



# Baby2Baby

## Annual Review: Year 1

### May 2018 - May 2019

*“I have just been to visit Mum and she cried when I told her what you are doing for her...”*

**Donate - Rehome - Reuse**

*Giftng new and used baby items to families in need.*



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**Donate - Rehome - Reuse**

*Gifting new and used baby items to families in need.*



# Baby2Baby Organisation Details

## TRUSTEES

HANNAH POWELL: FOUNDER AND CHAIR OF TRUSTEES  
LEILA PARKER: CO-FOUNDER AND SECRETARY  
PETER MORRIS: TREASURER

## SOCIAL



@b2bEastSussex



@b2bEastSussex



@baby2babyEastSussex

BANK ADDRESS: BARCLAYS, 8 CALVERLEY  
ROAD, TUNBRIDGE WELLS,  
KENT, TN11 2TB

INSURERS: ZURICH INSURANCE

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Gifting new and used baby items to families in need.

# About Baby2Baby

Run by volunteers, Baby2Baby East Sussex was established in 2018 by two mums on maternity leave from Social Work and Corporate careers (Hannah and Leila). The concept is simple; we collect donations of new and used baby clothing and essential items and redistribute them to families in need. We don't work directly with families, but take referrals from professionals on their behalf. Our current referral partners include Social Workers, Health Visitors, Foodbanks and Women's Refuges.

Since June 2018 we have supported families experiencing low income, homelessness (or risk of), mental health issues, domestic abuse, substance misuse, as well as care leavers, single parents, young parents, migrants, asylum seekers, and women who have been trafficked. Many of these families are isolated and vulnerable and we are hugely grateful to those who choose to support our cause for 'seeing' these families, for thinking of them, and for showing kindness at a time they need it most.



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Gifting new and used baby items to families in need.

# Our Impact

Gifting these items provides relief from financial hardship, and an immediate improvement to the environment of the family. In addition to this, and central to our vision for the service, is the importance of the feeling families experience when they receive our bundles. As such, we've put lots of thought into the presentation of our bundles; each one is carefully put together and includes a gift wrapped item, or reusable storage bags. We hope families feel they have received a gift from the community in their time of need, a gesture which can instil hope and improved wellbeing for families in the most challenging of circumstances.



## Donate - Rehome - Reuse

Gifting new and used baby items to families in need.

# Our Impact

**£26,743**  
WORTH OF ESSENTIAL  
ITEMS\*



Just some of the items  
we've gifted this year

**17**  
PLAYMATS

**834**  
FACEBOOK  
FOLLOWERS

**42**  
CLOTHING  
BUNDLES

**44** COTS/CRIBS/  
MOSES BASKETS

**58** BABY TOILETRY  
BUNDLES

**22**  
PRAMS

**108**  
FAMILIES

**15**  
HIGHCHAIRS

**26** SANTA BABY  
CHRISTMAS  
BUNDLES

**36** TOY AND BOOK  
BUNDLES

**72**  
BLANKETS

**£1,790**  
WORTH OF NEW ESSENTIAL  
ITEMS PURCHASED FROM OUR  
AMAZON WISHLIST

**46**  
BRAND NEW  
MATTRESSES

\*approximate secondhand value

# Feedback

*'It's just so nice to have people just help me without any judgements'  
(Feedback from a Mum who received a Baby2Baby bundle).*



*'The family was overwhelmed and extremely happy, grateful and relieved. They said it reduced their stress in preparing for the arrival of their new baby. You provide a wonderful service which doesn't feel like 'charity' to the families, but rather a provision of beautiful gifts which are desperately needed'  
(Feedback from a referral partner).*

*'Baby2Baby is considered an essential service to our work, especially now there have been so many cuts to budgets'  
(Feedback from a referral partner).*

**Donate - Rehome - Reuse**

*Gifting new and used baby items to families in need.*



# Feedback

*'I'm not used to people being so nice and willing to help me so I just don't know what to say but I am so grateful - my little boy is so lucky!'* (Feedback from a Mum who received a Baby2Baby

*'I just wanted to let you know what a massive difference the buggy has made to this family. Mum is now able to take the youngest children out without [child] becoming upset. It meets the children's needs so much better... Mum now enjoys taking them out, and this in turn has led to her mood improving. So Mum has asked me to thank you all again for your kindness and to let you know just what a difference you have made to her life'*

*(Feedback from a referral partner).*

*'I have just been to visit Mum and she cried when I told her what you are doing for her...'*

*(Feedback from a referral partner).*

## Highlights and Milestones

May 2018

We held our first donation drop-off morning to see how the local community would respond to our cause and ensure the idea was viable. It was incredible and we continue to be amazed and humbled by the donations people make to Baby2Baby.



baby  
2  
baby  
EAST SUSSEX

June 2018

Our online referral system launched. We partnered with local professionals and started responding to referrals.



August 2018

We were offered a small storage space which provided a huge relief having previously stored donations at home. Local businesses offered their skills and time to ensure the space was fit for purpose.

We also welcomed Pete, our Treasurer to the Board of Trustees in August.



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Giftng new and used baby items to families in need.

# Highlights and Milestones

December 2018

We ran our first Christmas Campaign. Brand new Christmas presents were given to families struggling to afford the expense of gifts. We opened up the campaign to help families with children of all ages and also provided wrapping paper so parents could take pride in giving their children presents.



January 2019

With storage becoming increasingly difficult, we were delighted to receive some additional space from Storagemart, courtesy of their Store It Forward community campaign.



February 2019

We were selected by East Sussex County Council and Crowdfunder as a Projects That Matter competition winner. We went on to raise £2,735!

## Baby2Baby and beyond

by Baby2Baby East Sussex in Crowborough, England, United Kingdom



Giftng new and used baby items to families in need

A baby bank. Help us expand our project to support even more families experiencing financial hardship and associated adversity.

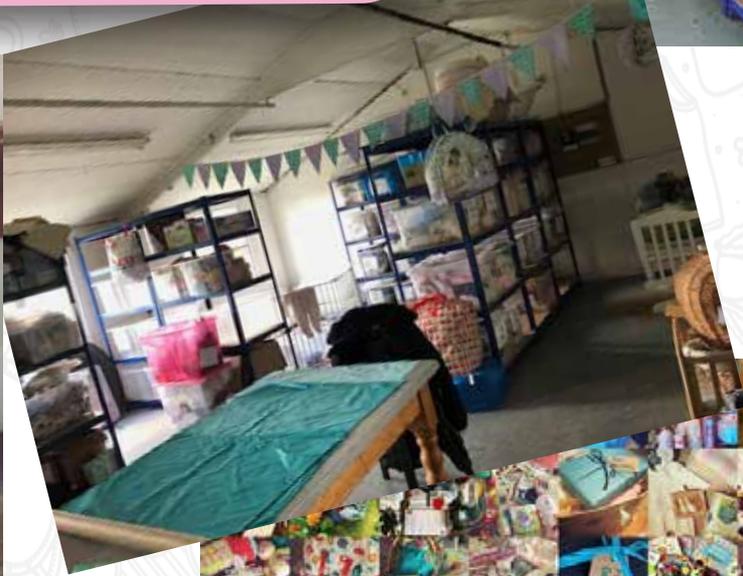
✓ We did it

On 15th April 2019 we successfully raised £2,735 with 47 supporters in 42 days

## Highlights and Milestones

March 2019

Having successfully raised enough funding we were finally able to take on a bigger space and moved to our new premises. Baby2Baby HQ means we now have a more suitable public space for donation drop-offs, collections, sorting and storage. We have also been able to begin recruiting volunteers.



May 2019

On the eve of the anniversary of our first donation drop-off day, we saw our 100th bundle leave Baby2Baby HQ.



## Donate - Rehome - Reuse

Giftng new and used baby items to families in need.

# Why Baby2Baby: The Need

Today, 30% of children in the UK are living in poverty and our county is no exception with some areas in Hastings having child poverty rates above the national average. Baby2Baby was founded to alleviate poverty and associated adversity experienced by families in East Sussex and surrounding areas. More than 31,000 children are estimated to be living in poverty in our county. That's 4000 more than last year.

A child is said to be living in poverty when they are living in a family with an income below 60% of the UK's average after adjusting for family size. Two thirds of children living in poverty in the UK have at least one parent in work - but often trapped in a low paid job.

Poverty can have a devastating impact on children's lives. It can lead to children missing out on decent meals, sleeping in cold bedrooms, and being bullied at school, as well as drastically reducing their future life chances.

People often think of East Sussex as an affluent county. These figures speak for themselves.

## Wealden

5392 children in poverty  
22% of children in poverty

Data generated May 2019

## Lewes

4575 children in poverty  
23.7% of children in poverty

Data generated May 2019

## Bexhill and Battle

5577 children in poverty  
24.6% of children in poverty

Data generated May 2019

## Eastbourne

7334 children in poverty  
30.4% of children in poverty

Data generated May 2019

## Hastings and Rye

8840 children in poverty  
36.7% of children in poverty

Data generated May 2019

## Donate - Rehome - Reuse

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# Why Baby2Baby: The Need



[www.cpag.org.uk](http://www.cpag.org.uk)

Through the simple act of promoting and facilitating reuse, Baby2Baby has collected and redistributed over £26,000 worth of essential baby items to families in need in East Sussex in its first year. In year 2 we expect to see an increase in the amount of families we support due to knowledge and confidence in our service from the families and professionals who use it; an expansion in the age range we gift items to; and, an increased number of families experiencing hardship.

Baby2Baby cannot eradicate poverty, but we are committed to providing a trusted and efficient service to children and families in their time of need.

## Donate - Rehome - Reuse

Giftting new and used baby items to families in need.

## The Future of Baby2Baby

As we approach our second year we look forward to registering with the Charity Commission and expanding the service to support older children too.

Since June 2018 we have provided items for babies aged 0-2 years. It's estimated there are over 31,000 children living in poverty in East Sussex. This, combined with feedback from professionals stating the benefit of an extended service, has confirmed our decision to increase the age range we support.

Financial hardship in childhood can greatly impact children, causing detriment to their health and education as well as feelings of anxiety and worthlessness. The provision of items such as clothing, prams, cots, toys, books, bedding and toiletries improves their immediate situation, provides hope and shows children and families experiencing hardship they are worthy of kindness and support.

It will be vital to continue our fundraising efforts, secure grants and sponsorship, and welcome more volunteers to Team Baby2Baby if we are to achieve our vision to support even more children and families in need.



# Baby2Baby: A Community Effort

We would like to extend our sincere thanks to the following individuals, funding sources, companies, and services who supported us in our first year. Your belief in our mission and contribution to our cause is greatly appreciated.

## 3VA

Andrew Burgess

Ashley Worcester

Blackberry Farm

Blissful Bebe Massage

Chris Townsend

## CONCHUS

Crowborough Beacon Golf Club

Crowborough Community Centre

Crowborough Tennis and Squash Club

Crowdfunder

D. Pollard Plastering

EarthSoul Clothing

East Sussex Children's Centres

East Sussex County Council

East Sussex Fire and Rescue

Frills All Round

Georgie Baker

Greens DIY

Infusion Flowers

## InKind Direct

Jim Bywater

Joanna Farrow Art

Ken Beard

Kitchen Worktops online

Les Femmes De Menage

Morrisons Crowborough

Musical Bumps

Nails by Natalie

Odd Job Mummy

Parker Building Supplies

Paula Barker Photography

Pernille Fraser

Puddleducks

Pureprint

Redwing Property Services

Richardson Electrical

Select Gaming

Social Mums

StorageMart

## Baby2Baby: A Community Effort

Stripey Stork  
Sussex Community Foundation  
Sussex Police  
Swim Stars  
The Amazing Craft Company  
The Diddy Drama Company  
The Hurstwood

The Hygiene Bank  
Trendy Balloons  
Uckfield Foodbank  
Uckfield News  
Waitrose Crowborough  
World in Need  
Zest  
ZHD car wash

Finally, thank you to those who helped us sort donations in the very early days, to our newly recruited volunteers, and to those who are in the process of signing up. Your time is invaluable to the development of Baby2Baby and we're delighted to have you join Team Baby2Baby.

And of course, thanks to families and individuals who have donated funds, used our Amazon Wishlist, held fundraisers, or donated items you no longer need so we can get them to the families who do. Baby2Baby would truly not be possible without your kindness and generosity.

Hannah and Leila x

