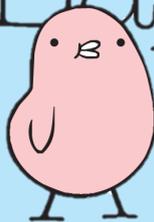


“Baby—
basics”
UK impact report



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A Note from our CEO, Cat Ross

As we are all aware 2021 was another challenging, Covid-19 filled year, where we continued to face our lives living with restrictions. At Baby Basics UK we continued to embrace these challenges and I am proud to say we delivered a full service through all of our centres around the UK.



Our referral rates across the UK continue to grow as more and more families and the professionals that support them are in need of our services. Although the increase in demand for our service feels sad in many, with the thought of more families struggling to make ends meet, we are so thankful that we continue to be able to serve them and relieve some of the stress and anxiety they face.



In April 2021 we opened our 50th Baby Basics Centre, a huge milestone for us, and launched our 50 for 50 campaign to fundraise for a National Warehouse and celebrate all our centres across the UK. We are thrilled that this fundraiser was a resounding success and we opened our National Warehouse, which houses our corporate donations for distribution across our network, in August 2021 and recruited Roz Barnett to be our Corporate Partnerships & Logistic Co-ordinator.

Fast forward just 2 weeks and we saw the devastating images from Afghanistan of families desperately trying to flee to safety from the Taliban and yet again we felt it was right to jump into action and help.

We joined a coalition of charities called Afghan Welcome to support Afghan Families being resettled in the UK through the UK Government ARAP Scheme. We launched wish lists for donations, we reached out to our corporate donors, and wow! The generosity was overwhelming, and the donations came flooding in, over 10,000 items donated in 7 days.



We repurposed our newly opened warehouse, with the support of Welcome Churches, we connected with 44 bridging hotels across the country and the referrals came flooding in. We also worked directly with The National Emergencies Partnership (VCSEP – Led by The British Red Cross), The Homes Office & The Minister for Afghan Resettlement.

In just 4 months we supported 2180 Afghan resettling children and their families with many of the essentials they needed and will continue to support many families still in bridging hotels in 2022.

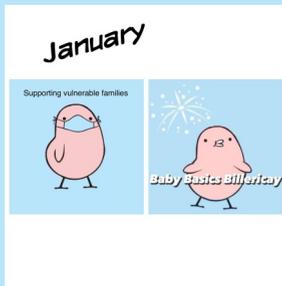
Our corporate supporters have continued to amaze us with their generosity this year. Silver Cross launched their Pram Valet/Donate Scheme this year, allowing people to donate their wonderful Silver Cross prams & pushchairs to us with ease. We have welcomed new corporate partnerships with Rainbow Designs, Orchard Toys, Closer, Better You, & Dunelm. It is so wonderful to be able to include brand new items in our packages of support alongside our wonderful high quality second hand donations. These corporate donations enable us to give even more to the families we support. We are excited to see how all of our corporate partnerships develop in the coming year.



We are thrilled that in 2021 we have continued to grow our network of Baby Basics Centres across the UK and ended 2021 with 54 centres. Each of our centres work so hard to support families in their localities and support each other to grow and develop. We have more centres on the horizon for 2022 and are excited to welcome them to the Baby Basics family.

As we look to 2022 we are aware that the continued difficulties we face with Covid-19, the rise in cost of living and a country trying to get back on its feet economically, the impact on vulnerable families will continue to be huge. We are committed to continuing to support as many vulnerable families as possible.

2021 in Review



January - We started in another lockdown and welcomed Baby Basics Billericay.

February - We received amazing donations from Small Stuff UK and opened new Baby Basics centres in Newtown and Guildford.



March - We received huge donations from Dunelm and Lamaze and welcomed Baby Basics Warwick to the network.

April - We got amazing donations of cot beds from Mamas and Papas, Kate's Rangers launched their donation drive, we signed up our 50th centre Baby Basics Causeway and we began our 50 for 50 fundraiser for a National Warehouse.



May - We welcomed Rainbow Designs ltd as a corporate supporter and got amazing donations from Nuby UK and Silver Cross

June - Silver Cross launched their Pram Valet and Donations scheme, we welcomed Baby Basics Cornwall and The Centre for Early Childhood with The Royal Foundation and the Duke and Duchess of Cambridge.





July - We received wonderful donations from My Little Coco and John Lewis, got an amazing grant from The National Lottery Fund, we took over Silver Cross' socials for a day and featured in Third Sector magazine.

August - We found and moved into our National Warehouse, welcomed two more Baby Basics Centres in South Lakes and Port Talbot, we joined Afghan Welcome, launched our wish lists and an incredible amount of donations came in!



September - We started to get referrals for Afghan families, we had help from our wonderful Patron Rev. Kate Bottley, built a team of volunteers, got racking for our National Warehouse (thanks to Choose Love & The Bruderhoff Community) and sent out many vans of essential items to bridging hotels for Afghan families.

October - We received more amazing donations from Mamas and Papas, Nuby UK, and Orchard Toys, we launched our clothing bundle appeal with the help of the wonderful Aryia and her school, welcomed Baby Basics Wilvern-Hockley and continued to send out essentials bringing joy to faces.



November - We continued our support to Afghan resettling families, we attended and spoke at The Radical Hospitality Conference, visited the wonderful Choose Love pop up shop & joined in with March for Midwives.

December - We took part in BBC local radio Sunday service, were honoured to be represented at HRH The Duchess of Cambridge's Together at Christmas event, sent hundreds more boxes of supplies to Afghan families, had a staff Christmas celebration, celebrated our amazing yearly stats and got an early Christmas present from Rev. Kate Bottley who took part in in TV shows.



Thanks to our funders & supporters

- All our public supporters, especially those who donated to our 50 for 50 campaign and Afghan Welcome appeals
- All Churches Trust
- Aviva Community Fund
- Bradley refrigeration ltd
- The Bruderhoff Community
- Choose Love
- Cinnamon Network UK
- DHL Ltd
- For Common Good
- The Jerusalem Trust
- Kates Rangers
- Krish Kandiah
- The National Lottery Community Fund
- Natural Baby Shower Ltd
- The Pearson Foundation
- The Porticus Foundation
- The Royal Foundation Centre for Early Childhood
- The Royal Foundation of The Duke & Duchess of Cambridge
- The Rosa Foundation
- The Society for the Holy Child Jesus
- St Maries Catholic Primary School - Sheffield
- Welcome Churches

Thanks to our wonderful Patron

- Rev. Cannon Kate Bottley



Media & Press

Featured in:
BBC Look North
CWB Magazine
The Guardian
Hello
ITV Calendar
Local BBC Radio
My Green Pod Magazine
Nursery Online
Nursery Today
Sheffield Star
Sky News
The Sun
Third Sector Magazine



Thanks to our corporate donors

- Arnold Clark Ltd
- Better You
- Boden
- Bramley Ltd
- Cadent Gas Ltd
- Close
- Dunelm
- John Lewis & Partners
- Kit & Kin
- Lamaze
- Mamas & Papas
- My Little Coco
- Nuby UK
- Orchard Toys
- Rainbow Designs Ltd
- Silver Cross Ltd
- Small Stuff UK
- Trotters

BetterYou

Arnold Clark

Bramley

KIT & KIN
PROTECTING YOUR WORLD, NATURALLY

JOHN LEWIS
& PARTNERS

ORCHARD
TOYS
Learning Made Fun!

My little
COCO

Rainbow
Designs SINCE 1971

SMALL STUFF

Nuby

close

Silver Cross

Boden

Cadent

Your Gas Network

Dunelm

TROTTERS
MAKING
CHILDHOOD MEMORIES

Lamaze

mamas
& papas

In the last 12 months our 54 Baby Basics Centres across the UK have supported

32928 children and their families

62% increase on the previous 12 months

52321 items have been given freely to vulnerable families including:

14472 Clothing bundles

12264 Packs of nappies

6664 Toy bundles

5634 Care packages of toiletries

3189 Moses baskets

1476 Prams & slings

1231 Baby baths

619 Cots & cot beds

609 Bouncy chairs

472 Play gyms

362 High chairs



Our Locations

