

IMPACT REPORT

2024



Impact Summary 2024

3009

Unique Children Supported in 2024

128,076

Total Items Gifted in 2024

5,366

Hours gifted by our Volunteers

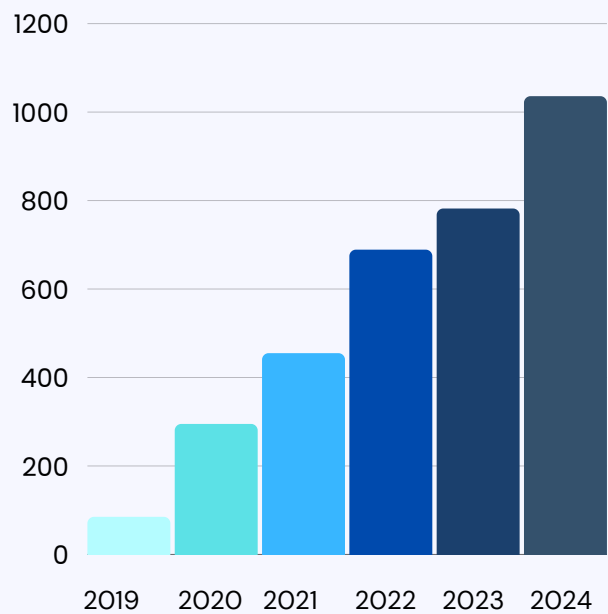
Family Feedback

"Hello, I really appreciate what you have done for me, my child and my wife. I thank you from the bottom of my heart for this help."

"I am 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."

"Hiya, I just wanted to say thank you so much for our clothes parcel. The clothes are lovely, more than I ever expected and has massively helped my two children to have some summery weather appropriate bits! The books and little toys have been a big hit too. Thank you again. xx"

Number of General Referrals



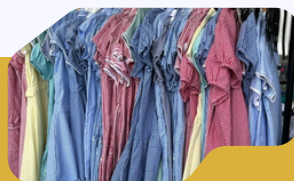
General Referrals

1,043

General referrals prepared, providing essential items needed.

105,719

items gifted including 114 cotbeds & moses baskets, 68 prams & buggies and 7,233 books & toys



School Uniform

584

Children supported with school uniform items including school shoes

4,306

Items gifted

105

Children supported across 105 schools.



Christmas

1,815

Children supported across 745 families at Christmas

536

Teenagers supported

18,051

Christmas gifts provided to families



Our KidsBank Hub and volunteers preparing referrals for families

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.

2024 Summary

2024 was our busiest year to date, with an ever increasing number of families needing our support across Cheshire West & Chester and Flintshire. We continue to be immensely uplifted by the incredible generosity of our community. It is only with the support from our volunteers, our drivers, our donors and fundraisers, our grant partners, and our team, that we can do what we do, and react to the growing need for our services.

In 2024, we supported **3,009** unique children, gifting a total of **128,076** items across our 3 service areas. Whilst 27% of families have received more than one general referral throughout the year (taking into account repeat items such as nappies, baby formula and seasonal clothing support), we are further comforted that 31% of families have received more than 1 referral across our 3 service areas. This is a strong indication that the School Uniform and Christmas projects remain vital in providing support that is most needed by our families.



Our KidsBank team and volunteers

Special Thanks



Cathy Pettingale

Founder

In March 2024, we gave thanks to our Founder, Cathy Pettingale, as she retired from KidsBank. Her vision has been to provide more than just essential items, but to bring hope, dignity and care to the families we support. It is her vision that remains at the very heart of KidsBank today and is what we take forward into our next Chapter.

On her retirement, Cathy shared: “The past 5 years have been incredible. I have accomplished something I never believed I could. But now it’s time to pass on the baton! Thank you to everyone who has contributed to the success of KidsBank, especially our volunteers who are an extraordinary group of people. To our donors, individuals and corporates, without your generosity KidsBank could never have grown to be the force for good that it is.”

In July 2024, Nick Pettingale, retired from his position as Chair of Trustees. Married to our Founder Cathy, Nick played a vital role in the development and growth of the charity since we began.

Taking on the role as Chair of Trustees in 2021, he has worked tirelessly to ensure the direction of KidsBank was anchored in wisdom and the best interests of the families we support.

We wish to give special thanks to them both, for the gift they have given to the community in creating KidsBank and the support that has resulted for so many.



Nick Pettingale

*Chair of Trustees
2021 - 2024*



Our donors and KidsBank volunteers

General Referrals

Families may **Self-Refer** for clothes, toiletries, nappies, and baby feeding items, providing emergency support quickly and efficiently. Where a family is in need of items, such as prams, cotbeds and high chairs, we ask families to complete a **Professional Referral** with a front-line professional such as a health visitor, social worker, or teacher. This also ensures families have wider support around them.

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.

We are grateful for funding received from MBNA, Moondance and Steve Morgan Foundation helping us run our KidsBank Hub, look after our wonderful team of volunteers and service the growing number of families in need of our support.

44,282

Clothes & Shoes

57

Prams & Buggies

7,233

Books & Toys

10,165

Toiletries

114

Cots & Moses Baskets

2,942

Feeding Items

mbna



Steve Morgan
FOUNDATION



Our donors and clothing bundles

General Referrals

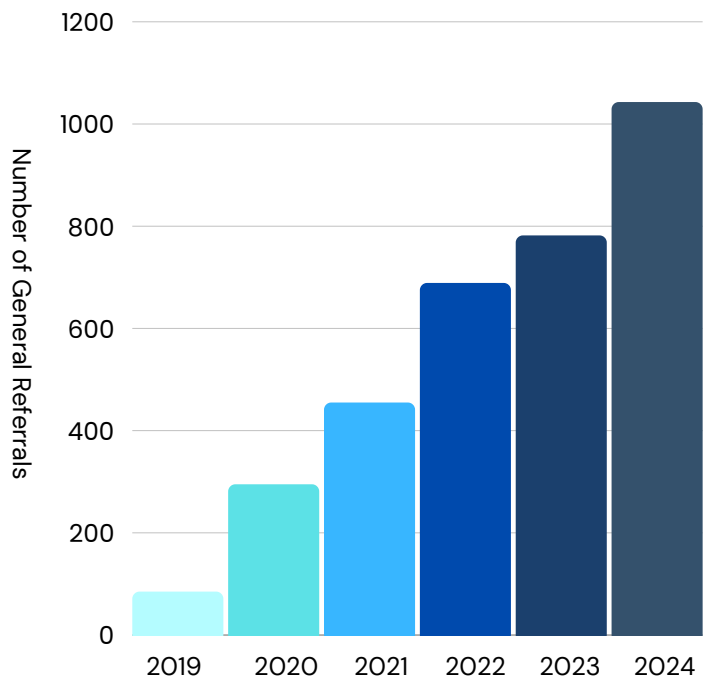
Family Feedback

"I just wanted to send an email to you to express my sincere gratitude for all that you do.

I was recently referred to you by my midwife as she had recognised I was struggling financially...I was completely overwhelmed by your support when the parcel arrived today - just a few days after that conversation with my midwife...it has given me enormous hope for my son having a happy start in life now that he has so many beautiful clothes to wear and even some gorgeous toys to play with which again I was not expecting - as well as some toiletries for me, which was so thoughtful of you.

The bare essentials such as nappies and his moses basket I was already grateful for, but this delivery made me cry with joy...Thank you so so much for all that you do, you are changing lives."

Supporting Families across Cheshire West & Flintshire





Pop Ups in the community

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.





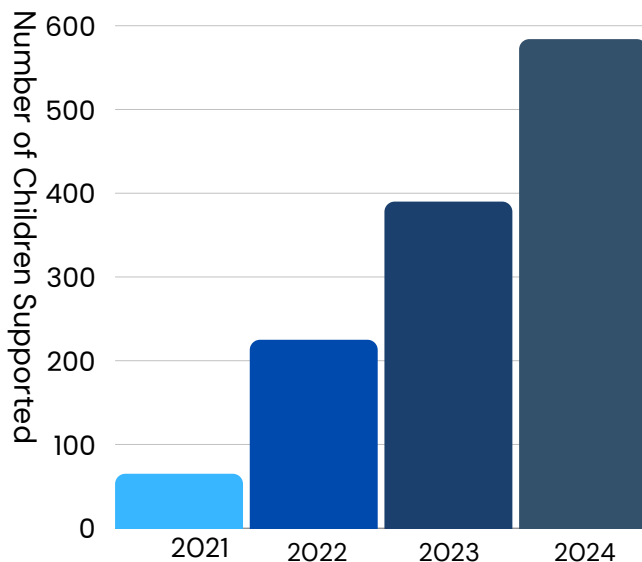
Corporate donors and volunteers preparing Uniform referrals

School Uniform

Funding received from Garfield Weston Foundation and the Cheshire Community Foundation ensure we had a dedicated space and resource to support families with School Uniform and Christmas Referrals. As a result, our team were able to prepare **319 referrals**, supporting a total of **584 children** across Cheshire West & Chester and Flintshire. A total of **4,306 uniform items** were gifted ahead of the Summer and Autumn school terms.



Support with School Uniform



Family Feedback

“Thank you so much for my daughters uniform it has helped me out so much... [she] can't wait to go back to school to wear her new summer dress & headband. Thank you again. x”

“I've just received my package for my family and just want to say a massive thank you. This year has been incredibly difficult financially and KidsBank have helped us and with school uniform too...”

“Many thanks for delivering my children's clothing and uniforms. We are truly grateful for all you and the Kids bank are doing. Many blessings and more grace.”



Donors supporting our families at Christmas

Becky, our Projects Manager launching our Christmas Hub 2024

Christmas Referrals

Through our Christmas Referral scheme, families can be referred or self-refer for support with gifts ensuring that no child goes without at Christmas. In 2024 we continued to extend our support at Christmas beyond our 0-12 year age range to ensure that all siblings aged 0-17 also received a gift bundle at Christmas. This year, we saw a +59% increase in the number of children referred to KidsBank for support, with the team preparing gift bundles for over 1,800 children.



536

Teens gifted vouchers to enable choice



1,815

Children supported at Christmas 2024



18,051

Christmas gifts provided



6

Corporate partners providing fundraising and Elf support

2024 was the start of a collaboration with the Stanlaw Abbey Toy Appeal, as we became their fulfilment partner. This collaboration ensured no duplications of families between our two Christmas Appeals enabling us to work with more families in need of support. We were able to support 362 families in Ellesmere Port, a +209% increase on the previous year.



Elves joining us at our Christmas Hub

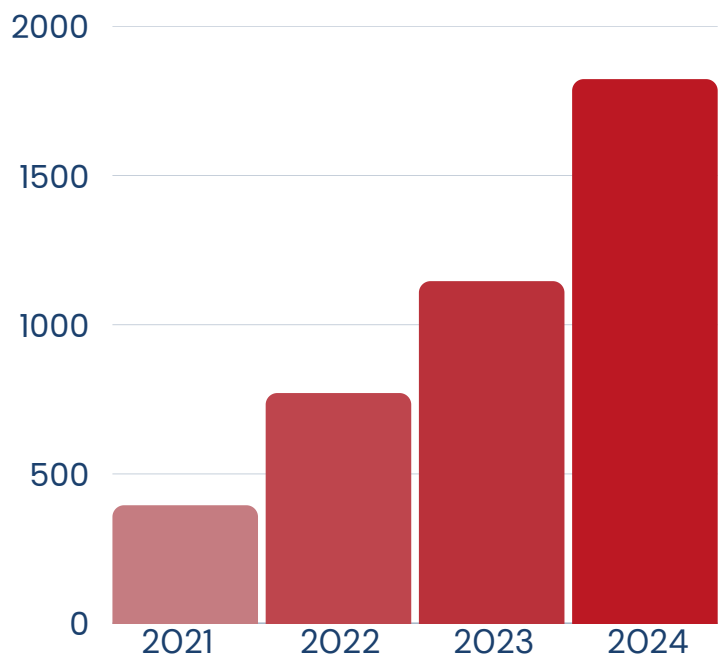
Family Feedback

“Thankyou so much for everyone at Kidsbank for the donation of toys I had today. I am so grateful it has helped massively. I cried when the gentleman brought the bags to the door. I really didn’t know how I was going to do Christmas this year. Thankyou again.”

“From the bottom of my heart...thankyou to you all for saving Christmas.”

“I literally cried when I opened it. We have been struggling so much recently and panicking about Christmas. The gifts we received are so lovely and our children are going to be very happy on Christmas day, Thank you. X”

Number of Children Supported



Support for Teens

536 teenagers aged between 11-17 were supported in 2024, with each being gifted with a £20 gift voucher as their main present. This was a +87% increase from 2023. We are grateful to the following partners who helped us to provide each teen with the choice of gift once again in 2024.



COMMUNICATIONS | DESIGN | PRINT



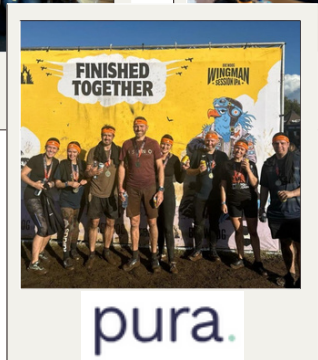


Corporate Christmas Fundraisers and Charity Partner Hub Elves

Christmas Hub

During November and December, our Christmas Hub was a hive of activity with our KidsBank volunteers being joined by additional charity partners and corporate partner 'elves' to help prepare gift bundles and deliver joy to 744 families.

Ahead of joining us at the Christmas Hub, six of our corporate partners also took part in fundraising challenges to support our Christmas Project. With events ranging from Quiz Nights to Tough Mudder, sponsored Walks to Bucket Collections, their dedication towards delivering joy this Christmas was incredible. Thank you to everyone for taking part.



Our Journey 2024

March

CHESTER 10K

A team of runners take on the challenge of the Chester 10K to raise funds for KidsBank.



March

OUR FOUNDER RETIRES

Our Founder, Cathy Pettingale retires from KidsBank. Her vision remains at the very heart of the support provided to families.



May

PROJECTS MANAGER

Funding received from Garfield Weston Foundation enables KidsBank to take on a Projects Hub Manager who looks after our School Uniform Referrals, Christmas Referrals and Pop Ups.



Jul & Aug

COMMUNITY FUN DAYS

Partnering with Healthbox CIC, Koala Northwest & Passion for Learning, we host Community Fun Days, providing free activities, events and crafts for local families.



October

MONOPOLY CHESTER

KidsBank features on one of the Community Chest spaces on the new Monopoly Chester board following a public vote.



November

1000 GENERAL REFERRALS

In November we receive our 1000th general referral of the year, the first year that this has taken place.



December

CHRISTMAS COLLABORATION

Alongside our One More Gift Appeal, KidsBank also become the fulfillment partner to the Stanlaw Abbey Toy Appeal ensuring provision of Christmas gift bundles to 1,815 children.





Our Trustees



Mick Denby

Chair

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



Laura Bellis

*Deputy 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

Treasurer

An Optometrist based in Chester, she became involved with KidsBank during her time working as Administrator at Northgate Church



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.

Feedback

"I am sure that the love, care and kindness demonstrated is felt and recognised in each and every delivery you make. Each volunteer is so critical to your ability to deliver, and I would like to say a huge thankyou to each of them...What a team. What an impact. Thank you for being so kind."

Clare Hayward MBE, High Sheriff of Cheshire



"Volunteering here is a win-win because as well as helping others, it feeds my soul and gives me an opportunity to help myself, mentally and emotionally. I invariably feel better after my 'KidsBank sessions'. What's not to love?"

**Caroline, KidsBank
Volunteer**