



The Childhood Trust

Our impact and annual highlights

delivered 2024/25

Our impact strategy

Our **'Prepared for Life'** Impact Strategy is built upon a decade of research, focusing on four essential pillars.

Our goal is to create measurable impact through specific outcomes in each area. This means ensuring children are:

Healthy - with a nutritious diet and regular physical activity

Resilient - experiencing emotional strength and reduced stress

Safe - via a suitable home environment and positive relationships

Confident - motivated to learn and hopeful about their future.



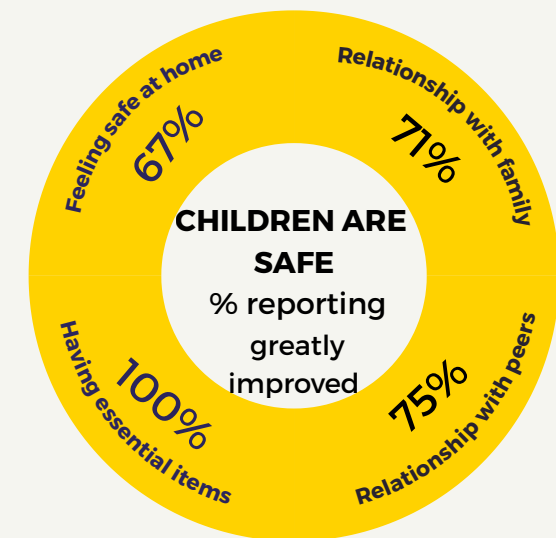
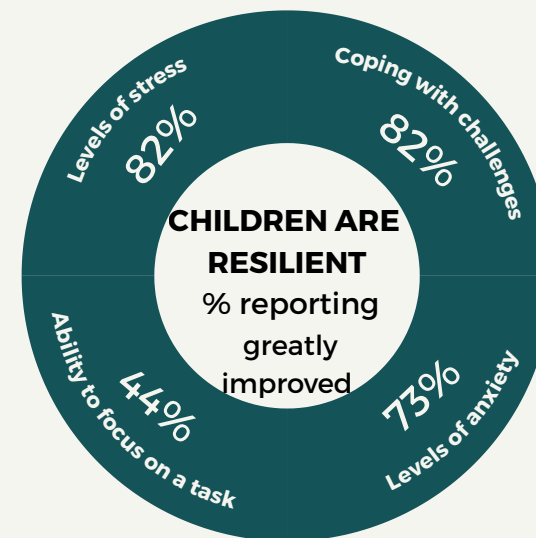
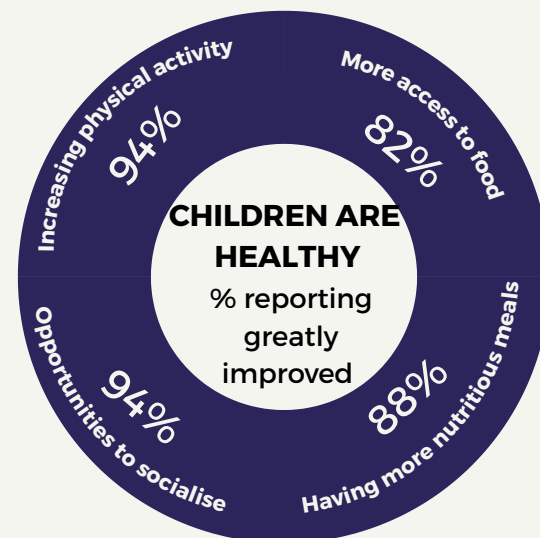
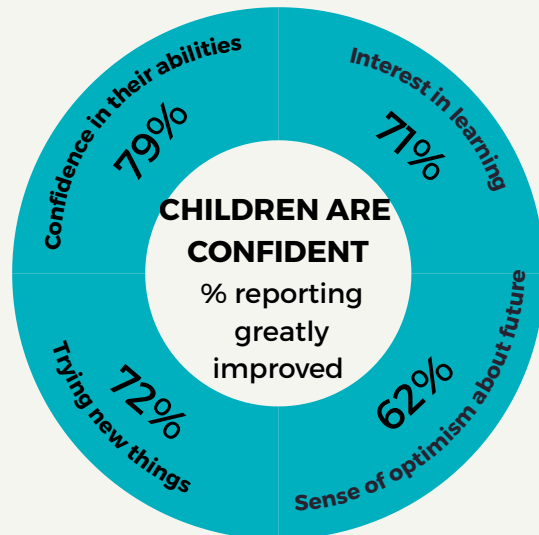
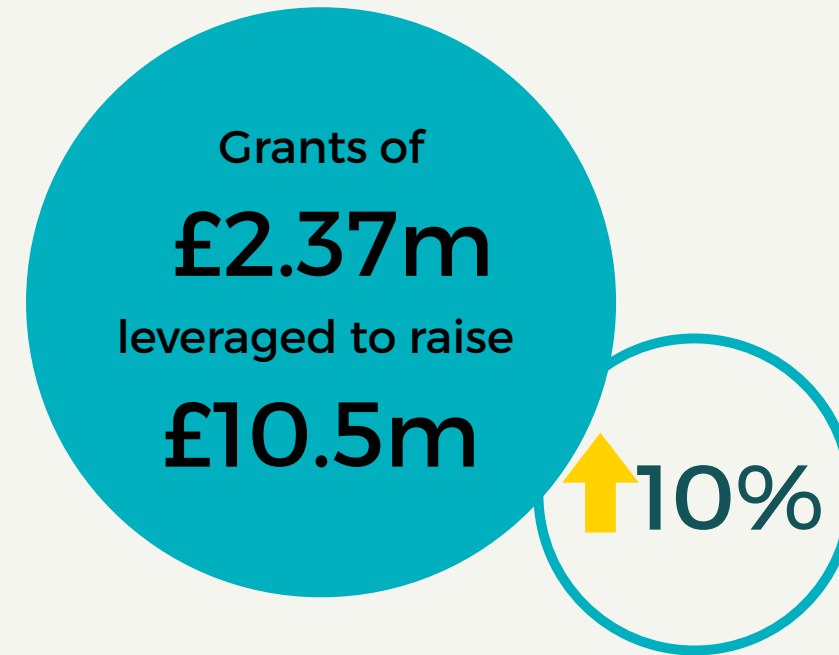
Impact goal category		Total number of charity partners
Children are confident		50
Children are Confident - Improving motivation to learn	19	
Children are Confident - Increasing hopefulness and inspiration for the future	31	
Children are healthy		34
Children are Healthy - Increasing regular physical activity/ sports	17	
Children are Healthy - Providing food/ nutritious diet	17	
Children are resilient		61
Children are Resilient - Improving emotional resilience	50	
Children are Resilient - Reducing stress/ anxiety	11	
Children are safe		15
Children are Safe - Improving relationships	8	
Children are Safe - Improving the physical home environment	7	

Funding distributed

We distributed **£2.37m** in 2024/25 - 10% more YOY - to a network of **148 charity partners** working on the frontline in London.

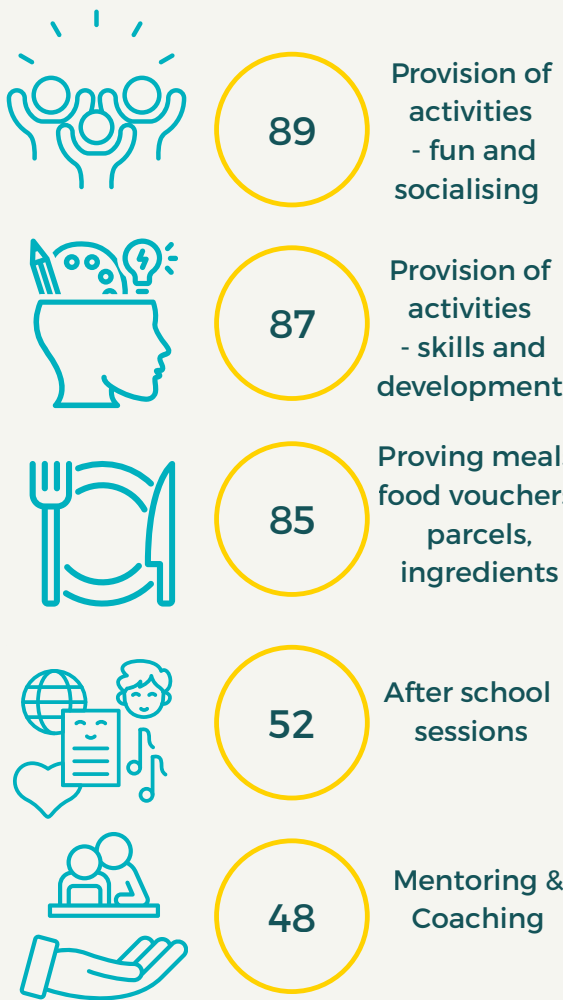
As this is awarded through the match-funding model, it means that **£10.5m** in total was raised.

This will help to alleviate the impact of poverty for up to **355,746** children.



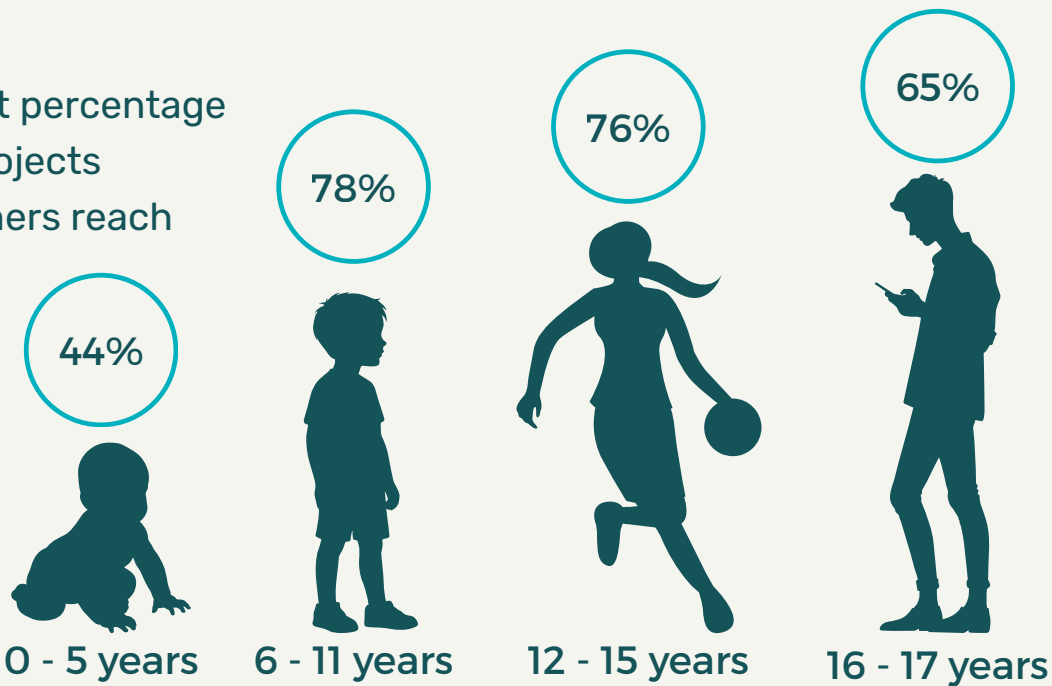
Provision by service type - top five

Below is the volume of programmes and projects delivered by charity partners in 2024/25. Charities can deliver more than one service type.



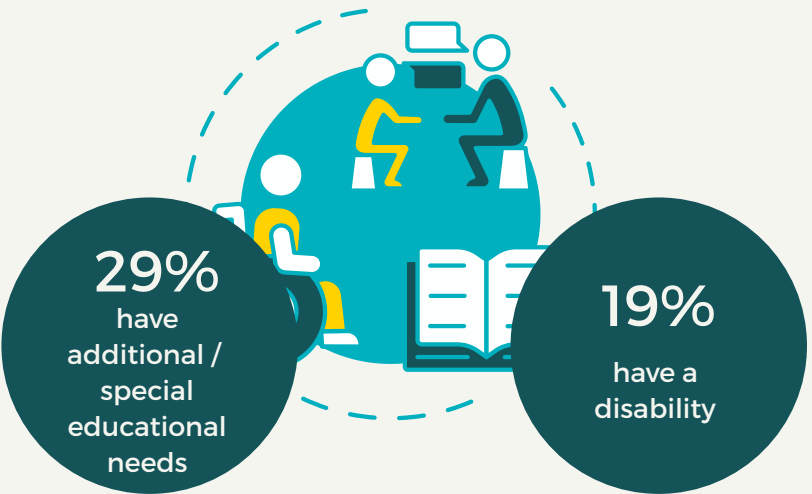
Age groups

The following shows what percentage of all programmes and projects delivered by charity partners reach the following age groups. i.e. 78% of services in 2024/25 supported children aged 6 - 11 years.



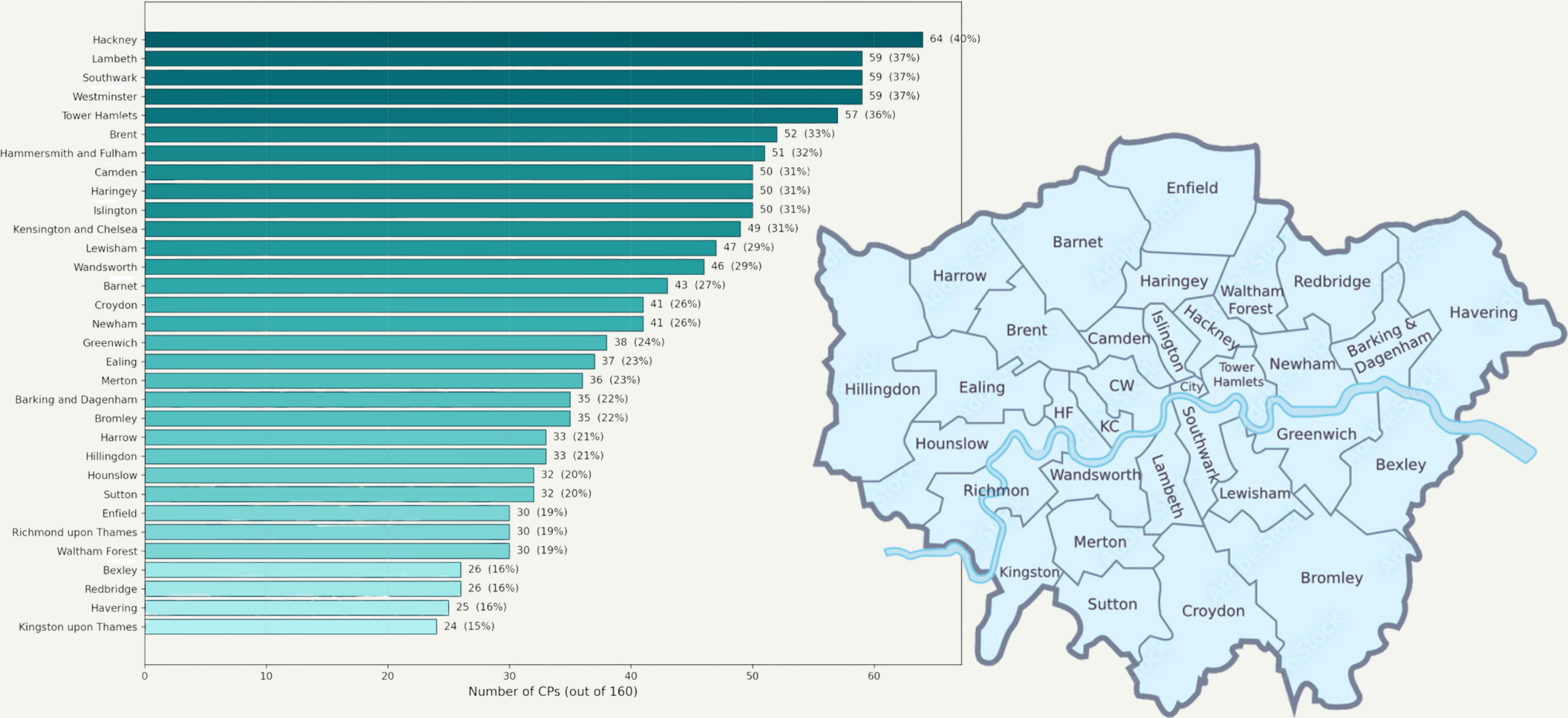
Additional needs and disabilities

On average, of all children supported by charity partners:
29% have additional / special educational needs
19% have a disability



Funded charities - Charity Partners - Number per district

This table shows the number of funded charity partners (CPs) programmes and projects in each district from highest to lowest





“

"My favourite thing about Free to Be is...
EVERYTHING, to be honest! Its like fun, fun, fun
every day. It's like you're in heaven."
M, aged 11

“

"I've learned that you can use your strength and
your power and control it. Instead of getting
angry and making a mess out of the situation."

“

"We are struggling with the cost of living, and
Summer Runaway was a blessing. Knowing my
son was safe, well-fed, and happy gave me
peace of mind while I worked."

“

"Often in our circumstances you can feel like
you are living on the edge of society, unseen,
but our volunteer and everyone at Home-Start
welcomed us and made us feel seen and heard"



Community outreach

Through Transforming Spaces, we refurbished **59 bedrooms** for **94 children**.

Over **330 volunteers** helped to deliver this critical work to help restore dignity for families living in poverty.



94
children's
bedrooms

330+
volunteers



“

“Before, I know they didn’t really enjoy being in there. It wasn’t somewhere that they were excited to play in or bring their friends home to.”

Research

In the 2024/25 period, two critical research projects were commissioned: one focusing on the effects of **material poverty**, and a second in partnership with the University of Cambridge, the KPMG Foundation, and The Ethos Foundation, which investigates how **generative artificial intelligence (GAI) toys** impact the wellbeing and mental health of children living in poverty.



Advocacy

The Childhood Trust's 6th London Child Poverty Summit "**Spaces, Places and Wellbeing**," brought over 100 attendees together, including charity partners, supporters, and young people, to explore how spaces and places of London directly impact the wellbeing of its children and youth. The Summit is a critical point in **convening key actors in London child poverty** to understand challenges, opportunities and forge a path ahead together for the greatest impact