

# Baby basics

Impact Report  
2024

# A Message From Our CEO



2024 has been an incredibly special year for Baby Basics UK as we celebrated 15 yrs of service. It was amazing to celebrate this milestone with our Yorkshire Glam Gala in June and see so many people come out to support the event, through attending on the night & donating prizes for the auction & raffle. We are so grateful to all our sponsors of this event but especially our Platinum Sponsor – Centrica & our Gold Sponsors – Mamas & Papas & BetterYou Ltd.

Celebrating 15yrs of service is a great milestone to have reached although, as ever, it is bittersweet due to the fact that not only are we so vitally needed by so many families but the need for our services continues to grow.

Our centres continue to rise to the challenge of meeting the needs of more and more people in their communities. In 2025 we have welcomed new centres to our network in Newark & Alnwick and seen some centres leave our network and chose to move in a different direction.

With funding from the Benefact Trust we have been able to support our network with training and development, delivering finance & fundraising training in 3 locations as well as carrying out an update on our Operations Manual.

There have also been some exciting developments at Baby Basics UK. After 18 months of research, consultation and development we made the decision to bring formula distribution as an offer for our centres to take up and we are thrilled that a number of centres are now able to support families with this additional offer.

Following my work with South Yorkshire Mayoral Authority over the last 18mths on strategy for reducing health inequalities in the region, we were thrilled to be awarded a grant to support the delivery of the Beds for Babies – Safe Space to Sleep Project. This project sees us deliver physical beds for families with children 5yrs and under across the South Yorkshire working with baby banks in the region. From an extension of our warehouse, we saw the first beds delivered through this project in June and with Bryony, our new Project Co Ordinator, in the first 6 months over 1000 beds were provided. This is an amazing collaborative piece of work and we hope and pray that we can see similar projects role out across other regions across the UK.

We are proud to be members of the new Baby Bank Alliance which brings together baby banks from across the UK to speak and campaign with one voice. I am thrilled to be part of the Advisory Group for this alliance and it has been great to see the impact the alliance is already having especially through the ITV Lorraine & Morrisons baby bank campaign in November/December. We are excited to see what this alliance does in the coming year and how we can support it.

We have continued to work with The Royal Foundation Centre for Early Childhood and I was honoured as part of the Charter for Change, to write an online article advising corporates on how they can support baby banks.

The support we receive from our corporate supporters continues to astound us. We have been thrilled to welcome new companies who are donating items and volunteering time to us including Childbase Partnerships, Centrica, Green Bottoms, Pura, Matchstick Monkey, Nalas Baby, BIBS, John Adams Toys.

With our Project Co Ordinator Elaine and her team of amazing volunteers at the warehouse we have distributed over 200,000 items from corporate supporters to our centres across the UK. This could not have been possible without the fantastic support of Amazon In Community who have delivered to our centres for free.

It was also wonderful to see our supporters getting involved in Bertie Birds Big Adventure during the summer and we hope to see Bertie travel the country again in the future, giving a much deserved shout out to each of our centres who work so hard for their local community.

We are ready to step into 2025 and all it has in store for us, preparations are well underway for our 2nd National Conference, a new website, new centres establishing in localities of need and more...  
Watch this space!

With the cost of living crisis continuing and sadly more and more families finding themselves in need of our support we know that 2025 will be another challenging year but Baby Basics UK and our centres across the country will continue to be there for as many families as we can.



**In the last 12 months our 55 Centres across the UK have supported 44,210 children & their families.**

This is a **5%** increase on 2023

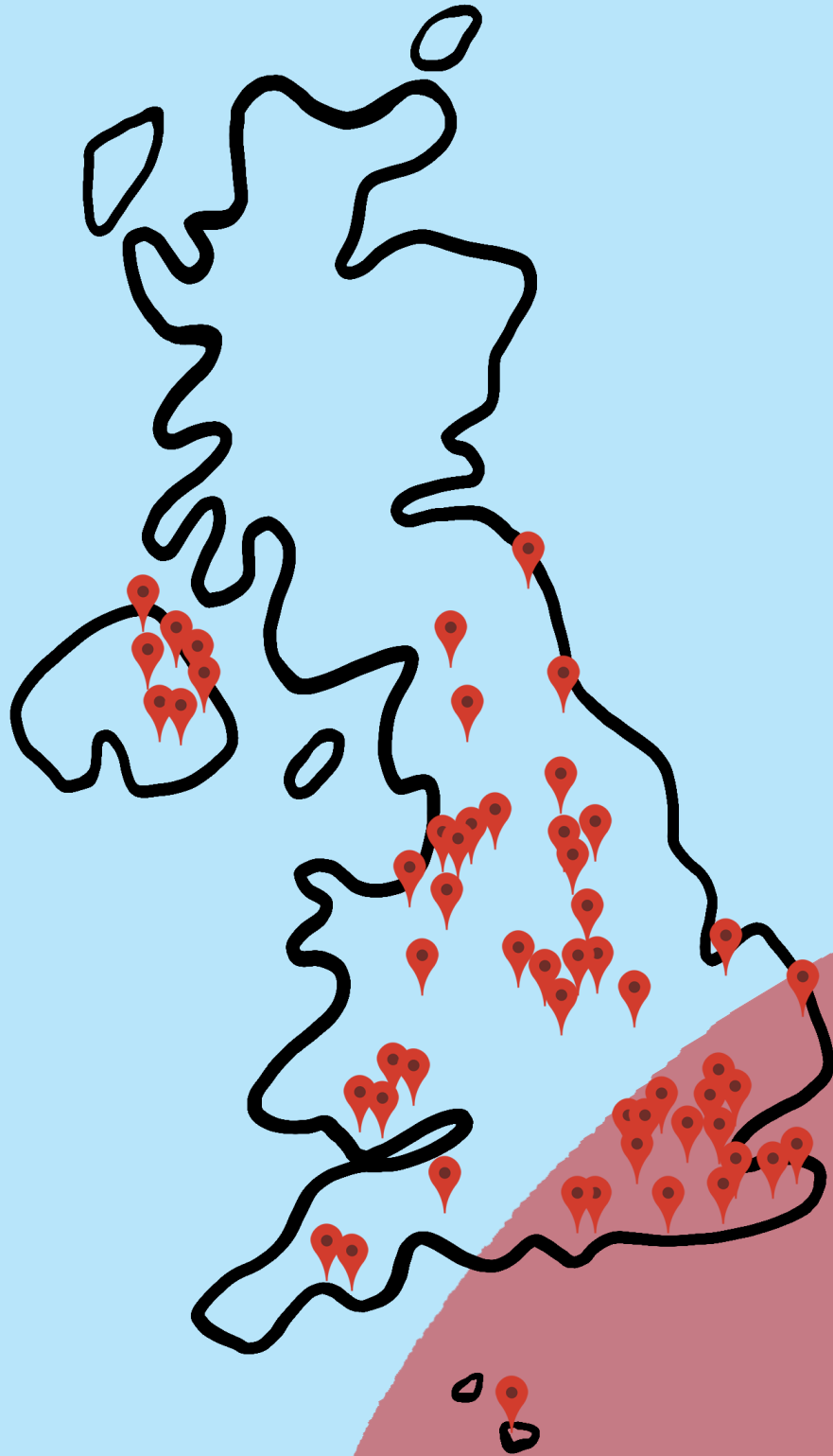
**84,640** items of support have been given freely to vulnerable families including

- 23,456** Clothing bundles
- 19,946** Packs of nappies
- 10,069** Care packages of toiletries
- 5,827** Toy & book bundles
- 5,566** Moses Baskets
- 2,508** Prams, pushchairs & Slings
- 2,278** Baby Baths
- 1,273** Cots, Cotbeds & Toddler Beds
- 1,037** Sets of Feeding bottles
- 939** Bouncy Chairs
- 923** Sterlisers
- 923** Playgyms
- 706** Changing mats
- 528** High Chairs

We have repurposed over **700,000** items of clothing and more than **50,000** other items which may have ended up in landfill.



# Our Locations



## January

We kicked off the year with our first national distribution. Thanks to your support, we received lots of lovely donations and attended the Toy Fair, connecting with incredible supporters. What a way to start the year!

## February

A big shoutout to the incredible team at Better You, who joined us as volunteers and continued to support us with time, energy, and kindness. February brought more amazing donations, and we're so grateful for everyone who contributed!

## March

March was a month of celebrations! Safe Space to Sleep was launched! We marked Easter, International Women's Day, and welcomed new corporate partners like BIBS. A special thanks to Amazon for their ongoing support and, of course, for all the wonderful donations that we received.

## April

This month, we celebrated Eid and Earth Day. We also completed fundraising training with our amazing centres, equipping them with tools to continue our mission.

## May

What a month! We celebrated 10 years of Baby Basics Sunbury, National Children's Day, and chatted to Perinatal Mental Health Partnerships on Instagram for Mental Health Awareness Week. We also marked the International Day of the Midwife and Nurses Day. We supported the Royal Foundation Centre for Early Childhood's Charter for Change. Welcomed Elaine to the Baby Basics UK team, and we had a wonderful time at the Third Sector Business Awards Night with Better You!

## June

June was all about glamour and gratitude! We hosted our Glam Gala to celebrate 15 years of Baby Basics, (thanks to rev Kate for hosting this!) our CEO, Cat, spoke at the In Good Event, we thanked our amazing knitting volunteers, and we announced partnerships with Pura, Child Base, and Green Bottoms. Plus, more distributions headed out to help families in need!



## July

Bertie Bird's Big Adventure launched in celebration of 15 years of Baby Basics, and we hosted our annual Garden Party. As always, we were blessed with more wonderful donations, which continue to make such a difference.



## August

Bertie's adventure continued! A huge thank you to Craig Purler from Centrica, who ran a marathon in support of Baby Basics.

We released some insightful 'Did You Know' statistics, welcomed Baby Basics Newark as a new centre, and our CEO, Cat, spoke about the Safe Space to Sleep campaign on BBC Radio Sheffield.



## September

We welcomed another new centre, Baby Basics Alnwick, expanding our reach even further. September also brought winter coat donations in partnership with Child Base and Green Bottoms, just in time to help families prepare for the colder months.



## October

October kept us busy with the Beds for Babies Cot Drive at the national warehouse and attending the Harrogate Nursery Fair. We got our Beds for Babies van for the Safe Space to Sleep Campaign! We were thrilled to connect with the amazing team at Matchstick Monkey, and we received even more deliveries to support families.



## November

November was packed with highlights! We celebrated Baby Week, we were excited to see the Lorraine campaign with Morrisons which has helped so many of our centres across the UK, and received generous donations from Price Check. Our volunteer team looked fantastic in their new hats and gilets for the winter, and we were joined by volunteers from Silver Cross and Better You.



## December

We're closing out the year with exciting news—our National Conference 2025, sponsored by Centrica, is officially announced! The amazing Silver Cross launched their Give Back campaign. A heartfelt thank you to Better You for all the voluntary support as well as donations and all our supporters for the incredible donations, support and help this month. What a year it's been!





Thank you to our amazing Patron & host of the Yorkshire Glam Gala, **Rev Canon Kate Bottley**. Thanks to all our **regular donors**, our **funders**, our **corporate supporters** and all our **centres** who work so hard for their local communities.



Abbey Perfumery, Amazon UK, Aotea Fires, Baby Bank Alliance, Baby Jogger UK, Baby Style UK, Benefact Trust, BetterYou Ltd, BIBS, Bloom & Blossom, Boden, Bramley, Broadfield Hotel, Centrica Business Solutions, Channel 5, Chatsworth House, Childbase Partnerships, Child's Farm, Choose Love, Christine Taylor, Cinnamon Network UK, Claire Simpsons Millinery, Clare Du Lune, Crawford Controls Ltd, Dan Walker, Deputy Lord Lieutenant of South Yorkshire, Dore & Totely Golf Club, Fine Bedding Company, Green Bottoms, Haaka, Hallows Golf Club, Harry Sykes Photography, Hauck, Herefordshire Hideaways, HRH The Princess of Wales, Ikea UK, In Good Company, Inthallo, ITV Lorraine, Jeds Dead Good, Jen Dring Art, Jerusalem Trust, John Adams Toys, Kit & Kin, Kokoso, Lord Mayor of Sheffield Jayne Dunn, Lil-lets UK, Mamas & Papas, Milliemodlli, Milton, Morrisons, Mr Cribb, Mr & Mrs Helliwell, Mr & Mrs Brown, Mr & Mrs Hook, Music Bugs, Nalas Baby, National Lottery Community Fund, Prestige Sleep, PULP, Oliver Coppard – Mayor of South Yorkshire, Orchard Toys, Owlerton Stadium, Park Lane Jewellery, Rainbow Designs, Sanctuary Foundation, Sheffield United FC, Shine Creative Stylists, Silver Cross Ltd, South Yorkshire Mayoral Combined Authority, Tapton Hall, The Arctic Monkeys, The Assembly Bar & Bistro, The Beauty Banks, The Royal Foundation Centre For Early Childhood, The Society for the Holy Child Jesus, The Story of Christmas Appeal, The Trek Company, Tyson Fury, UK Bullion Jewellers, Usborne Community Partnerships, Utilita, Wentworth Woodhouse and Yorkshire Sculpture Park.

