



The Children's
FOUNDATION
30 YEARS
Making Serious Stuff Fun!



IMPACT REPORT

2020-2021

The Children's Foundation is a North East children's charity, set up in 1990, with the vision of improving the health and well-being of Children and young people in the North East by Making Serious Stuff Fun!

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Reg. Charity No. 1000013



Welcome

Note from our CEO on last year and its challenges

Despite the many challenges of the past year, I am proud of the commitment, effort and passion of everyone involved with The Children's Foundation, including trustees, staff, volunteers, funders and supporters. To all of you I say thank you. What is most humbling of all is the response from children, young people and their families. They have been determined not to allow the negativity of Covid-19 to shadow their lives and have embraced the opportunities presented through our projects and activities to promote and improve their health and well-being by Making The Serious Stuff Fun!

It is important to stop for a moment and recognise the collaboration and efforts of many organisations and individuals throughout the last year. Working together to support each other, quickly adapting, learning and prioritising need. Springing into action to support others and local communities.

As we move forward, it is important to remind children, young people, new parents and families that they are cared for, and to promote and support a best start for all children born here in the North East. Our 30th anniversary fundraising appeal - Make a Million (MaM), is a reminder that the journey we started 30 years ago on the Yellow Brick Road continues today and is just as important now as it was then. I look forward to the opportunities ahead and wish everyone well.



Our Covid response during the pandemic...



The North East has the second highest rate of child poverty in the UK.*

The issue of holiday hunger among children gathered substantial attention in 2020, given the impact of Covid-19 on already vulnerable families. (*North East Child Poverty Commission)

Our Food and Fun Project.

This started out early 2020 as Food and Fun packs, morphed in December into 'Christmas All Wrapped Up' and ended as the 'Food and Fun Slow Cooker packs' from January to March. **In total we supported**

| | |
|--------------------------|-----|
| Families | 150 |
| Meals | 623 |
| Activity Packs | 382 |

We constructed and opened the 'Reading Rocks' project in Tyneview Primary School Walker.

A purpose built large shed within the school grounds in line with the children's designs and ideas. This extension to the classroom supports small groups of year 3 children to catch up on reading and literacy lost due to covid and extensive school closures, targeting the most deprived and disadvantaged children.

Mobile Charging Units

We funded and Installed mobile charging points in children's A&E, allowing families to stay in touch at such a critical time.



Parent,
"We were lucky enough to receive a pack and we love our Blackboard slow cooker, its been great for my son who has ASD, he can now read what he's having for dinner, without repeatedly asking me, win, win."

Parent,
"Thank you so much, I cried my out when we got our box, we were not expecting what you gave us at all! I have wrapped the selection boxes and gifts for my children, they will love them, I appreciate it very much. No chicken nuggets for Christmas for us this year. Thank you."

Parent,
"I just wanted to thank you for everything you delivered today. I could honestly cry at how amazing the packs are! I don't have much to spend on the kids right now so this is absolutely wonderful. Thank you again."

SOCIAL PRESCRIBING LINK WORKER,
"All patients I referred to you are incredibly grateful and happy!! I would like to express my gratitude as well. Thank you so so much for your help and support for the most vulnerable families with children."

Life in lockdown virtual videos - Supporting Children's Mental Health

Our 'Life in Lockdown' YouTube episodes allowed the puppets to do the talking, addressing young people's mental health, well-being and reinforced key messages about keeping yourself and others safe during the Covid-19 pandemic.

Clown Doctor's virtual videos -

213 Children benefitted from a virtual interaction

The Children's Foundation and delivery partners Tin Arts sprang into action and over a couple of weeks developed a virtual response that would enable the Clown Doctors to stay connected with the children and families they visit regularly bringing smiles and laughter into their lives following visitor restrictions, when they might be feeling isolated.

Holiday Activities -

Delivered school holiday trips and activities helping to tackle holiday hunger and feeding children as part of Newcastle Holiday Hunger Scheme.

104 children attended at least one activity

Child,
"It was fun and I made new friends."

Parent,
"My child really looked forward to the sessions. He always has lots of energy to burn off which can be difficult sometimes. After the sessions, he was relaxed and happy to talk about the experience. I think it gave my son more confidence; he enjoyed stepping out of his comfort zone and trying something new. I'm hoping he will be more confident to try other things."



How we help!

Parent
 "Sadly the pandemic meant we had only met the Clown Doctors once, they were amazing & provided much needed laughter at a time when my child's pain was at its worst. They were wonderful and so much needed now in a pandemic when family visiting isn't allowed and many social activities for sick children are cancelled!"

Teacher
 "The children enjoyed a fantastic workshop thinking about their wellbeing and enjoying some time to reflect. All of the children were super positive about their experience!"

We support children, young people and their families through a range of projects within hospitals, schools and the community, providing opportunities that enhance their health and well-being, supporting the ups and downs of childhood.

HOSPITALS

The Clown Doctors: Providing children with vital therapeutic play, relieving distress and anxiety during their treatment and stay in hospital. Following a return to the wards between January and March 2021 there were 10 sessions delivered.

Total number of children to benefit from a visit - 102

Clown Doctors' visit St. Oswald's: We ran a small pilot at St. Oswald's Hospice, to test the impact of the Clown Doctors in a new setting and to complement the work already undertaken. The 6 week pilot focused on children in the hospice, a respite centre for babies, children and young adults with progressive and life shortening conditions from across the north east.

SCHOOLS

Fuzzy Subjects: Engaging children and young people in schools on the subject of mental health and well-being. Increasing resilience in young people.

Total number of children to benefit from workshop - 170

Nurture Project: Providing a safe space in school for isolated young people to find a voice, grow in confidence and build positive friendships.

Total number of children to benefit from Nurture sessions - 49



Feedback from SENDCO at Academy 360, Sunderland

'Academy 360 students benefited greatly from the Nurture Programme. It gave them a safe space to meet with like minded individuals and an opportunity to try new things which they would not explore themselves. Students spoke very highly of the sessions and having the opportunity to be themselves. As a result of the group sessions we had a number of girls and boys whose social communication and emotional well being improved as a result of the programme.'

Therapeutic Horticulture: Establishing garden/allotment projects in school so support and tuition can be given to disadvantaged and marginalised young people. Offering young people a Level 1 qualification in Practical Horticulture.

To date 85% of young people have achieved the Level 1 in Practical Horticulture

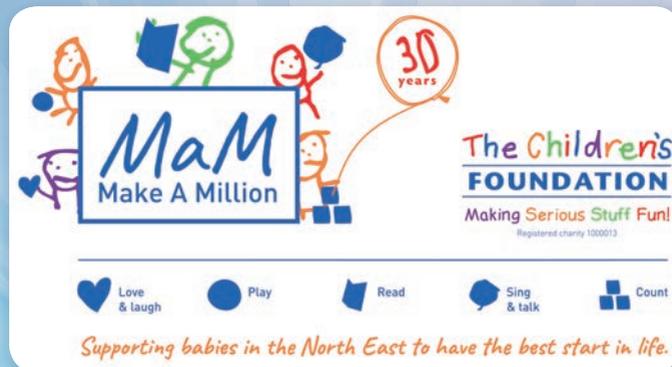
COMMUNITIES

Green Mentor: The Green Influencers scheme encourages young people aged 10 to-14-years-old to create meaningful connections with the natural environment and implement positive, long-lasting change in their communities through environmental social action projects. Young people benefit from ongoing mentoring and expert advice from our Green Mentor to support in the design and delivery of impactful projects and making contact with relevant community members.

Couch to 2K 84% Completed the Course

60% Young People felt more confident . . . 80% Young People felt more comfortable meeting new people . . . 80% Young People felt more willing to try new things . . . 60% Young People felt proud of their achievements . . . 40% Young People felt less isolated/lonely.

Looking ahead - MaM



Our newly launched 30th anniversary fundraising appeal - Make a Million (MaM) intends to raise 1 million pounds over the next 3-5 years so that every new-born baby in the region can receive a MaM baby box.

Positive experiences early in life are closely associated with better performance at school, better social and emotional development, improved work outcomes, higher income and better lifelong health. Early intervention is vital to prevent health inequalities. Key interventions are projects that give children the best start in life.

The boxes will contain a variety of essential resources such as a change mat, bath towel, a book, first toothbrush, a blanket and thermometer etc. to get families started with baby care. They will also provide a safe and comfortable place for babies to sleep and include a mattress and fitted sheets. We are including developmentally stimulating toys, games and books helping parents to promote the best start in life through a focus on laughing, talking, reading, singing and playing, all known to stimulate optimal brain development in children.

Caring for young babies is a really important, but very difficult job, and it takes the whole community to make a difference. Through the MaM campaign, we want to remind parents, families and carers that they are cared for, and to promote a great start for all children born here in the North East as childhood is a critical time for development of later life outcomes.



Text MAM to 70450 to donate £3

(Texts cost £3 plus one standard rate message. If you'd like to give £3 but do not wish to receive marketing communications, text MAMNOINFO to 70450)

Building on the legacy of the Yellow Brick Road Appeal we have launched MaM.

Despite the enormous challenges that we faced in 2020 we continue to be encouraged by your support and Donations. We want to thank you whole-heartedly, you really are helping some of the most vulnerable in our communities.

Trusts, Foundations and Funders

Community Foundation Tyne & Wear and Northumberland • Awards For All Neighbourly Fund • Northumberland Village Homes • The Catherine Cookson Trust Street Games • Lottery Community Fund • The Barbour Foundation Sir Joseph Strong Frazer Trust • ASDA Foundation • AB David Charity BBC Children In Need • Your Homes Newcastle • Community Foundation - Durham Sir Jules Thorn Charitable Trust • Leeds Building Society • RFF Gibson Trust Newcastle City Council • Ernest Cook Trust • Guy Readman Endowment Fund High Sheriff Awards • Rise NE • University of Cumbria

Corporate Supporters

Waitrose • ASDA Benton • ASDA Leechmere • Tesco Kingston Park Virgin Money • The Bostey Youth Project • Brewin Dolphin Marks and Spencer - Kingston Park • DAC Beach Croft • RTT's Holdings Ltd. The Globe • Rathbones Investment Management • Lowes Financial Stillers • Enterprise Rent-a-Car • Santander • EGGER Late Life Planning North East Ltd. • Be More Geek • BNI Northumbria Mountain Warehouse • John Lewis

Thank you to all of our fabulous volunteers, staff and trustees

Trustees

Dianne Winship, Chair • Barry Speker OBE DL • David Wood Dr Anne Dale • Dr Sue Vernon • John Treherne • Sunil Bhopal

In total we supported 1848 children, young people and their families

We were delighted to announce that Bradley Creswick MBE agreed to become our patron. Bradley Emeritus Leader of the Royal Northern Sinfonia, is one of the most highly respected orchestral leaders in the UK. We are thrilled to welcome him to The Children's Foundation.

