

Christmas Challenge 2024 Reporting Summary



The Childhood Trust, London's child poverty charity

We believe that every child should have a healthy, happy and safe childhood, and are dedicated to creating opportunities and brighter futures for children growing up in poverty in London.

We support, invest in and work alongside children and young people, dismantling barriers and breaking cycles of inequity, so that they can grow up healthy, happy, and prepared for life.

We alleviate the impact of poverty for children in London by funding and delivering programmes that meet children's practical and emotional needs. We raise public awareness of children and young people's experiences of living in poverty.

As a grant-making charity, we partner with grassroots charities in London, providing funding and capacity-building support. Funding is made possible thanks to ongoing relationships we build with corporate organisations, other trusts and foundations, philanthropic individuals and families, and public donations.

Since 2013, The Childhood Trust has raised over £50 million through our matched fundraising programmes, enabling us to fund impactful child poverty projects across all London boroughs.

Funding for London charities supporting children living in poverty

We fund and support charities working closely with communities to help children and young people in London live safer, happier lives. We invest in organisations that enable children experiencing disadvantage the opportunity to grow, thrive, and break the cycle of inequity.

Our grant-making spans four broad impact goals, focused on children's health, safety, confidence and resilience.

Read our grant-making strategy for 2025-2027 [here](#).

We fund charities through our two annual match-funding campaigns – Champions for Children in June and Christmas Challenge in December – in partnership with the Big Give.

The Big Give's Christmas Challenge is the UK's largest collaborative fundraising campaign, and we are proud to support it as a Champion Funder. The 2024 campaign provided charities who support children and young people living in poverty in London the opportunity to have their donations doubled through match funding. During the 2024 Christmas Challenge, 109 charity partners raised over £5.8 million, reflecting the generosity of donors and the efforts of our charity partners in engaging with their dedicated audiences.

We ask the charities we support through our grant-making to report one year after the campaign. This enables 12 months of delivering services for children and young people using the funds raised and gives us the best picture of the impact of our grant-making.

Christmas Challenge 2024 grant recipients therefore reported to The Childhood Trust at the beginning of 2026.

Overview



167,211
children
supported



1,772,054
activities, sessions
or items provided

109
charities
funded



£5.8million +
raised



All information in this Reporting Summary is based on reports from 103 charities from a total of 109 funded

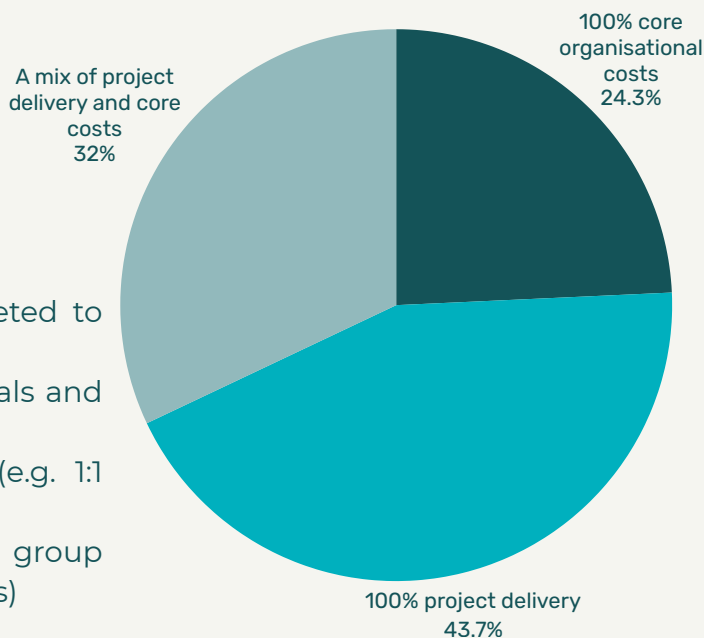
Allocation of funds

We asked the charities we made grants to how they used the funds.

For charities that allocated funds to a mixture of delivery and core costs, 65% was spent on project delivery and 35% spent on core costs.

We also asked, "On average, how much is budgeted to support each child?"

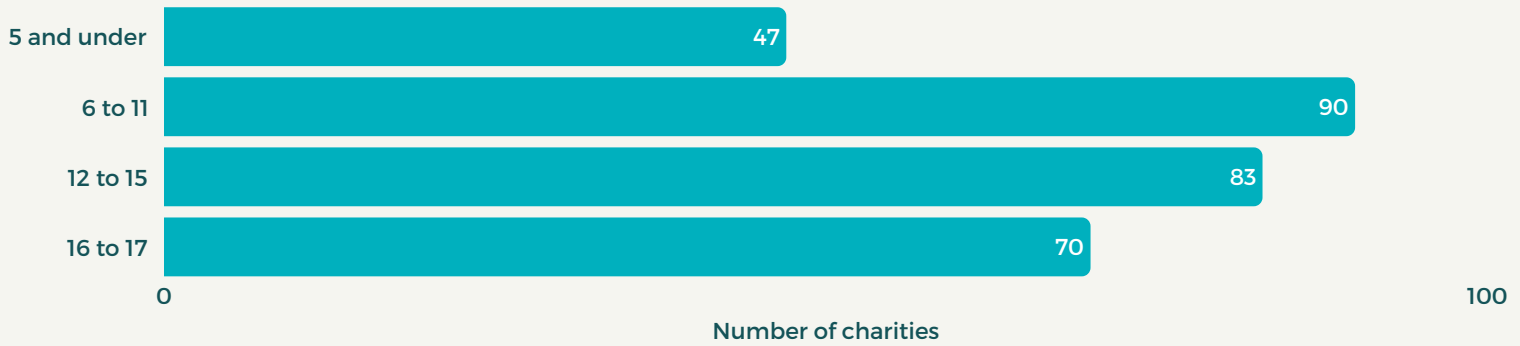
- The minimum spend per child was £2 (e.g. meals and food parcels)
- The maximum spend per child was £2,257 (e.g. 1:1 bespoke coaching and training sessions)
- The average spend per child was £418 (e.g. group sessions on developing skills or creative activities)



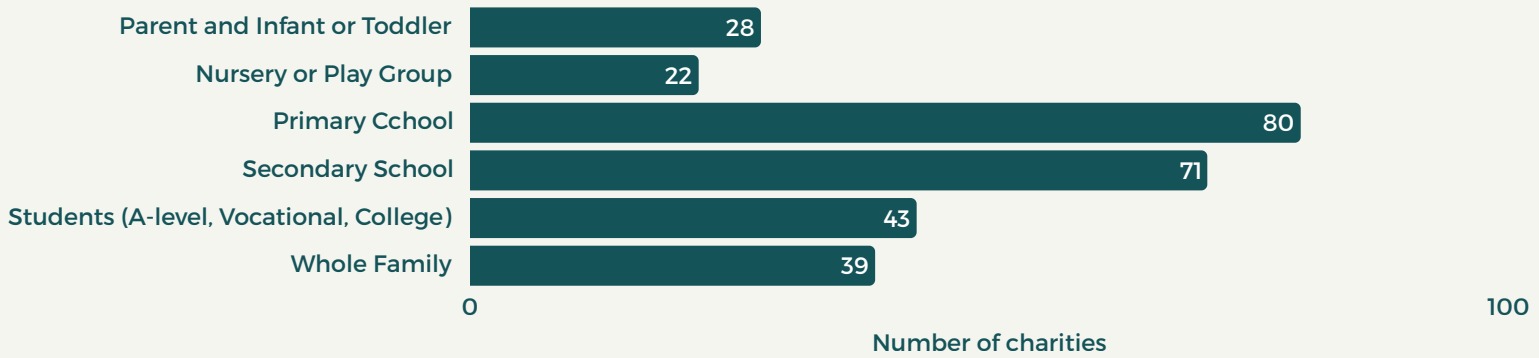
Demographic Data

The charities we fund support children in multiple demographics. These are the proportions of charities who supported particular demographics.

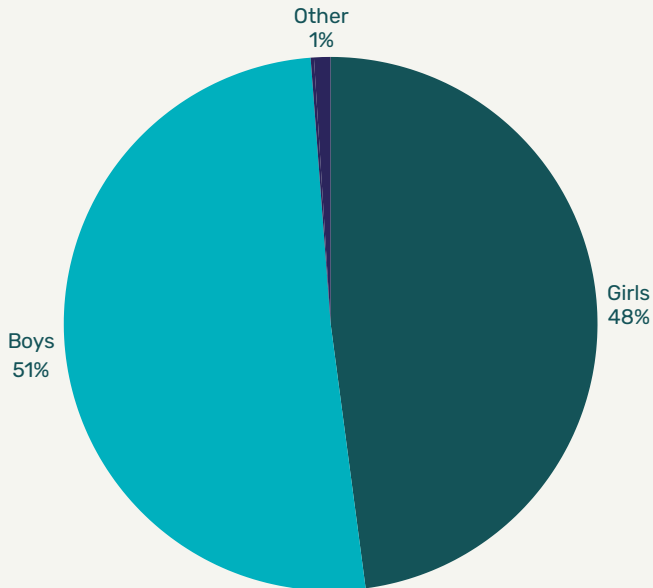
Age Groups of Children and Young People (0-17-years-old)



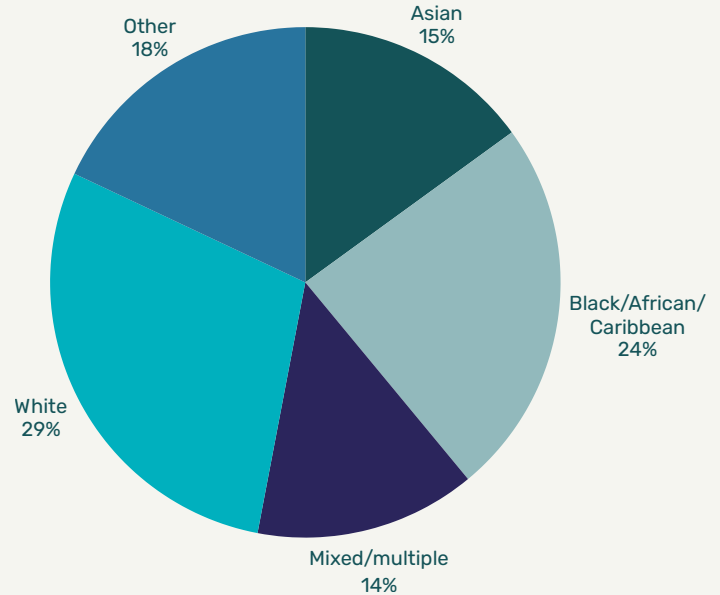
Groups by School Stage or Family



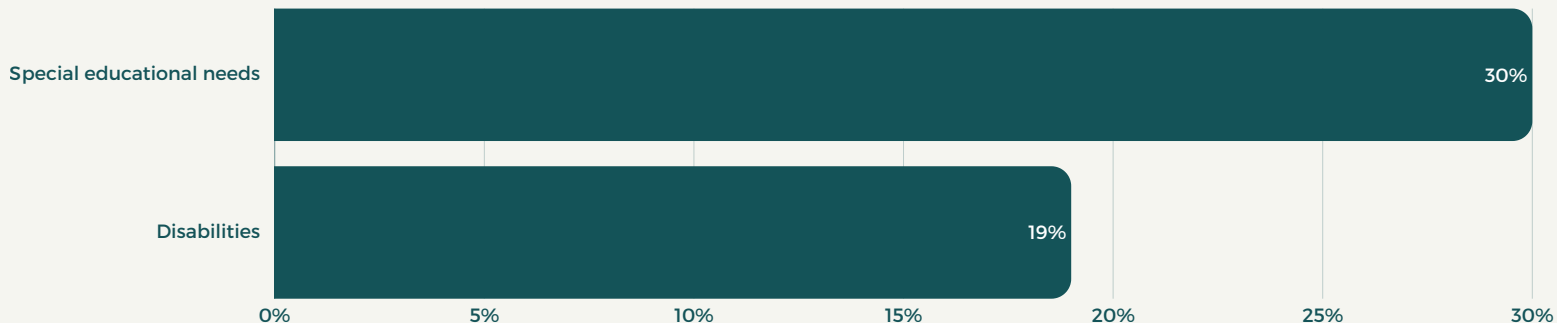
Gender of children and young people supported



Ethnicity of children and young people supported

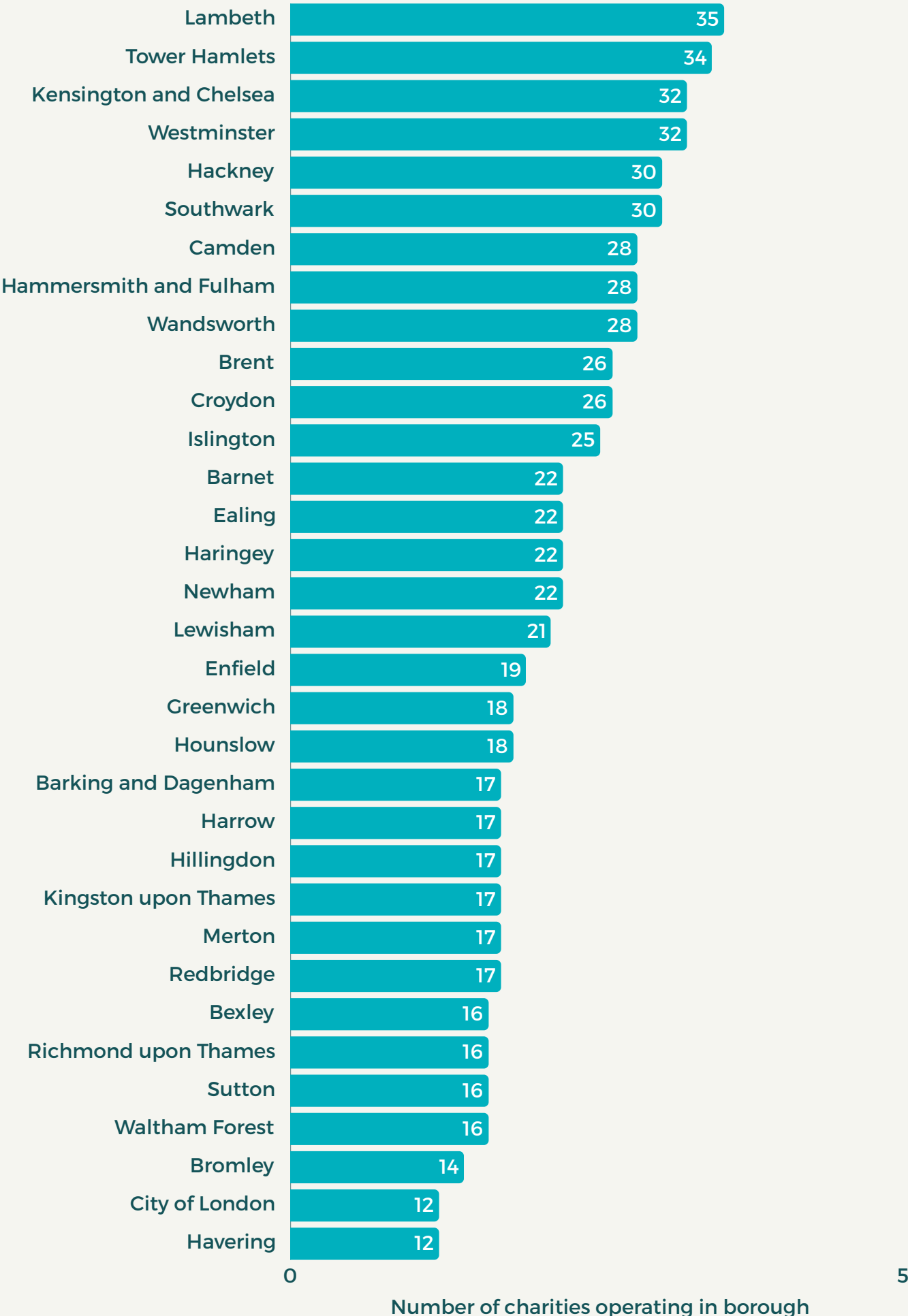


Special educational needs and disabilities of children and young people supported



Support across London

Some of the charities we fund support children in multiple London boroughs or are pan-London organisations.



Activities delivered by our funded charities

At The Childhood Trust, we fund projects that demonstrate alleviation of the impacts of poverty, across any of our four key impact areas:

Children are Confident

Projects involving employment, training, and education-based services; services that enhance life and work-readiness by raising confidence and a passion for learning.

Children are Healthy

Projects which focus on improving the physical health of children by addressing food insecurity and enabling physical activity programmes.

Children are Resilient

Projects that promote, restore, and protect children's mental health and emotional wellbeing.

Children are Safe

Projects that improve children's quality of life and sense of belonging through improving relationships (with family and peers) and better living conditions, and programmes promoting community cohesion.

Impact goal		Number of charities in this goal category	Total number of activities, sessions or items provided
Confident	Improving motivation to learn	19	223,261
	Increasing hopefulness and inspiration for the future	27	20,921
Healthy	Increasing regular physical activity/ sports	8	70,263
	Providing food/ nutritious diet	9	1,436,338
Resilient	Improving emotional resilience	22	9,964
	Reducing stress/ anxiety	7	3,523
Safe	Improving relationships	8	3,343
	Improving the physical home environment	3	4,441
Total		103	1,772,054

Activities delivered by our funded charities

Activity	No. of activities delivered
Other (miscellaneous) activities delivered	1,094
After school sessions	17,143
Baby and toddler classes	582
Facilitating overnight stays	118
Family support work and social work support	17,964
Homework clubs	467
Housing support	150
Improving accommodation	22
Mental health support, therapy and counselling	10,963
Mentoring and coaching	19,225
Networking (linking with education and employers)	236
Providing essential items	189,601
Providing food parcels	1,512
Providing food vouchers	248
Providing ingredients	93
Providing meals	1,425,162
Provision of activities for fun and socialising	9,333
Provision of activities with skills and development focus	49,354
School based activity	22,984
Training with skills and development focus	2,250
Tutoring and academic mentoring	4,857
Total	1,772,054

Activity type

Description

Charities that deliver

Education, literacy and homework support

Reading support, tutoring, homework clubs, literacy, school engagement, academic support

Bookmark Reading Charity, Children's Book Project, Doorstep Library Network, Katherine Low Settlement, Learn to Love to Read, Lighthouse Educational Society, School-Home Support, Cardinal Hume Centre, Kids, Ukrainian St Mary's Trust

Arts, music, theatre and creative enrichment

Dance, music, drama, theatre, puppetry, singing, performance, storytelling, creative workshops

Central School of Ballet, London Mozart Players, Lyric Theatre Hammersmith, Nucleo, Polka Theatre, The Gallions Music Trust, The London Music Fund, Artichoke Trust, Chickenshed, Fiorentini Foundation, Foundation for Young Musicians, Go Live Theatre, Little Angel Theatre, London Youth Choirs, Montage Theatre Arts, Pimlico Musical Foundation, Punchdrunk Enrichment, Spitalfields Music, UK Music Masters Ltd., Young Vic, Apollo Music Projects, Blackheath Halls, The Arts Depot Trust Limited, The Old Vic Theatre Trust 2000, Unicorn Theatre London Ltd, VOCES8 Foundation, Young People's Puppet Theatre, Magic Me

Sports and physical activity

Football, boxing, cricket, cycling, multisport, sport-based mentoring, physical activity

Rugby Portobello Trust - P3, The Tim Henman Foundation, Bloomsbury Football Foundation, Blossoms London LTD, Carney's Community, Chance to Shine, Greenhouse Sports, KEEN London, Kensington Dragons Football Club, Platform Cricket, Sport In Mind

Youth clubs and open access provision

Youth clubs, junior clubs, after-school safe spaces, weekend and holiday provision

Katherine Low Settlement, Rugby Portobello Trust - P3, Westminster House Youth Club, CASPA, Caxton Youth Organisation, St Andrew's Club, Regenerate, The Salmon Youth Centre, Young Roots, CHIPS

Mentoring, coaching and personal development

1:1 mentoring, coaching, confidence building, leadership, life skills, role modelling

Katherine Low Settlement, The Lighthouse London Community Trust, The London Music Fund, Behind Every Kick, ReachOut, Renaissance Foundation, Spear Islington Trust, The Baytree Centre, Power2, LVA Trust, Safe Families for Children, Ukrainian St Mary's Trust

Activity type

Description

Charities that deliver

Employability, careers and aspiration-building

CV writing, interview preparation, work experience, employer engagement, careers pathways

The Lighthouse London Community Trust, The Tim Henman Foundation, Behind Every Kick, ReachOut, Spear Islington Trust, Westminster House Youth Club, Kensington Dragons Football Club

Therapeutic and emotional wellbeing support

Counselling, psychotherapy, art therapy, wellbeing groups, bereavement support, therapeutic support

Hestia Housing and Support, AllChild, AT The Bus, Children Ahead Ltd, Growing Hope Brockley, Growing Hope King's Cross, Harrow Club, Shooting Star Children's Hospices, Unlocking Potential, West London Action for Children, Grief Encounter, Ukrainian St Mary's Trust

Family support, casework and parenting support

Family support, parenting courses, home visiting, welfare and housing advice, family activities, advocacy

The Winchester Project, Ella's Home, Safe Passage International, Babyzone, Cardinal Hume Centre, Home-Start Richmond, Kingston and Hounslow, School-Home Support, Kids, Safe Families for Children, Young Roots, Hestia Housing and Support

Food and basic needs support

Breakfasts, hot meals, food banks, food parcels, food rescue, vouchers, nutritional support

Akshaya Patra UK, City Harvest, Dalgarno Trust, Magic Breakfast, Regenerate, The Felix Project, The Salmon Youth Centre, The Z.S.V Trust (Food Lifeline), Spring Community Hub, Solidarity Sports, Cardinal Hume Centre

Home environment and material support

Furniture, home transformation, equipment, gifts, practical household items, home set-up support

Furnishing Futures, MammaKind, Home-Start Richmond, Kingston and Hounslow

Activity type	Description	Charities that deliver
Specialist inclusion and targeted support	SEND support, disability inclusion, refugee and new arrival support, domestic abuse recovery, trafficking and asylum support, additional needs	Polka Theatre, CASPA, Caxton Youth Organisation, Ella's Home, Safe Passage International, KEEN London, Kids, Hestia Housing and Support, Step by Step London, Young Roots, Ukrainian St Mary's Trust, Little Angel Theatre, Skylarks Charity, ELHAP
Trips, residentials and enrichment beyond routine sessions	Site visits, residentials, cultural trips, holiday camps, excursions, showcases	Katherine Low Settlement, The Lighthouse London Community Trust, The Winchester Project, Westminster House Youth Club, Renaissance Foundation, Dalgarno Trust, Farms for City Children, Jamie's Farm, Central School of Ballet, Go Live Theatre
Community connection and social belonging	Friendship, belonging, peer connection, intergenerational work, community showcases, inclusive spaces	The Winchester Project, Westminster House Youth Club, London Youth Choirs, TimeGivers, Magic Me, St Andrew's Club, Babyzone, Young Roots, Doorstep Library Network

Key Points

- Many charities fit into more than one 'activity type' so this should be treated as a grouped mapping, not a strict one-category classification.
- A few organisations combine education, wellbeing and family support in the same delivery model, especially those working with vulnerable children and families.
- The strongest cross-cutting themes were:
 - literacy and education
 - arts, music and theatre
 - sports
 - therapy and wellbeing, and
 - family and practical support.

Children are Confident

- Improving motivation to learn
- Increasing hopefulness and inspiration for the future

46 charities funded

We asked charities to evaluate how the children and young people they supported over the last 12 months progressed in a range of areas within the 'Children are Confident' impact goal.

The following proportion of charities we funded reported **Children 'improved greatly' in the following areas ...**

82%

Trying to do new things or take on new challenges



70%

Interest in learning



46%

Setting goals or plans for the future



48%

Achieving their own goals or targets



68%

Sense of optimism about the future



89%

Confidence in their abilities



Children are Resilient

- Reducing stress and anxiety
- Improving emotional resilience

29 charities funded

We asked charities to evaluate how the children and young people they supported over the last 12 months progressed in a range of areas within the 'Children are Resilient' impact goal.

The following proportion of charities we funded reported **Children 'improved greatly' in the following areas ...**

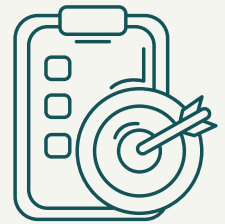
56%

Ability to cope with challenging situations



33%

Ability to focus on a task



59%

Levels of stress



64%

Levels of anxiety



52%

Sense of optimism about the future



Children are Healthy

- Providing food and nutritious diet
- Increasing regular physical activity and sports

17 charities funded

We asked charities to evaluate how the children and young people they supported over the last 12 months progressed in a range of areas within the 'Children are Healthy' impact goal.

The following proportion of charities we funded reported **Children 'improved greatly' in the following areas ...**

75%

More and/or regular access to food (greater quantity of food)



75%

Having meals that are more nutritious and healthier (nutritional value of food)



100%

Increasing regular physical activity and sports



100%

Levels of fitness (physically healthier)



100%

Opportunities to socialise and make new friends



Children are Safe

- Improving the physical home environment
- Improving relationships

11 charities funded

We asked charities to evaluate how the children and young people they supported over the last 12 months progressed in a range of areas within the 'Children are Safe' impact goal.

The following proportion of charities we funded reported **Children 'improved greatly' in the following areas ...**

63%

Feeling comfortable at home



43%

Feeling safe at home



70%

Relationships with their family



60%

Relationships with their peers



Three charities we funded reported on **improving the physical home environment** and answered 'improved greatly' in the following additional progress areas ...



Quality of home



Children having essential items

Outcomes	Description	Charities delivering this Outcome
Improved literacy, learning and motivation to learn	Children improve reading, literacy, school engagement, academic confidence, motivation, and readiness to learn. This includes stronger reading outcomes, better attendance, improved homework completion, and greater confidence in school.	Bookmark Reading Charity, Children's Book Project, Doorstep Library Network, Katherine Low Settlement, Learn to Love to Read, Lighthouse Educational Society, Rugby Portobello Trust - P3, School-Home Support, The Lighthouse London Community Trust
Increased confidence, aspiration and self-belief through arts and enrichment	Children become more confident, expressive, inspired and hopeful about their future through dance, music, theatre, creative programmes and wider enrichment. These services broaden horizons and build ambition as well as skills.	Central School of Ballet, London Mozart Players, Lyric Theatre Hammersmith, Nucleo, Polka Theatre, The Gallions Music Trust, The London Music Fund, Artichoke Trust, Behind Every Kick, Chickenshed, Fiorentini Foundation, Foundation for Young Musicians, Go Live Theatre, Little Angel Theatre, London Youth Choirs, Montage Theatre Arts, Pimlico Musical Foundation, Punchdrunk Enrichment, Renaissance Foundation, Spitalfields Music, The Archer Academy, The Baytree Centre, UK Music Masters Ltd., Young Vic, Apollo Music Projects, Blackheath Halls
Improved physical health, activity and healthy lifestyles	Children become more active, healthier and more engaged in sport. Many also gain confidence, discipline, teamwork and positive peer relationships through safe and inclusive physical activity.	Bloomsbury Football Foundation, Blossoms London LTD, Carney's Community, Chance to Shine, Greenhouse Sports, KEEN London, Kensington Dragons Football Club, Platform Cricket, The Tim Henman Foundation
Reduced food insecurity and improved access to essentials	Children's immediate wellbeing improves through regular access to nutritious meals, food parcels, breakfast, food vouchers, warm clothing and basic essentials. This reduces hunger, improves concentration, and eases pressure on families.	Akshaya Patra UK, City Harvest, Dalgarno Trust, Magic Breakfast, Regenerate, The Felix Project, The Salmon Youth Centre, The Z.S.V Trust (Food Lifeline), Alexandra Rose Charity, Solidarity Sports, Spring Community Hub
Improved emotional wellbeing, resilience and mental health	Children develop stronger emotional regulation, resilience, coping strategies and wellbeing. These charities often provide therapeutic, trauma-informed or structured emotional support, helping children feel safer, calmer and more able to engage at home and at school.	AllChild, AT The Bus, Children Ahead Ltd, ELHAP, Farms for City Children, Growing Hope Brockley, Growing Hope King's Cross, Harrow Club, Jamie's Farm, Power2, Shooting Star Children's Hospices, Step by Step London, The Arts Depot Trust Limited, The Old Vic Theatre Trust 2000, Toynbee Hall, Unicorn Theatre London Ltd, Unlocking Potential, VOCES8 Foundation, West London Action for Children, Young People's Puppet Theatre, Young Roots, Grief Encounter, Sport In Mind, Ukrainian St Mary's Trust
Stronger relationships, belonging and safer social connections	Children and families build healthier relationships with peers, parents, carers, trusted adults and communities. These services reduce isolation, improve communication and help children feel seen, supported and connected.	Babyzone, Cardinal Hume Centre, CHIPS (Christian International Peace Service), Kids, Let Me Know (LMK), LVA Trust, Magic Me, Safe Families for Children
Safer, more stable and more nurturing home environments	Children benefit from safer, warmer, better equipped and more stable home environments. This improves safety, development, emotional security and the ability to thrive.	Furnishing Futures, Home-Start Richmond, Kingston and Hounslow, MammaKind
Inclusion, dignity and improved outcomes for children facing additional barriers	Children with SEND, disabilities, refugee backgrounds, domestic abuse experience, poverty or multiple disadvantages gain access to services they would otherwise miss. The impact is greater inclusion, safety, confidence, access and stability.	CASPA, Caxton Youth Organisation, Ella's Home, Hestia Housing and Support, Safe Passage International, Westminster House Youth Club, Skylarks Charity
Employability, progression and future pathways	Young people gain practical skills, qualifications, motivation and access to education, employment or training. These charities improve readiness for adulthood and open up clearer future pathways.	The Lighthouse London Community Trust, Behind Every Kick, Renaissance Foundation, Spear Islington Trust, Westminster House Youth Club
Community participation, contribution and social action	Children gain confidence and purpose by contributing to their communities, volunteering, building empathy and seeing themselves as active changemakers rather than passive recipients of support.	TimeGivers

Capacity Building

As grant-maker we are dedicated to supporting the organisational development of the charities we fund and to strengthening the child poverty sector in London. Through our Thrive Together programme we strive to support capacity building and development within the charitable sector, particularly for grassroots organisations.

The overarching purpose of Thrive Together is to support charities that support children and young people living in London who experience poverty. It is our organisation-wide 'funder plus' approach, strengthening the support we offer beyond grant funding and helping to build a more connected, resilient and effective sector.

It will build on our existing 'Get Campaign Ready' events, which we have delivered for years, and draw together insight from our own research as well as the wider sector to create a package of support offers for the charities we fund, and those in our broader London Charity Partner Network, to access.

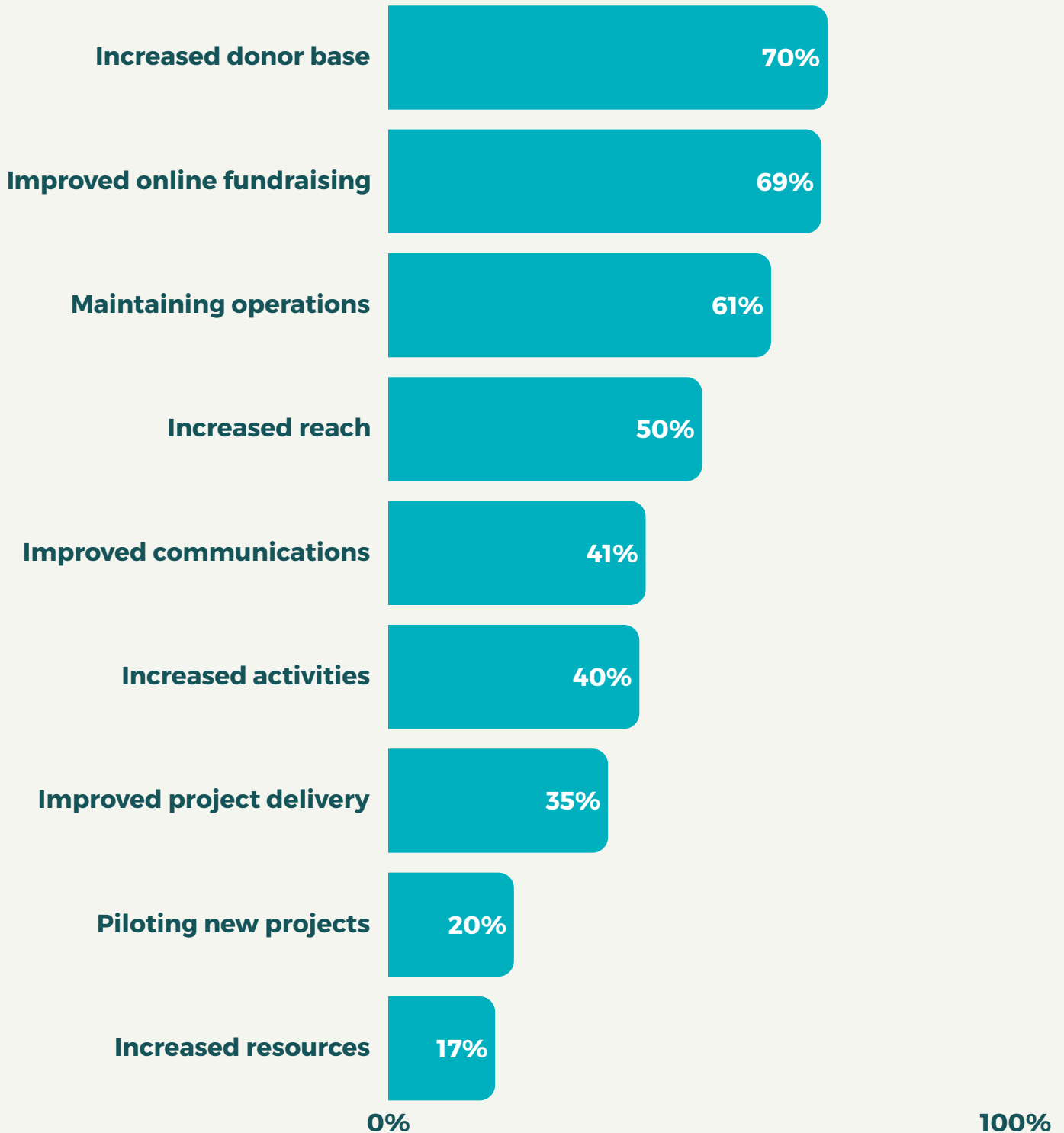
We will strengthen our role as a convener for grassroots child poverty charities, bringing organisations together to share insight, strengthen best practice and amplify their work. By connecting charities, we aim to enable greater cross-sector collaboration, build capacity and deliver more coordinated and effective support for children and young people.

We will do this online, through our new digital hub and in-person via events and sessions. It responds to what our funded organisations have told us they need, as well as insight from key organisations in the sector.

Read more about Thrive Together [here](#).

Capacity Building

We asked charities we who received funding from The Childhood Trust to share how we supported them in capacity building activity as an organisation. They reported the following areas were enabled as a result participating in the Christmas Challenge 2024 campaign.



A significant number of the charities we funded cited participation in Christmas Challenge 2024 with The Childhood Trust as supporting their fundraising capacity - both in improving online fundraising and increasing their donor base through the match-funding model, which they are able to leverage beyond the length of the campaign.

Theme	What the funding enabled	Charities
Sustaining core services and operational stability	Maintained core programmes, protected existing delivery, covered operational costs, and prevented disruption to services	Bookmark Reading Charity; Doorstep Library Network; Nucleo; The Gallions Music Trust; Behind Every Kick; CASPA; Go Live Theatre; London Youth Choirs; Pimlico Musical Foundation; Punchdrunk Enrichment; ReachOut; Shooting Star Children's Hospices; KEEN London; Chance to Shine; Greenhouse Sports; The Felix Project; The Salmon Youth Centre; AllChild; Power2; Unicorn Theatre London Ltd; Young People's Puppet Theatre; UK Music Masters Ltd.; Grief Encounter; Ukrainian St Mary's Trust; Babyzone; Cardinal Hume Centre; Kids; Magic Me
Increasing reach and supporting more children	Expanded delivery, reached more beneficiaries, opened new locations, increased sessions, and widened access	Central School of Ballet; Katherine Low Settlement; Learn to Love to Read; Lighthouse Educational Society; Lyric Theatre Hammersmith; Polka Theatre; Westminster House Youth Club; Artichoke Trust; Ella's Home; Fiorentini Foundation; Montage Theatre Arts; The Baytree Centre; Bloomsbury Football Foundation; Blossoms London Ltd; Platform Cricket; Sport In Mind; Apollo Music Projects; Blackheath Halls; Solidarity Sports; Alexandra Rose Charity; AT The Bus; Children Ahead Ltd; Growing Hope Brockley; Growing Hope King's Cross
Staffing, capacity building and workforce stability	Retained staff, recruited new roles, increased staff hours, strengthened volunteer capacity, and improved workforce continuity	Children's Book Project; Katherine Low Settlement; Learn to Love to Read; Lighthouse Educational Society; Rugby Portobello Trust - P3; Chickenshed; Renaissance Foundation; St Andrew's Club; Safe Passage International; CHIPS; Let Me Know (LMK); Safe Families for Children
Innovation, piloting and new programme development	Piloted new projects, launched new initiatives, tested new approaches, and expanded into new areas of work	Central School of Ballet; London Mozart Players; Lyric Theatre Hammersmith; Polka Theatre; Artichoke Trust; Safe Passage International; Bloomsbury Football Foundation; Platform Cricket; Greenhouse Sports; Sport In Mind; Blackheath Halls
Improving fundraising, donor growth and visibility	Strengthened online fundraising, increased supporter numbers, improved communications, and boosted campaign visibility	Bookmark Reading Charity; Doorstep Library Network; Learn to Love to Read; London Mozart Players; Artichoke Trust; Fiorentini Foundation; Foundation for Young Musicians; Hestia Housing and Support; TimeGivers; Chance to Shine; City Harvest; Safe Passage International; Step by Step London; The Old Vic Theatre Trust 2000; Spitalfields Music; LVA Trust; MammaKind
Enhancing quality, resources and participant experience	Improved quality of sessions, enriched activities, provided new resources, and enhanced participant experience	Katherine Low Settlement; Lighthouse Educational Society; Renaissance Foundation; Dalgarno Trust; Toynbee Hall; Magic Breakfast; London Youth Choirs; Farms for City Children; ELHAP
Targeted support for high-need or vulnerable groups	Delivered specialist support for children facing additional barriers, including SEND, refugees, trafficking survivors, and families in crisis	CASPA; Safe Passage International; Ella's Home; Skylarks Charity; Ukrainian St Mary's Trust; Growing Hope Brockley; Growing Hope King's Cross; West London Action for Children; Solidarity Sports; The Z.S.V Trust (Food Lifeline); Furnishing Futures
Food, essentials and basic needs provision	Funded meals, food parcels, foodbank top-ups, breakfast provision, and other essential practical support	Rugby Portobello Trust - P3; City Harvest; Dalgarno Trust; Magic Breakfast; The Felix Project; Spring Community Hub; Akshaya Patra UK; Regenerate; The Z.S.V Trust (Food Lifeline)
Partnerships, community engagement and ecosystem building	Strengthened partnerships with schools, local organisations, artists, councils, and community services	Central School of Ballet; Artichoke Trust; Spitalfields Music; Cardinal Hume Centre; Home-Start Richmond, Kingston and Hounslow; AllChild

Theme	What challenges charities are facing	Charities
Demand exceeding capacity	Demand for services outstripped available places, staff time, or organisational capacity; waiting lists and unmet need were common	Nucleo; Westminster House Youth Club; CASPA; Skylarks Charity; West London Action for Children; Cardinal Hume Centre; Growing Hope Brockley; AT The Bus; Children Ahead Ltd; Katherine Low Settlement; School-Home Support; Rugby Portobello Trust - P3; Harrow Club; LVA Trust
Staffing, recruitment and workforce transitions	Difficulty recruiting suitable staff or volunteers, staff turnover, illness, maternity leave, or leadership/structure changes affecting delivery	Doorstep Library Network; Katherine Low Settlement; Go Live Theatre; Spear Islington Trust; Carney's Community; Dalgarno Trust; The Salmon Youth Centre; Home-Start Richmond, Kingston and Hounslow; Cardinal Hume Centre; Platform Cricket; MammaKind; CHIPS; ReachOut
Volunteer recruitment and retention	Ongoing difficulty recruiting, onboarding, matching, or retaining volunteers needed for delivery	Bookmark Reading Charity; Doorstep Library Network; KEEN London; Safe Families for Children; ReachOut
Attendance, engagement and participation barriers	Lower or fluctuating attendance due to competing pressures, caring responsibilities, exams, winter, transport, anxiety, timetable clashes, or difficulty engaging target groups	Learn to Love to Read; Lighthouse Educational Society; Behind Every Kick; Caxton Youth Organisation; Pimlico Musical Foundation; Spitalfields Music; The Baytree Centre; Regenerate; Harrow Club; Ukrainian St Mary's Trust; Alexandra Rose Charity; Safe Families for Children; Kensington Dragons Football Club; Chance to Shine; Greenhouse Sports
Data collection, impact measurement and reporting limitations	Challenges gathering demographic/outcome data, low survey returns, privacy concerns, reluctance to share personal information, or weak systems/CRMs	Lighthouse Educational Society; Polka Theatre; Rugby Portobello Trust - P3; The Winchester Project; Chickenshed; Ella's Home; London Youth Choirs; Punchdrunk Enrichment; St Andrew's Club; UK Music Masters Ltd.; Young Vic; The Z.S.V Trust (Food Lifeline); Toynbee Hall; Babyzone; Kids; Furnishing Futures; Young People's Puppet Theatre
Funding pressure and wider financial constraints	Uncertain or insufficient income, cost-of-living pressures, schools unable to contribute, rising delivery costs, or general fundraising difficulty	Central School of Ballet; Nucleo; Hestia Housing and Support; Montage Theatre Arts; ReachOut; KEEN London; Akshaya Patra UK; Magic Breakfast; Power2; West London Action for Children; Apollo Music Projects; The Archer Academy; Spring Community Hub
Rising delivery and operational costs	Growing logistics, warehousing, venue, ingredient, infrastructure, or transport costs made delivery harder	Children's Book Project; KEEN London; Akshaya Patra UK; City Harvest; Greenhouse Sports; Dalgarno Trust; The Archer Academy
School, partner or referral dependency	Delivery depended on schools, venues, referral agencies, or partner organisations whose responsiveness, budgets, staffing, or scheduling created constraints	Learn to Love to Read; Behind Every Kick; ReachOut; AllChild; Jamie's Farm; VOCES8 Foundation; Young People's Puppet Theatre; Power2; Apollo Music Projects; The Arts Depot Trust Limited
Service adaptation, piloting and delivery in new contexts	New pilots, new geographies, new venues, or adapting programmes to different settings created complexity and delays	Polka Theatre; London Mozart Players; Sport In Mind; City Harvest; Farms for City Children; Greenhouse Sports

Theme	What challenges charities are facing	Charities
Facilities, space and infrastructure constraints	Venue closures, limited indoor/outdoor space, unavailable wards/venues, office disruption, and infrastructure limitations affected delivery	Little Angel Theatre; Step by Step London; Greenhouse Sports; City Harvest; Blossoms London Ltd; Kensington Dragons Football Club; Chance to Shine
Beneficiary complexity and high-support needs	Families or young people had increasingly complex or intensive needs, making support more resource-heavy and difficult to standardise	Katherine Low Settlement; School-Home Support; Safe Passage International; Skylarks Charity; West London Action for Children; Kids; Safe Families for Children; Young Roots
Access, inclusion and barriers to participation	Language barriers, transport, poverty, housing instability, cultural sensitivities, SEND access, and family circumstances affected take-up or continuity	Lighthouse Educational Society; Artichoke Trust; Safe Passage International; Alexandra Rose Charity; Ukrainian St Mary's Trust; Safe Families for Children; Greenhouse Sports
Recruitment or matching challenges with specialist roles or groups	Difficulty finding specific staff/volunteers or matching provision to participant needs, including language skills, female coaches, or mentors with suitable experience	Katherine Low Settlement; The Baytree Centre; Bloomsbury Football Foundation; Safe Families for Children
Lower beneficiary numbers than planned	Fewer children or families were reached than intended due to demand shifts, staffing, scheduling, or programme redesign	The Lighthouse London Community Trust; Spear Islington Trust; Regenerate; Ukrainian St Mary's Trust; Farms for City Children; Safe Families for Children
No significant challenges reported	Organisations reported smooth delivery or no major barriers during the funded period	Lyric Theatre Hammersmith; The Gallions Music Trust; The London Music Fund; Fiorentini Foundation; Growing Hope King's Cross; Shooting Star Children's Hospices; Unlocking Potential; TimeGivers; The Tim Henman Foundation; The Ben Kinsella Trust; Magic Me


Theme	Why charities participated in Christmas Challenge 2024	Charities
Match funding increased donor motivation and income	The matched model doubled impact, created urgency, encouraged larger gifts, and made campaigning worthwhile	Bookmark Reading Charity; Doorstep Library Network; Learn to Love to Read; Lighthouse Educational Society; London Mozart Players; Nucleo; Polka Theatre; Rugby Portobello Trust - P3; School-Home Support; The Gallions Music Trust; The London Music Fund; Behind Every Kick; Fiorentini Foundation; Foundation for Young Musicians; Go Live Theatre; Hestia Housing and Support; London Youth Choirs; Pimlico Musical Foundation; Punchdrunk Enrichment; ReachOut; Renaissance Foundation; The Baytree Centre; TimeGivers; Young Vic; Bloomsbury Football Foundation; Carney's Community; Chance to Shine; Greenhouse Sports; KEEN London; Platform Cricket; Regenerate; Skylarks Charity; The Salmon Youth Centre; AllChild; ELHAP; Farms for City Children; Growing Hope King's Cross; Harrow Club; Power2; Step by Step London; The Old Vic Theatre Trust 2000; Toynbee Hall; Unicorn Theatre London Ltd; Unlocking Potential; Cardinal Hume Centre; CHIPS; Kids; Let Me Know (LMK); Home-Start Richmond, Kingston and Hounslow; MammaKind; Solidarity Sports; Grief Encounter; Ukrainian St Mary's Trust
Reaching new donors, expanding supporter base and increasing visibility	The campaign helped charities access new audiences, refresh donor pipelines, improve reach, and raise profile	Bookmark Reading Charity; Katherine Low Settlement; Lighthouse Educational Society; Polka Theatre; Rugby Portobello Trust - P3; The Tim Henman Foundation; Westminster House Youth Club; Behind Every Kick; Fiorentini Foundation; Foundation for Young Musicians; Little Angel Theatre; Montage Theatre Arts; ReachOut; TimeGivers; UK Music Masters Ltd.; Young Vic; Bloomsbury Football Foundation; Chance to Shine; Greenhouse Sports; Dalgarno Trust; Step by Step London; The Arts Depot Trust Limited; The Old Vic Theatre Trust 2000; Unlocking Potential; West London Action for Children; Babyzone; Let Me Know (LMK); Home-Start Richmond, Kingston and Hounslow; Alexandra Rose Charity
Strong alignment with The Childhood Trust's mission and values	Charities chose the campaign because of shared commitment to tackling child poverty and improving children's outcomes in London	Children's Book Project; Katherine Low Settlement; Artichoke Trust; Caxton Youth Organisation; Ella's Home; Hestia Housing and Support; Punchdrunk Enrichment; Safe Passage International; Bloomsbury Football Foundation; Growing Hope Brockley; Growing Hope King's Cross; Harrow Club; West London Action for Children; Young Roots; Safe Families for Children; Furnishing Futures
A proven, repeat campaign that delivers results	Many charities had participated before and returned because previous campaigns were successful, reliable, and strategically valuable	Bookmark Reading Charity; Central School of Ballet; Katherine Low Settlement; Lighthouse Educational Society; Lyric Theatre Hammersmith; Behind Every Kick; Chickenshed; Fiorentini Foundation; Hestia Housing and Support; Little Angel Theatre; London Youth Choirs; Montage Theatre Arts; The London Music Fund; The Tim Henman Foundation; St Andrew's Club; AllChild; AT The Bus; Children Ahead Ltd; Farms for City Children; Growing Hope Brockley; Growing Hope King's Cross; Step by Step London; The Old Vic Theatre Trust 2000; West London Action for Children; Young Roots; Alexandra Rose Charity; Apollo Music Projects; Kids; MammaKind; The Z.S.V. Trust (Food Lifeline)
A key part of annual fundraising strategy	The campaign has become a core fixture in the fundraising calendar, helping shape annual income planning and supporter stewardship	St Andrew's Club; The Archer Academy; Renaissance Foundation; Power2; Alexandra Rose Charity; Apollo Music Projects; Platform Cricket; KEEN London; Home-Start Richmond, Kingston and Hounslow; LVA Trust; Jamie's Farm; The Arts Depot Trust Limited; Spitalfields Music
Supportive partnership, guidance and campaign resources	Charities valued The Childhood Trust and Big Give as hands-on, credible partners offering practical support, tools, structure and visibility	Lighthouse Educational Society; Go Live Theatre; Little Angel Theatre; Montage Theatre Arts; Blossoms London Ltd; Dalgarno Trust; Unlocking Potential; West London Action for Children; Babyzone; Sport In Mind; Akshaya Patra UK; Magic Breakfast
Credibility, endorsement and trust from association with The Childhood Trust	Being backed by a respected London funder increased donor confidence and gave added legitimacy to charities' work	Nucleo; Pimlico Musical Foundation; Young Vic; Bloomsbury Football Foundation; Apollo Music Projects; Dalgarno Trust; Kensington Dragons Football Club
Opportunity to raise awareness of the cause as well as funds	The campaign provided a focal moment to tell their story, spotlight need, and promote their work more widely	Katherine Low Settlement; Learn to Love to Read; The Tim Henman Foundation; UK Music Masters Ltd.; Jamie's Farm; Chance to Shine; Blackheath Halls; Ukrainian St Mary's Trust
Flexible or unrestricted income was especially valuable	Some charities highlighted that unrestricted or flexible campaign income was crucial for resilience, sustainability, and meeting changing need	The Baytree Centre; Unlocking Potential; MammaKind; Platform Cricket

Theme	Why charities participated in Christmas Challenge 2024	Charities
Good timing and strong fit with supporter behaviour	The campaign timing, especially around Christmas or year-end giving, aligned well with donor habits and existing events	The Winchester Project; The Salmon Youth Centre; Grief Encounter; Babyzone; Pimlico Musical Foundation
Opportunity to build fundraising skills and test new approaches	The campaign helped teams improve digital fundraising, communications, creativity, and marketing practice	Learn to Love to Read; Children Ahead Ltd; Let Me Know (LMK); Babyzone; Westminster House Youth Club
First-time participation / testing the campaign	Some charities were new to the campaign and joined to try the model or after seeing its potential	CASPA; Westminster House Youth Club; VOCES8 Foundation



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 The
ChildhoodTrust
Alleviating the impact of child poverty