



chancesFOR
CHILDREN

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BUTTLE UK
2025-30
STRATEGY

ABOUT BUTTLE UK



Reverend Frank Buttle

Buttle UK is a charity dedicated to supporting children and young people across the UK who face crisis situations, financial hardship, and multiple social challenges. Our mission is to enhance emotional, educational, and social outcomes through grant support. Buttle UK is named after Reverend Frank Buttle, a remarkable man whose hard work and personal sacrifice helped to establish the organisation in 1953, based on the incredible value of funds he raised.

We support children and young people living in severe poverty who also face challenges such as domestic abuse, mental health issues, estrangement, or neglect. In 2024-25 we provided over £5.5m in grants to individuals.

Our Chances for Children grants, up to £2,400, are tailored to individual needs. This can be as simple as a new school uniform to help them settle in school; support for family or play therapy; or membership of a club or activity so that they can explore something they enjoy, socialise and have opportunities to make friends. We can also help with items like beds, toys, clothes or even a TV. Our grants help children to live a life that feels more like other children's.

For those experiencing particularly disruptive home environments, we also provide grants enabling access to boarding school placements. The school becomes the safe, nurturing environment which fosters wellbeing, empowering children and young people to thrive academically, emotionally, and socially.



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THE CONTEXT OF OUR NEW STRATEGY

We have reflected on our strategic journey and listened closely to our key stakeholders including staff, trustees, our Youth Advisory Panel, Advisory Network, campaign board members, funders, grantmakers and child poverty focussed organisations.

We have acted on their insights to shape a new direction for Buttle UK. They told us:

- **to be ambitious and bold** in this work and to step in **with curiosity in uncertain times**.
- **of the importance of continuing our swift and direct grant support to children and young people**. There is additionally a challenge to be more child-focussed and empowering in this work.
- **that we must use the data and insight we have to create longer-term impact**. Our knowledge gained from delivering frontline grants compels us to do more.
- **there are groups of children and young people we work with that need deeper support for change**, we must explore the deeper challenges of those we work with, and what needs to change for them.
- **to explore our potential to create wider impact through influencing work**, but not trying to meet all needs for everyone. Don't spread ourselves too thin, there are plenty of other organisations that do great influencing work already in the wider poverty sphere, and our work and data can support them. We will find areas of focus where we can lead and support others to create change.
- **to shout about and celebrate the great work we do so that more people know about us**.

THE KEY STRATEGIC QUESTIONS:

WHY DO WE EXIST?

Our vision is that poverty and crisis does not define a child's future.

We have always had a role in working to address the impact of crisis and poverty for children and deeply understand the debilitating impact of both on young lives. The UK is facing a worsening crisis with 4.3m children currently living in poverty¹. Our own reports, '[State of Child Poverty](#)' (2019-24) and '[Growing up in Poverty](#)' (2024), highlight this escalating crisis. The challenges of child poverty in the UK have intensified, creating a poverty emergency. Families are increasingly caught in a cycle where crises, such as abuse or homelessness, lead to deeper poverty, and systemic failures prevent meaningful recovery.

¹ End Child Poverty Coalition - latest figures available (2022-23)



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WHY US?

By the end of our 2020-25 strategy, we reached our goal of supporting over 25,000 children and young people through our grants. We continue to see a high need for the simple items and activities we fund, and all of us would agree are essential for children. While this work remains invaluable, our reports reveal that addressing immediate needs alone will no longer suffice. A growing number of children require support, yet systemic barriers continue to perpetuate poverty and the traumatic impact of crisis.

We must leverage our unique strengths and insights to address the immediate needs and the root causes of poverty and crisis. Our expertise and reputation in grant-making, the unique data and information generated through our grant delivery and the lived experience shared by grantees in our co-production work, provide huge insight into poverty and crisis that we believe we must share with greater intention.

We aim to grow fundraising income whilst being a charity lucky enough to have an endowment to support children and young people. This means we are well placed to ensure that poverty and crisis does not define a child's future.



WHAT WILL WE DO?

Through our work, we will empower children and young people to overcome the challenges they face and build a brighter future for themselves and for generations to come. As our grants remain absolutely critical to children and young people we will continue them while developing deeper support and influencing practice, governments and systems to address systemic issues and break the impact of poverty and crisis on young lives.

Our aim will be to engage stakeholders through Buttle UK's spheres of influence. This means using our insight to develop programmes with others, and also to work with stakeholders that are far harder to engage but hold the power to change thousands of children and young people's lives i.e. policy-makers in government. We appreciate the longer-term nature of change in this area - it will need time and space.

Our ambition is to create change for children and young people in numbers we cannot possibly reach through grant-making alone. We will use our expertise, insight, data, funding, collaboration and partnerships to drive lasting solutions for children and young people most in need.



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WHO WILL WE WORK WITH?

Between 2025 and 2030 we will:

- 1** work with **thousands of children and young people** across the UK, who will receive grants to help them move on from the impact of poverty and crisis and access education.
- 2** **identify children and young people facing the deepest need and challenges** and work with them to provide longer-term support and influence for positive change in their lives.
- 3** share our data, insight and expertise with organisations campaigning to deliver **change for all children living in poverty**, working in partnership to amplify the voices of the children and young people we support.



OUR VISION:

Poverty and crisis does not define a child's future.

OUR MISSION:

The maintenance, education and advancement in life of children and young people who through poverty and family circumstances are in need of, and will benefit significantly from, Buttle UK's support.

STRATEGIC OBJECTIVES:

1 Deliver impactful grants

GOAL ONE

Continue to deliver our Chances for Children grants as a rapid and critical UK-wide intervention to address the immediate needs of children and young people in poverty and crisis.

GOAL TWO

Build deeper and targeted, long-term support for the children and young people with greatest need and challenges. We will develop partnerships with other funders and frontline services to ensure the most impactful change for these young people.

GOAL THREE

Evolve our grants model to ensure grants are equitable, non-judgemental and efficient, including seeking to empower recipients whilst reducing the burden of delivery on frontline workers.

2 Amplify our voice for change

GOAL ONE

Develop and strengthen our brand to position us as both a critical provider of direct grant support and a leading advocate for systemic change so that no child is defined by poverty and crisis.

GOAL TWO

Amplify our external voice to influence policy and practice, using data from our grant-making, co-production partners, and research to explore, drive and support impactful policy and campaigns that address the root causes of child poverty and crisis.

3 Harness the power of our resources

GOAL ONE

Develop and deliver a financial model that combines the power of growing diversified fundraising income streams with the ability of our endowment to strengthen long-lasting impact for children and young people facing the greatest challenges.

GOAL TWO

Resource new partnerships and programmes and develop our technology and general infrastructure frameworks.

TEAM DELIVERY:

Fundraising • Co-Production • Marketing/Brand • Grants • Impact/Data • Investments/Endowment • Technology People/HR • Equity, Diversity & Inclusion • Finance • Influencing • Partnerships • Governance

VALUES:

Child-Focussed • Empathetic • Responsive • Accountable • Collaborative



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