

## The Chances for Children Campaign

Levelling the playing field: raising  
£10m to close the education gap  
for children in poverty and crisis



“

**You provided all the things I needed to make this moment possible and if I could I would invite Frank Buttle himself to see me walk on that graduation stage.**

## From crisis points to turning points

“

The way I described receiving a grant to somebody the other day was like being given a whole new start after such a horrible few years. It's like deleting bad memories to make room for new happy ones.

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“

For the older child who was struggling with anxiety and low school attendance, the opportunity to attend her after school and weekend activity helped her develop in confidence (own abilities and interactions with others) which means that she is attending school regularly and enjoyed her experience. The laptops that were purchased have also helped both girls with their homework and the younger child now looks forward to completing projects as she has the equipment needed.

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“

We are so grateful for what we received. I think the best thing is their membership to the leisure centre ...seeing them swimming and laughing and not worrying is just priceless.

*Quotes from Buttle UK grant beneficiaries 2019-2020*



## The Facts

There are currently

**3.9m children**

defined as **living in poverty** in the UK.

That's **27%** of all children

Around

**7.2m people**

were going without basics such as meals, showers and heating in 2022.

Disadvantaged children

**were already 18 months**

**behind their peers** before the pandemic.

Almost

**700,000 people**

including an extra

**120,000 children**

have been **plunged into poverty** in the UK as a result of the COVID-19 crisis.

Application rates to Buttle UK have been

**40–50% higher**

than they were before the pandemic.



## Our Experience

The issues facing children living in low income homes are complex, and an increase in one problem can often exacerbate others.

Chances for Children grants are designed to address multiple needs and work alongside other support being receiving locally.

They offer a **genuine chance** for change in a child's life through

**Greater engagement in education**

**Addressing trauma**

**Improved wellbeing**

**Meeting basic needs**

**Reducing stress in the home**

## Our Proven Method

A network of hundreds of frontline services apply on behalf of the children, young people and families they work with, ensuring we target support where it is needed most.

These organisations also administer the funds once awarded, creating appropriate due diligence in the process.



**Grants of up to £2,000**

for children & young people **impacted by recent crisis** to fund items and activities

**Grants to cover boarding fees**

for children whose **home environment is disruptive and chaotic**



To support:

**A safe and nurturing place to develop and grow up in**

**Access to activities that promote wellbeing and build support networks**



**To increase capacity to engage in education and improve social & emotional wellbeing**

## Our Results To Date

Between 2016-2021 we raised our first £10m. From this **13,000** children and young people have been supported across the UK.



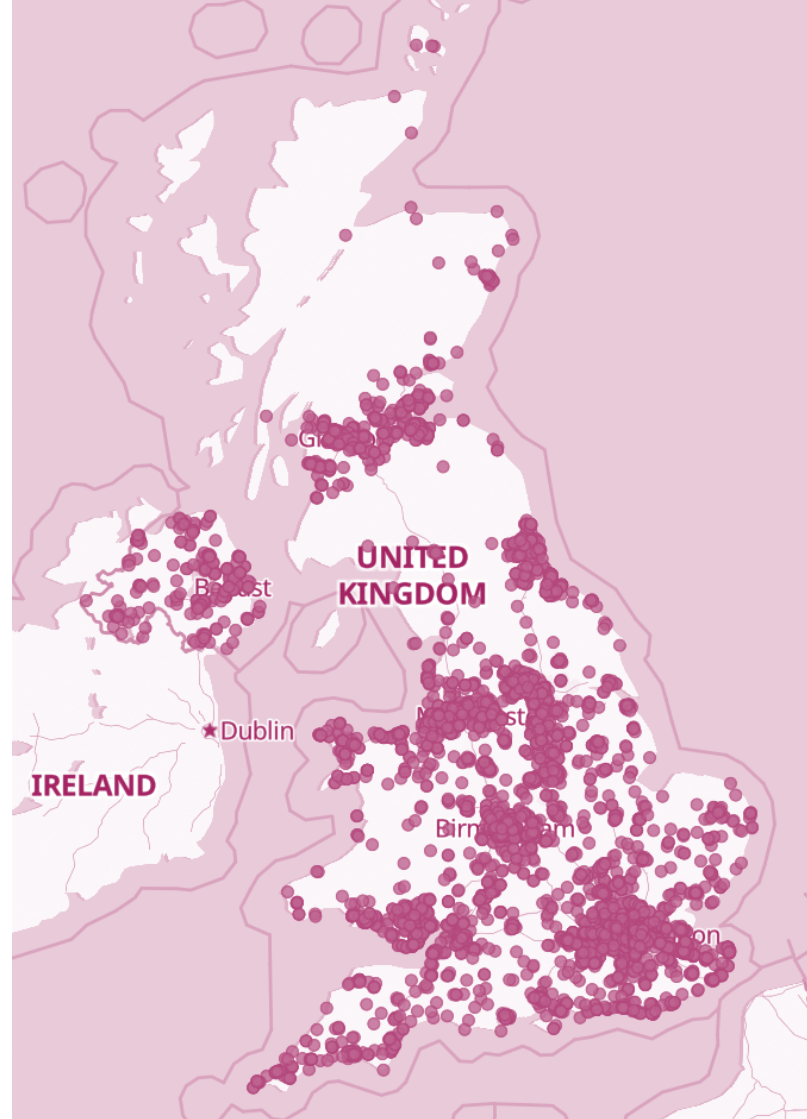
of parents now feel their home meets the families' basic needs



of parents feel that their children's wellbeing has improved



of parents feel their children's engagement with education has improved



## A Practical Solution

Chances for Children grants fund a variety of things that all children need, but families cannot otherwise afford.

**Donors and funders  
of the Chances for  
Children campaign  
have already paid for...**



Basic household appliances for  
**2,800 homes**



IT equipment for over  
**3,600 children & young people**



Beds & bedding for nearly  
**6,500 children**



Therapy for  
**400 children & young people**



Clothing for nearly  
**2,500 children & young people**



After school activities and extra tuition for  
**3,300 children & young people**



After school activities and extra tuition for  
**3,300 children & young people**





## Levelling the playing field: the next £10m

During the pandemic children were isolated at home, away from school, friends, and wider family. Many have had little or no education during the lockdowns. Physical exercise was limited.

For some children these experiences have been on top of ongoing abuse, neglect, and living in permanently stressful homes without the basics most of us take for granted. Problems which have themselves been further exacerbated by the pandemic and now the cost of living crisis. The economic outlook suggests many more children will join them.

As these crises continue the true scale of these problems will be revealed, as will the growing education gap. The next phase of our campaign is about *levelling the playing field* by giving disadvantaged children the opportunity to close this gap.

## OUR GOALS

To raise another

**£10m**

within 3–5 years

To focus this funding on

**children made even more vulnerable by crisis,**

and who are in danger of being **'left behind'**

To improve educational engagement for another

**10,000+ children and young people**



## The Opportunity

- A Chances for Children grant is a small, highly targeted gift, which can move a family beyond a crisis, towards a turning point in their lives.
- This Campaign presents a simple, direct and effective way for donors to change children's lives in the UK. There is no other campaign or organisation in the UK creating change on this scale and so immediately for the children who need it.
- Chances for Children Grants are expertly administered by Buttle UK.
- The grants are designed to help local services increase the impact of their own work with families.
- Due to the legacy left by founder Frank Buttle, all administration costs are covered so 100% of a donation can go directly to children and young people that need it.



## Creating great partnerships

In raising the first £10m we have built a number of significant corporate partnerships. Our *Beds for Kids Campaign*, for example, brought together *The Sun* and *Dreams Beds*. Dreams donated £380,000 worth of beds to vulnerable children across the UK and The Sun provided the media platform, with an equivalent value in advertising to Dreams' donation. Buttle UK benefitted from the awareness achieved. A win win partnership.

Beds for Kids ran for 4 weeks with editorial and advertising coverage in the newspaper and online. Video content produced for The Sun's social media platforms included testimonials from those supported, as well as a celebrity appeal featuring Davina McCall, Alex Jones, Richard Arnold, Eamonn Holmes, Ruth Langsford and Anton du Beke.

Individual donations from The Sun readers provided an additional £10,000.

Beds for Kids

# SUN CAMPAIGN TO GIVE EVERY KID A PLACE TO SLEEP



**HOW YOU CAN HELP**

1. Buy a bed from Dreams
2. Donate to the campaign
3. Buy this charity book

**Half a million British children don't have a bed of their own, they need your help**

**Says JUDGE RINDER**

**FRANK'S LEGACY**

**Bedtime story**

**What's the story the help isn't there?**

**You can make the difference**

**NIGHT, NIGHT, SLEEP TIGHT: DON'T MISS 4-PAGE PULLOUT TODAY**



**Star** SPECIAL PULLOUT

# Nite, nite..

# ..sleep tight

KIDS' SWEET DREAMS GUIDE

**Beds for Kids**

**Buy a bed from Dreams Beds and they'll donate one bed to the Chances for Children campaign.**

**You can now purchase the book in-store for £3.99. All proceeds go to Chances for Children.**

**Get your voucher or donate at [thesun.co.uk/bedsforkids](http://thesun.co.uk/bedsforkids)**

**STAY AWAKE**

**By NITTA HARRINGTON**

**THE SUN'S SLEEPING ON THE JOB**

**THE SUN'S SLEEPING ON THE JOB**

**THE SUN'S SLEEPING ON THE JOB**



**That's no place to sleep**

**Buy a bed in-store from Dreams Beds and they'll donate one bed to the Chances for Children campaign.**

**You can now purchase the book in-store for £3.99. All proceeds go to Chances for Children.**

**Get your voucher or donate at [thesun.co.uk/bedsforkids](http://thesun.co.uk/bedsforkids)**

**Beds for Kids**

**Dreams**

**Star**

**Chances for Children**



**A brighter start with**

**chancesFOR CHILDREN**

**BUTLE**

It was time for maths  
But as friends passed the test,  
Poor sleepy Simon was having a rest.

That's no place to sleep!



**Everyone changed to play football**  
But as the other kids scored,  
Poor sleepy Simon, he snored and he snored.

That's no place to sleep!



# SUN CAMPAIGN TO GIVE EVERY KID A PLACE TO SLEEP

**HOW YOU CAN HELP**

1. Buy a bed from Dreams
2. Donate to the campaign
3. Buy this charity book

**THAT'S BEDDER!**

**THE CHARITY WAS MY FAMILY'S LIFELINE**

**'I felt a failure as a mum... this has changed our lives'**

**'Our nightmare share is over!'**

**My boy used to fall asleep in class - but not any more!**

**DANIEL AND CHRIS DON'T HAVE A BED OF THEIR OWN**


**STAY AWAKE**

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**THE SUN'S SLEEPING ON THE JOB**

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**Beds for Kids**

**Dreams**

**Star**

**Chances for Children**

**DANIEL AND CHRIS DON'T HAVE A BED OF THEIR OWN**

## Creating fantastic events

Through the hard work of our Campaign Board we have been able to put on a range of incredible events. This has included intimate dinners in London, Glasgow and the Cotswolds as well as gala events at Liverpool Cathedral and the News Building, with its incredible views of the London skyline.

This latter event, hosted by News UK, involved a private concert by pop legend Gary Barlow, while Richard Arnold hosted a Q&A with Strictly Come Dancing stars Anton Du Beke, Louise Redknapp and Robert Rinder.

## It raised an amazing £220,000

These types of events have not only helped us to raise funds but also awareness of our Chances for Children Campaign to new and wider audiences.

Gary Barlow has agreed to perform again for us, at another News UK hosted dinner



## The role of trusts & foundations

Grants and donations from trusts and foundations have been critical to us achieving the first £10m. The relationships we have established over the first years of the Campaign became particularly important when the COVID 19 crisis struck.

As a trusted distributor of funds we have been able to support the charitable and philanthropic goals of a wide range of funders in their own response to the crisis. We have done this by getting support directly into families' homes **at pace, at scale** and with **no additional administrative costs** to the funder.

The total raised in response to the COVID-19 crisis was £3.9m alone, which included a significant grant of £2m from the National Lottery Community Fund and £650,000 from Comic Relief, as well as many other individual and corporate donations.



THE DULVERTON TRUST



# Key supporters of the Campaign

Argo Global

Ajaz.org

Asda

Band Trust

Barclays

Billington Group

City Bridge Trust

Clothworkers' Foundation

Colin Crawshaw

Comic Relief

Cyril Taylor

Charitable Foundation

Denbighshire Foyer

Dreams Beds

Dulverton Trust

Edward Gostling Foundation

Eleanor Hamilton

Educational Trust

Garfield Weston Foundation

Graphite Capital

Italian Job Rally

Jefferies Financial Group

Kidly

KPMG Foundation

London & Capital

Foundation Lund Trust

The Beacon Owl Trust

Mat Waugh

Masonic Charitable Foundation

Millhills Charitable Trust

National Lottery

Community Fund

News UK

People's Postcode Lottery

Pinebridge Investments

Robert Rinder

Schroder Foundation

Sobell Foundation

Steve Morgan Foundation

The Taylor Family Foundation







# Chances for Children Campaign

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Jonny Duggan

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Simon ffitch

Christina  
Sorensen Lötter

Guy Paterson

Freddie St George

Colin Crawshaw

Joseph Howes  
*CEO, Buttle UK*

Richard Barron  
*Fundraising Director,  
Buttle UK*

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David Buttle

Chantelle  
Chamberlin

Tracey  
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Professor  
Harriet Ward

Leo Wong



## The difference a grant can make

“Three years ago in December I accessed your services - a young person coming from a hostel hoping to get some help with university supplies as well as tools for living. I was 18, I was homeless, poor and vulnerable having struggled with mental health problems in the past. The support that your services gave me made the biggest difference in my life, you were the difference between me becoming another statistic and where I am now, a person with a home, a degree and friends that I made at university.

I was always so afraid that I would amount to nothing and that if my own parents did not see me as worthy, who will? You saw me, you saw my case and you listened. You provided all the things I needed to make this moment possible and if I could I would invite Frank Buttle himself to see me walk on that graduation stage.

Today I am 21, I am now a mental health nurse and refer my patients to you, and sometimes that's so wild to me because at one point I was the referral but what I am trying to say is that you are a fantastic service and thank you for all that you do and have done. Estranged kids don't have much support but you gave that, and now look what you've done for me.

**Thank you, Thank you.”**

## Key Statistics

There were

**3.9m children**

living in poverty in the UK in 2020–2021.

That's **27% of children.**

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**75% of children**

growing up in poverty live in a household where at least one person works.

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**1 in 6**

children and young people had a probable mental health problem in 2020, **a rise from one in nine in 2017** according to NHS Digital and The Office for National Statistics.

Almost

**700,000 children**

have been **driven into poverty** by the COVID crisis.

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About

**9% of children in the UK**

between **1.1 million and 1.8 million**, do not have access to a laptop, desktop or tablet at home, according to Ofcom.

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Disadvantaged pupils in England were

**18 months of learning**

**behind** their peers by the time they finished their GCSEs even before the pandemic.

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Around

**7.2m**

people have been going **without basics** such as **meals, showers and heating**, according to research in 2022.



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