

CHANGING the STORY

The impact of our
UK work in 2013

NO CHILD
BORN WITHOUT
A CHANCE



Save the Children



Look, where I'm from we have a saying,

'When you have a child it is not just for you but it is for the whole community'

This means that we are all responsible for raising the next generation. It's not about one parent it's about all of us, together.

Families and Schools Together (FAST) brings those values back for me. FAST raises you up. It's not about you, it goes beyond.

Whoever is funding Save the Children is helping people like us – helping individual people better their lives, which is better for the community.

Their money is like a chain that goes on and on – it is going a long way. There is a piece of chain they are holding at one end and I am at the other with my family.



Mercy, a mum and FAST ambassador

Photo: Ciara Leeming/Save the Children

In 2013, a lack of jobs, low wages and increased living costs placed an enormous pressure on families like Mercy's across the UK.

We live in one of the richest countries in the world and yet children living in deprived areas have to go through the winter without a heated home. Some even have to sleep on an old mattress on the floor because they don't have their own bed.

These children face challenges later on in life as they go to school tired and hungry, which in turn impacts on their chances of achieving good grades.

Poverty ruins childhoods and destroys futures.

Those first early years of a child's life are key to a child's development and future life chances.

Save the Children has always worked in the UK but as times grew tough, the need for our work here increased.

In 2013, we worked hard with schools and communities to help families through the toughest times and tackle the underlying causes that keep families poor, generation after generation.

SOME KEY HIGHLIGHTS FROM 2013:

24,376

children were reached through our work

12,098

essential items were provided to families in desperate need

6,552

children sang, scribbled and pulled faces at Families and Schools Together

3,744

proud parents supported children to fulfil their potential

2,562

volunteers have brought families and schools together in communities across the UK

630

children started improving their literacy through one to one support

210

reading volunteers were recruited, trained and placed in schools

HELPING FAMILIES through the TOUGHEST TIMES

We know that the first 1,000 days of a child's life can be the most critical period in their development

If a child's basic material needs are not met during this important time, it can have a profound impact on their early brain development.

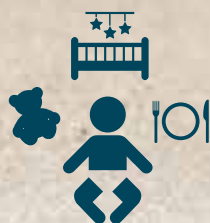
The effects can be seen as early as 19 months as children's development begins to fall behind that of their wealthier peers.

In 2013 we supported families through the toughest times as some parents struggled with going into debt, or providing their child with the basic items they need to eat, sleep, learn and play.

WHAT IS EAT, SLEEP, LEARN ,PLAY?



We help families living in desperate need cope with the **financial impact** of having a young child.



We support the poorest children from birth up to three years old, providing families with the **basic items they lack at a critical time** in their child's development.



Not only do these items help families in their everyday lives, but they can also often have a **profound knock-on effect on their wellbeing.**

It may just be an item but with that item we can have a huge impact on the life of a child. It's not always that simple, but as long as children need us, we'll continue to help. Poverty at home might look different, but it also causes real suffering to children, through no fault of their own.

VINCENT'S STORY

Four or five times a night four year old Vincent would wake crying. He was sleeping on an old cot bed and the mattress was worn and uncomfortable. His mum Rosie would get up to attend to him and he would end up bundling into her bed.

"It felt like he was getting no sleep at all and was always miserable during the daytime because he was so tired" she says.

Rosie just didn't have the money to buy a new bed for Vincent and the problems with sleeping were making lots of her problems worse. Rosie's support worker applied to Save the Children's Eat, Sleep, Learn, Play! programme to try and get a new bed for Vincent. After an assessment Rosie was awarded a new single bed for Vincent.

Now Vincent sleeps through the night. Rosie is studying part-time at college and really wants to return to work and make sure she can provide for her children.

In 2013 we helped children like Vincent through the toughest times. You helped us do this. Thank you



Photo: Jo Metson Scott/Save the Children

17,194 CHILDREN BENEFITTED FROM ITEMS IN 2013. HERE ARE JUST SOME OF THEM...

1,044

cookers....giving hot food to families, meaning children have **the chance to grow up healthy** and go to bed with a warm meal inside

424

tables and chairs...giving family time back to the poorest families meaning **family meal times and routine**

1,415

washing machines... giving clean clothes to children, meaning they **don't get bullied** in school for wearing damp smelly clothes

2,600

beds...giving dreams back to disadvantaged children meaning **a good night's sleep** setting them up to achieve at school

1,530

toy and book packs ... giving playtime back to the poorest children, meaning **they learn and develop**



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CHANGING the STORY

Photo: Tom Prior/Save the Children

“

FAST has been the most far reaching project we have ever undertaken. In terms of forging effective relationships and building the school community it can't be beaten.

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Sian Harkin, Head Teacher, Llwyncelyn

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The impact of our work, told by the people who know us best...
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“The teachers notice me more now. I'm a bit more popular than I used to be. I'm on the highest table for Maths; I'm on the second highest table for English. I have friends who can help me and support me, it's just really good. I love reading. I take a book with me everywhere. If I read books I learn more words. And it makes my imagination get bigger.”

Asiya, Age 10, Newham

“I can't praise ESPL! and what it has to offer highly enough. Not only does it give the child opportunities they would not have had, but it gives a boost to parents who feel their role as a parent is valued.”

Family Support Worker, Edinburgh

“We only had one working hob and the cooker worked but it was dangerous. This made it really difficult for me and the kids and I worried about them being around it. If I was trying to make a cooked dinner I had to use a camping stove with one ring to be able to cook vegetables. I was worried the kids weren't getting enough vegetables and goodness. When the cooker came it was great, I could actually cook a meal for the whole family. It meant the children weren't waiting hours for their food, and they had more time with me and together as a family”

Charlie, Mum, Cardiff

“Before FAST my life was in black and white. Now it's in colour.”

Geraldine, Mum, Ballymurphy

“Saoirse is doing brilliantly. There's so much of a difference in her and we're so close. I couldn't ask for anything more, I really couldn't. I want her to stay on in school, do well and be independent, just the same as every other mummy.”

Anne Marie, Mum, Ballymurphy

“On a lot of levels, I don't know what I'd have done without this help. Honestly, little things mean more than anything to me. It has changed so much for me and my daughter – her growth and my sanity.”

Suzanne, Mum, Hackney

“FAST has to be one of the most amazing programmes we've ever engaged with. It's broken down the barriers between us as professionals and them as parents. They'll come and talk to us about a lot of issues they'd never talk to us about before, which helps us gear our curriculum better towards the needs of those children.”

Charlotte Davis, Head Teacher, Birmingham

“I would recommend the reading helpers. They provide effective one-to-one assistance to the children. The volunteers come into the school in the afternoon; they're already trained and come ready armed with resources. They place no extra demand on the school and are self-motivated. It makes life a lot easier!”

Christopher Wilcocks, Head Teacher, Southwark

EDUCATION

as a route out of

POVERTY

Many poor children in the UK today start school already behind their better-off peers, through no fault of their own. This means children as young as seven are on course for poorer life chances. Poverty ruins childhoods and destroys futures.

We must give children the chance to fulfill their potential. That is why we intervene early to ensure children have the chance to catch up. We know education is a route out of poverty and literacy is a key to education.

Families And Schools Together (FAST)

helps children to reach their full potential at school by improving their academic competence, encouraging good behaviour and creating a positive attitude to learning. We focus on helping parents get more involved in their child's education, so they can support learning and development at home. FAST also encourages stronger bonds between parents and their child, their child's school, other parents and the wider community.

In 2013 we helped 6,552 children through FAST.

What FAST?

Children and parents take part in eight weekly sessions held in their local primary schools. Activities are fun, interactive and help children and parents to improve their life skills and confidence. There is also an opportunity for parents to form supportive bonds with other parents that will last well beyond the programme.

Since we started FAST we have had some incredible results. After taking part in FAST...

77% of parents felt more able to support their child in his or her education;

Children's behavioural difficulties in school reduced by **17%** and at home by **15%**;

31% of parents felt they had more support from other parents at school;

24% of parents sought further education or training courses upon completing FAST.



MERCY'S STORY

When I first heard about FAST I didn't expect much to be honest – someone gives me a leaflet and tells me how to parent. But no, it is so much more.

I found out it will help you be more comfortable with yourself and with your child.

I realised it's not enough to let her express herself at FAST once a week, things are continuous, I took it into the home. That's a personal thing to say, but I saw my child becoming very comfortable with me and that led to her communicating more. From week one she was more comfortable expressing herself.

I saw things in her I didn't know and I found strength in me I didn't know I had. She set herself challenges because of FAST – she got better at maths because she challenged herself to do something that she found really hard – because she wanted me and the other parents to celebrate the success with her and be proud. I'm so proud of her and the other children.

I could talk forever about Save the Children and what a difference FAST made to our lives. It was a real journey, an experience.

Born to Read, gives disadvantaged children the reading skills they need for a better future.

Central to Born to Read is our Volunteer Reading Support project which provides one-to-one reading support through our partnership with the charity Beanstalk.

We recruit, train and place volunteers to support children who are struggling to read. Volunteers visit schools twice a week for a year, spending 30 minutes with each child on a one-to-one basis. Just an hour a week can make all the difference.

In **2013**, we piloted Born to Read with Beanstalk and started to change the story for children who struggled to read

630 children started to improve their literacy

210 volunteers were recruited, trained and placed helping children learn to read

EMMANUEL, AGE 9, displayed behavioural problems early on. He struggled academically, finding it difficult to communicate effectively and read, resulting in low confidence.

Born to Read provided Emmanuel with the intensive support he needed to catch up with his peers. He practised his reading twice a week with a volunteer named Ashleigh, who aspires to become a teacher one day.

Over the course of an academic year, Ashleigh has been able to develop a relationship with him, providing him with emotional support and building up his confidence.

After receiving reading support Emmanuel's behaviour has improved and he is eager to learn and read. He now enjoys reading and is proud of the number of books he has read. He told us:

"I didn't use to like reading because I had to do lots of work and it was difficult. Ashleigh takes me step by step to take me to a higher level with my reading. The best thing about reading is that when you finish a book you can be proud of yourself and look at how many books you have finished."

What **WE'LL DO** in **2014**

Thank you for helping us to change the story for the UK's poorest children.

In 2014 we will change the story for 25,000 children. We will help children through the toughest times. And we will improve their educational outcomes. We will advocate for financial help for the poorest families. We will campaign to ensure every child leaves school literate. We will continue to give a voice to children and families in poverty. We will give children the chance to fulfil their potential. We stand for children no matter where they are born. We are incredibly proud of our UK work.

Thank you for continuing to support us.

With your support we can help families like Kenya's...

KENYA'S STORY

Kenya is a single mum with five children. Raising her young children alone has been very difficult and the family has been beset by tragedy. Kenya's husband, and father of her three eldest children, sadly died of cancer and Kenya was the victim of a hit and run car accident leaving her with metal plates in her legs and complicated medical needs.

Registered as disabled Kenya says she has to budget every penny to survive. With little family support she has few friends to turn to for help and says she often feels isolated.

Before she met her family support worker, Kenya explains she was about to break down:

"It's hard for me, I am the mum, I am the doctor, I am the cleaner, I am the chef, I have to do everything but I have been shown that there is help out there."

Through Eat, Sleep, Learn, Play! Kenya was awarded a wardrobe, a chest of drawers, a storage unit and a collection of books and toys for her younger children.

"I was in tears and completely overwhelmed when the things arrived. I called my support worker straight away and said to her **there is actually someone out there that does care**, and I was really grateful, I was very emotional. My kids love the books and toys, you can see they are really happy, we use the books for bedtime reading."

"The impact has been great; it is much more than I could have given them, I am so grateful."

Kenya is determined that her children get a good education and has high aspirations for them all.

The items Kenya has received have been great, but the support she was given has also meant so much more. She said: "the things I received have shown to me and my kids that there are people out there that can, and want to help."

Thank you for helping us to support families like Kenya and her children.

“

The impact has been great; it is much more than I could have given them, I am so grateful.”

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Kenya, Mum



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.**

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