



So no child goes without



IMPACT REPORT

April 2024 - March 2025

Charity No. 1196472

www.sebbyscorner.co.uk

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This past year has been one of growth and resilience for Sebbys' Corner. With our team now at seven dedicated staff members, we're able to support more families than ever before - an achievement we're incredibly proud of.

We also launched a successful fundraising appeal that allowed us to sustain and expand our impact, and we introduced a brand new service to reach even more families in need. We are proud to have improved the lives of over 6,000 individuals by supporting 3,899 vulnerable children and 2,323 parents this year, an increase of 62.4% from 2023-2024. These milestones reflect the incredible support and generosity of our community, without which none of this would be possible.

As we approach our fourth anniversary, we're proud of everything we've achieved together this year and look forward to continuing our work in the year ahead. Thank you for standing with us and making a difference.

Bianca Sakol MBE, Founder & CEO

WHAT IS THE NEED

Child poverty in the UK is deepening. In 2024, 4.5 million children, 31% of all children, were living in relative poverty after housing costs, up from 4.3 million in 2023. This means that in every classroom, nearly a third of children are growing up with limited opportunities and challenges that make it harder to reach their potential.

But this isn't just about poverty; it's about deprivation. Today, 2.3 million babies and children, 1 in every 6, are growing up in households facing both low income and material deprivation. Picture this: homes without essentials like warm clothing, a proper bed to sleep in, or enough nappies for a baby. It's about families being forced to choose between heating and eating. This level of hardship is an emergency we can't ignore, and it's why Sebby's Corner exists, to stand with families and ensure every child has the essentials they need to thrive.



"I want to express my deepest gratitude for the support you've provided. Your kindness and generosity have made such a difference in my life, and I truly appreciate everything you do. Thanks to your help, I was able to celebrate my daughter's birthday in a way that was incredibly special, something that means the world to me. The work you do is invaluable, bringing joy and relief to families when they need it most. Your compassion and dedication have touched my heart, and I can't thank you enough for being there for us. Please continue your amazing work, your efforts truly change lives."

Winnie, Birthday Club family



WHO WE SUPPORT

Sebby's Corner is a Barnet-based charity supporting vulnerable families and children living in poverty across London and the South East. Founded in 2021, we provide essential resources such as nappies, formula, baby equipment, clothing, school uniforms, and birthday gifts to families in need. Referrals are made by frontline professionals including social workers, midwives, health visitors, and family support workers so we can ensure we are reaching the most vulnerable.

Sebby's Corner serves families in crisis, many of whom are experiencing homelessness, fleeing domestic abuse, seeking asylum, or living in poverty. By meeting immediate material needs, we help stabilise families, reduce stress, and improve the wellbeing of both parents and children.

Sebby's Corner works in close partnership with other charities, councils, health visitors, and local schools to ensure holistic support. Our impact lies not just in what is given, but how: every parcel is packed with care and dignity, relieving the burden and pressure on families and helping to break cycles of poverty, isolation, and long-term disadvantage. We believe it is impossible to break free from debt, apply for work, or rebuild your life when you don't know where your baby's next nappy is coming from and that's where our support begins.



Family Demographics



29.1%

**Single
parents**



38.1%

**Refugees &
Asylum seekers**



14.2%

**Victims of
domestic abuse**



14.6%

**Homeless or in
temporary
accommodation**



2.5%

**Victims of human
trafficking / slavery**



1.0%

**Care leaver or
Child in care**

OUR REFERRAL PARTNERS

94.9%

of referral partners
said Sebby's Corner is a
lifeline to their
organisation

97.4%

of referral partners
said Sebby's Corner
improved parent's and
carers mental health

100%

of referral partners
said Sebby's Corner
helps babies and
children to get an
equal start in life



970

**Referral
Partners**



378

**Referral
Organisations**

“

Family M was supported by Sebby's Corner to give her baby all the essential items needed. Without the support she wouldn't have been able to provide her baby a safe space to sleep, clothing, toys to enable the vital early development, a pram, toiletries and much, much more. Most of all Sebby's supported M's confidence as a new parent, enabling her to focus on the bond between her and her baby.

Family Support Worker, Children's Centre in Camden



Sebby's Corner is a referral-only organisation, working hand-in-hand with a wide network of dedicated professionals who see the challenges that families face firsthand. Our referral partners come from a wide range of professions, including social workers, midwives, health visitors, family support workers, and other frontline staff. These professionals are uniquely positioned to identify families in crisis and refer them to us, ensuring that those in need receive the right help at the right time. By collaborating in this way, we provide holistic, wraparound support that not only addresses immediate needs but also strengthens families' resilience and wellbeing.

We are proud to partner with organisations from every London borough, as well as across Hertfordshire, Bedfordshire, and Buckinghamshire. This broad reach means that no matter where a family lives, they can access the essentials they need to keep their children safe, warm, and well-cared for.

OUR SERVICES

In the last year, Sebby's Corner supported over 3,000 people through our Essentials Support programme. We also delivered targeted services including:

- New Parent Baby Essentials Experience: one-to-one appointments offering baby supplies and emotional support for new and expectant parents.
- School Uniform Support: providing new uniforms and shoes to help children return to school with dignity and confidence.
- Birthday Club: ensuring children in crisis receive a gift, balloons, and a cake to feel valued and included.
- Christmas Support: offering a festive shop where struggling parents can choose gifts for their children using a points system, helping families in hardship celebrate the holidays with dignity and joy.



Essentials Support



New Parent Baby Essentials Experience



Birthday Club



School Uniform Support



Christmas Support

“

Thank you Sebby's Corner for providing essential support to our families in Early Help who are in need, ensuring that vulnerable children have access to basic necessities such as clothing, baby essentials, and toiletries. Your work has had a significant positive impact on families engaged in Early Help, helping to reduce financial stress and improve overall well-being. For our vulnerable families, from refugees or asylum seekers, single parents, families on low income or families affected by mental health, accessing these resources means they can focus on the important aspects of their lives, such as parenting, health, education, and employment. By addressing these challenges and working in partnership with us, Sebby's Corner has contributed to improved outcomes, including better child development, reduced social isolation, and greater family stability. Thank you Sebby's Corner, your work is invaluable in empowering families. We've seen so many families cry happy tears - it has been so heartwarming to be a part of.

Family Support Worker, Early Help

ESSENTIALS SUPPORT

WHAT IS IT?

Essentials Support is our core service, designed to ensure that no child goes without the vital items they need to thrive. We provide families with essentials such as nappies, formula milk, clothing, shoes, coats, and baby equipment. Every referral is carefully tailored to each family's specific needs, taking into account the ages and circumstances of their children. Our dedicated volunteers thoughtfully prepare each package with care and dignity, helping families feel respected and empowered. This year, demand for Essentials Support has continued to grow rapidly—rising by 73.4% from 2023 to 2024—highlighting the ongoing need for this crucial service.

WHAT'S THE IMPACT?

Essentials Support reduces stress and anxiety for parents and caregivers, helping them feel confident that their children have what they need to be healthy, comfortable and safe. By ensuring that families have access to these basic items, we enable them to focus on other important aspects of their lives, such as securing employment, paying bills or managing their wellbeing. We believe that every child deserves the best possible start in life, and Essentials Support plays a vital role in giving them the foundations they need to thrive.

We distributed £382,066 worth of items including...



1,758

items of baby
equipment



2,002

packs of
nappies



42,790

items of
clothing



16,112

toiletries &
period products

100%

of referral partners said
Sebby's Corner relieves
the financial burden on
parents & carers



1,579

Adults supported



2,048

Children supported

91%

of families said the support
they received helped them
feel more able to improve
their situation in the long
term

NEW PARENT BABY ESSENTIALS EXPERIENCE

WHAT IS IT?

Launched in February 2025, the New Parent Baby Essentials Experience is a unique service designed specifically for first-time parents and parents-to-be. We understand that preparing for a new baby can be overwhelming, especially for families facing financial hardship or difficult circumstances. Through this service, families can attend a welcoming, in-person appointment at our hub where they can select essential items for their newborn. These items include prepacked hospital bags filled with everything needed for the birth, a selection of newborn clothing to keep babies safe and warm, and vital baby equipment such as buggies and feeding supplies. Each appointment is supported by our caring team, who guide parents through the process to make sure they receive the right items for their needs.

WHAT'S THE IMPACT?

This service helps reduce stress and anxiety for parents, giving them confidence that they are prepared for their baby's arrival. By providing these essentials, we empower parents to focus on bonding with their newborn, supporting their child's health and wellbeing from the very start. This tailored support also improves mental health, reduces feelings of isolation, and gives a stronger sense of readiness and security.

“

As soon as I arrived, the staff was super friendly and welcoming, kindest people I've ever met. They provided me with ALL I needed for preparing for baby, and were so efficient in thinking of things I didn't even know I needed. I left feeling like a weight was lifted off my shoulders and I was finally able to enjoy the last moments of pregnancy before baby arrives. Thankyou again, Sebby's Corner. You're a life saver.”

Nicole, May 2025

100%

of families said it helped them feel more in control of their situation and more prepared for the arrival of their newborn.



100%

of families said it reduced their stress and made them feel less alone

CHRISTMAS SUPPORT

WHAT IS IT?

Our Christmas Support programme brings the magic of the season to families facing hardship, ensuring that every child can experience the joy of Christmas. Parents and caregivers are invited to our festive grotto, where they can select presents for their children using a point-based system that allows them to choose toys that match their child's interests and passions. This approach respects parents' knowledge of their children and gives them a sense of ownership over the gifts they give. Our support also extends to parents and caregivers themselves, who often feel overlooked at this time of year. We provide thoughtful gifts for adults, as well as vouchers or hampers to help the whole family celebrate together.

WHAT'S THE IMPACT?

This support brings joy, relief, and dignity at a time of year that can be especially challenging for struggling families. By empowering parents to choose their own gifts, we help them create a special and meaningful Christmas morning for their children, full of excitement and a sense of belonging. This service helps strengthen family bonds, supports mental health and ensures that every child wakes up feeling excited and included, no matter their circumstances.



1,530
Children supported



£55,566
worth of Christmas
gifts & items given



4,182
Presents given



We received Christmas toys and gifts from Sebbys Corner for 17 of our families who otherwise would have received nothing at all to open on Christmas day. This brought so much joy and hope to these families. The awe, wonder and delight in their children's eyes were a delight to see. It not only kept the magic of Christmas alive but it allowed the parents to be relaxed enough to enjoy Christmas without worry and stress. I really don't know what families would do without this amazing Charity. Please acknowledge our thanks for all the dedication and hard work that you all do to change the lives of so many people. You are truly amazing.

Volunteer, St. Vincent de Paul Society



BIRTHDAY CLUB

WHAT IS IT?

Birthday Club is a special initiative at Sebby's Corner that ensures every child referred to us can celebrate their birthday, no matter their family's financial situation. We believe that every child deserves to feel special and recognised on their birthday, and our team works hard to make that happen. Each child referred to Birthday Club receives a thoughtfully prepared birthday package filled with joy and excitement. This includes a main birthday gift chosen to match the child's interests, additional treats, balloons, and decorations to make their day feel truly special. We also provide a birthday cake so families can enjoy a proper celebration together. Thanks to our partnership with ZSL, we are also able to offer London Zoo tickets, giving families a magical day out that creates lasting memories.

WHAT'S THE IMPACT?

Birthday Club brings joy and a sense of normality to children who might otherwise miss out on birthday celebrations. By marking their special day with gifts, decorations, and experiences, we help build children's self-esteem, making them feel valued and cared for. These celebrations also strengthen family bonds, giving families a chance to create positive, lasting memories together, even during challenging times.



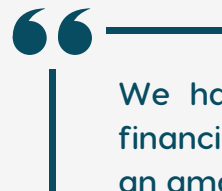
149
Birthday Club children



£20,099
**worth of presents &
birthday extras given**



287
ZSL London Zoo tickets



We have used the Birthday Club for 2 of our families struggling financially - they were so grateful to be able to give their child not only an amazing gift but all the extras like a cake, balloon and smaller gifts. Both children were experiencing challenges at home and live with single parents trying to do their best for them. It is the most amazing, thoughtful and generous service I have come across working as a DSL.

Designated Safeguarding Lead, Underhill School & Children's Centre

SCHOOL UNIFORM SUPPORT

WHAT IS IT?

Every summer, we run our bespoke School Uniform Support programme, designed to help families struggling with the high cost of back-to-school expenses. In addition to working with our established referral partners, we collaborate closely with local schools to identify and reach families who may be experiencing financial difficulties but aren't yet known to other professionals. Through this service, we provide families with brand new school uniforms including shoes, backpacks, stationery, and PE kits tailored to each child's needs and school requirements. Our goal is to ensure that every child starts the new school year feeling confident, included and fully equipped to succeed.

WHAT'S THE IMPACT?

This service helps children feel confident and included among their peers, supporting their sense of belonging and readiness to learn. By removing barriers like worn-out or missing uniforms which can lead to embarrassment, low self-esteem and even school refusal, we empower children to focus on their education and make the most of their time in the classroom. For parents, this support eases financial pressures, reduces stress, and ensures they can send their children to school knowing they have everything they need to excel.

We distributed £22,320 worth of items including...



2,400

**items of
school uniform**



6,326

**items of
stationery**



296

**pairs of school
shoes**



536

**lunchboxes,
bags & bottles**

97.4%

**of referral partners said
Sebby's Corner reduces
the attainment gap in
children**



58

Schools reached



166

Children supported

100%

**of families said the support
they received helped their
child feel confident and
included at school**

OUR IMPACT

1

FAMILIES HAVE THE ESSENTIAL ITEMS THEY NEED

- Families receive clothing, coats, shoes, and other essentials that keep children safe, warm, and well-cared for.
- Items like cots, buggies, highchairs, and baths help parents care for their children safely and comfortably.
- Access to nappies, formula milk, and feeding supplies ensures children's basic needs are met, supporting health and wellbeing from day one.

100%

of referral partners said Sebby's Corner makes it easier for families to meet their children's basic needs.

2

CHILDREN THRIVE

- Access to essential kit like buggies, baby carriers, coats and shoes help families get out and about, supporting children's social and educational opportunities.
- Items such as toys and books support children's learning through play, helping to build language skills, creativity, and emotional wellbeing.
- Trips to ZSL London Zoo create positive and joyful lasting memories, giving children the chance to experience new environments, build confidence, and strengthen family bonds.

92.3%

of referral partners said Sebby's Corner supports babies and children with their development

3

FAMILIES ARE LESS BURDENED FINANCIALLY

- Having essential items provided means families can use their limited income for other urgent needs like rent, food, and bills.
- Parents describe the relief of not having to make impossible decisions like choose between paying bills and buying items for their children.
- By receiving items at no cost, families can avoid going into debt or relying on loans to cover their children's basic needs.

97%

of families said receiving items from Sebby's Corner helped me afford other essentials for my family

4

FAMILIES ARE LESS BURDENED EMOTIONALLY

- Parents feel less anxious and more confident in caring for their children, knowing they have the essentials they need.
- Families feel supported and valued, reducing stress and isolation.
- Having essentials covered frees up mental space, allowing families to focus on rebuilding their lives, such as seeking employment or paying down debts.

97%

of families said receiving support from Sebby's Corner reduced stress and improved mental wellbeing

5

SUPPORTING CHILD DEVELOPMENT

- Toys, books, and learning items help children develop their skills and confidence.
- Items that match each child's age and stage—like books, puzzles, and creative resources—encourage learning and curiosity, helping them explore the world around them.
- Essentials like nappies, feeding equipment, and safe sleeping spaces support healthy growth and development from the earliest days.

92.3%

of referral partners said Sebby's Corner supports babies and children with their development

6

REDUCING WASTE & SUSTAINABILITY

- By reusing and redistributing quality pre-loved items, we help reduce waste and keep valuable resources in circulation.
- This approach helps families while also being kinder to the environment – saving carbon emissions and promoting sustainability.
- We promote a culture of reuse and sharing within the community, inspiring families to pass on items they no longer need and support each other.

DID YOU KNOW?

Baby banks helped cut 38,000 tonnes of CO₂ emissions in 2024!

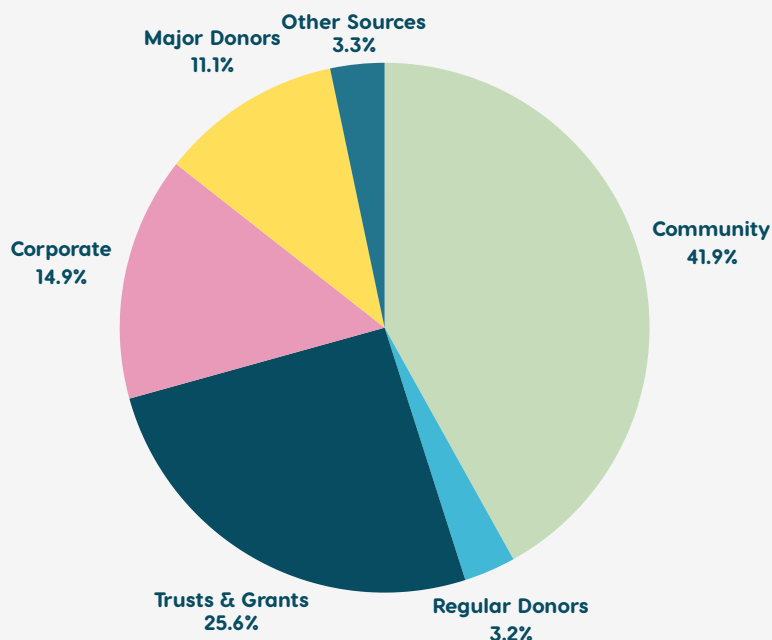
OUR FINANCES

It costs us over £800,000 every year to continue supporting families in crisis.

Every year, we provide over £800,000 worth of essential support to families in crisis. Thanks to the generosity of our community and corporate supporters, we receive over £400,000 of this as gift in kind items. However, we still need to raise over £400,000 in cash each year to fund our service. Our largest income source is community contributions, making up 41.9% of our total funding - we're so grateful to our local supporters who believe in and support our work.

We also rely on generous grants and trust funding, which contributes 25.6%. Our corporate partners provide 14.9%, and we're thankful for these relationships with businesses who share our vision. Major donors significantly boost our impact, contributing 11.1%, and our regular donors, who give consistently, account for 3.15%.

Every contribution, big or small, helps us continue providing essential support to families in need. Thank you so much for being part of our journey.



How much does it cost us to support a family?



ESSENTIALS SUPPORT

£426.30



**NEW PARENT
NEW BABY EXPERIENCE**

£521.09



BIRTHDAY CLUB

£165.65



SCHOOL UNIFORM SUPPORT

£318.90



CHRISTMAS SUPPORT

£143.13

We calculate the cost per family instead of per child as our services support the whole family. As an example, each family member will receive a ticket to the zoo as part of our Birthday Club. For Essentials Support and New Parent New Baby Experience, parents will also receive items for themselves as well as their children, such as period products and pregnancy items.

OUR YEAR IN FIGURES



We are proud to have improved the lives of over **6,000** individuals by supporting **3,899 vulnerable children** and **2,323 parents** this year



We distributed **£482,993** worth of essentials to **1,820** individual families in need



We received **2,012** requests for support from **532** referral partners, across **214** different organisations



We were supported by an amazing **597** volunteers who gave **3,068** hours of their time to our cause, which has saved us **£42,491.80**

OUR VOLUNTEERS

Over the past 12 months, we've seen a 23% increase in volunteer registrations at Sebby's Corner, growing from 543 to 668 individuals. Of these, 242 have actively contributed their time and energy. Our volunteers are the backbone of our work, dedicating themselves to sorting donations, packing family referrals, and supporting essential services such as our school uniform initiative and the much-loved Christmas grotto.

This year, we've also welcomed 52 corporate volunteer groups, strengthening our partnerships with both local and national businesses. These collaborations not only bring valuable skills and resources but also deeper community connections.

Many of our long-standing volunteers now serve on our dedicated volunteer committee, offering valuable feedback, insight, and peer support to help build and shape of volunteer community.

96.9%

of volunteers feel like
their role makes a real
difference to families
in need



242
Volunteers



1,636
Volunteer Hours



355
Corporate Volunteers



1,432
Corporate Volunteer Hours



**SEBBY'S
CORNER**

So no child goes without

**THANK YOU SO MUCH
FOR YOUR SUPPORT**

For more information about our work,
go to sebbyscorner.co.uk or scan the QR code



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