

# IMPACT REPORT

## 2025

*A helping hand*



To make a referral or donate baby and children's items please contact the KidsBank Flintshire Team:

 KidsBank Flintshire. Unit 4, Daniel's Court, Off Gas Lane, Mold, Flintshire,



 KidsBank  
*A helping hand*



Our KidsBank Hub and volunteers preparing referrals for families

# About Us

KidsBank was founded with the mission to alleviate child poverty by providing families with the practical items they need, such as baby items, clothes, books, toiletries, and school uniform.

We receive donations of pre-loved and new items that are then gifted to vulnerable families with children aged between 0-12 years. With the help of our community, we support over 3,000 children annually.

## 2025 Summary

We continue to be inspired by the extraordinary generosity of our community. Our work is only possible thanks to the dedication of our volunteers and drivers, the kindness of our donors and fundraisers, the support of our grant partners, and the commitment of our team, allowing us to respond to the increasing demand for our services.

We supported **3,095 unique children** and gifted **124,329 items** across our three service areas. While 31% of families received multi-stream support with 27% of families requiring more than 1 general referral. This highlights the continued importance of our School Uniform and Christmas projects in meeting the most urgent needs of the families we support.

# Impact Summary 2025

**3095**

**Unique Children Supported in 2025**

**124,329**

**Total Items Gifted in 2025**

**6,035**

**Hours gifted by our Volunteers**

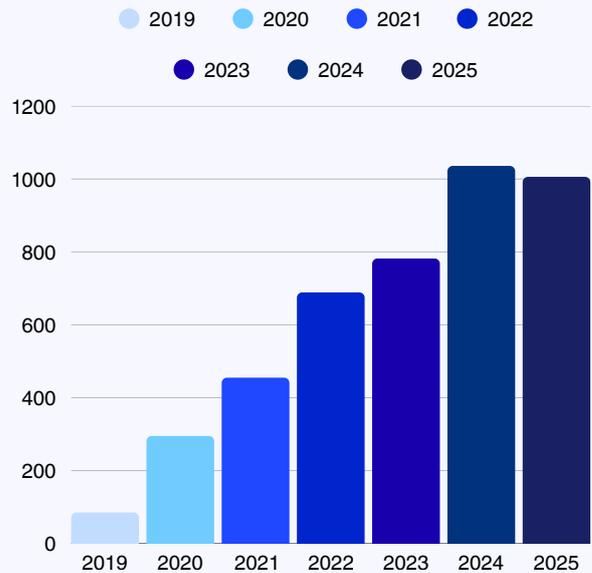
## Family Feedback

"Hi I've just received my kidsbank parcel. I just want to say thank you so much for your support. Everything was packed so beautifully. It didn't feel like charity, it truly felt like a gift. The coats, pyjamas, toys and essentials brought me so much relief and happiness. Your kindness has made such a difference to us, and i'm deeply grateful."

"Thank you so much, such a massive help and such an amazing thing you're doing....I can't wait to be in a position to give back to the cause."

"I have just had a lovely lovely lady deliver a parcel to us, and we are honestly gobsmacked with the amount of stuff we have been given, not only that how it all come so beautifully wrapped, it really is everything we need! I cannot thank this team enough, so helpful and thoughtful, thank you Kidsbank x"

## Number of General Referrals



General Referrals capped due to capacity restraints which will be alleviated by the A Gift For Forever Project.



### General Referrals

**1,006**

General referrals prepared, providing essential items needed.

**97,689**

Items gifted including 116 cotbeds & moses baskets, 56 prams & buggies and 6,899 books & toys



### School Uniform

**411**

Children supported with school uniform items including school shoes

**3,395**

Items gifted

**89**

Children supported across 89 schools



### Christmas

**2,179**

Children supported across 877 families at Christmas

**590**

Teenagers supported

**23,245**

Christmas gifts provided to families



Our donors

# General Referrals

Families may self-refer once per year for clothing, toiletries, nappies, and baby feeding items, allowing us to provide emergency support quickly and efficiently. For larger items such as prams, cotbeds, and high chairs, families are asked to complete a Professional Referral with a front-line professional, including health visitors, social care workers and teachers, ensuring connection to wider support.

All items gifted are of the highest quality. Clothing is carefully ironed, bundled, and tied with ribbon, ensuring every item is a **gift from one family to another**. Each referral is prepared with love and care by our volunteers, and every child receives a bundle of age-appropriate books and a cuddly toy.

We are grateful for funding received from The Marjory Boddy Charitable Trust and The Anchor Foundation to enable us to run our Chester Hub, lead our team of volunteers and continue to provide support that is so desperately needed.

41,237

Clothes & Shoes

116

Cotbeds & Moses Baskets

6,899

Books & Toys

10,165

Toiletries

2,942

Feeding Items





Our Flintshire Hub launch event



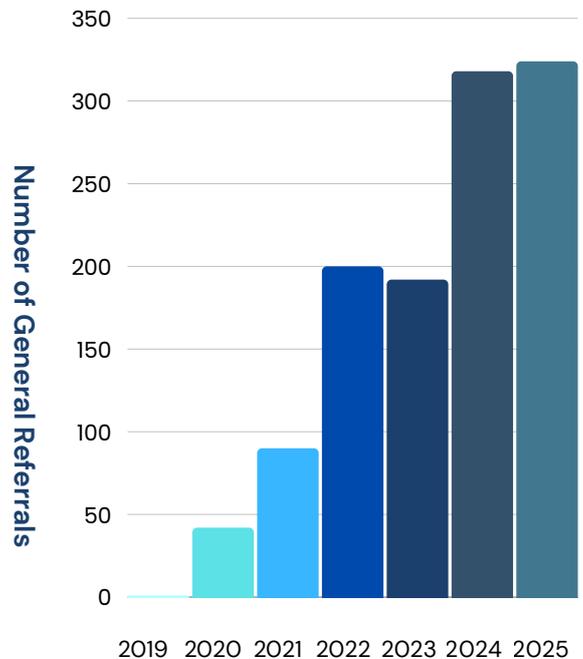
# Flintshire Hub

In September, we opened our Flintshire Hub in Mold. The launch event provided a valuable opportunity to introduce KidsBank to the local community, raise awareness, and connect with local professionals and donors.

Our Flintshire Hub Manager, Nikki, leads a team of 10 Hub volunteers and delivery drivers. Together, they manage donations and prepare referrals, supporting families across Flintshire. The Hub is open Tuesday to Thursday each week.

In 2026, further funding will allow us to expand our opening hours, increase our capacity with the installation of a mezzanine floor and continue our recruitment of volunteers. This will enable us to further increase our support in Flintshire, to help up to 1,500 children annually.

## Supporting families across Flintshire



Referrals capped due to capacity levels which will be alleviated with the installation of a mezzanine floor in 2026.



Flintshire donors, volunteers and hub space

# Flintshire Hub

29% of all referrals received by KidsBank in 2025 were in support of families living in Flintshire. Since opening the Flintshire Hub, general referrals have increased by **116%**, for families living in the county, demonstrating the positive impact of a dedicated local Hub.

We have been encouraged by the strong response from the community, whose support has helped raise awareness of KidsBank and increase donations of items to re-gift to local families who need them.

We are extremely grateful for the funding received from The Lewin Trust, The Waterloo Foundation, the Benefact Trust, the Moondance Foundation and the Gwendoline & Margaret Davies Charity. Their support has enabled us to successfully open the Flintshire Hub and meet the growing demand from families across the area who need our support.

**980**

Unique Children

**324**

General Referrals

**405**

Families Supported

**39,335**

Items Gifted



GWENDOLINE AND MARGARET DAVIES CHARITY

# Flintshire Impact Summary 2025

**980**

**Unique Children Supported in 2025**

**39,335**

**Total Items Gifted in 2025**

**614**

**Total Referrals prepared for Flintshire Families**

## Family Feedback

"I've just received my kids bank parcel. I just want to say thank you so much for your support.

Everything was packed so beautifully. It didn't feel like charity, it truly felt like a gift. The coats, clothes, pyjamas, toys, and essentials brought me so much relief and happiness. Your kindness has made such a difference to us, and I'm deeply grateful.

My girls will be so happy in their warm pyjamas and dressing gowns, and I know they'll be over the moon when they see they've received hats and gloves. They've been telling me how much they wished for them because their little hands and ears have been so cold.

Family supported in November, 2025

## Referrer Feedback

"We want to say a heartfelt thank you for all that you do to support children and families, especially for the incredible support you have given here on the holway.

Your generosity, compassion and commitment make a real tangible difference to families who are facing challenging times. Because of you, children are cared for with dignity, parents feel supported, and hope is restored where it is most needed.

Please know how deeply grateful we are for your partnership, kindness, and faithfulness in serving our community. You are truly a blessing to so many."

Rev. Andrea de Vaal, Holway



### General Referrals

**324**

General referrals prepared, providing essential items needed.

**31,910**  
Items gifted



### School Uniform

**84**

Children supported with school uniform items including school shoes

**679**  
Items gifted



### Christmas

**668**

Children supported across 149 families at Christmas

**6,746**  
Christmas gifts provided



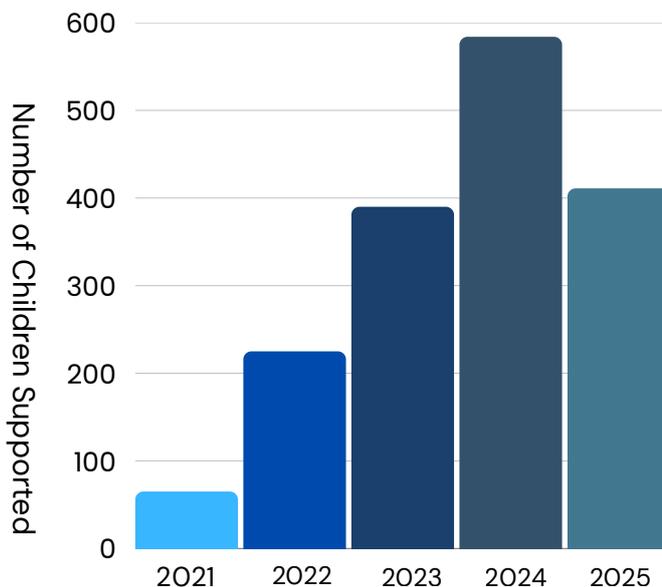
Corporate donors and staff from Stanlaw Abbey Development Trust

# School Uniform

Funding from Cheshire West & Chester Council and The Speedo Mick Foundation enabled us to purchase essential school uniform items, ensuring every child referred for uniform, received the items they needed. Thanks to the generosity of Stanlaw Abbey Development Trust, we became the first charity to use their Community and Charitable Hub to prepare autumn uniform referrals. We processed uniform referrals for **411 children** across CWaC and Flintshire, gifting a total of **3,395 uniform items** to children so they could go to school with dignity.



## Support with School Uniform



## Partnership Work

In 2025, our partnership work with Green Uniform Baby Bank (GUBB) and Ellesmere Port FUS has enabled families to access support with both primary and secondary school uniform, whilst ensuring greater efficiencies and reducing duplication across the 3 charities.

The reduction in uniform referrals in 2025 highlights the success of this partnership work, and will enable us to continue our primary school support across CWaC and Flintshire in 2026.



Donors supporting our families at Christmas

# Christmas Referrals

Through our Christmas Referral scheme, families can be referred or self-refer for support with gifts, ensuring that no child goes without a gift at Christmas. In 2025 we continued to extend our support at Christmas, providing gift bundles to all siblings, up to the age of 17, in each of the families referred. This year, we saw a **20% increase** in the number of children referred to KidsBank for support, with the team preparing gift bundles for **2,179 children**.



**One4all**  
Gift Cards

**590**

Teens gifted vouchers to enable choice



**2,179**

Children supported at Christmas 2025



**23,245**

Christmas gifts provided



**23**

Corporate groups provided Elf support

Following the success of Christmas 2024, we continued our collaboration with Stanlaw Abbey Toy Appeal in 2025. We acted as the fulfilment partner whilst Stanlaw Abbey Toy Appeal led on donations. This collaboration avoids duplication and increases our efficiencies, allowing us to support more families. As a result, we supported **403 families** in Ellesmere Port & Neston, representing an 11% increase on the previous year.



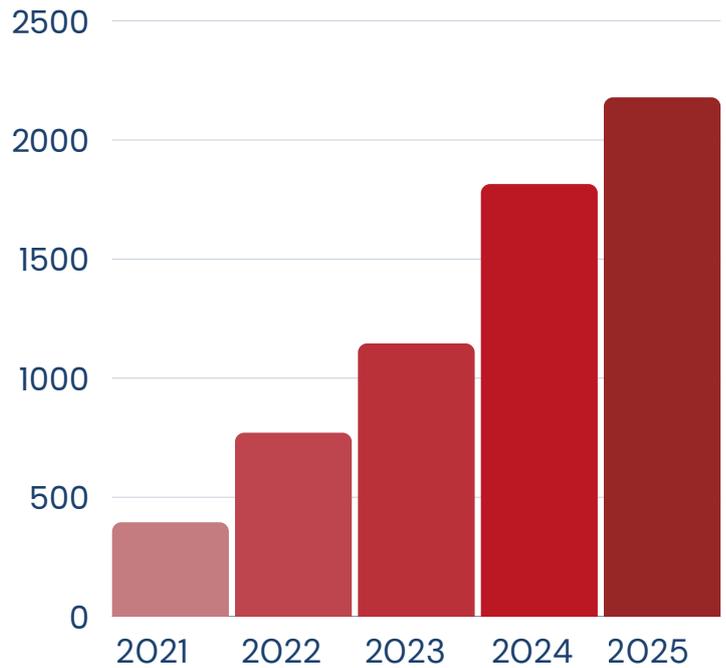
Elves joining us at our Christmas Hub

### Family Feedback

“I cannot thank you all enough for the delivery today. Honestly, you have just made Christmas for my kids. We’ve navigated our way through a really rubbish year and the pressure has been taken off me now because of this, It is wonderful. Have a blessed Christmas to everyone at KidsBank.”

“Hi, I received my referral today! Absolutely gobsmacked at your generosity, absolutely amazing. Thank you so much honestly you’ve helped me so much, still in shock to be fair. X”

### Number of Children Supported



### Support for Teens

**590 teenagers** aged between 11-17 were supported in 2025, with each being gifted a £15 gift voucher as their main present. This was a +10% increase from 2024. We are grateful to The Westminster Foundation, Armstrong B2B, Jonarve and Nick Burns who helped us to provide each teen with a voucher in 2025.





A Gift For Forever

# A Gift For Forever

We have a unique, time-limited opportunity to purchase the entire LOVES of Chester complex, our current home, comprising two commercial units, a residential flat and 49 parking spaces. This purchase will future-proof KidsBank, allow consolidation of service areas into one site, increase efficiency, remove rental instability, and create long-term income covering the ongoing running costs of the charity. This project will enable KidsBank to support even more children, for generations to come. You can also watch our official KidsBank video [here](#).

## Why This Capital Project Is Critical

**Security:** Ends uncertainty from expiring leases, rent increases and changing terms.

**Financial sustainability:** Ownership reduces long-term costs and creates stable rental income.

**Operational efficiency:** Consolidates School Uniform, Christmas, General Referrals and storage into a single, purpose-designed hub.

**Community impact:** Maintains our location within the heart of deprived neighbourhoods we serve.

**Growing demand:** 31% of families need multi-stream support; 27% require repeated referrals; need continues to rise year-on-year.

## Community Support

KidsBank can only support local families thanks to the incredible generosity of our community. That same generosity will help us purchase the Loves of Chester site and give **A Gift For Forever**. There are lots of opportunities for individuals and groups to get involved to help reach our £1,000,000 target. Every penny raised brings us closer to securing a permanent home for KidsBank in Chester. For further information on how you can get involved, visit our website.



Previous fundraising efforts from KidsBank supporters

# A Gift For Forever - Fundraising



## Hero Hundred £1,000

Help our appeal by raising £1,000 to become one of our Hero Hundred

Only 100 places available

Perfect for Schools, Community Groups and Small Businesses

### YOU WILL RECEIVE

- Recognition on KidsBank's website and social media
- Hero Hundred Certificate to display
- Inclusion in donor thank-you communications
- Opportunity to visit the Hub and see the impact your donation has made



## For Forever Fifty £5,000

Help our appeal by raising £5,000 to become one of our For Forever Fifty

Only 50 places available

Perfect for Medium-sized Businesses, Larger Community Groups

### YOU WILL RECEIVE

- Logo featured on website
- Social media spotlight and thank-you post
- For Forever Fifty Certificate to display
- Inclusion in donor thank-you communications
- Team Volunteering Date at the KidsBank Hub OR Christmas Hub (1 per year)



## Legacy Sponsor £25,000

Help our appeal by raising £25,000 to become one of our Legacy Sponsors

Only 4 places available

Perfect for Regional Businesses and Foundations

### YOU WILL RECEIVE

- Prominent recognition on-site at the Chester Hub
- Invitation to donor event
- Media coverage in press releases
- Exclusive engagement with KidsBank leadership
- Volunteering Date at the KidsBank Hub AND Christmas Hub (2 per year)

# Our Journey 2025

## January

### FLINTSHIRE HUB MANAGER

Thanks to funding from The Lewin Trust, we were able to employ Nikki our fantastic Flintshire Hub Manager.



## May

### CHESTER FUN RUN

7 children took on the challenge and raised vital funds, helping us to support children across Cheshire West & Chester and Flintshire.



## July

### CHESTER RAFT RACE

KidsBank was chosen as the local charity partner. Run by the Chester Grosvenor 76 Round Table, the event raised £5,500 for KidsBank.



## September

### KIDSBANK FLINTSHIRE

We opened the doors to our dedicated Flintshire Hub in Mold. Nikki and her team of volunteers prepared a staggering 157 general referrals for Flintshire families from September to November.



## October

### NORTH WEST DEALMAKERS

Nominated as the charity partner by Trinity Bridge, Katie & Jo were delighted to attend and represent KidsBank at the awards ceremony.



## November

### CHRISTMAS PROJECT

Thanks to the generosity of Stuart & Sarah Love, we were able to run our Christmas Project in the former Loves of Chester car showroom.



## December

### A GIFT FOR FOREVER

Our campaign to raise £1,000,000 was launched. This will enable us to purchase & renovate the entire Loves of Chester site. Thanks to Chester Cathedral for hosting our launch event.





# 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.



**Katie Henderson**

*Fundraising & Events*

With a background in customer experience and operations, along with her former 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*

Head of Income generation at The UK Sepsis Trust 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**

*Chester 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.



**Nikki Smith**

*Flintshire Hub Manager*

Nikki joined us in January 2025. She looks after our Flintshire team of volunteers and manages the every day running of the Hub, and the processing of the growing number of donations and 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**

*Referrals Manager*

Vicky provides support to our Hub Managers and Projects Manager, as we continue to support a growing number of families.

## Volunteers

### Feedback

“I have been left completely amazed by the level of organisation and logistics of your operation and the fact that so much of it is done by volunteers...Each pack given to a family is lovingly made into a bundle and tied up with a ribbon - it is often the small things that show real connection.

It is great to be a leader in a Borough where small groups are making such a difference... KidsBank you demonstrated this in action, passion and love.”

**Simon Riley, CEO of Cheshire West & Chester Council**



“I love being part of a team that makes a real difference in the lives of local families. It’s amazing to see how the community comes together to support one another... Every hour counts, and I feel grateful to be part of the KidsBank family!” **Suzanne, KidsBank Volunteer**



# Our Experts

We are extremely grateful to Business Support Chester, Hough Bellis Communications, Northwest Signs and Soup Creative who have offered their expertise, time and support on a pro bono basis to assist KidsBank with the A Gift For Forever appeal. We want to give our thanks for their incredible support.



Business Support Chester are a local company who are supporting us with our social media. They are helping us to share as much information and updates about the work we do and the appeal.



After attending a Corporate Volunteering Day with us, Els O’Keeffe of Hough Bellis Communications offered her expertise in making sure our local media outlets are kept up to date with our appeal.



YOUR LOCAL EXPERTS IN SIGNS, GRAPHICS, DESIGN & VEHICLE LIVERY

Northwest Signs are longstanding supporters of KidsBank, having provided our hub signage, window graphics, leaflets and banners from the start of our journey. They continue to support us with the printing of all our A Gift For Forever appeal materials.



Soup Creative offered their support after hearing about the work we do in the local community. They are supporting us with video production and helping to show our work to those who are unable to visit us in our Hub.