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

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.”
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.

The Facts

Even before the pandemic, 4.2m children were defined as living in poverty in the UK. That’s 30% of all children.

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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 received locally. They offer a genuine chance for change in a child’s life.
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.

- **84%** of parents now feel their home meets the families’ basic needs
- **97%** of parents feel that their children’s confidence has improved
- **74%** 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
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After school activities and extra tuition for 3,300 children & young people
Basic household appliances for 2,800 homes
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.
Half a million British children don’t have a bed of their own, they need your help

Says JUDGE RINDER

Beds for Kids

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

A brighter start with chances for children

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.

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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.
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
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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.

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.
There were 4.2m children living in poverty in the UK in 2018–19. That’s 30% of children.

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.

Key Statistics

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.