



Looking Back: Child Poverty in London

Vision

We believe that every child should have a healthy, happy and safe childhood so that all children are well prepared for life to break the cycle of poverty.

Mission

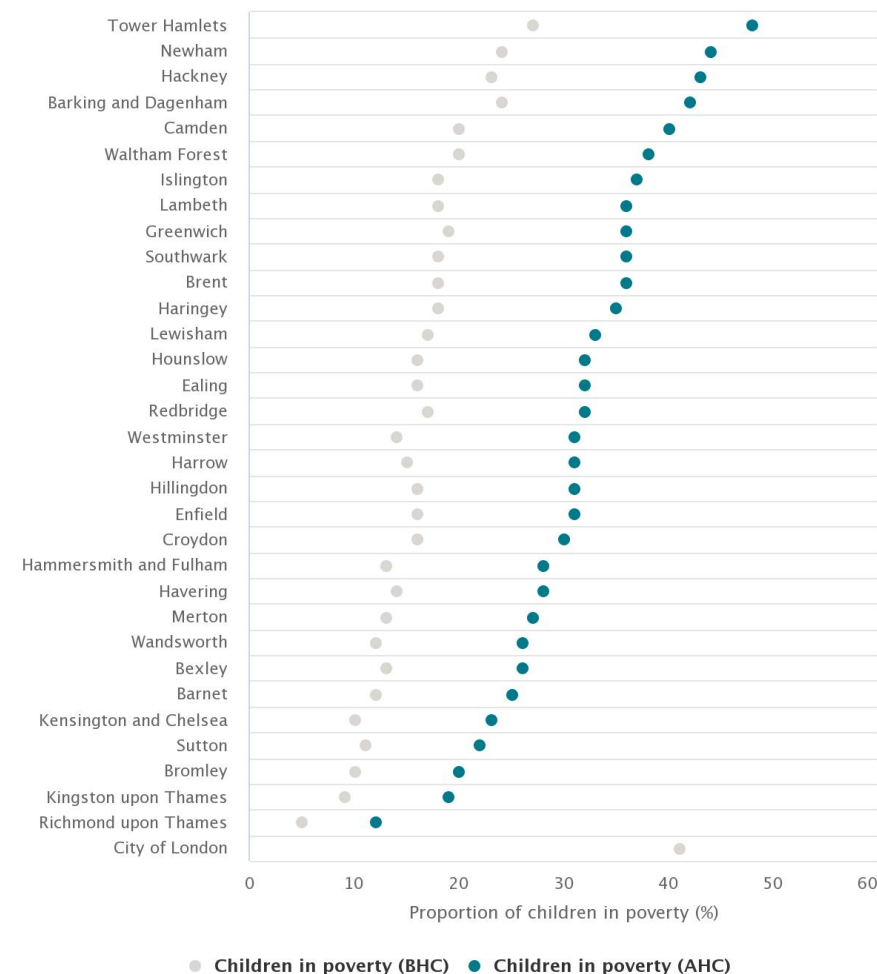
We alleviate the impact of poverty for children in London by funding and delivering programmes that meet children's practical & emotional needs. We work with children to raise public awareness of their experiences of living in poverty.

- In 2010, **36%** of children were living in poverty (after housing costs)
- In 2022, this was estimated to be **33%** (~700,000 children)
- With significant variances across London boroughs
- While there has been some improvement in % of children living in poverty, London is still above national level of 30%

Sources: [Trust for London](#); [London Datastore](#); [Trust for London](#)

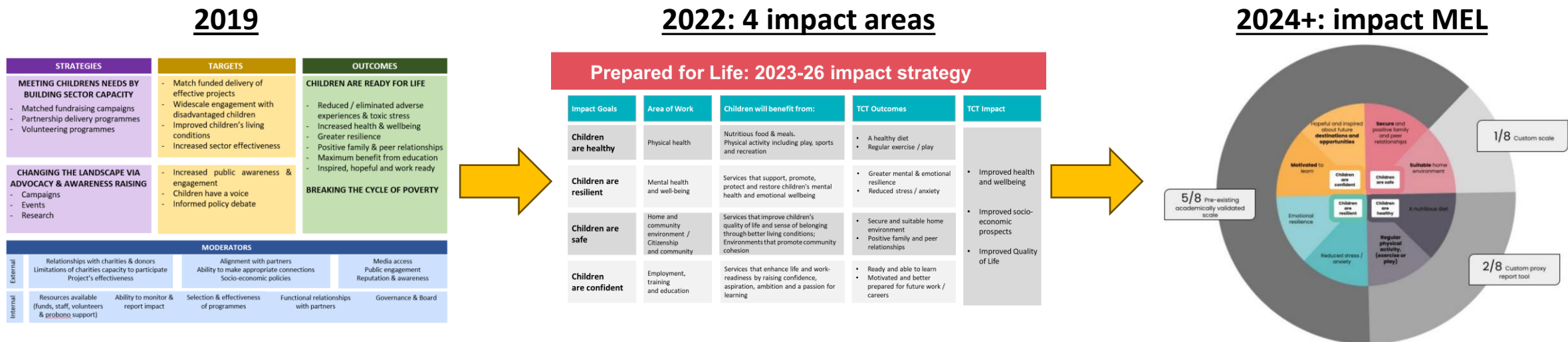
Proportion of children in poverty before and after housing costs by London borough (2021/22)

Data source: Local indicators of child poverty, Centre for Research in Social Policy, Loughborough University for End Child Poverty; Children in low income families: local area statistics, DWP



Looking Back: Designing an Impact-First approach

- Historically, our charity partners were selected based on alignment with the Trust’s broad objective of “breaking the cycle of poverty” for children.
- In Feb 2023, our ‘Prepared for Life’ impact approach was published, focusing TCT work across four priority areas:
1) **Physical Health**, 2) **Mental Wellbeing** 3) **Home & Community Environment** 4) **Learning & Work Readiness**
 - In parallel we introduced new grant-making strategy with two tracks – **Grassroots** and **Synergy Partners**
- Now designing an Impact Measurement, Evaluation & Learning (MEL) framework to better understand (and then improve) impact of TCT as an organisation, support our delivery partners and to support future fundraising



Taking Stock: Learnings

- Core to what we do as an organisation is to raise and multiply funds to enable the delivery of services to children living in poverty. Significant growth in funds catalysed throughout past 10 years - ~£1m → ~£9m
 - Supporting more grass-roots charities focused on alleviating child poverty in London with higher levels of funding
 - Significance of limits that charities can raise through two our two signature campaigns – Champions for Children (CfC) and Christmas Challenge (CC) – charity partner survey indicates potential will cap out at double current level in the next 3 years
 - A robust 2-track impact measurement process is being developed with the objective of demonstrating outcomes for children from our Synergy track partners.
- **Supporting activities** – Volunteering opportunities and advocacy and research work – enable us to amplify our impact in core work by, evidencing the needs of children, strengthening relationships with our donors and & raising the profile of our mission.
- We have historically delivered results from a relatively “small but mighty” team
 - The operating model / systems to effectively support this scale of organisation are under-developed & resourced
- We are approaching a pivotal point for the organisation – post COVID & cost-of-living crisis support from donors – with opportunities and challenges ahead

Future Impact Focus

- Our Vision and Mission remain unchanged

Vision

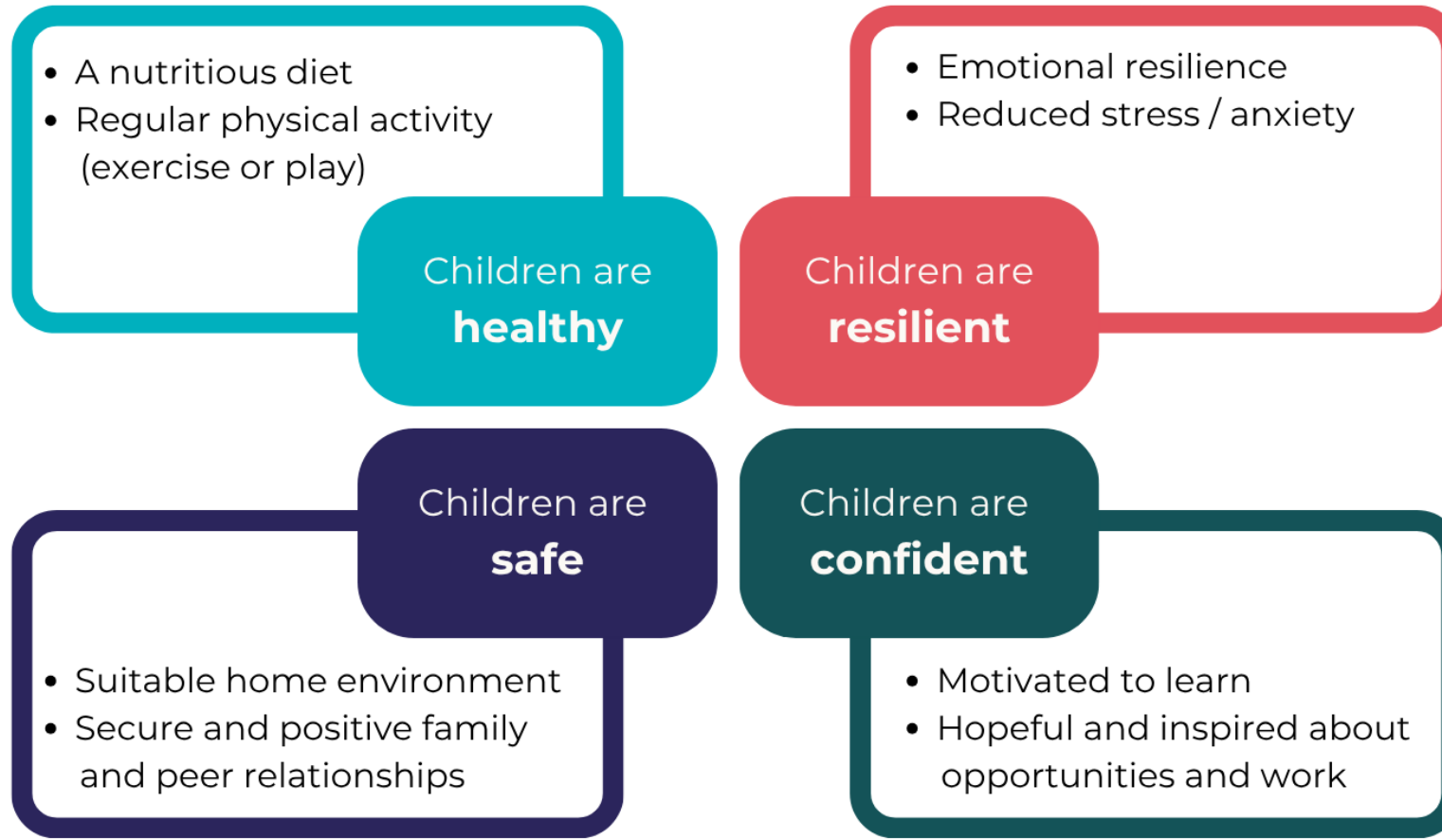
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Mission

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

- We have an ambition to scale the impact we have as an organisation...
- Our impact will scale in three ways:
 1. Increasing the **number of children living in poverty** supported by our work
 2. Improving the **outcomes per child** supported by our work
 3. Enhancing the **influence** and **engagement** our work has

Future Impact Focus: Impact areas



Future Impact Focus: New MEL strategy



1 Questionnaire

Demographic data (currently collected)

- Grantee name and contact
- Spending of funds
- Impact on grantee fundraising ability
- Demographic data for participating children

New question

- Charities to identify which of the eight TCT impact goals they will report on



Data collection would have some small modifications to the current process:

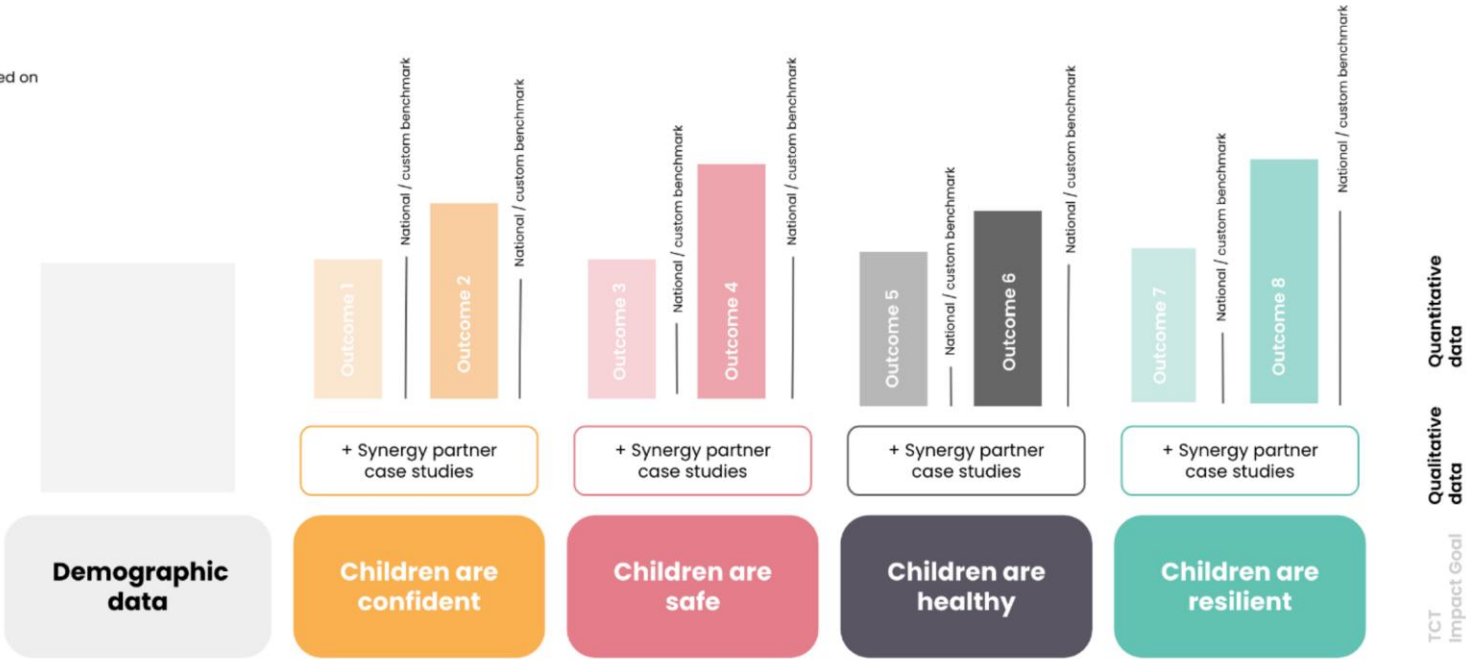
Grassroots partners	Data collected once all campaign funds have been spent, and at minimum 12 months after disbursement of funds Potential for partners to share baseline data pre-funding period if already collected For selected grassroots partners: qualitative case studies
Synergy partners	Data collected pre- funding period Data collected once all campaign funds have been spent, and at minimum 12 months after disbursement of funds For selected synergy partners: qualitative case studies

Demographic data One identical form for all grantees (currently in use) with additional question to identify TCT Impact Goal category



Impact Goal specific tool One specialised tool for grantees to complete based on the TCT Impact Goal chosen to report against

By being better able to measure our impact, we can make more strategic decisions about how we provide support to children in London



Future Impact Focus

Enhancing our outcomes / child should also improve our ability to fundraise as our impact story improves

Scale the number of children (and thereby funds deployed) while simultaneously improving our MEL capabilities

Relative focus req'd

High

Med

Low

		Number of children	Outcomes per child	Influence
Impact		- Indirect - Enabling existing partners to support more children - Indirect - Supporting new charity partners - Direct - Increasing reach of our own volunteering offering	- Indirect - Supporting existing partners to enhance effectiveness of their interventions - Indirect - Shifting funds granted to more impactful partners - Direct - Increasing effectiveness our own volunteering offering	- Raising awareness of key issues - Encouraging action in support of our target population
Activities	Campaigns	Key focus – scale existing and introduce new campaign tools	Maintain existing campaigns, prioritise partners differently	Maintain existing campaigns
	Volunteering	Limited focus – maintain current offering	Some focus – explore expansion of offering / volunteer projects	Limited focus – maintain current offering
	Engagement	Maintain current research, advocacy & events	Key focus – new Measurement, Evaluation & Learning (MEL)	Key focus - Expand frequency of research, number of events
Enablers	Fundraising	Expanded capacity/ capabilities in team, culture of philanthropy	Fill gaps in current team	Fill gaps in current team
	Operating Model	Team focused primarily on fundraising & charity partners	Team focused more on Impact MEL and fundraising	Team focused more on research, comms / PR, Impact MEL
	Infrastructure	Focused on fundraising processes & campaign tools	Focused on Impact data, comms processes with charity partners	Focused on stakeholder and events management

Scale Project Funding: Capacity Building

Current Offering

- One “Get Campaign Ready” event for each campaign aiming to build confidence in administering a successful campaign and connect our charity delivery partners.
- Learning workshop post campaign

In order to support our charity partners to scale their fundraising via our 2 campaigns and to address their feedback, we envision our support for them broadening over time to include:

Future Vision

1. Fundraising support

- Training to deliver most successful campaign (i.e., storytelling, audience segments, case for support)
- Maximise matched fundraising campaigns and wider fundraising efforts of individual charities

2. Impact Measurement, Evaluation & Learning (MEL)

- Increase charities' ability to measure impact
- To support our own work, and for all funders

3. Collective impact

- Convening of charities to support co-production, win-win partnerships within existing networks
- Facilitation of mentoring between Synergy / Grassroots Partners

Strategy: Prepared for Life 2024-27

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Mission

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Ambition

The Childhood Trust's ambition is to be the key actor in London's child poverty sector to ensure more children are Prepared for Life by; doubling funds granted to charity delivery partners, expanding volunteer led community support, and increasing influence & engagement

1

Scale Project Delivery Funding

Support increased flow of donations to more charities aligned with impact goals

£2m → £4m Annual TCT grantmaking

2

Expand Volunteering Support

Increase participation in projects that provide immediate, practical support for target population

300 → 1,000 volunteers

3

Increase Influence & Engagement

Raise voices of children and awareness of key issues to encourage others to take action and use TCT data to inform policy

A

Fundraising & Reserves

Strong pipeline and donor engagement to maximise funding potential while securing reserves for growth

B

Operating Model & Capabilities

Efficient organisation with capabilities, capacity, systems, and governance to enable sustainable growth

C

Impact Measurement, Evaluation & Learning

An Impact led organisation with robust data that evidences impact, drives insights & decision-making

Enablers