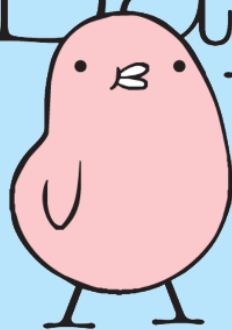


“Baby— basics”



UK impact report

2023

A message from our CEO



2023 has been another exceptional year from Baby Basics UK. We have continued to see the demand for our service grow across the country with the ongoing cost of living crisis and our centres have continued to step up to meet this demand. Not only have our centres stepped up but our network has grown as we welcomed Baby Basics Brighton, Baby Basics Vale of Neath, Baby Basics Renewal, Baby Basics Eastbourne & Baby Basics Tenterden.

Thanks to support from Benefact Trust we held our first ever Baby Basics National Conference in April, where we saw 90% of our centres attend the event, where we shared our ideas on the future of Baby Basics UK, heard from our centres their training needs and celebrated all our centres are doing for their local communities.

We have been part of amazing campaigns including HRH The Princess of Wales & The Royal Foundation Centre for Early Childhood #ShapingUs, The Sun's Fabulous Magazine #babybankonus & The Metro & Feed UK Infant Formula Campaign. Throughout these campaigns we have been able to welcome some celebrities to our centres which helps to bring amazing publicity to the campaigns and to Baby Basics.

We were also very fortunate to have had the opportunity of further strengthening our links with The Royal Family. Baby Basics West Norfolk were honoured to be chosen to meet King Charles III and Queen Camilla at The Sandringham Flower show and share of their work supporting families in West Norfolk. Baby Basics UK was chosen to financially benefit from the





Outsourcing Inc Royal Polo Match held at The Guards Polo Club and Louise Ellis (Ops Director) was privileged to attend and meet HRH The Princess of Wales.

We have continued to receive phenomenal donations from our

corporate partners throughout the year and have been able to send out 1000's of items to our centres across the UK with the amazing help of Amazon UK who have delivered to our centres for us.

I have been thrilled to be invited by South Yorkshire Mayoral Combined Authority to be part of the Bloomberg/Harvard City Leadership Initiative where we have developed a project to begin making positive transformational changes to Health Inequalities in the Early Years as part of the Integrated Care Partnership. I also hope that this collaborative work in South Yorkshire will be picked up and developed in other areas of the country where Baby Basics Centres are working.

Throughout 2024 we will be continuing to look at how we can grow and improve our network, our support to our centres, our corporate partnerships, our media and campaign work, and most importantly our service locally to referral partners and families.

Sadly, the cost of living crisis does not seem to be going anywhere soon, and we know that demand for our service will continue to grow, but we at Baby Basics UK and our centres across the UK will continue to be there for every family we can.



In the last 12 months our 58 centres across the UK have supported 41,916 children & their families

This is a 4% decrease from 2022 due to being able to only deliver minimal support to Ukrainian resettling families and no new emergency resettlement schemes this year

70,481 items of support have been given freely to vulnerable families including

22,170 Clothing bundles

18,364 Packs of nappies

9,103 Care packages of toiletries

5,060 Toy bundles

5,032 Moses baskets

2,105 Prams, pushchairs, & slings

1,915 Baby baths

876 Playgyms

858 Sterilisers

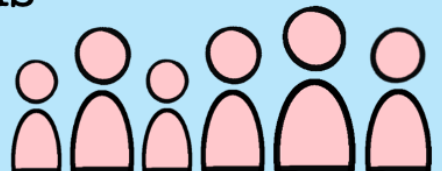
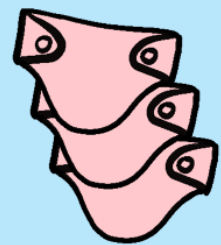
844 Bouncy chairs

843 Sets of feeding bottles

819 Cots, cot beds & toddler beds

536 Changing mats

485 Highchairs



We have repurposed over **550,000** items of clothing and more than **20,000** other items which may have ended up in landfill

Map of centres 2023

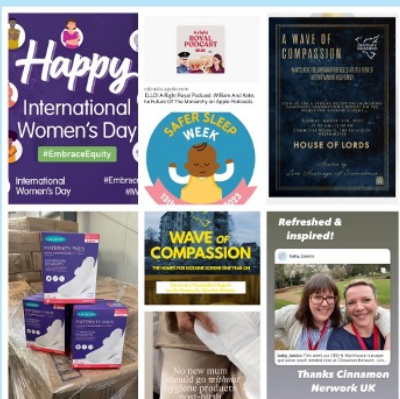




January – saw amazing donations from Silver Cross & Amazon, support from Tots Play & the honour of attending the launch of Shaping Us.



February – our CEO Cat, went to NYC as part of Bloomberg/Harvard City Leaders Initiative to work on a project focusing on improving health inequalities in the early years in South Yorkshire & we attended the fantastic Sanctuary Foundation War & Hospitality Conference at Oxford Uni.



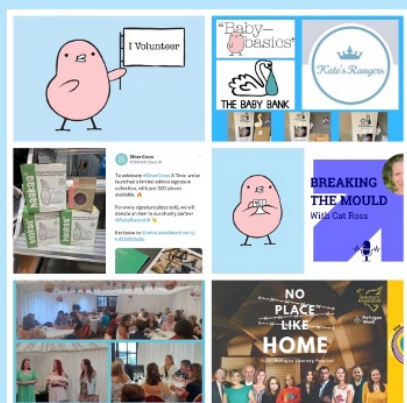
March – we celebrated International Women's Day & joined in The Lullaby Trust Safer Sleep Week, attended the House of Lords for Sanctuary Foundation Wave of Compassion. Ukraine lyr, supported by Lansinoh Family through the launch of their maternity pads & attended Cinnamon Network UK retreat & spoke to HELLO! about Shaping Us.



April – we celebrated Easter, held our 1st National Conference with a keynote from The Royal Foundation Centre for Early Childhood & support from our patron Rev Kate Bottley, celebrated 10years of Baby Basics Northampton, welcomed Baby Basics Brighton & relaunched our support to Ukrainian resettling families.



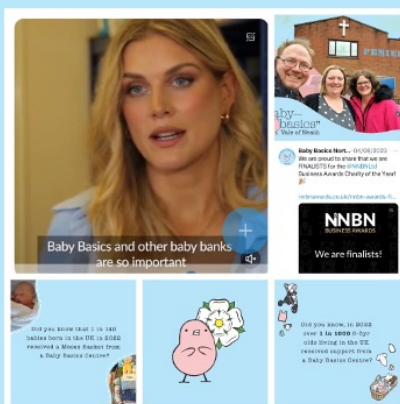
May – celebrated our midwives, sent out 1000's of corporate donations to centres, supported by the Kate's Rangers donation drive, celebrated Coronation of King Charles III, joined in launch of Fabulous Baby, Bank On Us & revamped the warehouse with help of BetterYou.



June – said thank you to our volunteers in Volunteers Week & with a garden party, celebrated Father's Day, sent Kate's Rangers donations to The Baby Bank, attended Sanctuary Foundation No Place Like Home Refugee Week spoke on Action Funder Breaking the Mould & amazing support from Silver Cross & Haakaa.



July – chosen to benefit from Guards Polo Club Royal Polo Match by HRH The Princess of Wales, Baby Basics West Norfolk met HM King Charles III Sandringham Flower Show, more support from Lil-Lets, Pigeon Organics, Kokoso Baby & Kit & Kin.



August – we celebrated Yorkshire Day, Baby Basics Northampton were finalists in the Northampton Business Awards, Ashley James visited Baby Basics Chelmsford with Fabulous we welcomed Vale of Neath Baby Basics and launched our Did you know?



September – we welcomed Baby Basics Renewal, sent out 1000's of corporate donations to our centres, spoke on The Power of Impact podcast, more support from Mamas & Papas & Haakaa.

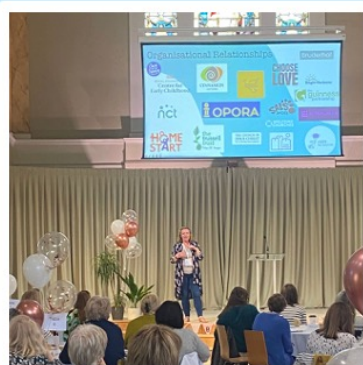


Thanks to our Patron Rev. Canon Kate Bottley, our regular donors, our funders, corporate partners & supporters.

- Action Funder
- Amazon UK
- Ardo Medical
- Benefact Trust
- BetterYou Ltd
- Bloom & Blossom
- Centrica Business Solutions
- Child's Farm
- Choose Love
- Cinnamon Network UK
- Crawford Controls
- Guinness Housing

- Haakaa
- HRH The Princess of Wales
- Jerusalem Trust
- Kit & Kin
- Kokoso
- Lansinoh
- Lil-lets UK
- Mamas & Papas
- May Hearnshaw Charitable Trust
- Milton
- National Lottery Community Fund
- Opora UK
- Orchard Toys Ltd

- Out Sourcing Inc
- Pigeon Organics
- Rainbow Designs Ltd
- Sanctuary Foundation
- Silver Cross Ltd
- South Yorkshire Mayoral Combined Authority
- The Royal Foundation Centre for Early Childhood
- The Story Of Christmas Appeal
- Wells Geale



SAVE THE DATE

Friday June 21st 2024

BABY BASICS YORKSHIRE GLAM



A red carpet welcome awaits for an evening of glitz and glamour, with a three course meal, live auction and dancing, hosted by the wonderful Rev Kate Bottley.

Tickets go on sale 26th February to fly solo, come with a partner, a group of friends or even book out a whole table of ten.