



# NO CHILD **BORN** **WITHOUT** A CHANCE

Save the Children's UK Programme:  
Annual Report 2010



**Save the Children**

Save the Children works  
in more than 120 countries.

We save children's lives.

We fight for their rights.

We help them fulfil  
their potential.

#### OUR MISSION

Our mission is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our aim is to end child poverty in the UK by 2020.

#### OUR VALUES

**Accountability** We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

**Ambition** We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

**Collaboration** We respect and value each other; thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

**Creativity** We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

**Integrity** We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.

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# THE POWER TO STOP CHILD POVERTY



EMMA BLAU

Today, in the fifth largest economy in the world, 3.5 million children are living in poverty, 1.6 million of them in severe poverty. The progress made in recent years is in danger of being lost.

"It's a case of either heating, or food – one or the other," one parent in Glasgow told us. Thousands of parents are having to make this kind of choice on a daily basis, and the results are felt by the youngest and most vulnerable. Children's health, their education, and their futures are profoundly, sometimes irretrievably, impaired.

We've had great successes in 2010. In this first year of our three-year strategy, we laid the groundwork to grow in impact and size, helping 8,000 children directly and many more through our campaigning and advocacy.

Our new Families and Schools Together programme showed stunning results. "It's changed my child's life, and mine," one mother from Belfast told us. We helped give a voice to children and young people in some of the country's poorest communities through our programme In My Back Yard, so they could directly improve their own neighbourhoods and tell decision-makers what they need longer term. Across Westminster and in Wales, Scotland and Northern Ireland, we pushed for high-level policy change with significant success.

But without concerted action, the numbers of children living in poverty are only going to rise. Job losses, the cuts to welfare associated with the budget deficit, and rising food, fuel and energy prices are hitting the poorest hardest.

Child poverty is not inevitable; it's a choice we make as a nation about how we allocate our resources. If we invested in ending child poverty, we'd actually save more money in the long-term – in healthcare, social services, mental health and criminal justice. As our founder Eglantyne Jebb said, it's only impossible if we refuse to try.

This year, thousands of volunteers and campaigners, parents and children, charitable trusts, major donors and companies joined us in responding to the causes and effects of child poverty in the UK. We're delighted to be partnering with such influential companies as FirstGroup, Lloyds Banking Group, Morrisons, Mothercare Group and Reckitt Benckiser. We've been fighting for children since 1919, and with your support we'll continue to fight so that no child in the UK is born without a chance.

**Fergus Drake**  
**Director of UK Programmes**



Akousa and her mother take part in a play session with our Families and Schools Together programme. Research shows that undivided parental attention for 15 minutes a day improves children's self-esteem and reduces hyperactivity.



# RIGHT ON YOUR DOORSTEP

Children born into poverty in the UK do worse at school and are less likely than their wealthier peers to get well-paid jobs. They are more likely to have severe and chronic illnesses. In some parts of the UK, their average life span is 17 years shorter than those of their better-off counterparts.

Children living in poverty don't have a voice. But they have the right to be heard and plenty to say.

They often don't grow up in safe environments or have the same opportunities to go to clubs outside school. But they have the right to play and the right to a childhood.

By 2020, with your help, we'll make sure that no child in the UK is born without a chance.

"Children can tell what's going on at home, even if their parents try to protect them. They feel helpless that their parents can't get a job. Even the 7- and 8-year-olds know when their mum's run out of money, or is trying to work out what she can buy with 50p – the baked beans or the loaf of bread. They can see that their mum hasn't got enough and is worried because there's nothing to put in the gas meter."

**"KIDS SEE EVERYTHING.  
THEY WATCH THEIR  
PARENTS STRUGGLING."**

Sally Copley, Head of UK Policy,  
Advocacy and Campaigns

IN THE WORLD'S FIFTH RICHEST NATION:

**3.5** **MILLION**  
children live  
in poverty

**1.6** **MILLION**  
children live in  
severe poverty





“THERE’S POVERTY HERE  
IN THE UK. IT’S RIGHT ON  
OUR DOORSTEP.”

Teenage boy from one of our In My Back Yard projects

# 2010 IN REVIEW

In 2010 we responded to the rising level of need among the UK's children. We spoke out on their behalf and enabled children and young people in some of the poorest communities to find their own voice on the issues that matter to them most.

We fought hard to protect children in the midst of a recession they did not create. We helped 8,000 children through our programmes, and many more through the impact of our advocacy and campaigning.

Children are at the heart of everything we do, and their experiences and views directly influence our work. Our six offices across England, Northern Ireland, Scotland and Wales know what the devastation of poverty really means. After 90 years of working with vulnerable children, we understand the causes of poverty and solutions that work.

## INVESTING IN THE UK'S CHILDREN

In 2010 Save the Children's UK programme employed 70 staff. We raised over £2 million in restricted income towards our work in the UK in 2010, and spent £5.25 million.



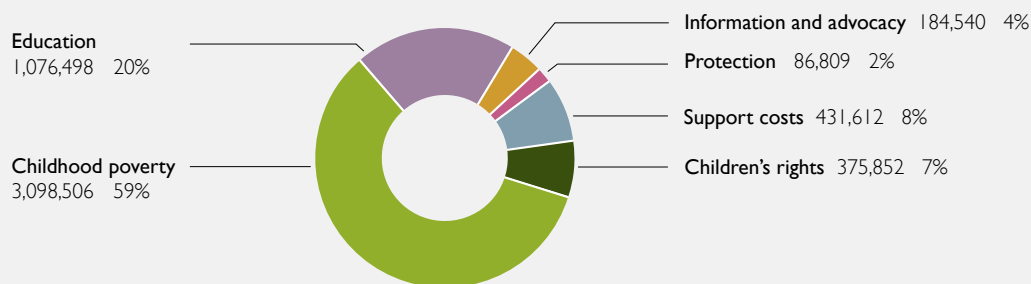
Vira, four, at an activity session with our Families and Schools Together programme



**“WITH THAT LITTLE BIT OF EXTRA HELP SAVE THE CHILDREN CAN PROVIDE, WE CAN DO AMAZING THINGS.”**

Justin Watson, Programme Manager, In My Back Yard

## WHERE WE SPENT OUR FUNDS IN 2010



## ON THE AGENDA

Our hard-hitting advocacy put child poverty on the agenda for the new coalition government.

“Poverty kills childhood” said the posters on the eight buses that toured the country, courtesy of FirstGroup, as part of our campaign in the run-up to the May elections. It gave us the chance to raise awareness of child poverty with election candidates, and with children, young people and families. We ran events in the constituencies of leading politicians, including David Cameron. Our reports exposing how severe child poverty had increased during the boom years of 2004–08 led the national news bulletins.

The Child Poverty Act, which we helped shape, passed into law in March 2010. The Act commits the UK government to ending child poverty by 2020.

We played a lead role by lobbying for key changes to the Child Poverty Act: the government must now consult with children and young people in poverty on how to implement this Act, they must focus on groups most at risk of being in poverty, and they have given assurances that economic circumstances will not make them exempt from these targets.

We hosted receptions at all the party conferences, with more than 200 attendees at each, including MPs, councillors, journalists and party members. Labour MP Stephen Timms paid tribute to our work, including the part we played in getting the Child Poverty Act passed into law.

Child Poverty Ministers Sarah Teather and Maria Miller reaffirmed the coalition government’s commitment to ending child poverty by 2020.

We called for a ‘pupil premium’ in England, which helped prompt the government to promise an extra £2,500 for each poor student – to spend on things we know make a difference to children, like one-to-one tuition and extra-curricular activities. Our campaign, Better Odds at School, called for national education ministers to invest more in the poorest pupils.

Welfare cuts, an increase in VAT, and rising food and energy bills will hit poor families hardest. We continued to argue for the government to protect the poorest families. We spoke out on the budget and the comprehensive spending review.

Responding to the government’s white paper on welfare reform, we welcomed a simplified universal credit benefit system, but warned of a ‘climate of fear’ created by sanctions.

## AMAZING THINGS

Our programmes had immediate, tangible results, as well as leaving a longer term legacy. In two areas of work, we took big steps forward – and laid the groundwork for more.

### **Families and Schools Together (FAST)**

The gap in educational achievement between children living in poverty and their wealthier peers is already evident by the time children reach 19 months... and then the gap widens. Research shows that 85% of a child's learning happens at home, not in the classroom.

Our FAST programme brings parents, teachers and community members together to support children's learning at home and in school through structured eight-week sessions. FAST improves family relations, academic achievement and children's behaviour.

90% of parents reported a better relationship with their child. A third of children improved their skills in literacy, numeracy and communication after only eight weeks. And 88% of parents said they felt better able to support their child's education.

It doesn't stop there. The eight-week programme turns into a two-year programme where FAST families continue to meet, learn and support each other.

"It doesn't cost a lot and it makes a complete and utter difference – to an entire family," said a mother in one of our FAST groups.

In 2010 we delivered eight FAST groups, bringing FAST to Northern Ireland, Scotland and Wales for the first time. We helped hundreds of children and families. With generous funding for 2011 from Lloyds Banking Group, Morrisons and Mothercare we'll be able to establish 50 new groups in 2011.

### **In My Back Yard**

Our innovative grassroots programme – In My Back Yard – worked directly with hundreds of children, young people and their parents to find their own solutions to poverty in their areas.

"We've seen children and young people go head-to-head with MPs and ministers on issues that are important to them, to enable real change in their communities, local and national," said Programme Manager Justin Watson. "That's what this project is really all about."

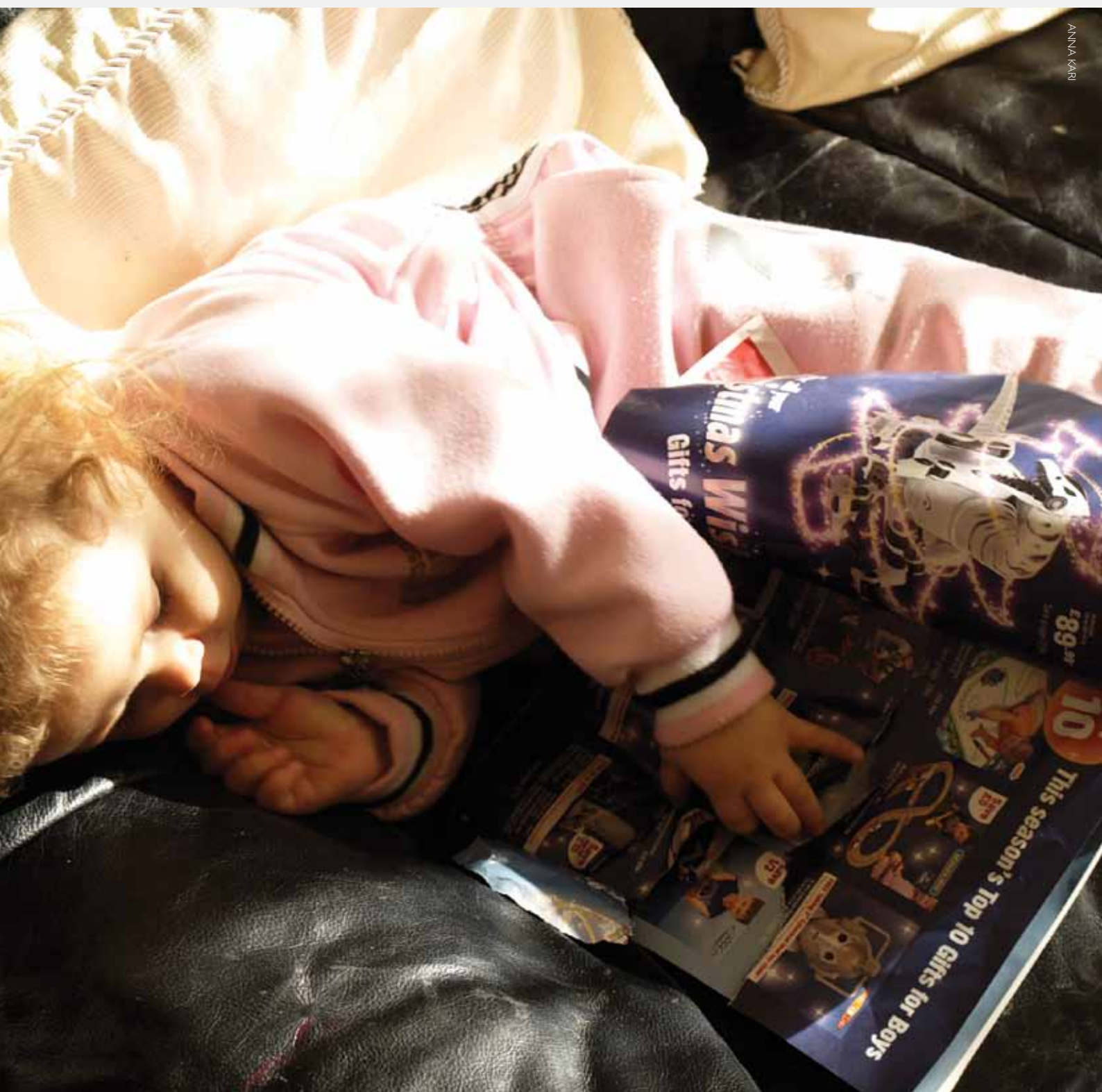
We ran 31 In My Back Yard 'Change Projects' across the UK, reaching nearly 3,000 children and community members. Our Local Ambassadors – elected from children and young people who have previously taken part in Change Projects – organised five End Child Poverty Breakthrough Summits, where they presented what had been achieved in their communities over the year and gathered pledges from regional decision-makers. These promises will help to inform and drive forward our Local Ambassadors' campaigns in 2011.

"I pledge to take all of the young people's comments and feed them into our child poverty strategy," said a government official at the Scottish Poverty Summit. "This will allow their voices to be heard and for real issues to be fed into government policy."

### **New in 2011**

In 2011, we'll launch our new project Eat, Sleep, Learn, Play! For families with a new baby, we'll provide grants for essential items – a cooker, a child's bed or a washing machine. We'll help families receive the benefits to which they're entitled, and we'll organise volunteers to help refurbish homes.

90% of parents in our FAST programme reported a better relationship with their child



ANNA KARI

# ENGLAND

## SKIPPING MEALS TO PAY THE BILLS

England has one of the worst rates of child poverty in the industrialised world. In parts of London and Manchester, more than a quarter of children live in severe poverty.

Alongside wealth and power are boroughs where 27% of children do not have enough to eat, or whose parents skip meals or go into debt to pay the heating bill. Children who can't fulfil their potential because they don't have a fair chance at the start.

### FOCUS ON EDUCATION

In 2010, we launched three FAST pilots, with impressive results. Parents from our FAST group in Ealing, west London, said their children behaved better; were less hyperactive and had fewer conduct problems. Parents felt better able to help their children at school. We also found that families functioned better. In the classroom, teachers reported more considerate behaviour.

With the support of FirstGroup we launched FAST in South Gorton, Manchester, which has one of the highest rates of severe child poverty in the UK. And we launched two groups in London. Our pilot in Islington, north London, funded by Reckitt Benckiser, improved children's confidence and helped parents to develop new skills.

### FINDING A VOICE

Our In My Back Yard programme delivered 11 Change Projects – six in London and five in the North – sparking change in varied and exciting ways:

- Young people in Newham, east London, led workshops for families on how to put better meals on the table for less, created a cookbook with affordable healthy recipes, and organised a petition to ban fast food outlets near schools. Families taking part are eating more healthily and have lower food bills.
- Children from our Change Project in Wilberforce Primary School in Westminster, London, organised a meeting with the police and local residents to look at the issue of gang violence, and met with their local MP and developed a website to help other children learn how to be safe in their community. "The children have realised they do not have to be passive victims," the headteacher told us. The Taylor Family Foundation made this work possible.
- Speaking at the House of Commons, children from our Big Lottery-funded Our Shout project in Bradford testified to the links between poverty, education and unemployment to an audience of MPs, Lords and other decision-makers.
- In Oldham, young people in the Peacemaker group developed a toolkit to help young people tackle racism and segregation in the academy schools being formed from Oldham schools that had one dominant ethnic group.
- Our Local Ambassadors designed and led End Child Poverty Summits in London and Manchester. In London, Mayor Boris Johnson's adviser Pam Chesters was among hundreds of politicians, community representatives and campaigners who attended.

### KEEPING THEIR PROMISE

We produced a guide to help local authorities meet their obligations under the Child Poverty Act. We contributed to Westminster and Islington local authorities' child poverty strategies.



1.4 million children in England are growing up in severe poverty.

“WE HAVE TO SAVE UP WHAT WE’VE GOT. SOMETIMES, AT HOME, I DON’T GET LUNCH.”

Sam, 11, Leicester



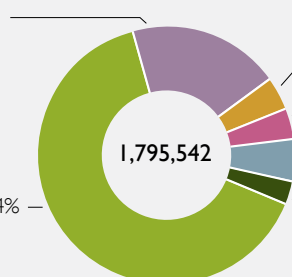
ABBIE FRANKLIN SMITH

## INVESTING IN ENGLAND'S CHILDREN

We spent £1.8 million in 2010

Education 347,025 19%

Childhood poverty 1,157,954 64%



Information and advocacy 73,802 4%

Protection 70,941 4%

Support costs 93,724 5%

Child rights 52,095 3%

# NORTHERN IRELAND

## CHANGING LIVES

Ballymurphy neighbourhood in Belfast is part of the most deprived ward in Northern Ireland. Long-term unemployment is over 42%, and 81% of people have no or low qualifications. Here, in a primary school, we started our first Families and Schools Together project.

"In eight weeks," reported Black Mountain Primary School Principal Billy Macauley, "FAST achieved what the formal education system had failed to deliver for our parents in their school lives – a feeling of self-worth and recognition that they can be masters of their own destiny."

### FOCUS ON EDUCATION

This is one of two FAST projects we introduced in Belfast primary schools in 2010. Working with community partners, including Sure Start, we brought parents into the classroom to work with their children, teachers and our staff.

FAST is the practical application of what we know: children do best in school when they have their parents' backing at home. The starting point is good family relationships.

"It's brilliant to see the difference in the relationship between me and my Rosalind," said Aisling Gray, a mother of two children. "It makes a complete and utter difference to our entire family."

### FINDING A VOICE

Children's voices were heard loud and clear through our six Change Projects, funded by Children in Need and PricewaterhouseCoopers, as part of our In My Back Yard programme.

- 700 people signed the petition as part of our young people's campaign in Derry against the high cost of local leisure services. With support from Derry's Mayor they met leisure centre managers and started negotiations with one centre to allow cheaper access one day a week.
- Our End Child Poverty Summit, organised by young people, was attended by junior ministers from the Office of the First Minister and Deputy First Minister, Members of the Legislative Assembly and the Northern Ireland Commissioner for Children and Young People.

"It felt great to be part of the summit," said one Ambassador. "I got a big message out to people about poverty."

### KEEPING THEIR PROMISE

Our most far-reaching piece of advocacy work in Northern Ireland was our effort to influence the Executive's child poverty strategy for 2010–14. Our conference, Making It Happen: Ending Child Poverty, funded by the European Year for Combating Poverty and Social Exclusion, acted as a catalyst, bringing together politicians and child poverty specialists to look at the implications of the Child Poverty Act. After the conference, our stunning photography exhibition, A World Apart, which gave young people's views on poverty, toured extensively. Selected images featured in the post-conference report.

110,000 children in Northern Ireland live in poverty.

1 child in 10 lives in severe poverty.

**“IT’S COMPLETELY CHANGED MY CHILD’S LIFE, AND MINE.”**

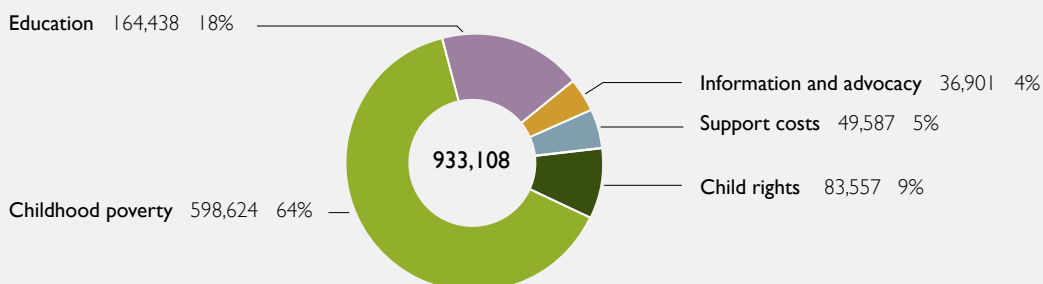
Aisling Gray, mother of two and a member of our FAST group in Ballymurphy



A family celebrates their 'graduation' from the FAST programme, after completing the initial eight-week course.

## INVESTING IN NORTHERN IRELAND'S CHILDREN

We spent £933,000 in 2010



# SCOTLAND

## “IT’S EITHER HEATING OR FOOD”

Heating or food: what kind of choice is that to have to make on a regular basis? Yet it’s what faces the families of thousands of children in Scotland today.

It doesn't make sense for children to be poor. Child poverty costs public services in Scotland between £0.5 and £0.75 billion a year. Providing support to vulnerable children, from pre-birth to age eight, could save public services in Scotland around £131 million.

We aim to consign Scotland’s child poverty to history.

### FOCUS ON EDUCATION

In 2010 we started our first FAST project in Linnvale Primary School in West Dunbartonshire, working with families from an area with one of the highest levels of unemployment and child poverty in Scotland. Thanks to the support of FirstGroup, Cattanach Charitable Trust and local volunteers, we launched weekly sessions for parents, their children, and teachers, and set up an ongoing support group for parents.

In eight weeks, family relations improved, and teachers reported that children were calmer and had better relations with other children in the classroom.

By 2014, we’ll expand to 80 FAST groups, and be able to help thousands more children and their families.

### FINDING A VOICE

We ran eight Change Projects as part of our In My Back Yard programme:

- We worked with fathers living apart from their children in North Ayrshire to design a place where they could spend time together, and form a fathers’ football club. “I’m a lot stronger now, a lot happier, and I know I can cope with my three children,” said Jimmy. “I can help any other father to come out the other side and know there’s a better future.”

- In Glasgow we partnered with Playbusters to support a group of adult and young volunteers to transform their local YMCA. Their Change Project is now benefiting over 200 people a week.
- We also organised our first-ever End Child Poverty Summit in November, run by our Local Ambassadors’ group. Held at Hampden Park football stadium, “Us vs. Poverty” attracted members of Glasgow and West Dunbartonshire councils and the Scottish government. “Stop talking, start doing!” said one Young Ambassador to key decision-makers at the Summit.

### KEEPING THEIR PROMISE

The Child Poverty Act requires the Scottish government to produce a national strategy setting out the measures it will take to eradicate child poverty by 2020. As a leader in Scotland’s End Child Poverty Coalition, we’re delighted that many of our key points were included in the final government strategy.

### Museum of Poverty

Our exciting and original Museum of Poverty launched at the Scottish Parliament in March. Developed with parents and young people in Glasgow, the exhibition tells the story of family poverty through powerful stories and photos. We toured it in nine local authorities through the year with the support of the Scottish government and Scotland’s Futures Forum.

At each exhibition, we asked visitors what they would consign to a museum of poverty. Milk tokens? Pre-payment fuel cards? Poverty itself? We held workshops to develop recommendations to support the development of local plans to end child poverty, and we highlighted what mattered to them – issues like drug and alcohol abuse, housing, the cost of schooling, and unemployment.

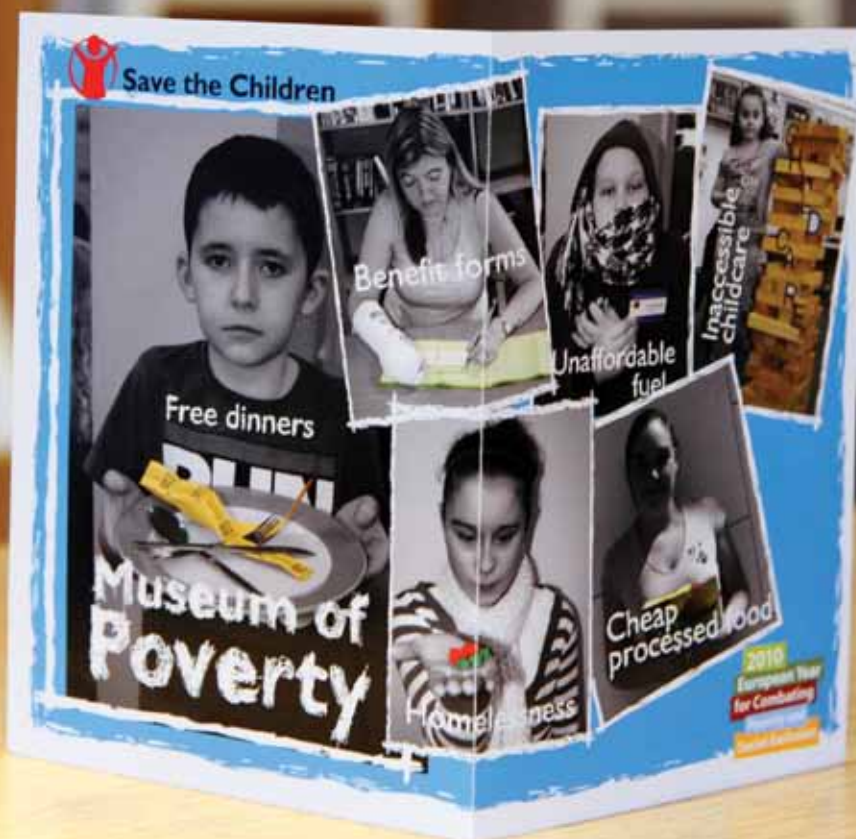
See [www.savethechildren.org.uk/museumofpoverty](http://www.savethechildren.org.uk/museumofpoverty)



In poor neighbourhoods in Scotland, 11% of children leave school without qualifications, compared with 3% for the country as a whole.

**“IT’S A CASE OF EITHER HEATING OR FOOD, ONE OR THE OTHER.”**

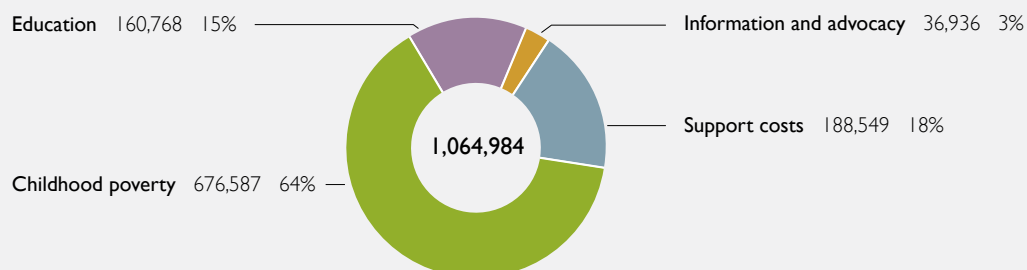
One of a group of parents and children who helped create our Museum of Poverty, Glasgow



Our exhibition of photos and stories of family poverty toured the country. Children and adults took part in workshops about tackling child poverty.

## INVESTING IN SCOTLAND'S CHILDREN

We spent £1.06 million in 2010



# WALES

## HIDDEN TRUTHS

14% of Wales's children live in severe poverty – the highest proportion of any UK nation. But it's a fact often hidden.

From supporting young people and families in small groups, to working for political change at the highest level, we made a difference for children living in poverty.

### FOCUS ON EDUCATION

Working with teachers, volunteers and two primary schools in deprived communities in Caerphilly, we launched two FAST groups in 2010, supporting families in crucial ways. These included better ways of parenting, family play, learning and communication, and parent-to-parent support. In one school, five families had yearly incomes of less than £5,000.

Although the results are from just one school, they are striking. For children from 21 families in one FAST group, family relations, and emotional and behavioural difficulties – including hyperactivity – improved, along with children's academic performance. Parents felt more confident about helping their children with schoolwork and got more involved in the life of the school.

### FINDING A VOICE

We ran six Change projects for children and young people, as part of our In My Back Yard programme.

- Young Travellers in Pontypool met councillors and staff from their local college to highlight the discrimination they face in education.
- Primary school children in Cardiff launched a poster campaign with the police about antisocial behaviour when local pubs close.
- Young people ran an End Child Poverty Summit and were then invited to submit evidence to the Children and Young People's Committee at the Welsh Assembly Government.

### KEEPING THEIR PROMISE

Our greatest advocacy success in Wales this year was achieving Royal Assent for a piece of legislation legally binding Welsh ministers to have due regard for the rights and obligations of the UN Convention on the Rights of the Child (UNCRC). This ground-breaking decision, following years of work by Save the Children and the Wales UNCRC Monitoring Group, puts Wales ahead of the rest of the UK in making the UNCRC part of domestic law.

We campaigned hard in this election year to influence party manifestos on tackling child poverty and promoting children's rights. Then in May we ran the first National Child Poverty Conference, launched by the Deputy Minister for Children, Huw Lewis. More than 100 decision-makers and service-providers discussed how to tackle child poverty.

Our innovative Child Poverty Solutions programme provided training and online materials to support the public sector in Wales to take action on child poverty – [www.childpovertysolutions.org.uk](http://www.childpovertysolutions.org.uk). This project was delivered in partnership with the Welsh Local Government Association and was supported by the Welsh Assembly Government.

The Participation Unit – which we host on behalf of the Children and Young People's Participation Consortium for Wales – has ensured that children and young people's participation is an integral part of the Children and Families Measure. By exercising their right to participation, the poorest children and young people will have greater access to services and will be able to feed back how services can better meet their needs.

### TRAVELLING AHEAD

We gathered young people's views on the Welsh Assembly's draft Gypsy and Traveller Strategy and presented our report to the Minister for Social Justice.

Wales surpasses the rest of the UK in making adherence to the UN Convention on the Rights of the Child part of domestic law.

**“IT FELT LIKE WE'D ACCOMPLISHED SOMETHING – THAT PEOPLE REALLY WANT TO LISTEN TO US. I THINK WE OPENED THEIR EYES.”**

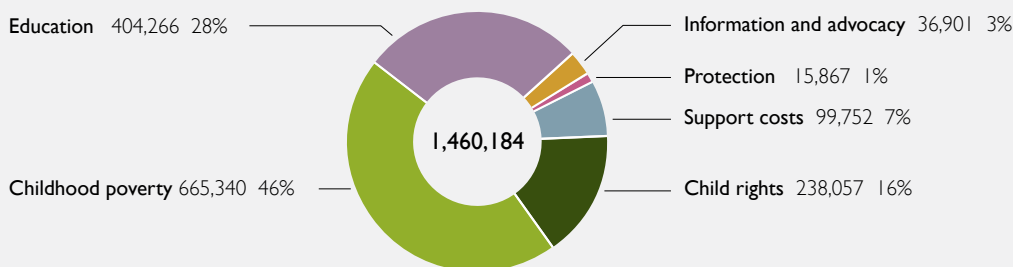
Teenager in one of our In My Back Yard projects, Cardiff



Our Travelling Ahead project launched its new website ([www.travellingahead.org.uk](http://www.travellingahead.org.uk)), at an event attended by Carl Sargeant AM, the Minister for Social Justice, and Keith Towler, Children's Commissioner for Wales.

## INVESTING IN WALES'S CHILDREN

We spent £1.46 million in 2010





# OUR AIMS FOR 2011

The UK government has pledged to eradicate poverty by 2020, but it's a long way off target. And we know things are getting worse.

As we went to press, the OECD reported that progress in child poverty reduction in the UK had stalled – and that child poverty in the UK is expected to rise. The evidence is mounting to show just how much families are being squeezed – by rising VAT, energy prices and food costs, by job cuts and service cutbacks. We are worried for children in the months and years ahead.

We'll be fighting hard to make sure the poorest don't suffer the most by delivering programmes that help those in greatest need, giving children a voice, and holding the government to account.



Hadi and Vashnavee take part in a play activity in one of our FAST projects.



## TACKLING THE CAUSES AND CONSEQUENCES OF POVERTY

In 2011 we will introduce Eat, Sleep, Learn and Play!, a new programme providing crisis grants and benefits checks to help the poorest families who have had a baby in the last 12 months. Working with frontline referral partners, we will assess families' applications and give essential items to meet the needs of their young children.

Thanks to our exciting Charity of the Year partnerships with Lloyds Banking Group, Morrisons and Mothercare Group, we'll scale up and deliver FAST groups in communities where the gap in educational attainment is greatest. Using the evidence of impact from our pilots in 2010, we'll campaign for funding for parental engagement early intervention programmes like FAST to be ring-fenced in local authority budgets.

We'll recruit more children as Local Ambassadors. Their passion and experiences will create new projects and help reveal new issues affecting children living in poverty. We will also create our first UK Ambassadors group and support them to develop a national policy call and our first ever child-led campaign against poverty.

Most importantly, we'll be calling on people to join our campaign No Child Born Without a Chance.

In 2011, we'll help thousands more children through our programmes, and millions through our advocacy and campaigns.

We are tremendously grateful to all of our donors, and excited about the change our work can create. But without your generosity and the support of thousands of campaigners and volunteers, this change will not be possible.

You can help us make a life without poverty a reality for every child in the UK.

### OUR AIMS FOR 2011

- We'll reach more than 10,000 children and their families through our programmes.
- We'll drive through significant policy changes to protect children from the fluctuating economy and we'll hold the UK and national governments to account for their commitment to the Child Poverty Act.
- We'll build a broad movement to end child poverty in the UK by 2020.

# THANK YOU



LLOYDS  
BANKING  
GROUP



MORRISONS

mothercare



THE TAYLOR FAMILY  
FOUNDATION



"Our staff throughout the UK continue to embrace Save the Children in a way we could not have predicted. From running marathons, losing weight and shaving heads, our people have been very creative in their fundraising and overwhelmingly supportive. I am extremely proud that our partnership with Save the Children has raised £4 million so far and we all look forward to continuing that support in 2011."

**Tim O'Toole,**  
**FirstGroup Chief Executive**

# OUR VISION

Our aim is that by 2015 the UK will be on track to meet its target of eradicating child poverty by 2020. We'll play a key role in making this happen.

We will make sure it's no longer acceptable for children to be growing up in severe poverty in the UK.

We will lobby and campaign governments to adopt policies and programmes that will transform the life chances of the poorest children, and lift hundreds of thousands out of poverty.

Together we can end child poverty in the UK.

Every child in the UK should be born with the same chances. Now is the time to act.



TERI PENGILLY

**"IT DOESN'T COST MUCH TO DO  
THESE THINGS AND IT MAKES A  
COMPLETE AND UTTER DIFFERENCE  
– TO AN ENTIRE FAMILY."**

Aisling Gray, mother of two and member of our  
Families and Schools Together project, Northern Ireland

**"THERE ARE MILLIONS OF CHILDREN  
WHOSE FAMILIES ARE FALLING  
DOWN. AS A NATION, WE ARE NOT  
CATCHING THEM."**

Sally Copley, Head of UK Policy, Advocacy and  
Campaigns

**"WITH THAT LITTLE BIT OF  
EXTRA HELP SAVE THE CHILDREN  
CAN PROVIDE, WE CAN DO  
AMAZING THINGS."**

Justin Watson, Programme Manager

Poverty is the reality for 3.5  
million children in the UK today.

This annual report tells how Save the Children's UK  
programme worked to end child poverty in 2010.  
Through innovative, creative and effective programmes,  
we helped families, improved children's performance at  
school, and drove through fundamental policy changes.  
We helped give a voice to children and young people  
so that they could go head-to-head with their MPs.  
Thousands of children's lives are better because of the  
support you gave us in 2010.

[savethechildren.org.uk](http://savethechildren.org.uk)



Save the Children  
1 St John's Lane, London EC1M 4AR  
+44 (0)20 7012 6400

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