

# Impact Report 2024–25



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# Introduction

2024-25 saw a continuation of patterns we have seen for several years now. The number of children in poverty has risen to 4.5 million<sup>1</sup>, the cost of living continues to be a challenge for families, services for children and young people are stretched and the two-child limit policy continues to pull children into poverty. As such, the need for support for children and young people experiencing poverty and crisis is as crucial as it has ever been. In this challenging context, Buttle UK has awarded more grants, to higher total value than ever before. In 2024-25 we awarded grants to over 3,000 households, benefiting nearly 7,000 children and young people to a total value of £5.5 million. This report shares and celebrates the impact of our grants on the lives of children and young people.

## About Buttle UK

Founded in 1953, 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. We support children and young people living in severe poverty who also face challenges such as domestic abuse, bereavement, estrangement, or neglect.

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, TVs and laptops. While most of our grants are awarded to the family member (parent, carer or guardian), we also award grants directly to young people who are estranged from their parents.

For those experiencing particularly disruptive home environments, we 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.

As part of our new 2025-30 strategy, we aim to develop deeper programmes of support for communities facing the toughest challenges and build our influencing work alongside them to change the systems that are holding them back.

## Our impact

Our grants aim to:

- Increase children and young people's capacity to engage in education
- Improve children and young people's social and emotional wellbeing
- Improve children and young people's home environment

Through providing this support for children and young people, our grants also have an impact on family relationships.

This report draws on the in-depth data we collect on our grants, and surveys sent out to family members, estranged young people and referring organisations. This year we are also able to share findings from children and young people in their words and pictures that were gathered through our 'Beyond Words' project conducted in 2024-25<sup>2</sup>.



# Grants awarded in 2024–25

In 2024-25 we awarded more grants, to a higher total value than ever before. We awarded:



## 24,928

items and activities

delivered to



## 3,031

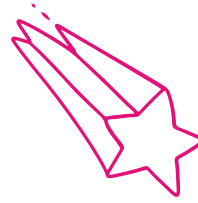
households



This includes boarding school fees for

## 59

children and young people



And grants for

## 179

young people who are estranged from their families



In total our grants benefited

## 6,902

children and young people



The total value of all of our grants was

## £5,483,271

up slightly from last year

The top 10 most frequently awarded items were:



## 3,860

items of furniture and home furnishings



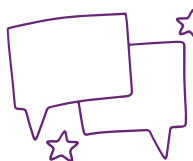
## 2,719

laptops or tablets



## 2,460

toys, books and games



## 2,326

social activities or days out



## 2,055

items of children's clothing and footwear



## 1,761

beds



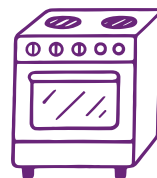
## 1,357

school uniforms



## 1,139

sport activities



## 1,023

white goods



## 950

home appliances

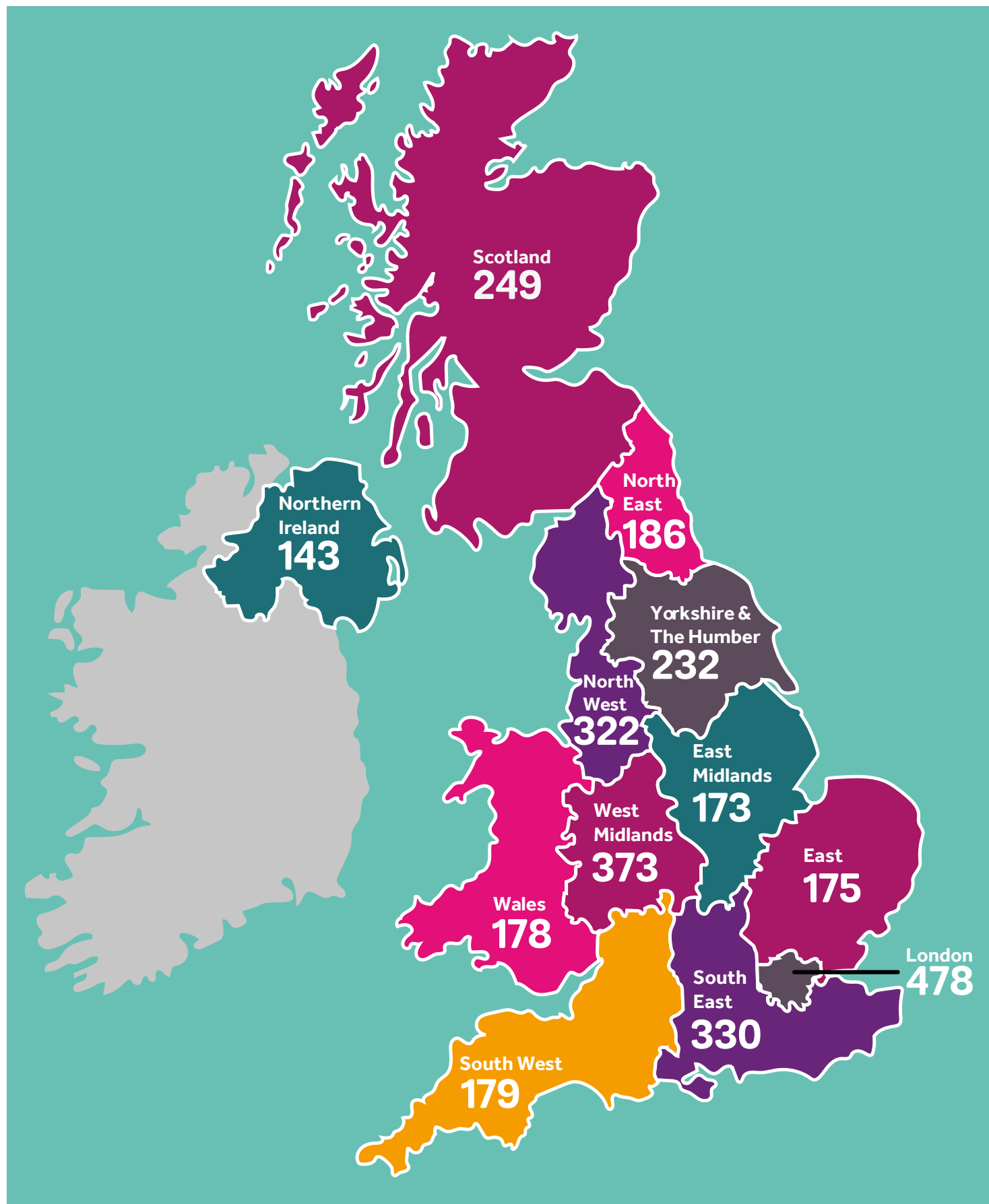


The pattern of items awarded was broadly similar to 2023-24 with just slight variations. The exception to this is the total spend on boarding school fees which reduced from £702,052 in 2023-24 to £583,340 in 2024-25. This was due to the pause in boarding applications whilst the programme underwent a review to ensure its long-term sustainability. See Appendix B for the full details of items awarded and the total spend for each item type.



# Geographical Reach

Buttle UK awards grants across the 4 UK nations and to all regions in England. In 2024-25 grants were awarded to households in:





# Demographics

Poverty and hardship are not evenly experienced through the population, and neither are our grants. Of the households who received a grant in 2024-25:



**81%**  
were headed by a single parent



**39%**  
had 3 or more children



**34%**  
had someone with a disability in the household



**12%**  
were Black, Black British, Caribbean or African,  
**10%**  
of households were Asian or Asian British and  
**4%**  
were Mixed or Multiple ethnic groups



**6%**  
were young people who are estranged from their families



**4%**  
had someone who is LGBTQ+ in the household and this rose to  
**12%**  
among estranged young people



**3%**  
were refugees or asylum seekers

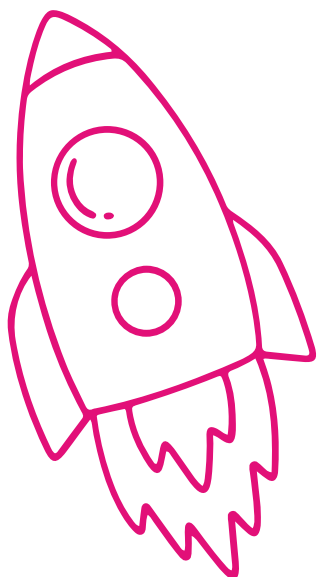
We know from child poverty data that single parent families, people from Black and Asian communities, families with three or more children and families where someone has a disability are more likely to experience child poverty than other families<sup>3</sup>. It is encouraging therefore to see that our grants are reaching some of the groups most at risk of child poverty.

At Buttle UK we want to ensure we are reaching children and young people facing the deepest need and challenges. As we move forward with our 2025-2030 strategy, we will be working to identify and target those children and young people in most need of our support.



# Impact: Engaging in education

Supporting children and young people to engage in education is one of the three key areas of impact for Buttle UK grants. Poverty itself can inhibit engagement in education due to a lack of access to items such as laptops, books and course materials, and low income can limit opportunities to engage in activities that support education such as trips, tuition and out of school activities. The crises that the children and young people have experienced can lead to reduced school attendance, or disrupted education as a result of, for example, having to move schools due to domestic abuse.



In 2024-25 we awarded **8641** items under our Chances for Children grants to support children and young people in education, training or employment totalling **£1,669,262**. Items included laptops, tablets, school uniform, course materials/ resources, tuition, toys, books, games and after school and breakfast clubs.

We send surveys three months after the grant has been awarded to understand the impact of our grants on children and families. The survey is sent to a family member who receives the grant, estranged young people who receive the grant directly and referrers. They are asked to report on whether the grants have led to an improvement for children and young people in a series of areas.

For grants awarded in 2024-25:

- 90% of families, 96% of estranged young people, 97% of family referrers and 97% of estranged young people referrers reported an **improvement in engagement in education**.

- 88% of families, 89% of estranged young people, 96% of family referrers and 97%

of estranged young people referrers reported an **improvement in access to activities**.

This shows the very positive impact that the grants have had on children and young people's engagement in education and activities, from all perspectives; a finding that is consistent with previous years.



**“There were no black shoes and the teacher told me I need black shoes. Now I’m happy with the new clothes because I had used clothes from school before”**  
(Child, age 7)

**“My tablet, it helps me learn...[I’m] happy because I am learning”**  
(Child, age 5)

**“It made schoolwork and learning way easier and more fun. I can now do research, complete assignments faster, and join online lessons without any issues. It made me feel more confident about school because I don’t feel left behind anymore. I’m actually more motivated to learn now, knowing I have the right tools”** (Young person, age 15)

**“My son has ADHD and his tablet has been a great help with education and to give me time to catch up on housework.”** (Family)





Young person at home with their laptop (Age 17)



“Learning is now more simple and efficient thanks to you!”  
(Young person, age 15)



# Impact:

## Social and emotional wellbeing

Improving the social and emotional wellbeing of children and young people is a priority area for Buttle UK's grants. The children and young people referred to us for support experience a range of crises such as abuse, neglect and bereavement. These are deeply traumatic experiences that affect self-confidence, behaviour, levels of anxiety and ability to build and sustain relationships. Poverty inhibits families' ability to access opportunities to support their children in these areas. With demand for children's mental health services and SEND support often resulting in unmet need, our grants provide children access to support and contribute to building their resilience.



In 2024-25 we awarded **6755** items under our Chances for Children grants to support the wellbeing of children and young people totalling **£1,271,219**. Items awarded include therapeutic activity, counselling, social activities, days out, gym membership and art, music and drama activities.

Feedback surveys three months after the grants were awarded show:

- 95% of families, 87% of estranged young people, 99% of family referrers and 97% of estranged young people referrers reported an **improvement in how often the child/young person seems anxious or unhappy**.
- 93% of families, 88% of estranged young people, 99% of family referrers and 100% of estranged young people referrers reported an **improvement in the child/young person's self-confidence**.
- 93% of families, 92% of estranged young people, 98% of family referrers and 94% of estranged young people referrers reported an

**improvement in how often the child/young person is physically active.**

•89% of families, 90% of estranged young people, 96% of family referrers and 100% of estranged young people referrers reported an **improvement in the child/young person's relationships with friends**.

•86% of families and 97% of family referrers reported an **improvement in the child/young person's behaviour**.

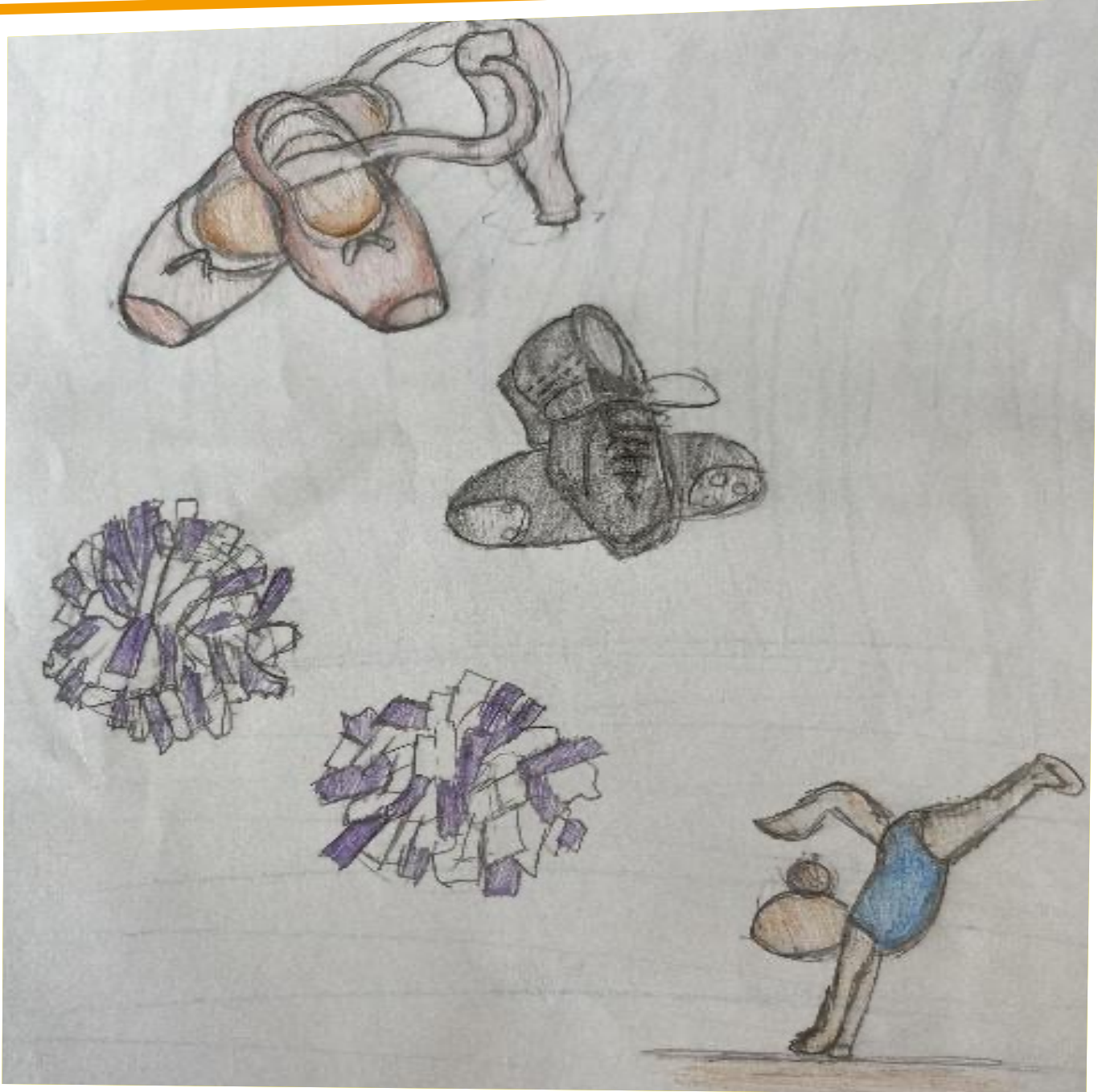
It is clear that, as with previous years, our grants have contributed to improving the wellbeing of children and young people in some extremely difficult and challenging circumstances.



**"The children's moods were very low and life was very bleak for us but the grant gave us all a light at the end of the tunnel. Being able to engage in games together, for the children to have nice new clean clothes and new shoes has been a massive confidence boost for them and for me to see them so happy." (Family)**

**"Having my own room allows me to get away and be on my own when I'm overwhelmed" (Young person, age 15)**

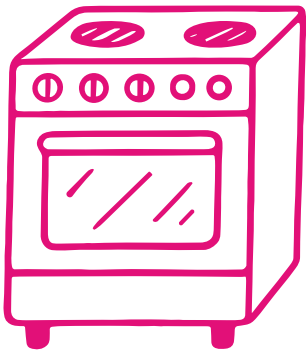
**"My favourite part of the grant was the swimming pool membership because I love swimming. It helps me relax and stay active. It also gave me the chance to make new friends" (Young person, age 17)**



“I really love going dancing every week... because I sound like a baby elephant upstairs! I have made lots of friends and I am more confident. I was in a big production at [name of theatre] on the stage. I made my family proud” (Child, age 10)

# Impact: Home Environment

Improving the home environment is a core impact area for Buttle UK grants because a safe, warm, and adequately furnished home is foundational for a child's health, wellbeing, and ability to thrive. A lack of basic furniture and home furnishings can be due to extreme financial hardship, relocating as a result of domestic abuse or homelessness, or for young people who are estranged from their families, setting up home for the first time.



In 2024-25 we awarded **9,308** items under our Chances for Children grants to support the home environment totalling **£1,934,787**. Items awarded included furniture, beds, white goods and carpets.

Feedback surveys three months after the grants were awarded show:

- 95% of families, 87% of estranged young people, 97% of family referrers and 100% of estranged young people referrers reported an **improvement in the home environment**.
- 97% of families and 99% of family referrers reported an **improvement in the items the child/young person has to play, rest and thrive**.

The very high proportion of respondents reporting an improvement, and the quotes from children and families below, emphasise just how much difference having basic household items can make to children, young people and their families.



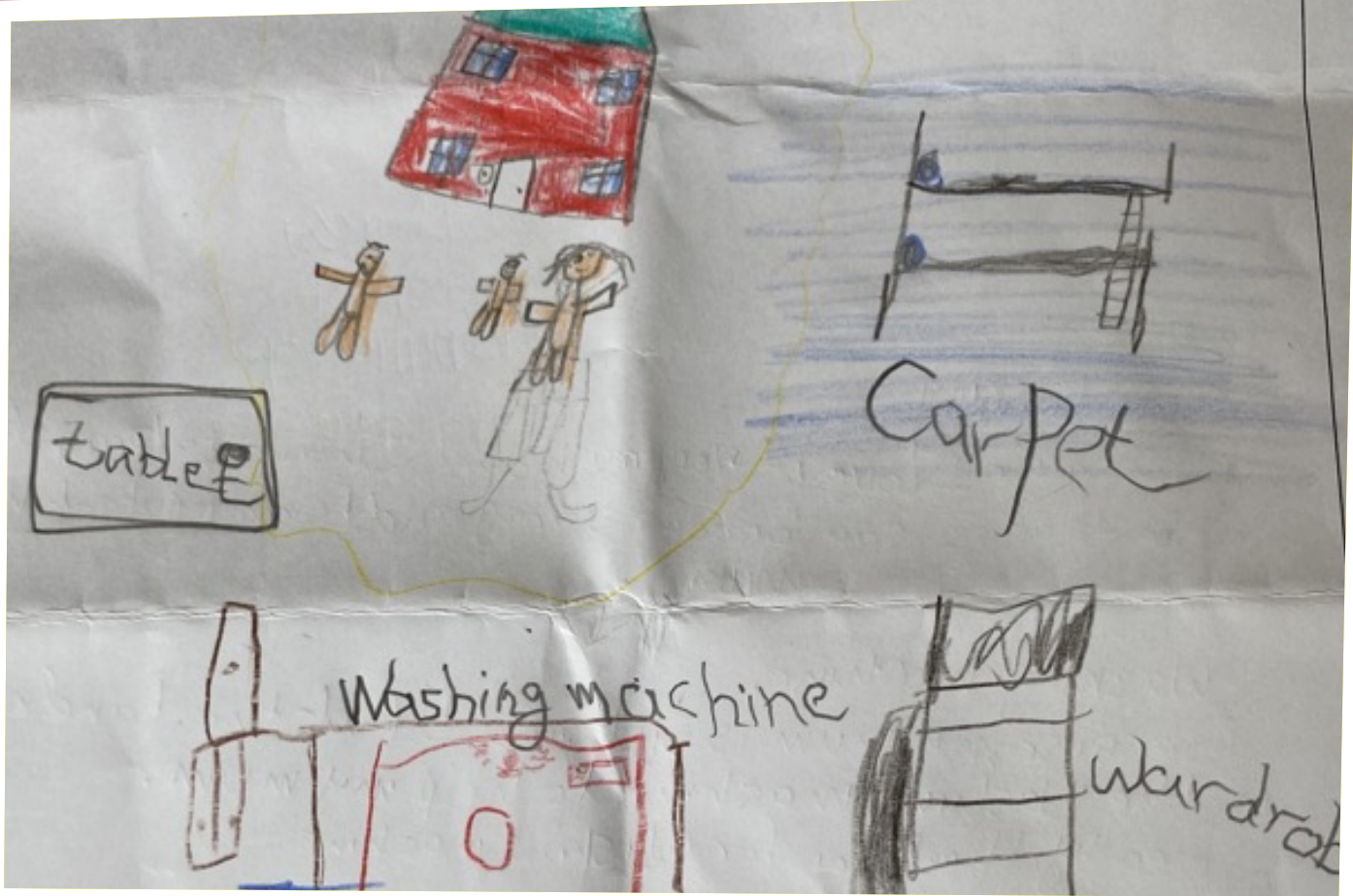
**“We were just moving into a new house without any furniture or essential things. These items really made it feel like a home from day one”**  
(Young person, age 17)

**“The atmosphere in the house changed, a temporary accommodation turned into a welcoming home.”** (Family)

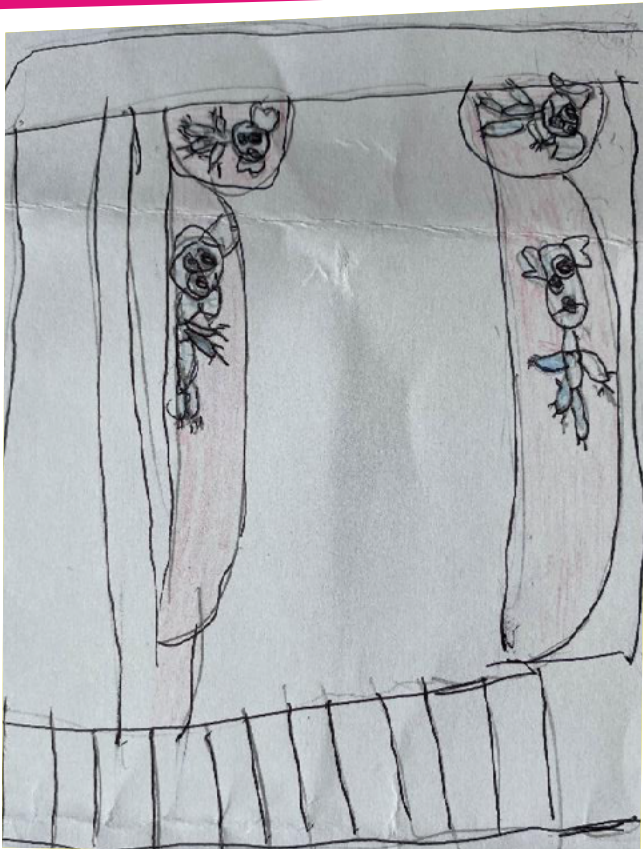
**“I am just extremely grateful for this grant. It gave us all a new start and changed our lives for the best. I fled domestic violence with my three children. We were homeless and my children and I left with no belongings. The grant was able to support and give myself and my children a beautiful fresh start. I will forever be grateful.”**  
(Family)

**“The best part of the grant was how happy my children were to have bedrooms they were proud of and felt safe in.”** (Family)





A family with their new furniture (Age 7)



“My bed because I don’t have to share my bed with [sister] and my nanna got her bed back... it helps me sleep so I can think” (Child, age 10)

# Impact: Family relationships

Our grants focus on improving engagement with education, wellbeing and home environment for children and young people. However, the crises they experience often leads to significant challenges in their family relationships. Experiencing trauma such as bereavement, domestic abuse and neglect puts considerable strain on families, exacerbated by financial hardship.

Feedback surveys three months after the grants were awarded show:

- 96% of families and 98% of family referrers reported an **improvement in how well they get along as a family.**
- 93% of families and 97% of family referrers reported an **improvement in how the family member was able to cope.**

As a result of the items and activities awarded, almost all families receiving a grant have experienced an **improvement in their family relationships.**



**“My favourite was going to Flipout. When we were playing on the trampolines... it made me feel happy so I can spend time with [names of siblings] and Daddy” (Child, age 7)**

**“Family trip to Chester Zoo because I love spending time with my family... it felt good, it helped my family and made us all smile” (Child, age 8)**

**“Having the chance to go on day trips together and forget issues we’ve had was amazing. The children loved it. I felt like I was able to provide some fun and normality, which was something I’d struggled to do in a very long time... When the jigsaws and games arrived it meant more than anything to the children and to me too just laugh and enjoy time.” (Family)**

**“I was able to give my girl what she needed due to the grant. As a mum I want to give her everything but due to everything that has happened to her the impact of not being able to give her them was making me feel like the world’s worst mum – and thanks to the grant I feel like I’m not.” (Family)**





A family with all the animals at the zoo  
(Age 10)



A smiling family (Age 5)



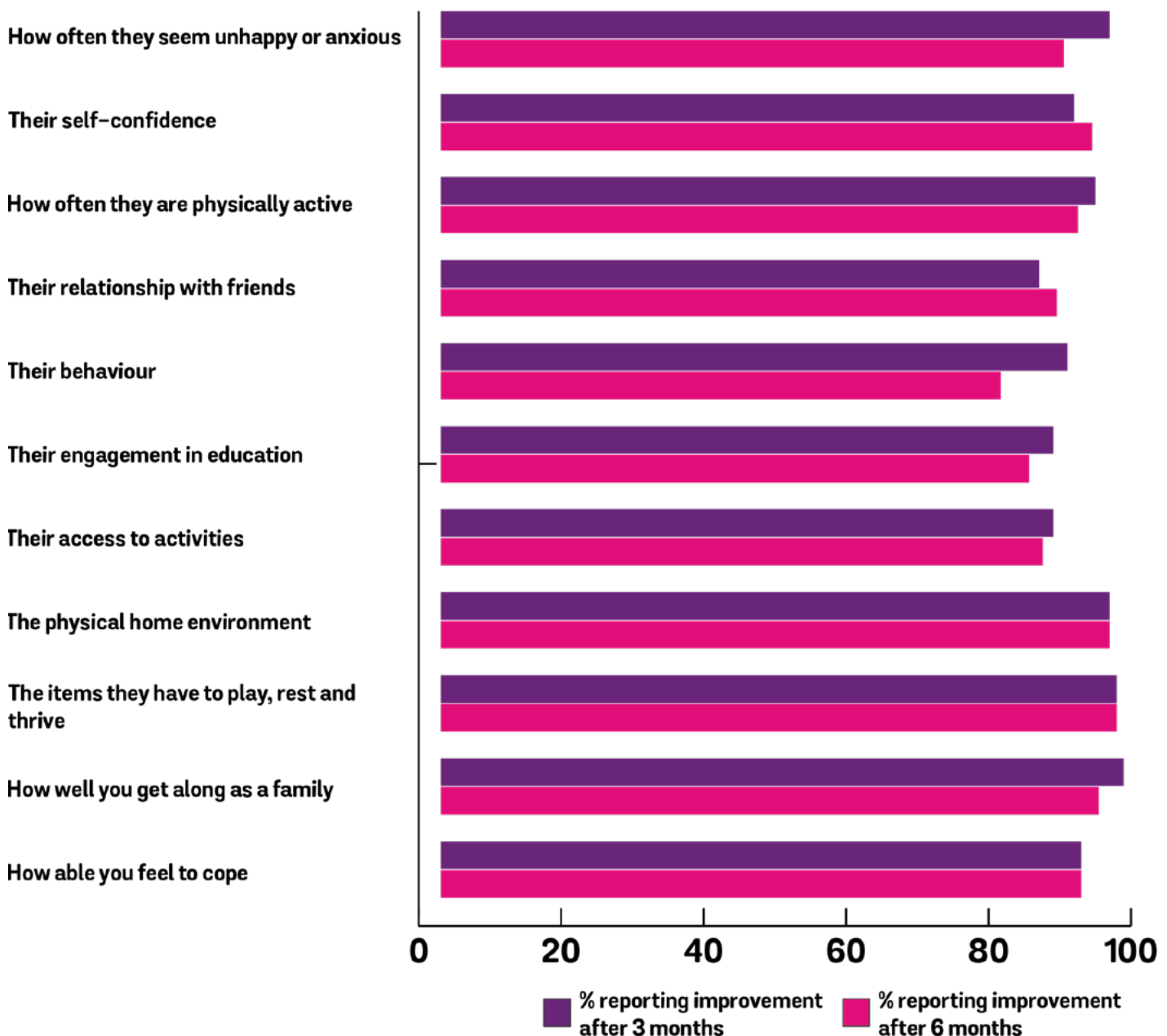
# Sustaining impact

The three month feedback surveys and words and pictures from children and young people show that our grants have a positive impact on children and young people's engagement in education, wellbeing, home environment and family life. Feedback surveys sent to families and estranged young people six months after they have received their grant allow us to see whether the improvements reported at three months are sustained at six months.

## Families

Comparing the improvement scores of families who responded to both surveys broadly indicates that improvement reported at three months is sustained by six months (see chart). The proportion of those reporting an improvement remains the same after six months in some areas, decreases slightly in some and increases slightly in others. The biggest decrease in improvement is in the area of behaviour (a decline from 89% to 80%). This is perhaps to be anticipated given the lasting effects of trauma meaning that these issues are likely to require more longer-term, sustained support than can be offered by one-off grants.

## Families reporting improvement 3 months and 6 months after grant





Analysis of all families' responses to the three month and six month surveys (as opposed to just those who completed both surveys), shows that while overall improvement rates remain high, the intensity of positive change tends to decrease a little from three to six months, with fewer "improved a lot" responses and more "somewhat improved" or "improved a little" responses. This pattern indicates that, while the impact of our grant persists, its magnitude naturally lessens over time.

### Young people

Too few young people completed both surveys to conduct matched comparisons. Comparing all three month survey responses with all six month survey responses, shows that improvement scores after six months are slightly lower, but still remaining at 80% or more in all areas. As with families, the intensity of positive change tends to decrease from three to six months, with fewer "improved a lot" responses and more "somewhat improved" or "improved a little" responses.

The responses suggest that the biggest decline in improvement for young people is how often they are physically active (from 92% to 80%) and engagement in education (from 96% to 87%), but as these are not all the same young people, we should be cautious about drawing any firm conclusions. We do know that the young people who are estranged from their families face a very complex set of circumstances and our qualitative work both previously<sup>4</sup> and currently in progress, is helping to build a richer understanding of their experiences and the support that they need.

Overall, the indications are that the impact of Buttle UK grants for children, young people and their families is sustained beyond the very immediate term and crisis response. The items and activities awarded continue to have a positive impact on children and young people's home, school and family lives and benefit their wellbeing beyond the initial three month period.

As we move forward with our 2025-30 strategy we will be focusing on improving our impact over the long-term, both through offering long-term support to those facing the most complex challenges and through working to influence policy and practice.



# Enabling impact: Involving young people

This last year has seen our co-production work gain a lot of momentum, building on the foundations we set in 2023-24. Our main success was the establishment of our Youth Advisory Panel, which we co-designed with young people who helped us develop the model, recruit members and plan their induction. We now have 13 young people - all of whom have received a grant from Buttle UK - meeting monthly to influence and shape our work. To date, they have:

- Fed into the development of our 2025-30 strategy through three online workshops, ensuring that young people's voices were taken into account when setting the direction of Buttle UK for the next five years.
- Worked with our team to create a workplan which aligns with our new strategy and business plan.
- Met in-person in London for a weekend in February where they reviewed our fundraising and comms, and created a plan to help us improve these areas of our work.
- Informed the start of our brand refresh through discussions with the Director of Fundraising and Marketing and a workshop with our brand agency.
- Ensured young people's views were core to the recruitment of our new Director of Grants by running a separate young people's panel alongside an SMT interview panel.

Other impacts achieved through our co-production and accountability this year include:

- Securing funding from The Talent Fund to build on our Surviving Estrangement project. Beyond Estrangement is a co-delivered research project with estranged young people exploring the experiences of LGBTQ+ who are estranged from their families.

- Centring children and young people's experiences in the Gendered Poverty Programme in Middlesbrough, delivering two participatory workshops to explore how financial insecurity impacts their lives and how structural challenges can be overcome.

- Continued engagement of our young people in the Investing for the Future project, working with the Chair of our Finance and Investment Committee to update our Statement of Investment Principles to include a commitment to reduce our investments in fossil fuels to less than 1% of our overall endowment.

- Successfully finalising and piloting our Chances for Change workshop with Westfield Speciality. The pilot was delivered by two of our staff and a young person who co-created the workshop.

- Boosting staff skills and confidence to deliver co-production activities through the creation of a co-production model for Buttle UK, along with tools and guidance for staff to implement this in their work.

- Working with Impact and Evaluation to develop a theory of change, evaluation plan and tools to capture the impact of our co-production work at Buttle UK.

As we move into 2025-26 and our new strategic period, co-production will be a core aspect of much of our first year delivery. This will include involving the Youth Advisory Panel and Advisor Network in the ongoing brand refresh project, the development of our organisation-wide Theory of Change, exploring which groups we may develop deeper support for, and the recruitment of our new Chair of Trustees and Fund Managers. We will also be developing more strategic partnerships to share our successes and learning in relation to co-production and position Buttle UK as a leading organisation in this work, both in the individual grant-giving sector and more widely.



# Enabling impact: Income growth and key achievements in 2024-25

The past year has been another period of significant achievement for Buttle UK as we delivered on the Income Growth pillar of our 2020-2025 Strategy. Our Chances for Children Campaign – which surpassed its original £10m target ahead of schedule in 2021 – has now raised a further £10 million bringing us to the end of the campaign. This ongoing success is a testament to the unwavering dedication of our Chances for Children Campaign Board and the broader community of supporters who have played a vital role in making this possible.

We've also successfully completed the second year of our five-year £10m National Lottery Community Fund Partnership. In 2024-2025, we used this crucial funding to deliver 1,678 grants, supporting 3,987 children and young people. Through these grants, we provided over 14,182 items, including essential household goods, toys, books, laptops, and educational materials.

This year also marked the 6th year of partnership with the Italian Job Rally, and once again, we witnessed the incredible generosity of the participants. To date, the Italian Job Rally, alongside its associated events - the Mile of Minis in Oxfordshire and the Minis at Goodwood - has raised a remarkable £450,000 for Buttle UK.

Other notable highlights of the year include the continued success of our Women's Giving Circle, which since inception has now raised over £150,000. This growing initiative continues to gather momentum, thanks to the generosity and commitment of its members. We would like to extend a special thanks to our donor The Beacon Owl Trust who have provided matched funding to make our Women's Giving Circle donations go even further.

These achievements showcase the ongoing strength of Buttle UK's partnerships and the profound impact our supporters have on the lives of vulnerable children and young people across the UK. We look forward to building on

this success in the years ahead as we continue to drive meaningful change through our fundraising initiatives.

**We want to thank all our funders in 2024-25, who made our work possible. In particular, we would like to thank:**

The National Lottery Community Fund  
Michael Cornish Foundation  
Garfield Weston Foundation  
The Freudenheim Family  
Graphite Capital  
National Philanthropic Trust  
Beacon Owl Trust  
Schroder Foundation





# Summary

At Buttle UK we are proud of what we have achieved over the last year. Our data shows we have been able to award a higher total level of grant to benefit more children and young people than ever before. Our feedback surveys show consistently high levels of improvement in engagement with education, home environment and social and emotional wellbeing, as rated by families, estranged young people and referral agencies. While these numbers are important, hearing from the children and young people themselves through their art and their words has been particularly meaningful. Seeing the difference the grants have made from the children's perspectives has added great depth and validation to our standard data collection. The establishment of our Youth Advisory Panel and the input of young people with lived experience of receiving Buttle UK grants has strengthened the work that we do and the way that we do it. Our successful fundraising, alongside our endowment, has enabled all of this work to happen.

We are only too aware however, that with 4.5 million children living in poverty there is more to do. At Buttle UK we strive to reach those who need our support most and maximise our impact. That is why our new 2025-30 strategy<sup>5</sup> has ambitious aims to go further including shifting from addressing immediate need alone to tackling the systemic challenges that keep children trapped in cycles of poverty and crisis. The new strategy has three bold aims:

## 1. Delivering Impactful Grants

We'll continue to provide fast, flexible, and essential grants to children and young people in crisis. But we'll also go deeper—offering long-term support to those facing the most complex challenges, and evolving our grant model to be even more empowering and equitable.

## 2. Amplifying Our Voice for Change

We've seen firsthand the systems that fail families when they need help the most. Through our research, data, and co-production work, we will influence policy and practice.

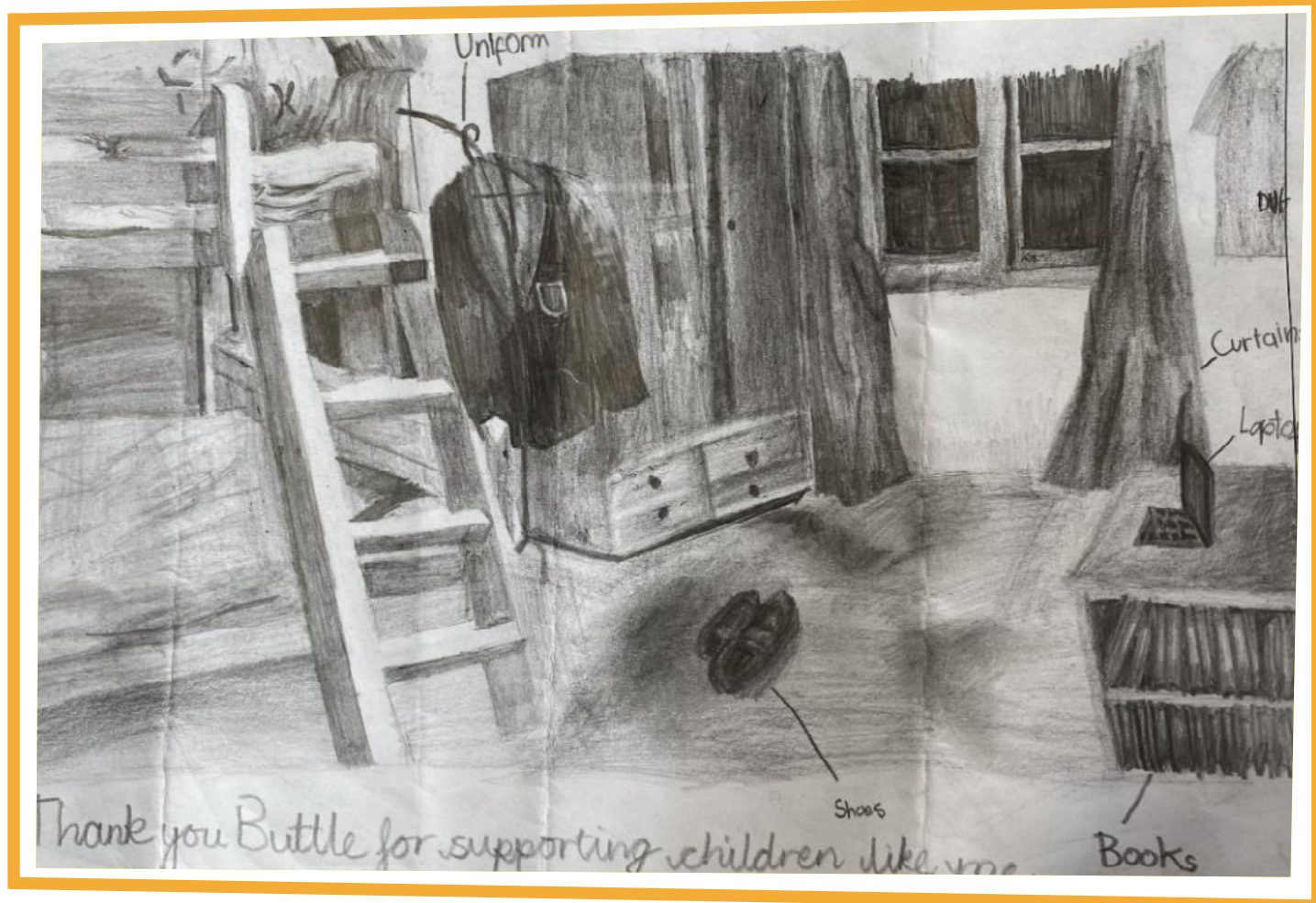
## 3. Harnessing Our Resources

With a strong endowment and ambitious fundraising goals, we are investing in partnerships, innovation, and infrastructure that will ensure we can support even more children in the years to come.

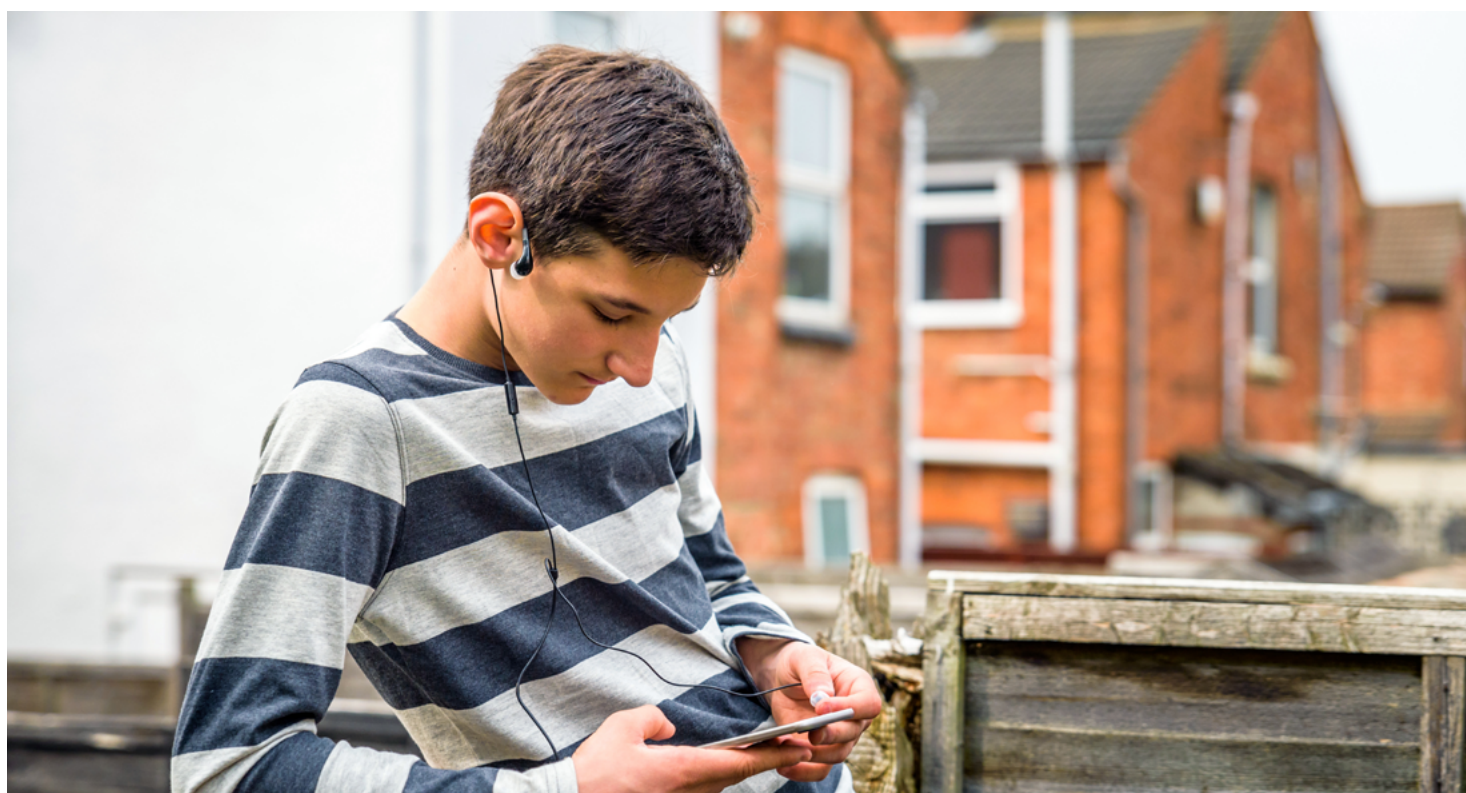
Over the next 5 years we look forward to sharing our impact in these areas.







“Thank you Buttle for supporting children like me” (Child, age 12)



## Appendix A: Summary of data sources used

### Sources used in this report:

- Data from the Buttle UK grants database on all grants awarded in 2024-25. It should be noted that these figures are correct at the time of analysis (June 2025) but due to grant refunds, the final figures for 2024-25 may be subject to minor amends and will be available in our annual report and audited accounts.
- Feedback surveys: three month feedback surveys from family members (n=628), estranged young people (n=54), family referrers (n=498) and estranged young people referrers (n=39) and six month feedback surveys from family members (n=411) and estranged young people (n=26). Improvement rates in this report include those who have reported 'improved a lot', 'somewhat improved' and 'improved a little'. 145 families completed both three month and six month surveys.
- Words and pictures collected from children and young people as part of the 'Beyond Words' project.

## Appendix B: Items and value for grants awarded 2024-25

Purpose	Number of items	Spend
Furniture & Home Furnishings	3,860	£720,563
Laptop/Tablet	2,719	£693,692
Boarding School Fees	107	£583,340
Beds	1,761	£463,881
Children's Clothing & Footwear	2,055	£452,526
Social Activity/Day Out	2,326	£429,291
Toys, Books & Games	2,460	£397,466
White Goods	1023	£255,061
School Uniform	1,357	£230,822
Carpeting & Flooring	583	£185,846
Home Appliances	950	£172,557
Sport Activities	1,139	£162,365
Bikes & Scooters	633	£145,251
Essential Kitchen Items	486	£63,859
Discretionary Card Payment	264	£61,034
Course Materials/ Resources	529	£57,079
Art/Music/Drama Activities	418	£54,077

Tuition	254	£51,731
Home Decoration	374	£42,229
Gym Membership	212	£40,677
Therapy & Counselling	174	£40,413
Mobile Phone	156	£30,858
After School & Breakfast Club	169	£26,066
School Trip	125	£25,391
Broadband/WiFi	172	£25,166
Travel Costs	182	£24,743
Early Years Equipment	139	£15,426
Home Security/Safety	93	£11,106
Work Materials & Equipment	104	£9,287
Therapeutic Activity	40	£8,402
Removal Costs	36	£7,546
Boarding - Discretionary Payment	9	£3,070
ID - Passport/Driving Licence	16	£959
Accommodation Deposit	3	£150

<sup>1</sup> [End Child Poverty](#)

<sup>2</sup> Full report of “Beyond Words” due to be published early 2026

<sup>3</sup> [Poverty: Facts and figures](#), Child Poverty Action Group, using Households Below Average Income 2023/24 data on relative child poverty, after housing costs

<sup>4</sup> [Surviving Estrangement \(2022\)](#)

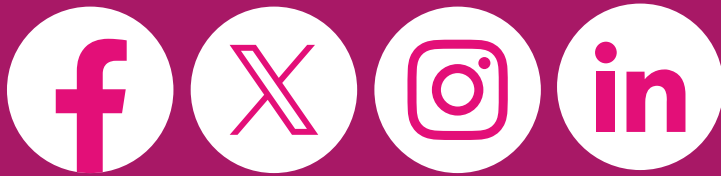
<sup>5</sup> [Our new 2025-30 strategy](#)



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