

5 YEAR IMPACT REPORT

2019-2023





Cathy Pettingale, Founder

About Us

KidsBank was established with the mission to alleviate the impact of childhood poverty by providing practical help as quickly as possible. Founded in Chester, KidsBank provides high quality new and pre-loved essential items, including children's clothing, baby equipment, books and school uniform, to local families in need. We support families with children aged between 0 to 12 years ensuring essential items are accessible to those who need them most, fostering a supportive community environment.

Our Beginnings

In 2018 our founder, Cathy Pettingale, was watching a television interview of a young mother. The young mother talked about being forced to decide whether she should spend her remaining money on food so her children could eat, or heating so her children could keep warm. Overwhelmed with compassion, Cathy was compelled to do something to help families experiencing similar circumstances within her community.

Cathy, supported by her friend Jenny McGrath, started exploring how she could support families and began picturing a specialised 'children's bank' that would give out the basic essentials for young children. In 2019, KidsBank was launched from a small room in Northgate Church, Chester. On 21st May 2019, KidsBank received their first referral for a local family in crisis who needed clothes and toiletries for their 4-year-old little girl. This was all made possible because of the compassion that compelled so many to act, and a belief that communities can make a difference when they come together. It is this belief and support from families in our community that remains at the very heart of KidsBank today.



KidsBank Hub, Garden Lane

Our Impact

Family Feedback

"I'm still surprised at this gift received. Thank you so much to all the team making sure no child is left behind. I'm really speechless. Thank you and God bless everyone contributing. Hoping that I'm able to return this kindness via my donation in the nearest time to come."

Sarah, Family Supported 2024

Volunteer Feedback

"She took the bag from me and had a little look in, and asked if she could choose. I said the bag was hers, and she checked 'is it all for me?'. She looked so happy! Drops like that are so precious. Makes it such a beautiful thing to do! Quite emotional actually."

Deb, Volunteer Driver



3,835

Referrals Processed by our Team



4,011

Individual Children Supported



220,640

Items Gifted



KidsBank Team & Volunteers at the KidsBank Hub opening

Impact on Poverty

Immediate Relief

We offer essential items like nappies, clothes, cot beds, toys, and baby equipment to families facing financial hardship.

Families receive these items for free, ensuring that children have basic necessities.

This immediate relief helps alleviate the stress and anxiety parents face when they can't afford essential baby supplies.

Breaking Cycles

KidsBank are part of the Baby Bank Alliance Advisory Board and Local Authority led working groups, where we advocate for change and help raise awareness about child poverty.

We build community connections, providing hope, dignity, and a sense of belonging.

Essential items empower parents to focus on education, employment, and personal growth.

Long Term Change

KidsBank contributes to systemic change by advocating for policies that address child poverty and inequality. When families receive consistent support, they can better navigate financial challenges and build a stronger foundation for their children's future.

By addressing these needs, we play a crucial role in supporting the development of children in our community.



KidsBank Team & Volunteers

General Referrals

Families may **Self-Refer** for clothes, toiletries, nappies, and baby feeding items, providing emergency support quickly and efficiently. Families are then asked to be referred by a front-line professional such as a midwife, health visitor, social worker, or teacher, reconnecting the family with other services so that they obtain any additional support they may need.

All items gifted to families are of the highest quality. Clothing is ironed, bundled, and wrapped in a ribbon and is a **gift from one family to another**. Referrals are prepared with great **love and care** by our volunteers. Every child receives a bundle of age appropriate books and a cuddly toy.

390

Cots & Moses Baskets providing a safe place to sleep

79,647

Clothing items gifted, including 954 pairs of shoes

292

Prams & Buggies gifted

5,158

Feeding items, including Sterilisers, Breast Pumps & Formula

15,980

Toiletries provided to children & their families

10,167

Books & Toys bringing joy



Jeff, Big Yellow, providing KidsBank with storage for our seasonal items enabling us to operate all year round

General Referrals

Family Feedback

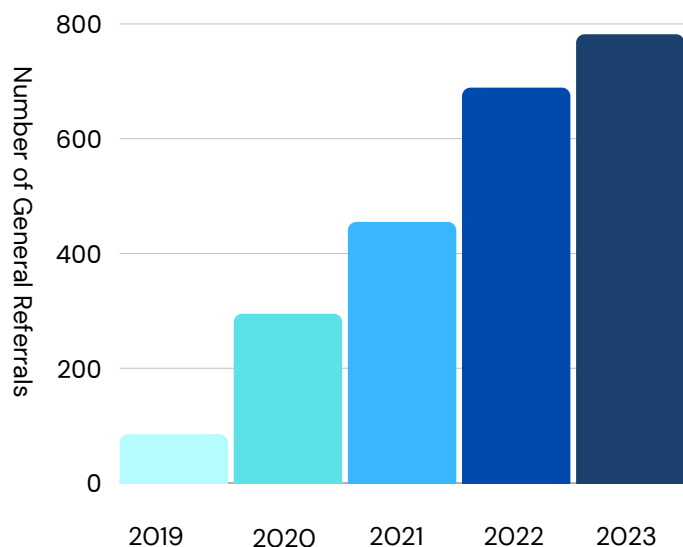
“Just wanted to say a massive thankyou so so much for all the clothes for my son. They are fantastic...We also want to say thankyou for the new hat, gloves and scarf set to kept him warm on the walk to school alongside his coat. I also thank you for the hot water bottle that I can use or he can use when its really cold and due to price demands I’m unable to run the heating all the time...I hope you realise all the great work you and your team do.”

Mum, supported Nov 2023

“Thank you so much for the wonderful gift from yourselves to my grandson. We were referred by social services and I almost cried unpacking the beautiful clothes for him. The stair gate will help me keep him safe and he absolutely loves the buggy which will enable us to go on adventures.”

Grandmother, supported Dec 2023

Supporting More Families across Cheshire West & Flintshire





Liz & Collette, KidsBank Volunteers, preparing uniform bundles



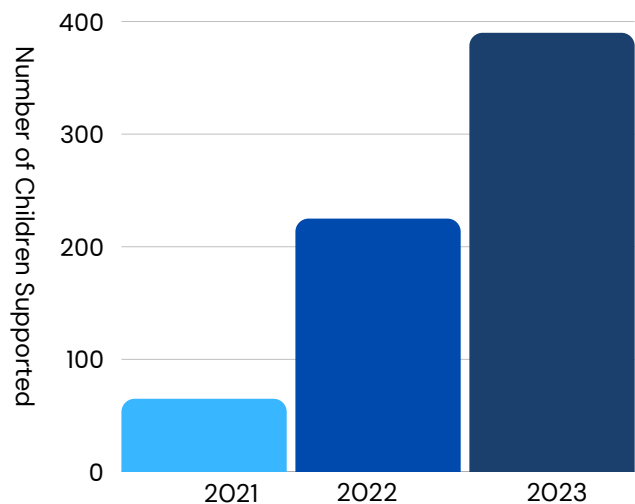
School Uniform

Launched in 2021, KidsBank offers support with non-branded School Uniform items for children aged **4-12 years** old.

Between 2021 - 2023, 680 children have been supported with uniform items across **110 primary schools**.

Uniform is accessible to families ahead of the Autumn Term and the Summer Term each year.

Support with School Uniform



411

Pairs of school shoes gifted



5,322

Uniform items gifted

Family Feedback

"I didn't have to worry she would be looked down on, kids can be hurtful. She was dressed just as lovely...She was made up with the backpack and said, 'look what my nanny's got me'...KidsBank has been a big lifeline."

Grandmother supported with School Uniform, 2022



Donors supporting our families at Christmas

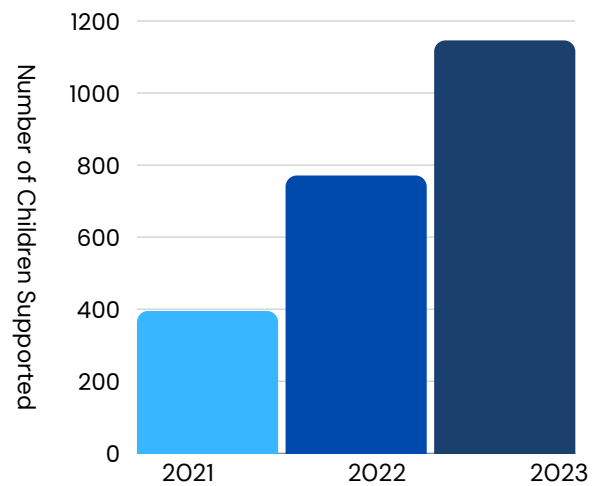
Christmas Referrals

Our 'One More Gift' Appeal was first launched in December 2021, to provide new gifts to children who would otherwise not receive a present at Christmas.

At Christmas we extend our age range to ensure that all siblings aged between 0-17 years receive a gift bundle.

All family members permanently living at the family address at Christmas also receive a gift set.

Support at Christmas



1,971

unique children supported at Christmas



15,792

Christmas gifts provided

Family Feedback

"I got a delivery of presents today! Thank you so much...I ended up losing my job in the middle of the year & I have never asked for help but this year & I've had to use foodbanks & yourselves for school uniforms in August but this has helped out massively. Such an amazing thing you do. Thank you again.

Mum, supported Christmas 2023



The Venue Lache



Playtots
at Holy Trinity, Blacon

Pop Ups

Some of our families experience digital poverty, meaning that they are unable to access support from KidsBank via our online forms. They may not have a phone, access to the internet or credit available to access data. To support our families, we offer a Pop-Up service where a member of the KidsBank team goes into the communities that need our support to ensure that they can place referrals with us and access our help.

This service also enables us to remain connected within the communities we serve; it gives us an opportunity to speak with and learn from our families. It helps us to gain a better understanding of challenges, barriers to accessing support and any additional equipment or services they may require.

Family Feedback

“A mum recently told us that she hadn't enough money to buy and run a mobile phone and had been sanctioned by DWP as they had been unable to contact her for appointments. They reduced down her benefits. Your pop up gave her a way to get the support from you that she so desperately needed.”

People's Pantry Support Worker



277

Children referred
at Pop Ups



11,412

Items gifted
following referrals
at Pop Ups

Our Journey

2018

OUR BEGINNINGS

Cathy is moved to help support local families after watching a heartbreaking interview with a mum who talked of the unbearable decisions she had to make between heating, eating and clothing her children. Cathy is moved to take action and KidsBank is born



May 2019

SUPPORTING OUR FIRST FAMILY

KidsBank starts in a small room in Northgate Church, supporting its first family on 21st May 2019



Jul 2020

CHARITABLE STATUS RECEIVED

On 3rd July 2020, KidsBank becomes a registered charity. We begin supporting children aged 0-5 years.



May 2021

KIDSBANK HUB OPENS

Funding received from The Chester Bluecoat Charity enables us to open our KidsBank Hub in May 2021. This additional space enabled us to extend our age range to 0-12 years



Aug 2021

SCHOOL UNIFORM LAUNCH

From 16th August 2021, KidsBank starts supporting local children with non-branded school uniform items



Sep 2021

FIRST EMPLOYEE

Funding received from The Steve Morgan Foundation enables KidsBank to take on its first employee



Dec 2021

ONE MORE GIFT CAMPAIGN LAUNCHES

In December 2021, KidsBank launches its Christmas campaign to support children with gift bundles at Christmas



Our Journey

Apr 2022

EATON HALL OPEN DAY

KidsBank are selected by the Duke of Westminster Estate as beneficiary of one of their Garden open days



KidsBump

Jun 2022

KIDSBUMP INTRODUCED
Pre-loved maternity wear, in a range of sizes, is made available

Aug 2022

BABY FEEDING BANK LAUNCHED

Our baby feeding bank is launched, providing a range of items to help families during their feeding journeys



May 2023

GARDEN PARTY INVITATION
Our Founder, Cathy Pettingale and Former Chair of Trustees Nick Pettingale attend His Majesty's Garden Party, in recognition of their work in supporting those in need in our community.



Sep 2023

BABY BANK ALLIANCE

KidsBank become a member of the Baby Bank Alliance Advisory Board, offering support and guidance to baby banks across the UK.



Oct 2023

PROJECT HUB OPEN
Funding received from the Cheshire Community Foundation, enables us to rent a dedicated space for our School Uniform and Christmas projects in October 2023



Dec 2023

CHRISTMAS REFERRALS

In December 2023, KidsBank supports 1,147 children through its Christmas One More Gift Campaign



Christmas projects in October 2023



Our Trustees



Laura Bellis

*Co-Chair
Legal & Governance*
A Solicitor working for a nearby Local Authority, she came to KidsBank whilst on the Committee of the Cheshire and North Wales Junior Lawyers Division



Jo Nutt

*Co-Chair
(Former Treasurer)*
An Optometrist based in Chester, she became involved with KidsBank during her time working as Administrator at Northgate Church



Mick Denby

*Treasurer
Finance*
A background in Sales, Marketing and Management, Mick also brings experience of running a number of small businesses to his role at KidsBank



Suzy Flack

Trustee
20 years experience of working within the public sector, in roles within the criminal justice and education departments



Christine Howse

Project Management
Chris joined as a volunteer in Sept 2019. In joining the Board, she supported KidsBank in achieving charitable status and managed the renovation of the KidsBank Hub



Katie Henderson

Fundraising & Events
With a background in customer engagement, along with her role as Customer Experience manager at the Chester Racecourse, Katie brings a wealth of knowledge in fundraising and events



Danni Millington

*Health & Social Care
Referral Liaison*
A local Health Care Professional, Danni brings a wealth of experience to ensure KidsBank addresses the needs of local families



Kate Mylchreest

PR & Marketing
Development Director at Storyhouse Chester and has over 20 years of fundraising experience across the not for profit sector



Our Team



Dee Denton

CEO

Over 10 years experience in operations, with 2 years focused in the third sector. Dee also sits on the Advisory Board of the Baby Bank Alliance supporting baby banks across the UK.



Katie Knott

Hub Manager

Katie looks after our award-winning team of volunteers, and manages the day-to-day running of the Hub, including managing the processing of all donations and preparation of referrals



Becky Kenton

Projects Manager

Becky is responsible for the effective running of our School Uniform and Christmas projects. Becky also looks after our Pop Ups where KidsBank goes out into the community.



Vicky Reeve

Operations Assistant

Vicky joined the team in September 2024, providing support to our Hub and Projects Managers, as we continue to support a growing number of families.

Volunteers

Volunteers are the heart of KidsBank. They dedicate their time and skills to various tasks, from sorting donations, to ironing and bundling every piece of clothing, presenting every item as a gift from one family to another. Their commitment and passion ensure that our services are delivered efficiently and with care.

The dedication of our regular volunteer drivers help bridge the gap between donors and recipients, making sure that support reaches those who need it most.



47

Regular KidsBank
Volunteers

Hopes for the Future

Expansion of Support Area

Extend the geographical reach of our services, to provide support to families across Cheshire West & Cheshire

Flintshire Hub

Open a dedicated Flintshire Hub and extend our geographical reach to support families across Flintshire

Wirral Hub

Open a dedicated Wirral Hub, to support families currently unable to access support from a baby bank

Expansion of Pop Up Service

Expand our Pop Up service to provide support to families in the most deprived communities across CWaC, Flintshire and Wirral, alongside the opening of dedicated Hubs