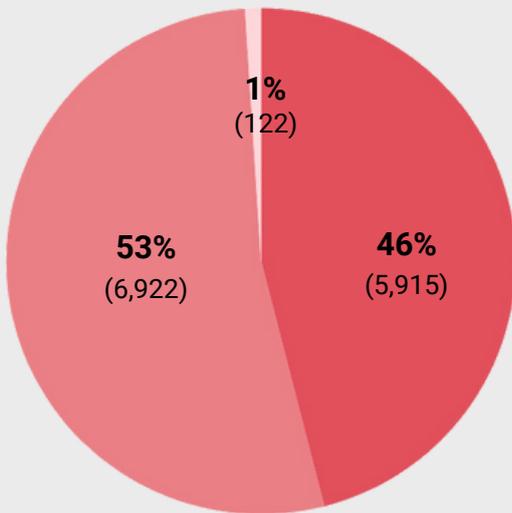
This heat map represents the number of projects our charity partners delivered per borough. Westminster received the most amount of projects where 31% of its children live in poverty [1].

1. Trust for London, London's Poverty Profile 2022

# DEMOGRAPHIC DATA BREAKDOWN

## By gender

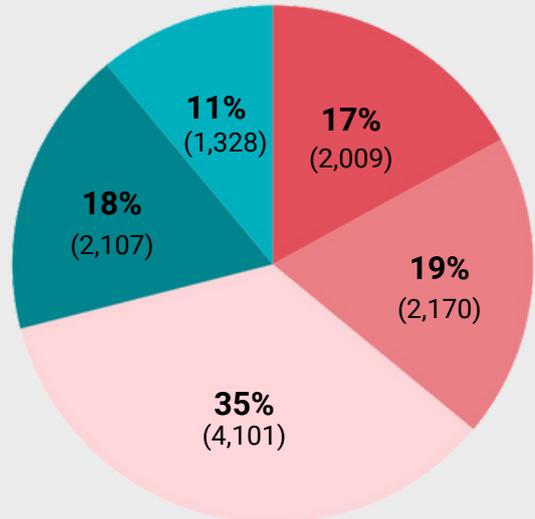
57% of our delivery partners reported gender data.  
Of those who reported this data:



- Girls
- Boys
- Non-binary

## By ethnicity

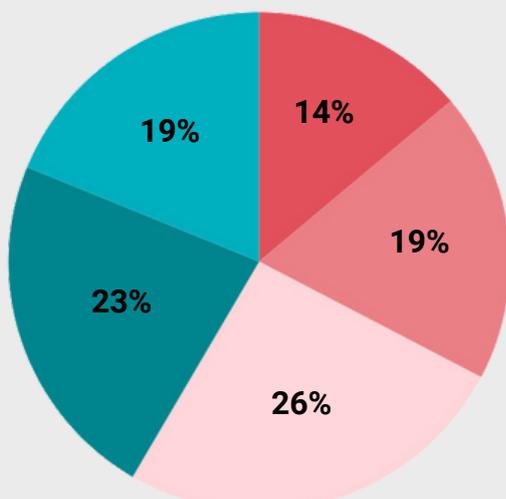
67% of our delivery partners reported race/ethnicity data. Of those who reported this data:



- Mixed or multiple ethnic groups
- Asian or Asian British
- Black, Black British, African, or Caribbean
- White
- Any other Ethnic Group

## By age

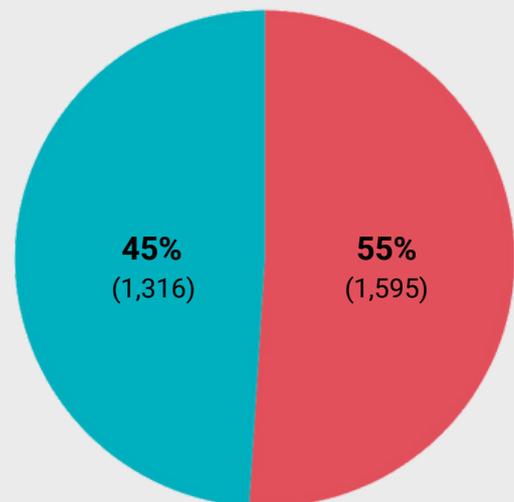
100% of our delivery partners reported age data.



- 0 - 1 yrs
- 2 - 4 yrs
- 5 - 9 yrs
- 10 - 14 yrs
- 15 - 17 yrs

## Children with SEND

61% of our delivery partners record the additional needs of their beneficiaries. Of those who reported this data:



- Children with special educational needs supported
- Children with disabilities

# CHARITY DELIVERY PARTNERS

## Extending our reach to support more children in poverty

Our network of charity delivery partners has responded to the challenges posed by the high cost of living and its detrimental impact on London's most vulnerable children by intensifying their services. They have extended their reach and opened their doors to support more children facing heightened risks due to economic hardship.

Several partners reported receiving a higher number of referrals driven in part by desperate economic conditions and destitution, resulting in behavioural issues exacerbated by poor mental health and wellbeing.

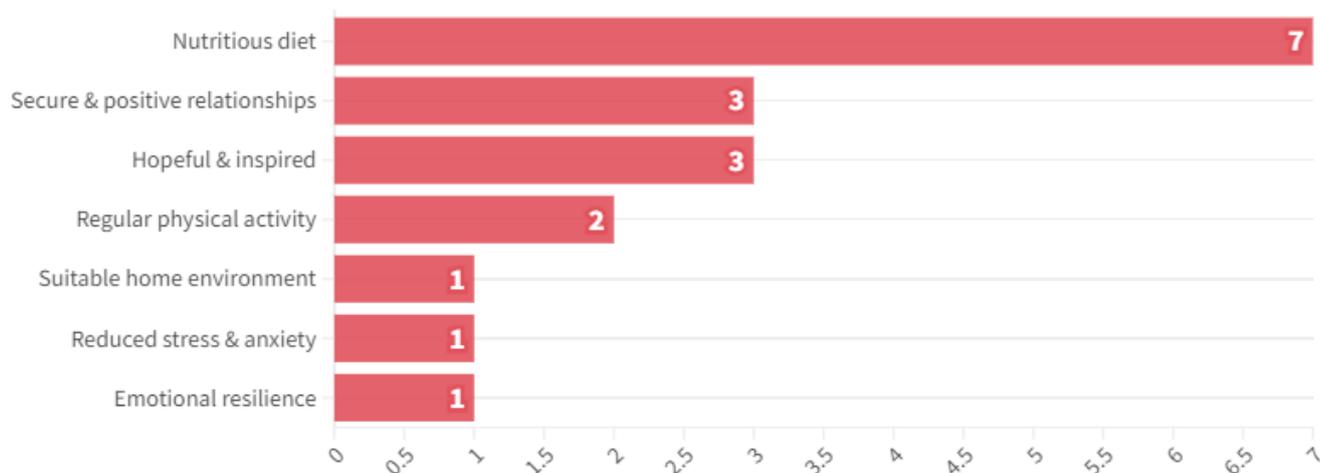
*Our service-users are facing increasing hardship due to rising levels of poverty, potentially causing increased mental health issues and the need for emergency support.*

**- Ambition Aspire Achieve**



## Number of projects per outcome goal

Number of projects by outcome area



# EVALUATION FRAMEWORK

---

As child poverty rates continue to rise, it becomes increasingly crucial to effectively measure the impact of the projects we fund. This ensures that our funding is directed towards projects that will effectively support the Trust in fulfilling its mission of alleviating poverty for children in London. Our evaluation framework, depicted in Image 1, aligns with the *Prepared for Life* impact strategy goals and outcomes. It is designed to facilitate rigorous, tailored, and flexible monitoring and evaluation processes. This framework was developed through a facilitated Theory of Change process, a review of available evidence for assessing outcomes, and incorporating partner feedback on their current evaluation practices.



The evaluation framework assesses eight outcomes, two for each of the impact goals. Charities partners choose one relevant outcome area to report against.



Charity partners participating in the On the Breadline provided demographic information regarding the children benefiting from their work, along with impact goal-specific details about their progress against selected outcomes.

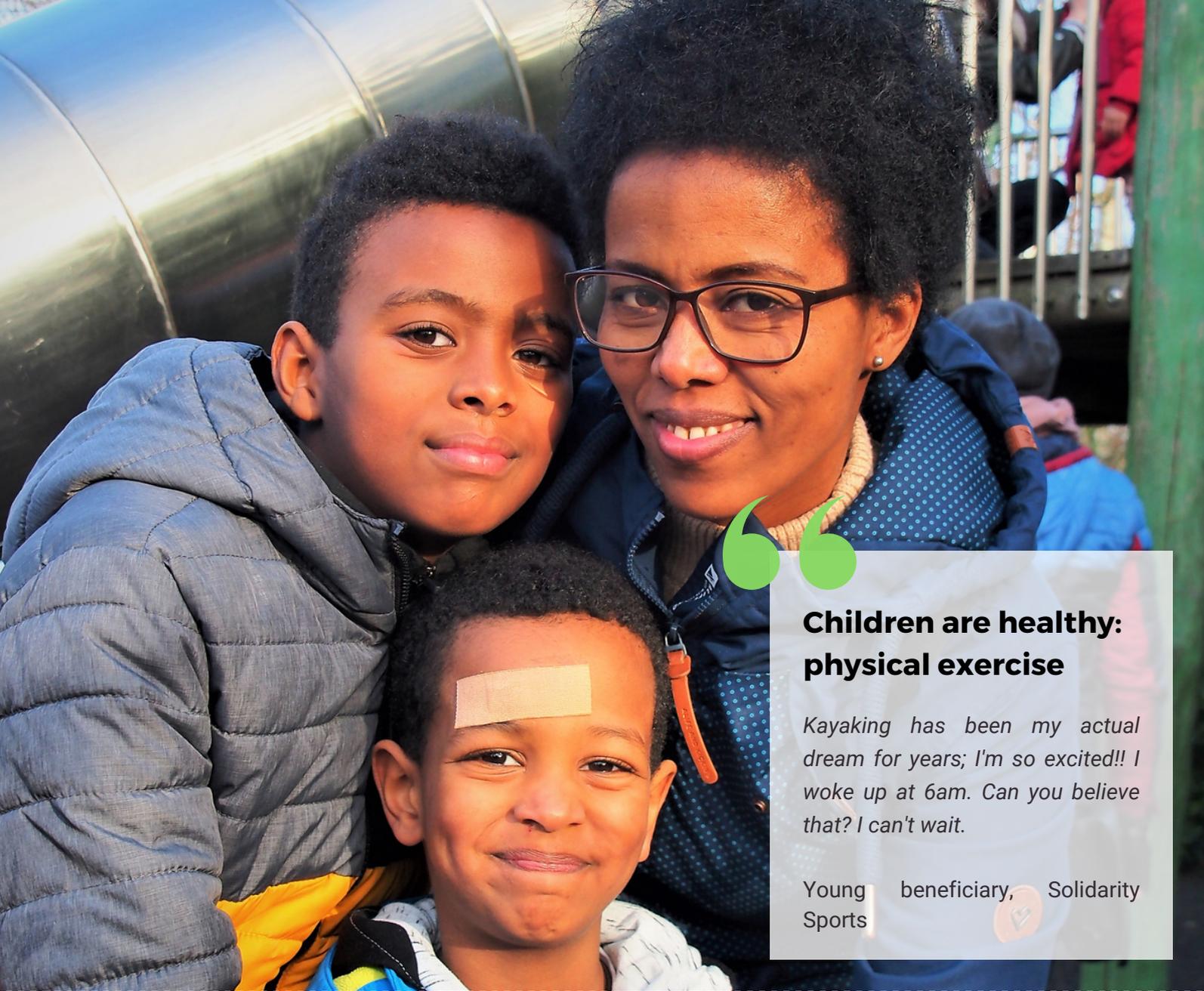


The data below demonstrates how the programme funding has met the goals of The Childhood Trust as outlined by our Theory of Change (see Appendix).



The following thematic areas demonstrate where the children supported by the programme have experienced improved health and wellbeing and improved socioeconomic prospects as a direct result of programme funding. These are areas where the inequalities that exist for children experiencing poverty can influence their life trajectory.





### Children are healthy: physical exercise

*Kayaking has been my actual dream for years; I'm so excited!! I woke up at 6am. Can you believe that? I can't wait.*

Young beneficiary, Solidarity Sports



## Children are healthy

*Fighting food insecurity, malnutrition and health inequalities*

### Children are healthy

Outcome	Projects delivered	Children reached	Interventions delivered
A nutritious diet	7	45,930	1,412,831
Regular physical activity	2	283	577



# Outcome One: Nutritious Diet

Our survey exploring child food insecurity in schools across London found that the issue is pervasive and widespread. Of the 280 children aged between 7-16 randomly surveyed, 40% (112 children) have experienced food insecurity within the last month. This is equivalent to approximately 426,500 children living in London. [1]

This is higher than the levels found in similar, national research by the Food Foundation, which found that, as of September 2022, 25% of households with children have experienced food insecurity. This suggests that, although child food insecurity is an issue throughout the UK, the problem is particularly acute in London.

# 40%

of children surveyed have experienced food insecurity

which is equivalent to  
**426,5000**  
children in London regularly going hungry

## Our intervention



Over the course of 12 months, seven charity partners delivered over £1.4m food-related interventions to 45,930 children, the significant scale of the efforts undertaken by these charity partners highlights the proactive approach to tackling the issue of food insecurity in the communities they serve.

The different food provisions provided by charities to beneficiaries comply with the UK Government's Eat Well Guide, which include vegetables, dairy, fruit and protein options.



268,666

meals provided



1,144,165

food parcels provided



45,930

received food related intervention

1. The Childhood Trust (2022). A report on food insecurity impacting school aged children in London UK: November 2022.



**100%**

of charity partners reported that children had improved nutritional intake



**86%**

of charity partners reported that children improved their physical health

**72%**

of charity partners attest to the lasting impact of interventions aimed at addressing food insecurity and malnutrition on children's health surpassing the 12 month period



**86%**

of charity partners reported that children had increased their nutritional awareness



**72%**

of charity partners reported improved mental health



The reported 100% improvement in nutritional intake indicates that the initiatives are successful in providing children with access to nutritious food. This is a crucial aspect of addressing food insecurity and promoting overall health and well-being among children.

While improvements in nutritional intake are significant, the reported 86% improvement in physical health and nutritional awareness suggests that these initiatives are having broader positive impacts on children beyond just addressing hunger.





# Outcome Two: Regular Physical Activity

The UK Chief Medical Officer’s (CMO) guidelines on physical activity reflect the most up-to-date scientific evidence for the benefits of physical activity. It offers recommended frequency, intensity, duration and volume of aerobic, muscle strengthening, and balance activities to achieve health benefits, based on reviews of evidence across the life course and through key life stages.

For children and young individuals, the CMO advises a minimum of 60 minutes of physical activity per day, distributed across the week. These activities aim to enhance movement skills, muscular fitness, and bone strength, vital components of overall well-being.

A third of children leaving primary school are overweight or obese with rates of obesity rising for disadvantaged children (NHS 2023)

## Our interventions

Over the course of 12 months, two charity partners delivered 994 hours of physical activity provision, the equivalent to 2.7 hours of provision per day. Our figures surpass the minimum recommended amount of physical activity stipulated by the CMO.



400 team sport sessions  
averaging 1 hour per session



177 play sessions  
averaging 3.36 hours per session



**100%**  
of charity partners reported that children increased their monthly physical activities



**100%**  
of charity partners reported that children improved their physical health



**100%**  
of charity partners reported improved mental health



**100%**  
of charity partners reported that children socialised with people they would not have met otherwise

This demonstrates the success of interventions in creating opportunities for children to interact with new peers or trusted adults, potentially enhancing their social skills and support networks. Furthermore, significant improvements in physical and mental health highlight the positive impact of interventions on children’s overall well-being and resilience. These achievements demonstrate the effectiveness of these initiatives in delivering activities that promote children’s positive social, physical and mental well-being and encourage children to lead active and healthy lifestyles.



## Children are Healthy: Impact Story

# Ensuring children are well nourished through the cost of living crisis

## City Harvest



Synergy Partner



50,000



30,000 children



All London Boroughs

### Food Insecurity in London

In London, 700,000 children are living in food insecurity, and the cost of living crisis isn't making it any easier for our families. That's why we partner with charities and organisations like City Harvest, to help bridge the gap the government and ensure every child has access to nutritious food.

### Bridging the gap

City Harvest's mission is to address food poverty and food waste across London. They do this by delivering free food to 129 community partners. Dedicated to feeding impoverished children and supporting vulnerable families, they transform children's lives, like those at A.P.P.L.E.

A.P.P.L.E is a charity that offers free activities, excursions, and cooking classes to children aged 2 to 16 and their families throughout the year in Acton. Providing weekday after-school sessions during term time and sessions throughout the summer holidays, A.P.P.L.E has noticed an increase in their children depending on them for food, which is why City Harvest has stepped in.

*"A.P.P.L.E is just like home – it's a safe place for me."* - Young beneficiary, City Harvest

### Food Unites us All

In 2023 alone, City Harvest successfully delivered 34,578 meals (valued at £50,000), benefitting 15 – 20 disadvantaged families who rely on City Harvest's support. Not only does this support ensure the children are receiving nutritious meals, with leftovers being used to feed the children throughout the week, but it also allows A.P.P.L.E to free up their resources to expand what their programmes offer.

City Harvest's support goes beyond filling stomachs, it transforms community centres like A.P.P.L.E into vital hubs and homes for families in need. By providing nutritious food, they set the centres up for success, so they can continue creating a supportive environment to empower their vulnerable children to envision brighter futures.





# Children are resilient

*Addressing children's mental health & emotional wellbeing*

## Children are resilient

Outcome	Projects delivered	Children reached
Emotional resilience	1	167



## Outcome Three: Emotional Resilience

---

Children exposed to both persistent poverty and poor caregiver mental health were at markedly increased risk of socioemotional behavioural problems, mental health problems and cognitive disability.

It has been estimated that 40% of socioemotional behavioural problems at the age of 17 were attributable to persistent parental caregivers' mental health problems and poverty. [1]

### Our intervention

---

Over the course of 12 months, one charity delivery partner reported on the impact outcome related to improving children's emotional resilience. The charity delivery partner supported 167 children in poverty with social, emotional and mental health needs. Their support included delivering a range of therapeutic interventions and well-being activities such as one-on-one therapy sessions, occupational and speech & language therapy, short-term interventions, and lunch clubs.

As a result of their intervention the children experienced significant strides towards positive mental health outcomes, as evidenced by the high scores reported across various indicators of mental well-being. The charity partner believed that the improvements made would be sustained beyond the funding period.

**40%**

of socioemotional behavioural problems at the age of 17 were attributable to persistent parental caregivers' mental health problems and poverty

Our charity partner agreed that their beneficiaries are better able to cope with change and setbacks due to their project delivery. As well as being able to maintain focus and complete tasks in class.

They also strongly agreed that their beneficiaries have displayed improved resilience over the course of 12 months.

1. Impact of parental mental health and poverty on the health of the next generation: A multi-trajectory analysis using the UK Millennium Cohort Study, 2023



## The Schools Programme Unlocking Potential



Synergy Partner



50,000



340 children



Brent, Camden, Hackney, Havering, Lambeth, Lewisham, Tower Hamlets, Wandsworth, Westminster

### The cost of living is impacting children's mental health

Our recent research revealed that 86% of social workers reported increased difficulty in providing mental health support for children, which is only enhanced by the ongoing cost-of-living crisis [1]. This leaves children like Liberty who live in poverty, feeling isolated when trying to face their mental health.

At just 10 years old, living in a poorly maintained, overcrowded, noisy accommodation, with no space to play or do homework, Liberty's everyday life involved anxiety and panic attacks. This made it difficult for her to maintain friendships and affected her academic performance, having a detrimental effect on Liberty's future.

### Challenging statistics

Fortunately for Liberty, a teacher recognised her erratic behaviour, often displaying heightened excitement or emotional outbursts, as a cause for worry and referred her to Unlocking Potential (UP). Following a comprehensive assessment, UP understood Liberty's needs, initiating a tri-fold response including Occupational Therapy and 1:1 Therapy.

1. The Childhood Trust (2023). Children in Deep Poverty

### Breaking the cycle

At the beginning of her referral Liberty and her teacher set Goal Based Outcomes together, relating to Liberty feeling happier and better about her world. Initially scoring herself at 2, Liberty now proudly sits at 6 out of 10 and her teacher's goal score increased from 2 to 5. She has learned to understand and manage her emotions, and resolves conflicts more peacefully, whilst improving her handwriting to help with her academic studies, an achievement she rightfully celebrates.

Thanks to UP's intervention, Liberty now has a new found resilience and a fair chance at life, like every 10-year-old should have.





**Children are confident:  
hopeful and inspired**

*If anyone was thinking about going to City Gateway I would say 'just go! I can't put into words; the journey is different for everyone, but you don't have to do it alone,' Ishfaquel said.*

Young beneficiary, City Gateway



# Children are confident

*Reducing educational inequalities supporting life and work-readiness*

## Children are confident

Outcome	Projects delivered	Children reached	Interventions delivered
Motivated to Learn	1	529	4,261
Hopeful and Inspired	3	227	359



## Outcome Five: Motivated to Learn

London has a high proportion of England's disadvantaged students, with over a sixth of pupils qualifying for free school meals (FSM).

There is a gap of 15% at GCSE level between the poorest and the best-off pupils in London. London's children have one of the lowest acceptance rates to Oxbridge and Russell Group universities, and just 17 per cent of the city's professional jobs are occupied by people from low-income backgrounds, compared to 30 per cent nationally. [1]

London's GCSE results show a

# 15% gap

between its poorest and wealthiest students, highlighting significant educational inequities

### Our intervention

Over the course of 12 months, one charity delivery partner reported on the impact outcome related to motivating children to learn. Their intervention targeted support to 529 beneficiaries with multiple needs.

The charity partner delivered 4,261 fun-first and child-led reading sessions between volunteers and children, supporting a development for reading for pleasure within the home. Sessions took place every week in term time.



## 529

children with multiple needs supported

Our charity partner agreed that their beneficiaries are more able to have a go at challenging tasks, engage in their learning and express more enthusiasm and motivation for their learning.



## 4,261

fun-first and child led reading sessions delivered

1. Reconnect London, (2022)



# Outcome Six: Hopeful and Inspired

Confidence is a crucial aspect of children's socio-emotional development, influencing their willingness to take on challenges, engage in learning activities, and interact with others.

## Our intervention

Over the course of 12 months, one charity partner delivered 212 soft skills training sessions, averaging 0.58 hours per session; one charity partner delivered early years learning sessions, averaging 10 work mentoring sessions, averaging 15 hours per session, and 137 employability sessions.

# 17%

of the City's professional jobs are held by people from low-income backgrounds (Reconnect London, 2022)



# 212

soft skills training sessions

averaging 0.58 hours per session



# 10

mentoring sessions

averaging 15 hours per session



# 137

employability sessions



# 100%

100% of charity partners reported that children expressed more optimism



# 100%

of charity partners agreed that the interventions they delivered had a positive effect on improving children's expression of confidence



# 100%

of charity partners reported that children expressed more determination



# 66%

of charity partners reported that children had ideas for future goals/plans related to their career and education

The results provided by charity partners highlight a universally positive impact of interventions on various facets of children's learning experiences and their optimism regarding future prospects. Specifically, the data reveals that 100% of charity partners observed children displaying increased resilience and a greater readiness to tackle challenging tasks. This suggests a notable improvement in children's willingness to overcome obstacles, indicating the effectiveness of interventions in fostering resilience. The consensus among charity partners underscores the substantial positive impact of interventions in cultivating a genuine enthusiasm and curiosity for learning among children, affirming the effectiveness and success of the implemented programmes.



## — Children are Resilient: Impact Story

# Doorstep Library Home-Reading Projects

## Doorstep Library



Synergy Partner



50,000



529 children



Camden, Hammersmith and Fulham, Lambeth, Westminster

### Literacy inequality in London

With the cost-of-living crisis rising, 50% of parents are saying that books are simply too expensive and research from the National Literacy Trust indicates that 1 in 5 children do not own a single book [2]. Books do not just spark children's imagination, but poor literacy leads to unemployment, which means our most vulnerable children living in poverty, are at risk of getting stuck there. This is why organisations like Doorstep Library are so important for families like Pitra.

Having just moved to Westminster, Pitra felt like she was drowning in responsibilities caring for her two children aged two and four, but a knock on her doorstep changed their families' lives.

### Defying the odds together

Wanting to help prepare her children for school, Pitra signed them up for Doorstep Library's free at-home reading sessions and hasn't looked back since. "I liked the idea of them meeting more people – they were both very shy and reserved, particularly my daughter" Pitra recalls, but now 'It has become a part of our routine'.

The variety of books Doorstep Library offers is something Pitra would never have been able to afford, but now her children are reaping the rewards. Their attention span and focus have improved, and their once shy and reserved nature has transformed into a blooming confidence. Spending one-on-one time with another adult discussing the books they are reading has acted as an inspiration for the children, but also been a key support for the eldest child who has a Developmental Language Disorder.

### Resilience is born through reading

From feeling like they were drowning, Pitra can now focus on being a mother to her children whilst knowing they are no longer at risk of getting stuck in the cycle of poverty, as Doorstep Library are there to shake up the statistics and build resilience into their family home.

*"I didn't have any support when they were young - I felt like I was drowning. So, it felt like the 'Story Ladies' who came to see us every week were my support system too." - Pitra, Doorstep Library*



**Children are safe:  
suitable home  
enviornment**

*After that first visit, I went home that night and slept brilliantly for the first time in ages. Knowing I had really good quality things that I needed for my baby was such a blessing.*

Tanisha, Little Village



# Children are safe

*Strengthening the home enviornment and community cohesion*

Children are safe		
Outcome	Projects delivered	Children reached
Suitable home environment	1	650
Secure and positive family and peer relationships	3	2,681



## Outcome Seven: Suitable Home Environment

Positive changes to a child's home environment can improve mental health. (UCL, 2020)

**74,000 children**

are homeless in London, with many families living in unsafe, insecure or unaffordable homes. (Shelter 2023)

### Our intervention

Over the course of 12 months, one charity delivery partner reported on the impact outcome related to creating a suitable home environment. Their intervention aimed to support 650 beneficiaries with multiple needs. Within their beneficiary group, 20-39% (384 children) of the children lacked dedicated spaces for studying or sleeping, and 20-39% (384) had parents who were not adequately attending to their basic needs.

The charity delivery partner provided children with material items in addition to offering signposting and guidance services for parents/caregivers to other forms of support.

As a result of their intervention, the children experienced improvements in their home environment, as well as in their mental and physical health. The charity partner believed that the improvements made would be sustained beyond the funding period.

Our charity partner agreed that the quality of their beneficiaries home environments have directly improved, and as a result so has there mental and physical health. They also agreed that these changes are likely to be sustained following the 12 month funding period.



**650**

vulnerable children reached



## Outcome Eight: Secure and Positive Family Relationships

Since 2011 more than 600 full-time youth worker jobs have been cut by London councils, reducing the average provision per borough from 48 youth workers to just 15. Community cohesion and a sense of belonging requires safe supervised places for children to socialise and play.

### Our intervention

Over the course of 12 months, our three charity delivery partners supported 2,681 children to help secure and improve positive peer and family relationships.



100%

reported a notable improvement in children's feelings of social inclusion



100%

reported a notable improvement in children's self esteem



100%

reported that children were more engaged in helping or supporting their peer, family members or community



100%

reported a notable improvement in the children's family/peer relationships



100%

reported that children were better able to make friends



100%

reported that children were better able to communicate with others

The overall picture of the impact on children's safety is extremely positive. The data underscores the positive impact of interventions on various aspects of children's social development and well-being. By promoting social inclusion, self-esteem, empathy, communication, and positive relationships, these interventions are empowering children in poverty to thrive and participate actively in their communities.



## Supporting to thrive, not survive

### The Cardinal Hume Centre



Synergy



50,000



1098 children



Westminster

### Challenging statistics

Statistics reveal that 42% of households in London at risk of homelessness, have children [3]. This sort of trauma doesn't just go overnight but stays with these children throughout life and evidence shows it increases the child's future risk of homelessness, a cycle sisters Holly (12) and Maisy (13) are refusing to accept.

As a family, their mother navigates the complexities of having an insecure immigration status, and struggling to secure a stable, sustainable income, resulting in financial hardship for the family. However, the Cardinal Hume Centre has become a beacon of hope for the family as they offer support to help break the cycle of poverty and homelessness.

### Building the foundations

By optimizing several, if not all, of the Centre's services including a school uniform bank, immigration service support and the Family Centre, their mother can now manage the uncertain stress that's been haunting her family. Holly and Maisy have immersed themselves into the supportive Centre's offerings like their Homework Club, which allows children whose parents are unable to

support them with their homework (often due to limited English proficiency) to receive support from skilled volunteers, and they even learnt to ride a bike with a visit to a velodrome!

### Breaking free from the cycle

As their mother perseveres in stabilising their family home, the sister's aspirations and hopes for their future have soared and their confidence has blossomed. Eager to explore the outdoors with their newfound love of cycling, they dream of owning their own bikes one day and embarking on a mountain biking adventure. Holly hopes to become a paediatrician or to start her own business one day, thanks to the homework club instilling a sense of belief within her.

Defying the statistics, Cardinal Hume Centre has not only helped stabilise the family but also encouraged them to strive forward and break the cycle of poverty one step at a time.

*"Even if I am having a bad day, the trips and activities at the Cardinal Hume Centre are a time for me to just be stress-free." - Maisy, Cardinal Hume Centre*

3. Poverty and homelessness: Cardinal Hume Centre (no date) Poverty and homelessness | Cardinal Hume Centre. Available at: <https://www.cardinalhumecentre.org.uk/about-us/poverty-and-homelessness> (Accessed: 19 February 2024).

# SUPPORTING OUR CHARITY PARTNERS

## Building capacity for London's child poverty sector

Our ambition is to increase the overall capacity of the children's charity sector in London. We do this in numerous ways, including delivering workshops on how to run successful fundraising campaigns; offering personalised one-to-one support throughout the campaign and beyond; facilitating connections with other child poverty charities working with children and young people across London; and enhancing profile and visibility through broader campaigns, events, and other activities aimed at raising awareness of child poverty issues and directing support to these charities.

## Our value-add



of reporting charity delivery partners would not have been able to cover the costs of their activities without funding from the campaign.



of charity delivery partners reported that The Childhood Trust had helped them improve their fundraising capacity in the last 12 months. Here's how:

75%

of charity delivery partners increased their individual donor base

81%

improved their digital fundraising capabilities

50%

of charity delivery partners saw an increase in major donors

44%

of charity partners secured additional funds from trusts and foundations

44%

of charity delivery partners increased their corporate donor base



## Charity Partner Impact Story

# The Bloomsbury Football Foundation



Synergy



Five campaigns



All London Boroughs

### A team of 12 with a big ambition

Our London charity delivery network is built up of over 150 essential charities across all 32 boroughs that are devoted to alleviating the impact of child poverty for over 250,000 children in London. Whilst they manage project delivery, we provide fundamental support to help improve their fundraising capabilities. Among our long-standing partners, The Bloomsbury Football Foundation stands as a prime example of our collaborative success.

In 2020, the Bloomsbury Football Foundation, a team of 12 passionate employees, had an ambition to give all young Londoners a chance to participate in high-quality sports regardless of their background or their ability to play. However, lacking experience in fundraising, they wanted to broaden their reach and impact across the 700,000 children facing poverty in London but didn't know where to start.

Joe, their Head of Fundraising and Impact, reminisces about their initial hesitations, admitting *"We wouldn't have felt confident going against a charity that was immediately obvious about the urgency of their issue"*. Yet, through our partnership spanning three years with Bloomsbury taking part in five campaigns, events like our *Get Campaign Ready Event*, our annual *London Child Poverty Summit*, coupled with tailored resources, Bloomsbury Football Foundation transformed.

### Creating urgency and building confidence

With newfound clarity and confidence, they reframed their mission, recognising the urgency in addressing issues like youth obesity, mental health challenges, and social isolation. As a result, their fundraising targets kept growing. Over the course of three years, they transitioned from setting modest targets of £60,000 to surpassing £100,000, operating at an impressive £11 return for every £1 invested.

Central to their success was the utilization of our annual matched fundraising campaigns, which they found incentivised their donors to contribute within a certain period, especially their Major Donors. This new approach not only retained their existing supporters but also attracted new ones, fostering a more sustainable fundraising strategy.

The Bloomsbury Foundation stands as a testament to the power of our partnerships and charity network. Having been a guest speaker at our Champions for Children 2023 *Get Campaign Ready Event*, we continue to empower, educate, and unify our charity delivery partners, so we can continue to grow together and put a stop to child poverty in London.

***"Before we were more of a nucleus, whereas now, we can target areas in London and understand our impact better so we know where to focus our funding."***

Joe, Head of Fundraising and Impact

# CONCLUSION

---

Our response to the challenges posed by the high cost of living on London's most vulnerable children has been comprehensive, addressing immediate needs while also tackling systemic issues to foster a more inclusive society.

The impact of these interventions has been substantial, particularly in enhancing mental health and resilience, with all projects delivering positive outcomes in this regard. Additionally, improvements in physical and nutritional health were evident, with over 1.4 million nutritious meals provided and physical activity sessions exceeding recommended levels. These initiatives address fundamental needs, mitigating the effects of poverty-related issues like food insecurity and sedentary lifestyles.

Furthermore, interventions promoted enhanced learning, future readiness, and hopefulness, leading to increased engagement in education and improved problem-solving skills. The reported boosts in confidence, socialisation, and determination underscore the transformative potential of these initiatives, empowering children to overcome socioeconomic barriers and thrive independently.

Despite this progress, the combined effects of austerity measures, the pandemic, and the ongoing cost-of-living crisis have exacerbated child poverty in London, leading to an increase in the number of children living below the poverty line. As it stands, 33% - 700,000 children in the capital live in poverty. The cycle of poverty is perpetuated by the fact that most children living in poverty tend to remain in poverty, underscoring the need for targeted and sustained interventions to break this cycle.

As such, it's clear that addressing child poverty requires a unified approach for all organisations in London's child poverty charity sector. Our commitment lies in providing strategic funding to targeted interventions aligned with the Trust's four impact areas, with a keen focus on sustainability and long-term impact. This emphasis is crucial for ensuring lasting improvements in health, education, and the socio-economic empowerment of children, thereby better preparing them for life.

Central to our approach is encouraging collaboration and shared learning within the sector. By facilitating connections between larger, better-resourced charity partners and smaller grassroots organisations, we aim to harness collective expertise and resources to tackle the multifaceted challenges of child poverty more effectively. Equally, we are able to connect donors to our wide network of local organisations they otherwise may not find, with the added reassurance that we manage all due diligence checks and detailed monitoring and evaluation through our MEL framework.

We extend our heartfelt gratitude to the generous donors and funders whose contributions have enabled us to transform the lives of London's poorest children throughout 2023 and beyond. Additionally, we express our deep appreciation to the children, charity partners, and families who have generously shared their insights on the positive impact of the funding on their everyday lives.

# APPENDIX

## Appendix 1. Total raised by charity partner

Charity Name	Project Name	TCT Grant Amount
Ambition, Aspire, Achieve	AAA Inspired Breaks	£50,000
Be Enriched Elements	Food Bus	£50,000
Bloomsbury Football Foundation	Changing the Game in Young People in London	£50,000
Cardinal Hume Centre	Supporting to thrive, not just survive	£50,000
City Gateway	Route to Employment	£50,000
City Harvest	Feeding children through the cost-of-living crisis	£50,000
Doorstep Library Network	Doorstep Library Home-Reading Projects	£50,000
Harrow Club W10	Good Food for all	£50,000
Little Village	A box of delights	£120,000
London Early Years Foundation	LEYS's Doubling Down Support	£40,000
Loughborough Community Centre	The Max Roach Community Project	£50,000
Mayor's Fund for London	Kitchen Social	£200,000
Shepherds Bush Families Project & Childrens Centre	Support children from families in housing need	£50,000
Skylarks	Skylarks Community Hub	£50,000

Charity Name	Project Name	TCT Grant Amount
Solidarity Sports	Help families in crisis this winter	£50,000
Spring Community Hub	Spring Holiday Clubs	£50,000
The Felix Project	The Felix School Programme	£120,000
The Salmon Youth Centre in Bermondsey	Thrive not Survive	£50,000
UP - Unlocking Potential	The Schools Programme	£50,000

# APPENDIX

## Appendix 2. Prepared for Life strategy and Theory of Change

Our 2023-26 Prepared for Life Impact Strategy outlines how we will work towards breaking the cycle of childhood poverty in London. This strategy was developed in consultation with ImpactEd, the Trust’s board of trustees, our executive team, and other key stakeholders. We wanted an evaluation framework that would be rigorous, yet tailored and flexible for our charity partners.

From 2023-2026, our strategic objectives for this new framework include: Developing partnerships with eligible charities supporting projects that transform the lives of the most disadvantaged children in London Delivering a two-track partner funding programme, building sector capacity and fostering collaboration Robust impact reporting, with emphasis on shared learning and CYP datasets Amplifying the voices of children, low-income families and charity staff to ensure their stories and experiences are heard. Our overarching Theory of Change defines four priority areas in which the Trust will focus its support, facilitating TCT’s 4 primary impact goals:

### Prepared for Life: 2023-26 impact strategy

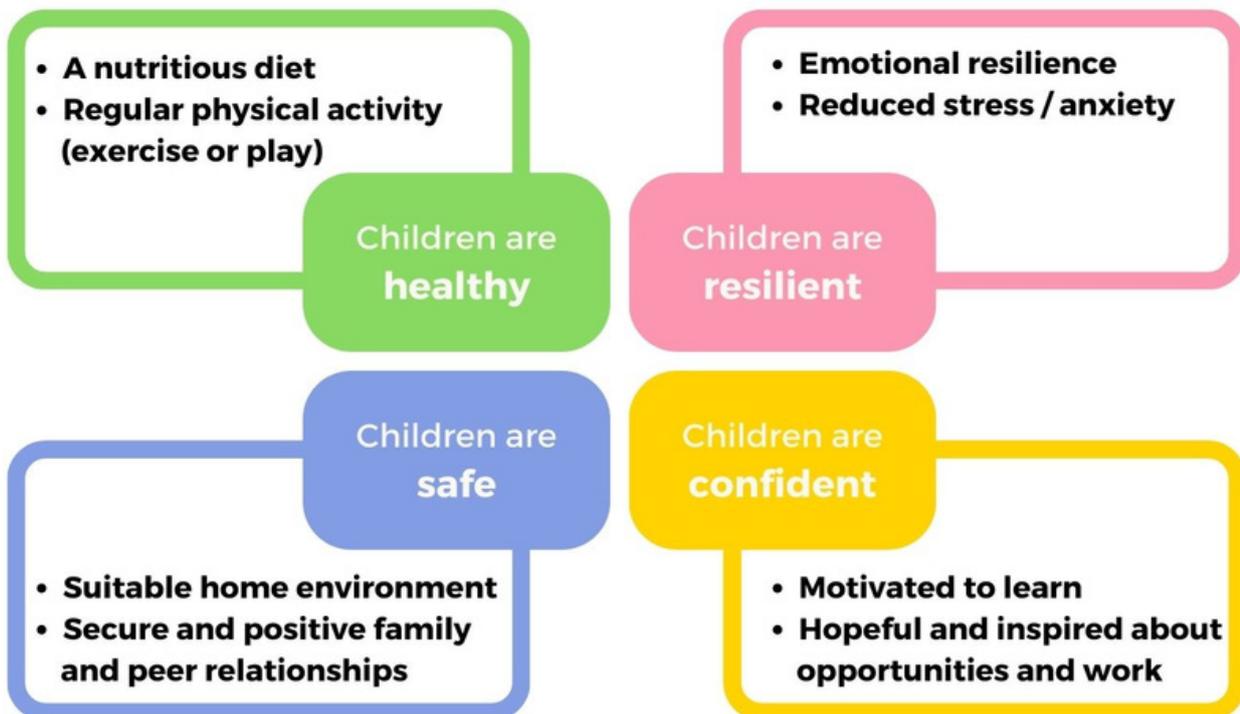
Impact Goals	Area of Work	Children will benefit from:	TCT Outcomes	TCT Impact
<b>Children are healthy</b>	Physical health	Nutritious food & meals. Physical activity including play, sports and recreation	<ul style="list-style-type: none"> <li>A healthy diet</li> <li>Regular exercise / play</li> </ul>	<ul style="list-style-type: none"> <li>Improved health and wellbeing</li> <li>Improved socio-economic prospects</li> <li>Improved Quality of Life</li> </ul>
<b>Children are resilient</b>	Mental health and well-being	Services that support, promote, protect and restore children's mental health and emotional wellbeing	<ul style="list-style-type: none"> <li>Greater mental &amp; emotional resilience</li> <li>Reduced stress / anxiety</li> </ul>	
<b>Children are safe</b>	Home and community environment / Citizenship and community	Services that improve children's quality of life and sense of belonging through better living conditions; Environments that promote community cohesion	<ul style="list-style-type: none"> <li>Secure and suitable home environment</li> <li>Positive family and peer relationships</li> </ul>	
<b>Children are confident</b>	Employment, training and education	Services that enhance life and work-readiness by raising confidence, aspiration, ambition and a passion for learning	<ul style="list-style-type: none"> <li>Ready and able to learn</li> <li>Motivated and better prepared for future work / careers</li> </ul>	

# APPENDIX

## Appendix 3. Prepared for Life Evaluation Framework

To align the impact strategy with our monitoring and evaluation plans, we engaged ImpactEd Evaluation as an external partner to develop an evaluation framework that would aim to be:

- Rigorous – working towards a high quality evaluation of the Trust’s impact, enabling the charity to work towards the most rigorous forms of evidence where possible
- Tailored – the evaluation would be focused on TCT’s outcomes, and avoid collecting data that isn’t directly related to those outcomes
- Flexible – while over time TCT are keen to support more charities in engaging with high-quality evaluation methods, they also recognise that different grantees will have different levels of internal capability for collecting and reporting on data.



The evaluation framework assesses eight outcomes, two for each of the impact goals. Charities can choose the relevant outcome areas to report against.

# APPENDIX

---

Our long-term ambition is for all data to be available using the recommended survey scale (e.g., SWEMBWS). When implementing this new impact strategy, we recognise that some grantees may have data to submit from alternative scales and/or be unable to collect CYP direct data. Where this is the case, during the pilot stage, data will be collected through a bespoke tool where grantees will be able to answer indirectly on behalf of the CYP with custom surveys created from the appropriate validated scales, only for the impact goal or outcome they are reporting against.

For each impact goal, we aim to collect data for at least 1,000 CYP or 10% of the CYP supported by grantees to ensure adequate representation. Alongside quantitative data, qualitative case studies from selected partners will be used to supplement impact data and enquire into areas of particular interest. Where validated scales are used, benchmarking against national data will help to establish the level of impact achieved through our funding.

## **Appendix 4. Choosing our charity partners.**

We select and partner with grassroots charities and larger organisations (annual income between £25,000 and £10 million) who work with communities in London's 32 boroughs, and whose primary beneficiaries are children (under the age of 18) who are experiencing poverty.

Our funding is directed towards organisations that provide services aimed at alleviating the impact of child poverty, with a priority given to those whose efforts align most closely with the Trust's four impact goals: ensuring children are healthy, resilient, safe, and confident.

We cultivate strong relationships with our charity partners by offering unrestricted grants, fostering a deep understanding of their work, and promoting a culture of shared learning.

## The Childhood Trust: On The Breadline 2022 Impact Report

Registered Company No. 07746081

Charity Registration No. 1154032

Our mailing address is:  
The Childhood Trust  
18 Buckingham Palace Road  
London, SW1W 0QP  
United Kingdom

 0300 102 4417

 [info@childhoodtrust.org.uk](mailto:info@childhoodtrust.org.uk)

 <https://www.childhoodtrust.org.uk/>

