

Impact Report 2025

Executive Impact Snapshot

We deliver **targeted, crisis-focused support** to vulnerable families, ensuring babies and children have essential items during periods of hardship.

In 2025, we achieved:

- **124 families supported** through professional partner referrals
- **192 babies and children clothed** via the Family Bank
- **5,188 essential items donated** to families through our **referral scheme**
- **£8,340.76 worth of goods redistributed**, maximising donation value
- **46 active partnerships** across Children's Services in Suffolk and Norfolk
- **1,776 volunteer hours contributed**, strengthening cost-effectiveness
- **2.37 tonnes of clothing diverted from landfill**, supporting environmental sustainability
- **11,300+ paying customers served** through our **low-cost community shop** since opening (to end of 2025)

Our model combines community-based provision with affordable social enterprise retail, increasing reach while strengthening long-term sustainability.

Local Need & Context

Recent data from the **2025 Index of Multiple Deprivation (IMD)** shows that **Kirkley in East Suffolk — where our community shop and collection hub are based — falls within the most deprived 1% of neighbourhoods in England.**

A particular focus is on families in **Lowestoft**, where **19.9% of children aged 0–15 are living in families with relatively low income**, compared with the Suffolk average of 15.1% (HealthySuffolk.org). The majority of these families are concentrated along the East Coast, highlighting the **persistent and geographically focused need** in our local community.

Our shop supports both **partner organisations** and **families living nearby**, providing **accessible, practical assistance** in an area of **exceptional and ongoing need**.

Why Our Work Matters

Many of the families referred to our service are experiencing:

- Financial hardship and poverty
- Domestic abuse and safeguarding concerns
- Housing instability or homelessness
- Mental health challenges
- Sudden crisis or emergency

Demand continues to rise due to **cost-of-living pressures**, placing increasing strain on statutory and frontline services.

We provide **rapid, preventative support** that helps stabilise families and **reduces the risk of crisis escalation**.

What We Delivered in 2025

- **20 baby starter packs** supporting newborn safety and early development — each pack contains **~110 preloved items**, with a total value of **£180 per pack**, demonstrating the scale of support provided to families.
- **138 clothing bundles** for children aged 0–16
- **60 large essential items provided** (beds, buggies, highchairs), improving child safety and wellbeing
- **5,188 items distributed through our referral scheme**, meeting urgent family needs
- **Low-cost community shop access**, helping families save hundreds of pounds per year
- **70 children supported at Christmas**, with **917 gifts distributed** through our annual community project

Every donation helps families feel supported — never judged.

Outcomes & Added Value

Our work contributes to:

- **Improved child wellbeing, dignity, and safety**
- **Reduced parental stress and financial pressure**
- **Stronger family stability during crisis**
- **Increased capacity within Children's Services and partner agencies**
- **Environmental savings through reuse and textile waste reduction**

“This support lifted a huge weight off my shoulders. I could focus on caring for my baby instead of worrying about essentials.”

— Parent supported by our service

Professionals report that our service **supports safeguarding, prevents escalation, and strengthens early intervention pathways.**

Efficiency, Leverage & Value for Money

- Each **baby starter pack contains ~110 preloved items**, valued at approximately **£180**, demonstrating how donations are **maximised for high-impact support**
- **5,188 donated items redistributed** ensures maximum value from community contributions
- **11,300+ customers served** through our community shop demonstrates **high demand, trust, and sustainability**
- Volunteer contributions **significantly reduce operating costs**
- Partnerships ensure **targeted, appropriate referrals**, reducing duplication and waste
- Donated goods are **maximised for both social and environmental return**

Every £1 invested delivers measurable benefit to vulnerable children and families.

Funding Priorities & Growth Plan

With increased funding, we will:

- **Expand capacity to support more families**
- **Strengthen crisis and emergency response**
- **Improve digital referral systems and impact tracking**
- **Increase volunteer recruitment, safeguarding, and training**
- **Build sustainable income streams** to meet rising demand

Funding will directly increase reach, improve outcomes, and strengthen long-term service sustainability.

Investment in our work is an investment in early intervention, child wellbeing, and stronger communities. Together, we can prevent crisis, protect dignity, and create lasting impact.