

The Chances for Children Campaign

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





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.

“

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.

“

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

Even before the pandemic

4.2m children

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

That's **30%** of all children

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 are nearly

60% higher

since April 2020 compared to 2019.



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.

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.



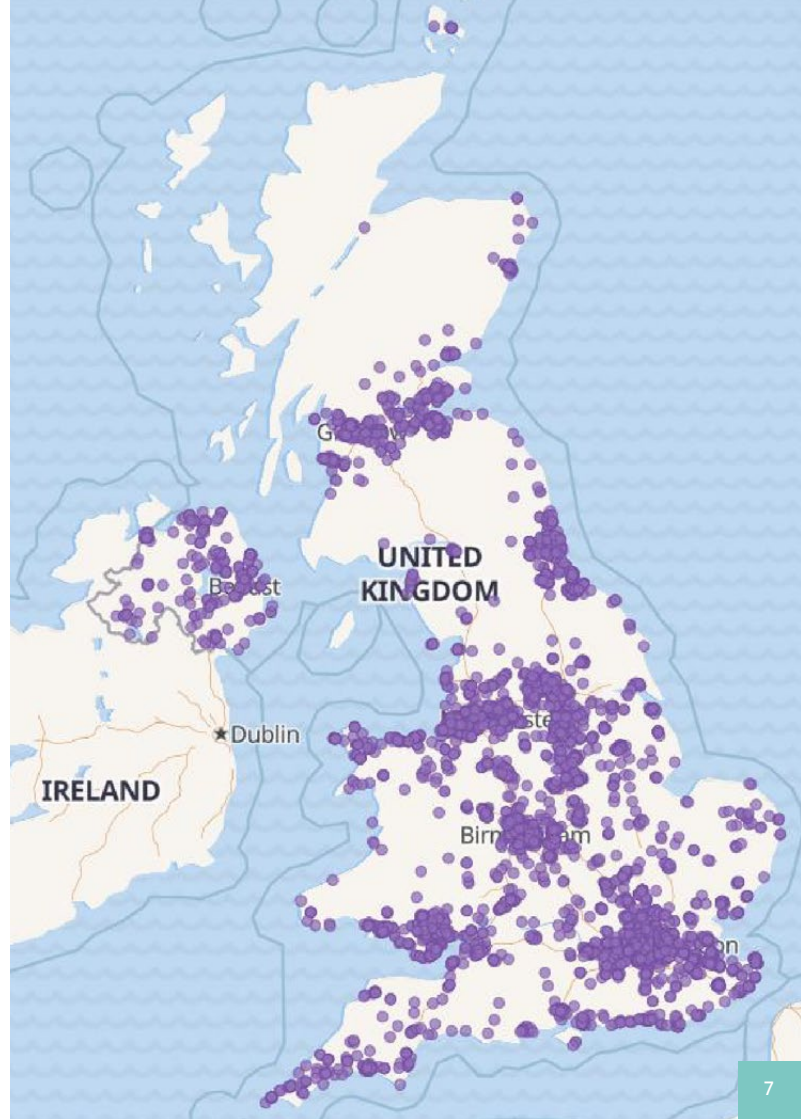
of parents now feel their home meets the families' basic needs



97% of parents feel that their children's confidence 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 have been isolated at home, away from school, friends, and wider family. Many have had little or no education during the lockdowns. Physical exercise has been 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 crisis. The economic impact of the pandemic means many more children will join them.

As children return to school 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 the 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

chancesFOR
CHILDREN
BUTTLE.UK

SUN CAMPAIGN TO GIVE EVERY KID A PLACE TO SLEEP

Beds for Kids
SUN SPECIAL PULLOUT

1000s are free, sleep that don't have a bed

FRANK'S LEGACY

What's the charity the help isn't there?

You can make the difference

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

Says JUDGE RINDER

HOW YOU CAN HELP

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

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



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
SUN SPECIAL PULLOUT

Nite, nite..

..sleep tight

KIDS' SWEET DREAMS GUIDE

Beds for Kids
SUN SPECIAL PULLOUT

HOW YOU CAN HELP

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

THAT'S NO PLACE TO SLEEP

THAT'S BEDDER!

1. Buy a bed from Dreams

2. Donate to the campaign

3. Buy this charity book

That's no place to sleep

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

Beds for Kids
SUN SPECIAL PULLOUT

Dreams
The Bed Experts

SUN
SUN SPECIAL PULLOUT

chancesFOR CHILDREN
BUTLE

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!

1. Buy a bed from Dreams

2. Donate to the campaign

3. Buy this charity book

THAT'S NO PLACE TO SLEEP

THAT'S BEDDER!

1. Buy a bed from Dreams

2. Donate to the campaign

3. Buy this charity book

Beds for Kids
SUN SPECIAL PULLOUT

Dreams
The Bed Experts

SUN
SUN SPECIAL PULLOUT

chancesFOR CHILDREN
BUTLE

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 .

Gary Barlow has agreed to perform again for us, at another News UK hosted dinner, as soon as COVID restrictions allow.

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.



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

Billington Group

City Bridge Trust

Clothworkers' Foundation

Colin Crawshaw

Comic Relief

Cyril Taylor Charitable

Foundation

Denbighshire Foyer

Dreams Beds

Dulverton Trust

Edward Gostling Foundation

Garfield Weston Foundation

Graphite Capital

Italian Job Rally

Jefferies Financial Group

Kidly

KPMG Foundation

London & Capital Foundation

Lund Trust

The Owl Trust

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

Campaign Board

Caroline Whiteley
Chair

Mandy d'Abo

Jill Dinsmore

David Dinsmore

Simon ffitch

William Ladenburg

Christina Sorensen Lötter

Guy Paterson

Joseph Howes
CEO, Buttle UK

Richard Barron
Fundraising Director, Buttle UK

Buttle UK Trustees

Jill Dinsmore
Chair

Peter Orlov
Deputy Chair

Mark Alexander

Lucinda Baxter

David Buttle

Chantelle Chamberlin

Thomasina Findlay

Rosie Norris

Mike Seaton

Alex Tennant

Leo Wong

“

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



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

4.2m children

living in poverty in the UK in 2018–19.

That's **30% of children.**

72% of children

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

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.

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.

Disadvantaged pupils in England were

18 months of learning

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



Buttle UK

15 Greycoat Place
London
SW1P 1SB

020 7828 7311

info@buttleuk.org

buttleuk.org

f **t** **@** **in** | @buttleuk

Registered Charity No - 313007 | Scotland - SCO37997