When we launched the Chances for Children Campaign in April 2016, the Campaign Board were all ‘enthusiastic amateurs’ where it came to fundraising; although everyone had huge amounts of skill and experience to bring from their professional lives. Since then it has been a steep learning curve, but one that has seen so many exciting developments and successes along the way, which you will learn more about in this report.

I am so proud that we have reached the halfway point in our journey to £10m, a target which seemed daunting when we started but which I am now confident we can achieve. One of the key lessons we have learned along the way, is how easy it is to build goodwill for Buttle UK’s cause. The direct, simple message of paying for items and activities that families and young people in crisis could not otherwise afford is what so many new supporters have got behind. Like us, you believe that children and young people’s circumstances should not strip them of the chance to thrive and succeed in life that all children deserve.

It is so important that we do reach our ultimate goal. The problems that children and young people face, and that Chances for Children grants have been designed to address, are as prevalent as ever. This report illustrates what some of those challenges are, but also the difference that £5m, carefully and directly targeted, can make in the lives of some of the most vulnerable children and young people in the UK. I hope it therefore also demonstrates why the generosity of those who have given has been so valuable.

A huge thank you to my fellow Campaign Board members, who have given their time, expertise and little black books so freely and enthusiastically, and worked so hard to get us to this point.

Most importantly, thank you to all the donors, supporters and friends who have been so generous. You have created literally thousands of chances for children.

Jill Dinsmore
Chair, Chances for Children Campaign Board and Buttle UK Trustee
The Chances for Children Campaign was an entirely new departure for Buttle UK when it launched. The charity had never done anything like it before. So, it is to the enormous credit of the Trustee Board at the time, and my predecessor Gerri McAndrew, that there was the vision to try something so bold and ambitious. The entrepreneurial spirit of Frank Buttle lives strong in the organisation he never got to see.

The Campaign has delivered so many genuine chances for children since, with over 10,000 children and young people reached by the funds raised so far. However, it has also created a platform for us to build and further grow the number and effectiveness of grants we can offer in the future. Something which is at the core of our new organisational strategy.

It would not have been possible without the tireless hard work and enthusiasm of Jill and the rest of the wonderful Campaign Board. Thank you! I would also like to show my own gratitude to all of the donors that have contributed, and the many friends and supporters that have helped us along the way.

Finally, a massive thank you to all the young people and their families who have been prepared to share their stories as part of the Campaign. This has been so critical and motivating to those that have given their support, and been so generous.

So, the next phase of the journey starts here...to reach £10m!

Joseph Howes
Chief Executive, Buttle
These are difficult times for families and young people on the lowest incomes. There are new challenges to negotiate such as zero-hours contracts, payday loans, less stable housing situations and a changing benefits system. Even those families who are working are struggling to meet their needs and maintain a basic standard of living. At the time of writing an unprecedented health crisis is looking like it will create significantly more pressure.

The profile of the families who are struggling the most is changing. There have been some positive aspects from the economic recovery over recent years – more people are in work than ever before and pensioner incomes have grown so they are now the least likely major demographic group to be in poverty.

However, at the same there has been a big shift in those classed as experiencing ‘in-work poverty’, a rise of 1.1 million people since 2010/11. Two thirds of those children classified as poor are so despite the fact that at least one of their parents is in work. More people are living in private rented housing where the costs are high and the tenancies lack stability. Benefits have been frozen but prices are rising, adding increasing pressure to weekly budgets. At the same time those at the lowest income levels are subject to the ‘poverty premium’. This results in families paying proportionately more for basic goods and services because of their lack of access to cheaper credit, better energy tariffs or deals that otherwise penalise low usage, or the inability to buy in bulk.

Against this background, in 2014, Buttle UK trustees set a strategic objective to “increase the impact of each grant we make”. Our average grant had been around £300 for a number of years, which typically paid for single basic household items such as cookers, fridges, washing machines and children’s beds. However, testing that began prior to 2014 indicated that increasing the value of the grant to between £1,000 and £2,000, could have a much greater impact. These grants would go beyond just meeting material needs to offer support tailored to the specific needs of children and young people over a longer period.

Therefore, we decided to further develop the concept of ‘enhanced grants’ and test it across a range of groups to which we had traditionally offered most support: families affected by domestic abuse, young people estranged from their families and those living in kinship care arrangements. Out of these first innovative tests Chances for Children grants were born.

I am so grateful that you exist and are able to help families like mine every day, you have had such a massive impact on our lives and we thank you.
In addition, we have been developing the other key aspect of work, our Support for Boarding grants. This funding provides children and young people who have chaotic and disrupted home lives, that are putting them at risk of entering the care system, with the opportunity to have a boarding education.

Buttle UK has provided this form of support for the entirety of its 67-year history and has seen how it can, or the right child at the right time, be transformational. It offers the stability, routine and a level of aspiration that is missing at home. We believe that it can, and should, be available to more children and young people that can benefit and have therefore been exploring ways in which we can offer these grants to a wider group, while integrating the funding more closely with the rest of our grant giving.

The decision to move away from providing single items and focus our funding on Chances for Children grants has been a significant development for Buttle UK. It has completely transformed our grant giving and affects how we work with others in our sector, our fundraising ambition and our connection with the children, young people and families we support. This transformation is now shaping our latest five-year strategy, which is dedicated to increasing the scale and impact of our work.

We will continuously improve these flexible grants to create many more chances for children, offering the kinds of things we would expect any child or young person in the UK to have, no matter what their background, but which so many are currently living without.

The results from developing Chances for Children grants to date have been incredibly positive. We have learned that:

- An average grant of £1,500 directed in a focused way has the potential to support a lasting change. Working in partnership with other service providers these funds help move a family or young person beyond crisis, towards a genuine turning point in their lives.

- Local service providers, however committed to their clients, are constrained both in terms of organisational funding and procedure. These larger grants help them work beyond these constraints, and so do more for their clients.

- Children and young people living in poverty do not only suffer material deprivation but they are also socially deprived. The funding of ‘extra-curricular’ activities and days-out builds confidence, self-esteem and socialisation skills. Therefore, alongside meeting material needs, our grants offer a very cost-effective intervention for children who are experiencing emotional and behavioural issues, or young people suffering isolation.
Buttle UK was established with an endowment created by its founder, Frank Buttle, in 1953. The fund he created has been invested and has grown significantly since. However, it was set up as an endowment in perpetuity which means that we have to protect its long-term value, and can only spend a portion each year. There is a high level of need in the UK, with over 34% of children living in poverty. That is why, for the last 15+ years, the organisation has fundraised too, in order to help maximise the amount it can distribute through grants. The funds from our endowment allow us to cover our own administration costs, as well as put money into grants, and this means that we can offer the opportunity to our donors for 100% of their gift go directly into grants.

In 2014, the Trustees set the new strategy outlined above, and it was clear that the delivery of this required significant growth. It was recognised that continual incremental growth through staff fundraising would not allow us to achieve the levels required. Drawing on the experience of other charities, we saw the potential to achieve more transformational fundraising through a major fundraising appeal. This approach had the potential, not only to bring in new money to the organisation through the appeal itself, but also establish long-term growth through the creation of new contacts; testing new techniques and developing new resources.
This was the genesis of the Chances for Children Campaign. In January 2015, a Steering Group was created which included Trustees and supporters, who used their professional skills and insights to support the internal team in developing and scrutinising the plans for an appeal. After a six-month period of regular meetings, they made their recommendation to the Board of Trustees: that an appeal would be challenging, but achievable. From there the plans were approved and taken forward.

The first and most important stage was to create a fundraising board. This is a group of volunteers who take responsibility for reaching the agreed fundraising target. In other words, they agree to use their connections, networks and professional experience to create a range of fundraising opportunities that will allow the campaign total to be generated. The next six months involved recruiting the Campaign Board, with help from many of those that had taken part in the Steering Group, and their first meeting took place in December 2015.

Since then there have been a range of exciting developments. This has included a number of dinners, drink receptions, and auctions in some wonderful locations. It has also included performances from Gary Barlow and Tony Hadley, and Q&As with both stars from Strictly Come Dancing and international rugby legends. There have been two trips to Italy as part of the wonderful Italian Job rally and incredible support from a range of trusts, foundations and companies. There have been new partnerships with the Billington Group, ArgoGlobal, PineBridge Investments and News UK as well as deepening relationships with long standing partners Graphite Capital and Dreams Beds. The next page shows a few of the Campaign highlights to date.
CAMPAIGN MILESTONES

JANUARY 2015
First Appeal Steering Group Meeting

JUNE 2015
First Appeal Steering Group recommendation to proceed with plans for an Appeal Approved by Buttle UK's Trustees

AUGUST 2016
First significant donation to the campaign £75k from The Masonic Charitable Foundation

JANUARY 2017
Jill Dinsmore appointed Chair

DECEMBER 2015
First Chances for Children Campaign Board meeting

AUGUST 2016
First significant donation to the campaign: £75k from The Masonic Charitable Foundation

SEPTEMBER 2017
Glasgow Dinner, hosted by Jill & David Dinsmore

OCTOBER 2016
Event for prospective supporters at Royal Society of Arts

SEPTEMBER 2017
Glasgow Dinner, hosted by Jill & David Dinsmore

MARCH 2018
£2M reached

APRIL 2016
Launch event at Royal Society of Chemistry

MARCH 2017
£1M reached

MAY 2017
Rockfeller Dinner, hosted by Christina Lotter

NOVEMBER 2017
Ritz Hotel Dinner, hosted by Christina Lotter and Guy Paterson

JANUARY 2017
Jill Dinsmore appointed Chair

MAY 2017
Foxhill Manor Dinner, hosted by Christina Lotter

NOVEMBER 2017
Ritz Hotel Dinner, hosted by Christina Lotter and Guy Paterson

OCTOBER 2018
First Italian Job rally & Argo Global partnership begins

NOVEMBER 2018
Big Lottery Grant of £500k awarded

MAY 2019
Dreams Charity of the Year partnership launches

SEPTEMBER 2018
65th Anniversary and Gerri McAndrew’s retirement event

FEBRUARY 2019
£4M reached

JUNE 2019
Dormy House Dinner, hosted by Christina Lotter and Guy Paterson

OCTOBER 2019
Billington Foundation Gala Dinner at Liverpool Cathedral

SEPTEMBER 2018
Billington Group Partnership launches

APRIL 2018
A private evening with Gary Barlow, hosted by News UK

SEPTEMBER 2018
80th Anniversary 7 and Earn More in the 70’s retirement event

SEPTEMBER 2019
Rugby World Cup Dinner with Michael Lynagh, Andy Nicol, Andy Goode and Alex Payne

MAY 2018
Beds for Kids Campaign launched with Dreams Beds and the Sun. £3m reached

SEPTEMBER 2019
Rugby World Cup Dinner with Michael Lynagh, Andy Nicol, Andy Goode and Alex Payne

MAY 2019
Dreams Charity of the Year partnership launches

DECEMBER 2019
£5M reached
HOW THE MONEY CAME IN

As with many new ventures like the Chances for Children Campaign, funds in the early days were slower to come in as new ideas were tested and the groundwork laid. However, this hard work really began to pay off from 2018 onwards as the graph below illustrates.
The Campaign Board are a group of dedicated volunteers who lead our Chances for Children Campaign. They have ownership of the fundraising strategy and the delivery of results.

Each member has committed to personally deliver an agreed target, through a range of opportunities that include securing partnerships with corporates or funders they are connected to, or creating an event.

The success of their efforts can be seen in the incredible fundraising results achieved over the last 4 years and the wealth of new opportunities and contacts they have introduced to Buttle UK. The Campaign Board will continue to lead the Chances for Children Campaign as it moves towards its £10 million target, and are welcoming new members who want to join them in their efforts to create real chances for change for children and young people.

Today’s Campaign Board

Kate Bird
Mandy d’Abo
Jill Dinsmore (Chair)
David Dinsmore
Simon ffitch
Prof Caroline Gipps
William Ladenburg
Christina Sorensen Lötter
Guy Paterson
Caroline Whiteley
Of the £5m that has been raised to date, we have already spent £3.7m. This has provided 4,907 grants, and reached a total of 10,281 children and young people.

The funds raised have allowed us to develop, test and further refine our Chances for Children model. The starting point involved analysing ten years of data from 125,000 grant applications. The result - the Crisis Points report, published in April 2016 - mapped the location of the UK’s most vulnerable families and children. From this data we also identified the ‘beneficiary groups’ supported with the highest volume of grants over the period. We then used this analysis to prioritise those identified as the most vulnerable and have made Chances for Children grants available to them. Also, in 2016 we completed a piece of cost benefit analysis on our grants, from this our Turning Points report assessed the ‘social return on investment’ of Chances for Children grants, measured as the amount of money saved by the state for every grant awarded.
These are families living on low incomes and experiencing a range of other challenging circumstances. They may have faced a period of recent homelessness; some members may have physical or mental health issues or there may be drug or alcohol problems in the family. This impacts significantly on children’s wellbeing, their emotional development and they may be struggling at school. Many lack a strong social support network to help them through these issues. These are issues that many families face at one time or another but the lack of an adequate income makes them much more difficult to cope with. This includes kinship care families, who have been an area of particular focus. This involves situations where grandparents, or the wider family, take on the care of children because the parents can no longer do so. These arrangements are largely informal, and the families receive very little other support for taking on this care.

The years between 16 and 20 years old are ones of particular vulnerability, but for those from disadvantaged backgrounds they present even greater challenges. Those without the support of parents/carers are among the most vulnerable of all. This group is sometimes referred to as being ‘estranged’. With increasing financial pressure on families living on the lowest incomes, the circumstances that cause many young peoples’ relationships with their parents to break down are exacerbated. As a result they try to live independently, and are therefore often homeless. Most young people who are estranged have left chaotic, disrupted home lives. Many have suffered abuse. However, by ‘estrangement’ we do not necessarily mean “has no contact with family”. Our understanding of estrangement is those young people who no longer live with their parents/carers and who lack the family-based financial and emotional support that most people rely on in their late teens. This includes young parents.

These families will have many of the same characteristics as the families described above but the overriding issue they have faced is domestic abuse. In particular they are at a point in their journey to independence from an abusive relationship where they are moving into their first independent accommodation, or have been in it for a short time. The families usually have nothing. Children and young people in this situation are highly vulnerable and may have suffered significant trauma. As support is often focused on the adult, the children’s needs can be overlooked.

Our Turning Points research found savings in public expenditure of £7,650 over the long term for every Chances for Children grant made to this group.

Our Turning Points research found savings in public expenditure of £8,923 over a 15-year period for every grant made of £1,500 made to struggling families.

Our Turning Points research found savings in public expenditure of over £6,739 over the long term for every Chances for Children grant made to this group.
The table below illustrates where across the UK £3.7m of the £5m raised has already been spent.

<table>
<thead>
<tr>
<th>COUNTY/REGION</th>
<th>TOTAL VALUE OF GRANTS (£)</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>2,747,938</td>
<td>74%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>114,994</td>
<td>3%</td>
</tr>
<tr>
<td>East of England</td>
<td>135,793</td>
<td>4%</td>
</tr>
<tr>
<td>London</td>
<td>829,936</td>
<td>22%</td>
</tr>
<tr>
<td>North East</td>
<td>196,609</td>
<td>5%</td>
</tr>
<tr>
<td>North West</td>
<td>266,108</td>
<td>7%</td>
</tr>
<tr>
<td>South East</td>
<td>297,228</td>
<td>8%</td>
</tr>
<tr>
<td>South West</td>
<td>168,226</td>
<td>5%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>518,679</td>
<td>14%</td>
</tr>
<tr>
<td>Yorkshire &amp; Humberside</td>
<td>220,366</td>
<td>6%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>209,723</td>
<td>6%</td>
</tr>
<tr>
<td>Scotland</td>
<td>382,747</td>
<td>10%</td>
</tr>
<tr>
<td>Wales</td>
<td>352,701</td>
<td>10%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,693,108</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The table shows that funds have been spent in every area of the UK, and we have tried to keep the proportions as close to the relative levels of need across the country as we can.

However, as a result of some of the designated grants we have received in London (through City Bridge Trust) and the West Midlands (through Comic Relief and The National Lottery Community Fund) these two regions have received the most funding. These grants were also designated specifically to support families affected by domestic abuse, and this group can be seen as the main beneficiaries of funds in the next table. Our Crisis Points research showed that Buttle UK had always given more funds proportionately to this group than any other.
Initiatives like the Beds for Kids Campaign, and the generous donation made to this by Dreams Beds, have helped us reach a wider range of families. The next table provides a breakdown of the status of the families that we have supported through the Campaign so far.

<table>
<thead>
<tr>
<th>AREA OF SUPPORT</th>
<th>VALUE OF GRANTS (£)</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Abuse</td>
<td>1,856,880</td>
<td>50%</td>
</tr>
<tr>
<td>Estranged Young People</td>
<td>891,638</td>
<td>24%</td>
</tr>
<tr>
<td>Beds for Kids</td>
<td>480,845</td>
<td>13%</td>
</tr>
<tr>
<td>Kinship Care</td>
<td>259,696</td>
<td>7%</td>
</tr>
<tr>
<td>Other struggling families</td>
<td>204,048</td>
<td>6%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,693,108</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FAMILY STATUS</th>
<th>NO. OF GRANTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE PARENT over 21 + Children</td>
<td>2539</td>
<td>52%</td>
</tr>
<tr>
<td>YOUNG PERSON - Estranged, under 21</td>
<td>1132</td>
<td>23%</td>
</tr>
<tr>
<td>SINGLE PARENT under 21 + Children</td>
<td>508</td>
<td>10%</td>
</tr>
<tr>
<td>TWO PARENTS, or parent living with partner + Children</td>
<td>426</td>
<td>9%</td>
</tr>
<tr>
<td>GRANDPARENT + Children</td>
<td>174</td>
<td>4%</td>
</tr>
<tr>
<td>GUARDIAN - relatives or friends + Children</td>
<td>128</td>
<td>3%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4907</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The largest proportion of the funding was awarded in support of single parent families, where the parents were over the age of 21. Again, this is very consistent with the longer-term trend in our grant giving, as published in our Crisis Points report in April 2016, which showed that between 2006 and 2015, of all the grants we awarded, 52% of grants were also made to children living with a single parent over the age of 21. This reflects other published research too, Joseph Rowntree Foundation have found that single parents are the group most at risk of poverty.
The next table contains some analysis of what has been funded through *Chances for Children* grants. The data demonstrates that, while there are some common items that we fund through the grants, we remain flexible. We will consider a very wide range of possible requests from families, as long as the rationale is clear.

Around £280,000 has been raised through the Campaign specifically for our Support for Boarding grants. While this currently represents a relatively small proportion of the funds raised in total, it has become a growing feature of our fundraising for the Campaign in the last year or so and we anticipate it expanding further as we press on towards our goal of £10m.

<table>
<thead>
<tr>
<th>ITEM/COST</th>
<th>VALUE OF SPEND</th>
<th>PERCENTAGE SPLIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed and/or Bedding</td>
<td>769,705</td>
<td>20.8%</td>
</tr>
<tr>
<td>IT Equipment</td>
<td>456,314</td>
<td>12.4%</td>
</tr>
<tr>
<td>Sport, Art, Music and Leisure Activities</td>
<td>497,753</td>
<td>13.5%</td>
</tr>
<tr>
<td>Home Appliances</td>
<td>285,661</td>
<td>7.7%</td>
</tr>
<tr>
<td>Children’s Clothing</td>
<td>274,986</td>
<td>7.4%</td>
</tr>
<tr>
<td>Enhanced grant packages*</td>
<td>232,045</td>
<td>6.3%</td>
</tr>
<tr>
<td>Home Furnishing</td>
<td>182,126</td>
<td>4.9%</td>
</tr>
<tr>
<td>Therapy</td>
<td>151,755</td>
<td>4.1%</td>
</tr>
<tr>
<td>Storage Furniture</td>
<td>134,836</td>
<td>3.7%</td>
</tr>
<tr>
<td>School Uniform and Equipment</td>
<td>115,773</td>
<td>3.1%</td>
</tr>
<tr>
<td>Tuition</td>
<td>103,364</td>
<td>2.8%</td>
</tr>
<tr>
<td>Travel Costs</td>
<td>101,906</td>
<td>2.8%</td>
</tr>
<tr>
<td>Activities for the Family</td>
<td>90,082</td>
<td>2.4%</td>
</tr>
<tr>
<td>Educational Toys and Books</td>
<td>88,931</td>
<td>2.4%</td>
</tr>
<tr>
<td>Carpeting and Flooring</td>
<td>77,938</td>
<td>2.1%</td>
</tr>
<tr>
<td>Course Material</td>
<td>43,852</td>
<td>1.2%</td>
</tr>
<tr>
<td>Home Decoration</td>
<td>24,938</td>
<td>0.7%</td>
</tr>
<tr>
<td>School Trip</td>
<td>20,330</td>
<td>0.6%</td>
</tr>
<tr>
<td>Safety and Special Equipment</td>
<td>16,799</td>
<td>0.5%</td>
</tr>
<tr>
<td>Work Material and Equipment</td>
<td>16,018</td>
<td>0.4%</td>
</tr>
<tr>
<td>Removal Costs</td>
<td>5,690</td>
<td>0.2%</td>
</tr>
<tr>
<td>Accommodation Deposit</td>
<td>2,306</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,693,108</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*We did not itemise costs in the early days of the Campaign, so this line just represents grant spend.*
THE IMPACT OF THE FUNDS

We regularly survey the families and young people we support, as well as the organisations that apply on their behalf. We ask about how the grant has helped in three areas we have identified as being those where our grants can have the most effective impact in the short and longer-term:

- Experiences of education
- Wellbeing and personal development
- Home environment

We ask respondents to rate how much different factors have improved, and they can choose from a range of responses from “it has got worse” to “it has improved a lot”. We also ask them to elaborate on the parts of the grant that have been most helpful, and if there is help that is still needed. The feedback we have received has been overwhelmingly positive, showing how Chances for Children grants are making a life changing impact for children, young people and families.

"What you do for families in need is amazing. I cried sometimes as I was so overwhelmed with the help I received."

"All aspects of the grant have changed our lives."

"It was so incredible to have this grant at such a horrendous time in our lives. It truly relieved so much stress on me as a single mother dealing with financial and coercive abuse."

"No words can describe how thankful I am for your help... My daughter is really happy for all the things she has got, especially for gymnastics as she really loves doing gymnastics (she got the trophy for this term). Also, tutoring has been very helpful. She has met new friends and she is enjoying these activities a lot."
EXPERIENCES OF EDUCATION

We recognise that educational performance is not the only indicator of improving life chances. While important in itself, it also acts as an indicator of children’s level of well-being. It is encouraging to see most of the indicators below improving further after 6 months, as the longer-term impact of the grants are felt.

<table>
<thead>
<tr>
<th>Percentage reporting improvement</th>
<th>AFTER 3 MONTHS</th>
<th>AFTER 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoyment of school</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>Attendance at school</td>
<td>92%</td>
<td>95%</td>
</tr>
<tr>
<td>Performance at school</td>
<td>91%</td>
<td>96%</td>
</tr>
<tr>
<td>Overall experiences of education have “improved a lot”</td>
<td>47%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Where after-school clubs and extra-curricular activities were funded, these were often mentioned as being beneficial for children’s education. Parents/carers noted that these activities helped them engage in something, taught them new skills and provided opportunities to be around other children and make friends. Providing beds helped children get a good night’s sleep before school, and white goods meant that children could have healthy meals. School uniform increased children’s confidence at school and having the things they needed within the home helped children feel happier in general. Laptops/tablets meant that children were able to do their homework or engage in online learning.

“Ben* was very happy to receive the grant for new clothes and new school uniform. This has increased his self-confidence and he cannot wait to wear his new clothes for the first Mufti day... for me it is the tuition. This has increased his aptitude for maths and he is now catching up with his peers.”

“Mostly everything is very helpful towards my kids’ education. The laptop is very useful, the fridge and freezer, the cooker that I use to cook a good meal and a good breakfast, the washing [machine], and the bed that [means] we can sleep well. Me and the kids are very thankful and grateful for your support. From the bottom of my heart, thank you so much.”

“The laptop [helped] because it has removed stress as ... on low income [I] never have spare money after bills, food and rent. My daughter is very happy because she can use the laptop at home and no longer has to stay at school to use the computer, as it’s just poor kids that have to stay. The grant has changed our lives, it really has, thank you.”

“The grant allowed Charlotte* to get back on track with her studies, start going to the gym to improve her confidence as well as provided up-to-date footwear for socialising so she was no longer bullied. In addition, the grant provided a bus pass so she was able to safely travel to and from school. She came to us with nothing and the grant helped us a lot when nobody else would.”

* Name changed to protect anonymity.
Given the very difficult circumstances that the children we support are living in, it is not surprising that their wellbeing is negatively affected. But improvements here impact on all other aspects of a child’s life, and this is key to their development and longer-term life chances. Buttle UK’s support can pay for a range of items and costs, and these can have both a direct and indirect impact on well-being. For example, therapy may be requested to directly address mental health problems, but a new bed can give a child a sense of their own space in the family home and improved sleep will have obvious benefits.

Extracurricular activities were seen as having a big impact on children’s wellbeing, as they do for their education. Parents and carers noted that this meant that their children were not missing out on opportunities that other children have, and that activities helped build confidence and make friends. Household items meant that children felt more at home and comfortable, which made them happier. Bedroom furniture and decorations were particularly important for giving children their own space, and this has far reaching benefits for their well-being.

Before they felt that they did not get to do what other kids do, but now they are happier. Their self-esteem has increased and they are enjoying every opportunity that comes their way. They now believe in themselves. Thank you so much.

My granddaughter now has the bedroom that she can relax in. It is her safe space. Learning to relax was a big issue for her.

The horse-riding grant gave Sophie* an amazing level of confidence and enjoyment!!! She’s not an academic child so when she started riding it gave her a boost she needed to feel good at something. Same as the stagecoach grant. Sophie LOVES performing, so this grant brought the smile back on her face after 5 long months (Her dance teacher says she stands out).

<table>
<thead>
<tr>
<th>Percentage reporting improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AFTER 3 MONTHS</strong></td>
</tr>
<tr>
<td>Happiness and anxiety</td>
</tr>
<tr>
<td>Confidence</td>
</tr>
<tr>
<td>Physical health and activity</td>
</tr>
<tr>
<td>Relationships with friends</td>
</tr>
<tr>
<td>Behaviour</td>
</tr>
<tr>
<td>Empathy for others</td>
</tr>
<tr>
<td>Overall wellbeing has “improved a lot”</td>
</tr>
</tbody>
</table>

* Name changed to protect anonymity.
HOME ENVIRONMENT

The home environment provides the base on which both the areas outlined above can depend. We know that stress in the home has a major impact on children’s wellbeing and their development. Having their own space is also important, as is an environment where they can do homework and play safely. Specific items that grants paid for, and that were reported as being beneficial for the home, included: beds, white goods, storage furniture, table and chairs, safety items (such as gates and front doors). Parents/carers noted how these items helped relieve their stress, while some noted more generally that items helped relieve the cost of moving into a new home.

Percentage reporting improvement

<table>
<thead>
<tr>
<th></th>
<th>AFTER 3 MONTHS</th>
<th>AFTER 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having items needed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>to do housework</td>
<td>87%</td>
<td>85%</td>
</tr>
<tr>
<td>The safety of the</td>
<td>91%</td>
<td>89%</td>
</tr>
<tr>
<td>home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Items and space for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>children to play</td>
<td>92%</td>
<td>95%</td>
</tr>
<tr>
<td>and learn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How well the family</td>
<td>100%</td>
<td>93%</td>
</tr>
<tr>
<td>get along</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Families’ ability to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>spend quality time</td>
<td>96%</td>
<td>87%</td>
</tr>
<tr>
<td>together</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less debt and/or</td>
<td>67%</td>
<td>73%</td>
</tr>
<tr>
<td>rent arrears</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>had “improved a lot”*</td>
<td>35%</td>
<td>50%</td>
</tr>
</tbody>
</table>

* Excluding issues relating specifically to debt

“Moving was very expensive as I had no support from my council. I had to borrow loads of money which left me in debt... but the grant you gave supported my children indeed, as I managed to complete their rooms first, which was extremely important, especially for them to settle into the property.”

“We were in a refuge due to [my] partner’s alcohol and drug issues and also domestic violence. Moving and starting again is one of the reasons many don’t leave and it is important for them to know they do have help and support to go through to the next step of their lives safely.

“When we got our home it was empty. With the support of grant I could give my child hope, confidence and happiness by buying things for his bedroom and decorating and starting new school with new uniform.”
While our focus is on children and young people, clearly the wellbeing of the whole family is important to ensure those impacts outlined above can be achieved. We therefore ask parents about their own wellbeing and their increased parenting capacity. They told us they were better able to provide love, time and affection to their child, were more confident in their parenting abilities, and they took out fewer frustrations on their children. Although these effects were not as prominent at six months after the grant, nearly three-quarters of parents still had lower levels of stress, and 88% or more remained happier and engaged in positive parenting.

<table>
<thead>
<tr>
<th>Percentage reporting improvement</th>
<th>AFTER 3 MONTHS</th>
<th>AFTER 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stress</td>
<td>93%</td>
<td>73%</td>
</tr>
<tr>
<td>Happiness</td>
<td>93%</td>
<td>88%</td>
</tr>
<tr>
<td>Ability to provide time, love and affection to their child</td>
<td>100%</td>
<td>88%</td>
</tr>
<tr>
<td>Confidence</td>
<td>100%</td>
<td>98%</td>
</tr>
<tr>
<td>Frustration directed towards their children</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Overall welcome has “improved a lot”.</td>
<td>46%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Parents noted that the appreciated the family activities and the opportunities to do things with their children, and some noted that the activities provided in the grant has given them more time for themselves.

“Feeling enabled as a parent to be able to give them activities other children from more privileged backgrounds are experiencing such as gymnastics.”

“I am very appreciative. All the parts of your grant made me feel happy. The fact that my children could have new school uniform like their friends, have a laptop to do their homework, have new clothing as well and will attend music lessons very soon. All these things you have done for me and my family boosted my confidence as a parent.”

“You improved my daughter’s life and helped her recover from the years of abuse... When I see her happy and being able to have these opportunities, it makes me happy and start to heal too.”

Parents and carers primarily reported that the grant was helpful in allowing them to provide things for their children that they were unable to do so themselves, that seeing their children happy made them happy, and that the grant relieved the stress of not knowing how they were going to be able to afford practical items and costs for the children.
WHAT’S NEXT FOR THE CAMPAIGN?

We are already well on our way to achieving our overall goal of £10m. Over the coming months we have some exciting events and activities planned. After the huge success of the gala dinner at News UK with Gary Barlow in 2018, we are delighted that he will be returning to perform for us again this October.

We have a Casino Night planned, and some very exciting activities being organised for later in the year through our ongoing partnership with Dreams Beds. After an amazing 30th Anniversary Italian Job in 2019, we look forward to 2020 also being a special event. This involves a second year’s sponsorship from ArgoGlobal to coincide with their extending their generous Charity of the Year partnership with us for another year. We are also delighted to be in the second year of our partnership with the Billington Group.

April 2020 sees the beginning of a new 5-year organisational strategy. This is dedicated to increasing the scale and impact of our work. We will continuously improve our flexible grants to create many more chances for children, offering the kinds of things we would expect any child or young person in the UK to have, no matter what their background, but which so many are currently living without.

The work of the Chances for Campaign Board has been critical to Buttle UK’s income growth over the last four years, and will continue to be central to it going forwards. However, through additional investment in fundraising, we will increase support for our Chances for Children grants from the general public, alongside the amazing partnerships we have with corporates and trusts, and therefore be able to create more chances for children in crisis every year.
ACKNOWLEDGEMENTS

Our thanks to the generous support of a number of individuals and the following organisations:

Aberdeen Asset Management  Medlock Foundation
Allen and Overy  Millhills Charitable Trust
ArgoGlobal  News UK
Bamford Charitable Foundation  People’s Postcode Lottery
Billington Group  PineBridge Investments Europe Ltd
CIAM  Robert Barr Charitable Trust
City Bridge Trust  Robert W Baird Group Ltd
Clifford Chance  Rox Jewellers
Clothworkers’ Foundation  Schroder Charity Trust
Comic Relief  Schroder Foundation
Cyril Taylor Foundation  Sobell Foundation
Denbighshire Foyer  St James’s Place Foundation
Dreams Beds  Swire Charitable Foundation
Dulverton Trust  Taylor Family Foundation
Edward Gostling Foundation  The Big Give
Esme Fairbairn Foundation  The Charles Lewis Foundation
Farncombe Estate  The Drapers’ Company
Fidelity UK Foundation  The Italian Job
Garfield Weston Foundation  The Merchant Taylor’s Company Charitable Fund
Graphite Capital  The National Lottery
Henry Oldfield Trust  Community Fund
HFW  The Sun
Hugh Fraser Foundation  The Three Monkies Trust
IMIMobile  Weightmans LLP
KIDLY  Weil, Gotshal & Manges LLP
London & Capital Foundation  Weinstock Trust
Masonic Charitable Foundation

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The Appeal Steering Group:
Stig Abell, Frances Daly, Jill Dinsmore (Chair), Caroline Gipps, Richard Gladwin, Nick Gresham, Christina Sorensen Lötter, Natalia Miyar, Giles Nicholas, Julia Ogilvy, Steve Peckham, Lorraine Pascale, Louisa Pires, Rachael Robertson, Bernie Wilcox, Leo Wong.

Campaign Amassadors:
Rob Rinder, Anton Du Beke, Lorraine Pascale, Richard Arnold, Gerri McAndrew.
**Domestic Abuse**

Kamal aged 5 and Zara aged 4 were terrified of their controlling and domineering father. However, when he proposed to move them back to his home overseas, their mother made the bold decision to flee the marriage.

Kamal and Zara spent 6 months in a refugee before they found a new home last November. The children are glad to have left their father but their experience has left many challenges. They continue to have nightmares that their father will come take them away and flashback to the abuse. Their mother really wants this move to be a fresh start for the children, but is hard to manage everything on her own.

With your support, our *Chances for Children* grants are helping Kamal and Zara feel settled and happy in their new home. You have funded beds and bedding, storage, curtains and carpeting so the children have comfortable new bedrooms. You have also provided books and school uniforms to help the children integrate into their new school. You have also bought them new clothes as many of their things were left behind and they are both growing rapidly.

You have also helped by some new toys for the children who were sad to leave their things behind. Both children loved their scooters so you have provided new scooters. Zara wanted a doll and Kamal asked for some toy cars. Finally, you funded swimming lessons for both children so they have access to a fun activity where they can make new friends.
Boarding
Both of Helen’s parents were alcohol dependent. Her father passed away a few years ago, but when he was alive he was controlling and abusive. Helen’s mother had not been able to properly care for her and they had both been living with Helen’s maternal aunt since 2006. However, her Aunt worked full time on low pay, so Helen had to care for her mother and was reliant upon neighbours to look after her when her mother was intoxicated. When her father was alive Helen had been on a ‘Child Protection Plan’ and social services had become involved as a result of her mother’s alcohol use.

Helen’s local primary school were aware of the family’s problems. Helen was described by the school’s headmistress as a very bright pupil and boarding was thought of as a way of removing Helen from a very unstable situation.

In 2014 Helen started at boarding school. Helen settled in well but did begin to feel homesick and guilty as a result of leaving her mum. The school were able to effectively support her through this with counselling.

As of 2017, while her home situation remains unchanged Helen is reported to be thriving at school. Her tutor describes her as “a simply excellent” student. Helen is flourishing academically and is involved in activities such as sports and music. Her former primary school headmistress has told Buttle UK that the boarding school placement has been “life changing” for Helen.
**Estranged Young Person**

Bethany had a rocky relationship with her mother who struggles with addiction. In March of last year things got bad and Bethany left home after her mother started physically attacking her. She found herself homeless and alone at 19 years old and struggling to pursue her dreams and goals.

Bethany was identified as homeless by her local community services and she has now been placed in supported accommodation. They have helped her a lot with making a comfortable home, but Bethany also wants to continue to pursue college and achieve her dream of becoming a police officer. She is about to start Level 3 in Public Services at her local college, but is struggling to cover all her education costs on the £58.10 she receives on Universal Credit.

With your help, Bethany is moving forward to achieve her dream. You supported her with course books and materials for her Level 3 course. You funded a laptop as well so she can complete her coursework without having to constantly travel to the school library. You also helped her purchase a Public Service uniform which is mandatory for the next level of her course.

Bethany also asked for help staying active. You have funded a gym membership and clothing to help her with this goal. This provides a space where she can get out and take part in activities that help with both her physical and mental health.
Kinship Care

Martin, aged 1, has already had a hard start in life. He was immediately taken from his mother when he was born, as his father is in jail and his mother was deemed unfit to care for him.

Instead, Martin has been placed with his aunt. She already had a four year old boy and another baby on the way, but she welcomed him with open arms. Adding another baby to the already stretched household has not been easy. Martin’s aunt has been struggling to get the house set-up and provide for all the children.

With our Chances for Children grants we tried to make it easier for Martin and his aunt. You have provided some soft furnishing and carpeting for the house so that he can play around on the floor. You have also helped purchase educational toys for Martin, which he uses regularly in the play sessions he does with his aunt and the care worker to help strengthen their bond and support his development.

Finally you helped provide a washing machine, so that Martin’s aunt can easily stay on top of all the laundry that three children under the age of five inevitably produce.
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