



The Childhood Trust

Our impact and annual highlights

delivered 2024/25

Our impact strategy

Our **'Prepared for Life'** Impact Strategy is built upon a decade of research, focusing on four essential pillars.

Our goal is to create measurable impact through specific outcomes in each area. This means ensuring children are:

Healthy - with a nutritious diet and regular physical activity

Resilient - experiencing emotional strength and reduced stress

Safe - via a suitable home environment and positive relationships

Confident - motivated to learn and hopeful about their future.



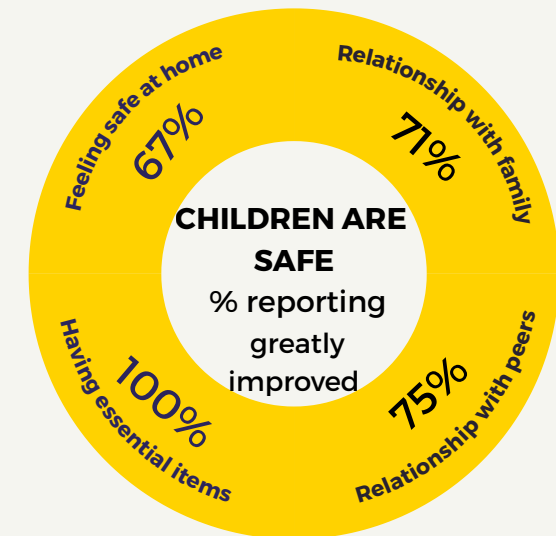
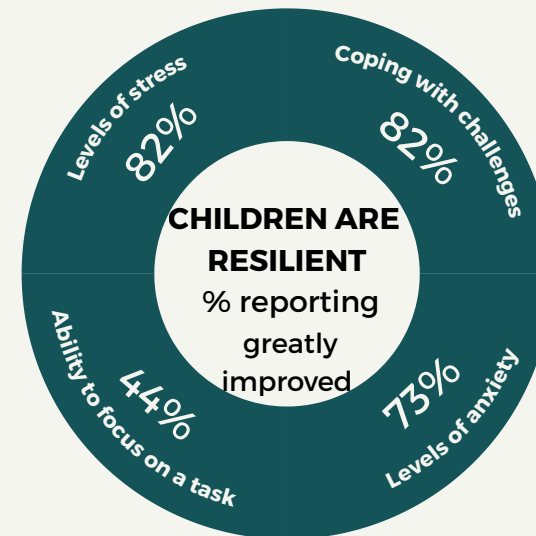
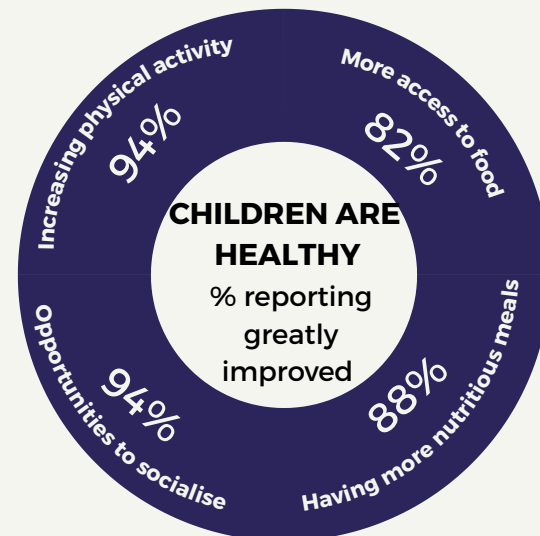
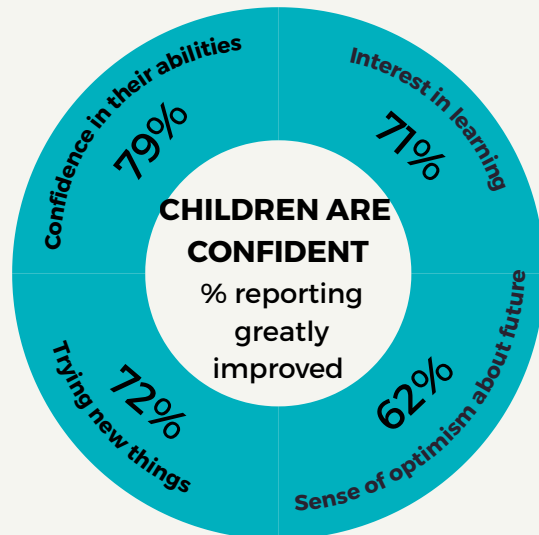
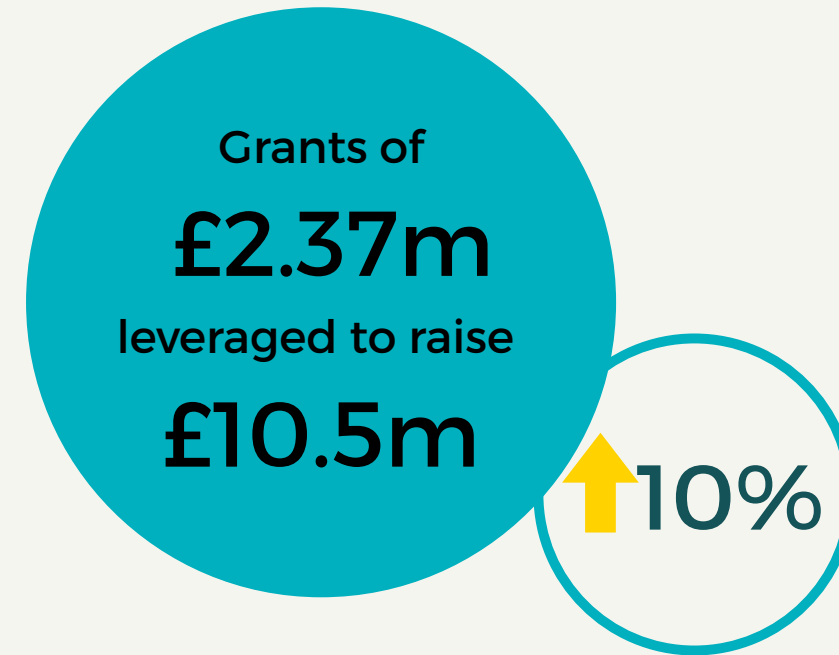
| Impact goal category | | Total number of charity partners |
|--|----|----------------------------------|
| Children are confident | | 50 |
| Children are Confident - Improving motivation to learn | 19 | |
| Children are Confident - Increasing hopefulness and inspiration for the future | 31 | |
| Children are healthy | | 34 |
| Children are Healthy - Increasing regular physical activity/ sports | 17 | |
| Children are Healthy - Providing food/ nutritious diet | 17 | |
| Children are resilient | | 61 |
| Children are Resilient - Improving emotional resilience | 50 | |
| Children are Resilient - Reducing stress/ anxiety | 11 | |
| Children are safe | | 15 |
| Children are Safe - Improving relationships | 8 | |
| Children are Safe - Improving the physical home environment | 7 | |

Funding distributed

We distributed **£2.37m** in 2024/25 - 10% more YOY - to a network of **148 charity partners** working on the frontline in London.

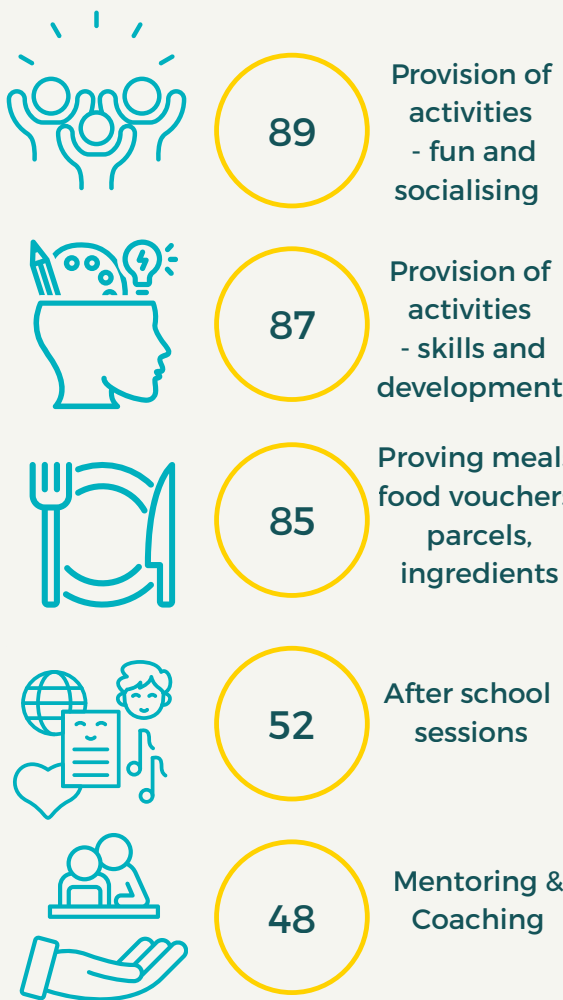
As this is awarded through the match-funding model, it means that **£10.5m** in total was raised.

This will help to alleviate the impact of poverty for up to **355,746** children.



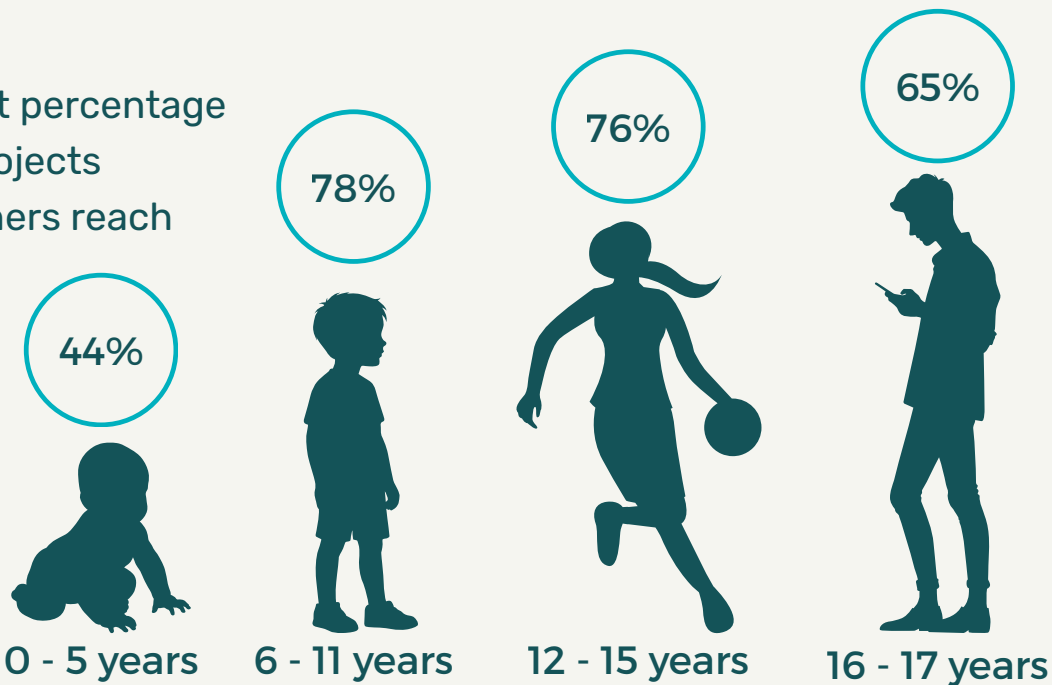
Provision by service type - top five

Below is the volume of programmes and projects delivered by charity partners in 2024/25. Charities can deliver more than one service type.



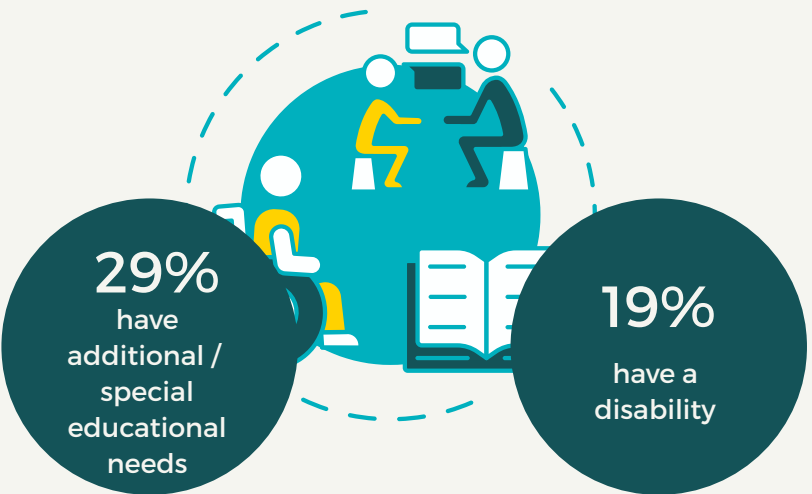
Age groups

The following shows what percentage of all programmes and projects delivered by charity partners reach the following age groups. i.e. 78% of services in 2024/25 supported children aged 6 - 11 years.



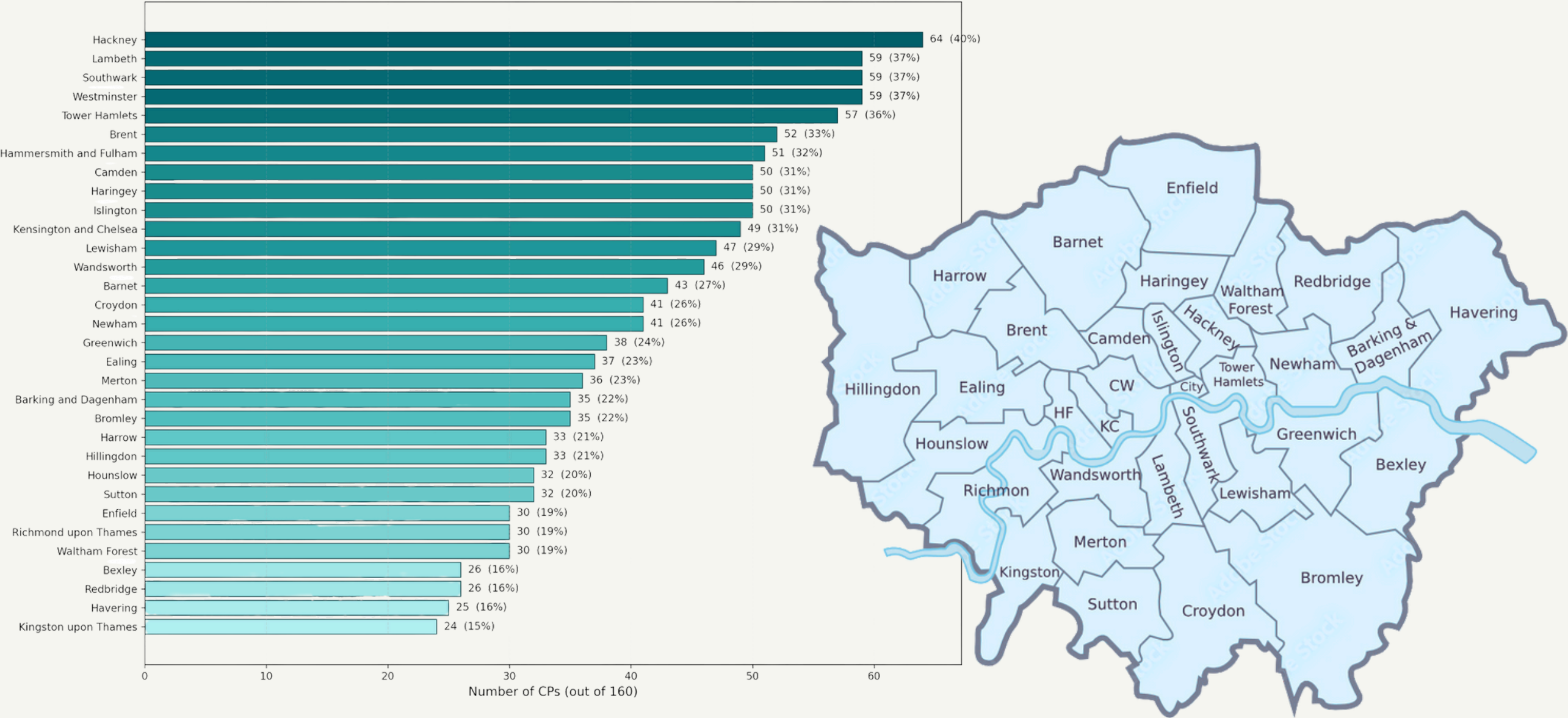
Additional needs and disabilities

On average, of all children supported by charity partners:
29% have additional / special educational needs
19% have a disability



Funded charities - Charity Partners - Number per district

This table shows the number of funded charity partners (CPs) programmes and projects in each district from highest to lowest





“My favourite thing about Free to Be is...
“ **EVERYTHING**, to be honest! Its like fun, fun, fun every day. It's like you're in heaven.”
M, aged 11

“I've learned that you can use your strength and your power and control it. Instead of getting angry and making a mess out of the situation.”

“We are struggling with the cost of living, and Summer Runaway was a blessing. Knowing my son was safe, well-fed, and happy gave me peace of mind while I worked.”

“Often in our circumstances you can feel like you are living on the edge of society, unseen, but our volunteer and everyone at Home-Start welcomed us and made us feel seen and heard”



Community outreach

Through Transforming Spaces, we refurbished **59 bedrooms** for **94 children**.

Over **330 volunteers** helped to deliver this critical work to help restore dignity for families living in poverty.



94
children's
bedrooms

330+
volunteers



“

“Before, I know they didn’t really enjoy being in there. It wasn’t somewhere that they were excited to play in or bring their friends home to.”

Research

In the 2024/25 period, two critical research projects were commissioned: one focusing on the effects of **material poverty**, and a second in partnership with the University of Cambridge, the KPMG Foundation, and The Ethos Foundation, which investigates how **generative artificial intelligence (GAI) toys** impact the wellbeing and mental health of children living in poverty.



Advocacy

The Childhood Trust's 6th London Child Poverty Summit "**Spaces, Places and Wellbeing**," brought over 100 attendees together, including charity partners, supporters, and young people, to explore how spaces and places of London directly impact the wellbeing of its children and youth. The Summit is a critical point in **convening key actors in London child poverty** to understand challenges, opportunities and forge a path ahead together for the greatest impact