



THE DIFFERENCE YOU MADE THIS WINTER



Yorkshire
**Children's
Charity**

We make things better

YOUR IMPACT AT A GLANCE

87%

OF SCHOOLS REPORTED STUDENTS ARE WARMER AND DRIER AS A RESULT OF THE WINTER CAMPAIGN.

83%

OF SCHOOLS REPORTED THE WINTER CAMPAIGN SUPPORTED THE SAFEGUARDING OF VULNERABLE CHILDREN.

26%

OF SCHOOLS REPORTED IMPROVEMENT IN ATTENDANCE AS A RESULT OF CHILDREN RECEIVING WINTER ESSENTIALS.

82%

OF SCHOOLS REPORTED AN IMPROVEMENT IN CHILDREN'S WELLBEING AS A RESULT OF RECEIVING WINTER ESSENTIALS.

100%

OF SCHOOLS REPORTED EXTREMELY POSITIVE FEEDBACK FROM PARENTS ON THE SUPPORT RECEIVED.

" I daren't say this out loud, but it's the first Christmas we haven't made a safeguarding referral in the last week. Maybe it's a coincidence but I don't think it is. "

- Deputy Head



9184

ITEMS DELIVERED FROM THREE WAREHOUSES.

1058

CHILDREN AND YOUNG PEOPLE RECEIVED CHRISTMAS PRESENTS AND WINTER ESSENTIALS.

223

VOLUNTEERS KINDLY GAVE THEIR TIME TO HELP.

42

SCHOOLS YORKSHIRE-WIDE ENGAGED.

2480

CHILDREN ATTENDED FIVE CHRISTMAS PARTIES ACROSS HULL, LEEDS AND SHEFFIELD.

OVER
£330K
RAISED



THE ROLE YOU PLAYED

The Winter Campaign was monumental to deliver, and only possible because our incredible supporters across Yorkshire stood up to do the right thing for our region's most vulnerable children. We've been overwhelmed with the size and scope of the support you provided, including...

THREE
WAREHOUSES
FORMING REGIONAL HUBS

YOUR FUNDING PROVIDED EACH CHILD IN NEED WITH...

SUPPLY OF GOODS

"One of Arrow Capital Partners key commitments is to promote health and wellbeing not only amongst our employees and tenant customers, but also the communities in which we operate. The Yorkshire Children's Charity Christmas campaign aligned with this principle and we were delighted to support this important initiative in the South Yorkshire region."

- Arrow Capital Partners, South Yorkshire Hub

"I really appreciated the chance to be able to help, I think it was a really good cause to give my time to."

- Employee, AL-KO

"The whole team at Riva Home are incredibly proud to have supported the Yorkshire Children's Charity Winter Campaign by providing bedding. When you think about what it really means - that hundreds of children would have been cold this winter - it was the right thing for us to do as a business. Sleeping in a warm, dry, and comfortable bed is every child's right."

- Justin Green, Furn.com / Riva Homes

PICKING AND PACKING

"Getting to go through the Christmas lists and physically pick out and pack the gifts into bags was a lovely experience, because I felt like I was really getting to know the children and young people Yorkshire Children's Charity support. As a Mum myself, Christmas has always been a very magical time, so being part of delivering even a little bit of magic for children who would have otherwise gone without was incredibly special."

- Joanne, Volunteer

DELIVERIES

"The simple fact is that a job needed doing, and Yorkshire Children's Charity needed boots on the ground to deliver it. 1058 children were only going to wake up on Christmas morning with gifts to open if we could get those gifts out to schools. I've always been a big believer in the social value created when businesses and charities collaborate, and this was another clear way we could drive that. I'm incredibly proud of the Morely Glass & Glazing team for the role they played in this campaign, from coordinating our warehouse as the West Yorkshire hub to being out on the road delivering thousands of items."

- Ian Short, Morley Glass & Glazing

£30 Bedding Bundle



£20 Winter Coat



£100 of Christmas Gifts

£30 Shoe Voucher



£10 Hat, Scarf & Gloves Bundle



£10 Pyjama Set



"You already sit up and listen when you hear 1058 of Yorkshire's children will be cold over winter, but then you hear the case studies, and it really starts to sink in. Parents having to choose between feeding their children or bathing them and sending them to school in clothes and shoes that don't fit. It's unimaginable, and exactly why we were so proud to support this campaign by funding a pair of pyjamas for each and every child.

It's such a joy to think of the children and young people wearing their new PJs whilst they unwrapped their gifts on Christmas morning,"

- Charlotte-Daisy Leeming, Town Centre Securities PLC

IN THE VOICES OF PARENTS / CARERS

"It was fantastic because I had just moved house after my daughter died from cancer. She would have just turned 18. Getting all the gifts meant I could then get a carpet for the boy's bedroom myself...I cannot thank you enough. It was just fantastic and the help made it so much better for us all at Christmas, and for the boys to have a lovely bedroom. Thank you again, it really is so kind of you all to help."

- Rajesh and Akshay's Mum



"Getting this support after everything we've gone through was absolutely brilliant. The difference has been absolutely massive, I cannot tell you."

- Sadie, Evie, Hannah and Charlie's Mum

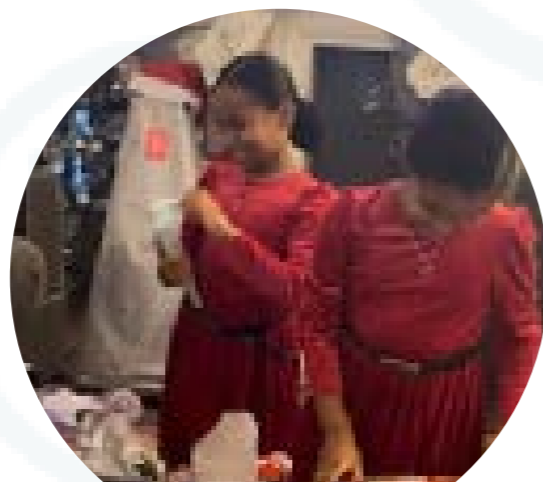
"Caring for a child with a profound intellectual disability is very hard. Unable to effectively communicate combined with battling the effects of years of abuse and neglect is difficult. Life is expensive and fostering for the local authority isn't a goldmine as some might think. Because of our passion to give him the best we continue but money is limited. Having these gifts for him make the world of difference. You'll never know how much."

- Rajesh and Akshay's Mum



"Just being able to give him things we know he needs and wants at Christmas is a great feeling and helps with the helplessness feeling we sometimes have when we can't always buy what he needs."

- Precious's Mum



IN THE VOICES OF TEACHERS

On Safeguarding...

"It allowed us to break down barriers with some hard-to-reach families. It opened lines of communication to identify families that were struggling so we can continue to monitor and offer what support we have available to ensure the children have their basic needs met."

- Teacher

"We were able to get into the family home to deliver goods and it supported relationships at a tricky time of the year. Children also felt more comfortable having the warm coats and dry shoes arriving to school and playing at break and lunch."

- Teacher

On Dignity...

"It has been a pleasure to see children in winter coats and shoes. These children had coats that did not fit, were very worn and thin and the shoes had holes in. They now walk around the school site with pride."

- Teacher

"For a child who would have received nothing for Christmas without the charity, it is truly amazing. To see them now so happy and excited to talk about Christmas is something that we haven't witnessed before."

- Teacher

"Just a huge thanks for caring so hard. The non judging help is something we work hard for in our community, and it has really supported this message having the help from you."

- Teacher

"The children have received essentials but also gifts which has made their Christmas more exciting and given them something to talk to their friends about, meaning that they have had similar opportunities to their peers which they may not have had."

- Teacher

On Attendance...

"The children who received this support are now coming to school appropriately dressed and regularly, as at times they did not attend saying that it was too cold or they didn't have shoes. School has on occasions taken children to buy these essentials or staff have donated themselves, but resources are finite and we have an increasing number of vulnerable families."

- Teacher



SPECIAL SHOUT OUTS

J F Brignall Charitable Trust
Rural Offices LLP



“For some of our most vulnerable pupils, we have a 3-2-1 check in every day, where 3 is great and 1 means they’re worried. This week, one of our little reception girls has had a 3 every day because of her new, warm coat and shiny dry shoes! Her smile has sat on her face all week.”

- Deputy Head Teacher

A NOTE FROM THE YCC TEAM

This has been by far the biggest and most ambitious campaign Yorkshire Children's Charity has delivered, temporarily transforming us from a children's charity into a logistics company! Whilst it stretched us well beyond the size and scope we're currently set up to deliver, the whole team and our Trustees were in agreement that saying 'No' just wasn't an option. We would defy anyone to read the stories of those 1058 children and not feel compelled to act.

"Knowing that these children were going to wake up on Christmas morning to presents under the tree and that I had a part to play in that was incredible, it made my Christmas morning even more special. These children deserve to experience what is a core childhood memory for many, no matter their circumstances. Working in the events team you don't always get to see the outcome of the fundraising but being able to be a part of the team delivering these gifts felt amazing. This is why we do what we do!"

- Georgie Baxter, Events Team



"I loved seeing each family's individual wish list with gifts carefully chosen based on their children's interests and hobbies - the breadth of items requested was amazing and really showed how unique each child and each family is. I'm incredibly proud to have played a part in a campaign that meant parents had real choice and agency over their family's Christmas gifts and made so many children feel special this winter!"

- Harriet Copley-Hey, Marketing Team



"This campaign meant so much to me. Christmas is such a special time for children everywhere, but for these families it's a luxury they're not afforded. To know that there was a team of suppliers, supporters and volunteers willing to change this and make sure parents felt supported, and that there was something under the tree to wake up to on Christmas morning, was nothing short of magical."

- Georgia Hall, Personal Assistant



LOOKING AHEAD

We exist to **make things better** for Yorkshire's disadvantaged children and young people, now and for their future. The children we support are some of the most vulnerable in society, who have been dealt the worst hand in life and often feel powerless to change it.

Our approach is two-fold. We're taking the pressure off here and now, by relieving the immediate struggles of families living with poverty and disability. Longer-term, we're breaking the intergenerational cycle of poverty across our region.

The impact of our work is **happier, healthier, and more independent** children and young people, who are empowered to meet their unique potential and have the **most fulfilling future possible**. We have BIG plans for 2024 to keep delivering this impact:

- Our biggest ever Great Yorkshire Build at Hilltop Special Educational Needs and Disabilities school in Rotherham.
- Brand new Schools Out events on top of Cannon Hall Farm and Christmas Parties.
- Continuing to grow our School Network and grants programmes, reaching even further across the region.

As always, we need your help to do this. We have loads of opportunities to get involved with volunteering and fundraising, including a whole host of fundraising events we would love to see you at:

- The Yorkshires. Commercial Real Estate Awards – 9th May 2024
- The Yorkshire Polo – 20th June 2024
- The Yorkshire Clay Shoot – 21st June 2024
- A Night Under the Stars, Grantley Hall – 21st September 2024

Check out our website for more information on how to get involved, and follow us on social



"On Friday it was our Christmas Fair and today and tomorrow are our Christmas Performances. During these events many of our parents are visiting school and we are able to give them their personalised gifts so generously donated by Yorkshire Children's Charity. It is safe to say that all the families are overwhelmed by the scale of the generosity, and I cannot emphasise enough what an amazing impact these items will have on the students and their families this Christmas."

Several parents have been visibly moved by the donations. At a time like this with the ongoing cost of living crisis and with the news full of negativity and suffering you have restored people's faith in humanity and have given families the support they so desperately need right now."

- Headteacher, Special Educational Needs School



**Yorkshire
Children's
Charity**
We make things better

e: hello@yorkshirechildrenscharity.org
Registered Charity Number 1196738