



*Baby2Baby*  
*Annual Review: Year 2*  
*May 2019 - May 2020*

**DONATE - REHOME - REUSE**

Gifting baby and children's items to families in need

A soft-focus photograph of a woman with long blonde hair holding a baby. The woman is looking down at the baby with a gentle expression. The baby is wearing a white long-sleeved shirt. The background is a warm, out-of-focus light color.

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# Organisation Details

## Trustees

Hannah Powell: Co-Founder and Chair of Trustees  
Leila Parker: Co-Founder and Secretary  
Peter Morris: Treasurer

## Banking

Barclays  
8 Calverley Road  
Tunbridge Wells  
Kent  
TN1 2TB

## Insurers

Zurich Insurance

## Social

 @Baby2Baby\_Beyond

 @Baby2BabyBeyond

 @Baby2BabyandBeyond

**Charity no.** 1185207  
[www.baby2baby.co.uk](http://www.baby2baby.co.uk)







# Our Mission

To relieve financial hardship, poverty and associated adversity in East Sussex and surrounding areas through provision of clothing and essential items for babies and children to families in need.

## Our Vision

- To reduce waste and promote reuse through the collection of good quality baby and children's clothing and essential items.
- To receive referrals from professionals who ensure recipient eligibility of support through the act of making a referral.
- To support partner agencies and organisations in their work with vulnerable families through effective and timely response to their requests of items.
- Where donations to Baby2Baby do not meet our standard, to maximise recycling and minimise those disposed of.
- To remove some financial burden on families in their time of need, through the gifting of good quality and safe items, inspiring hope and change.
- To provide a well-regarded and recommended service which benefits those who donate, access, and receive goods from Baby2Baby.
- To adhere to relevant product safety standards and ensure items are in good, clean, and useable condition.
- To organise fundraising events and secure grants to cover running costs and purchase essential items to benefit families.
- To offer volunteering opportunities and link with businesses and other ventures who share Baby2Baby's values and ethos.
- To gift all bundles without any cost to the families who receive them, or professionals who refer.



# What we do

Baby2Baby collects donations of baby and children's clothing and essential items and redistributes them to families in need in East Sussex and surrounding areas.

The process is simple:

Donations of clothing and essential items for children aged 0 – 11 years are made to Baby2Baby. We ask that they are in excellent condition; items donors would feel happy to use with their own child or those they care about. This is to ensure families feel they have received a gift from the community in their time of need, as opposed to a handout. Volunteers then sort and safety check donations ready to be gifted to families.

Referrals are made by professionals on behalf of families in need of support. This is done through our online referral form. The items requested are then put together into a carefully prepared bundle, specific to the needs of the baby/child(ren) and family. The professional is advised when the bundle is ready for collection, and they deliver it to the family.

**There is no cost to this service for professionals who refer or the families we support.**



# Our bundles

When a professional makes a referral on behalf of a family they're supporting, they can select as few or as many items needed by the family. Once the referral has been received by Baby2Baby, the items are carefully put together, specific to the requirements of the family. Where additional information is given about the likes, interests and individual needs of a child or family, we always do our best to make the bundle as personal as possible.

The majority of the items we gift fall into eight categories:



## *The gift of sleep*

Baby2Baby provides safe and cosy sleep items for babies and toddlers. From Moses baskets through to toddler beds, every bed is gifted with a brand-new mattress. Sheets and blankets are also provided so that beds can be assembled and used on the day they arrive with the family, providing an immediate improvement to the family environment; a safe place for little one to get some well needed sleep – perfect!

## *The gift of adventure*

Gifting prams, slings, (and if purchased new) car seats, enables families to access the great outdoors, exercise, socialise, visit groups and appointments, and benefit from integrating in the community.

## *The gift of comfort*

Baby toiletry bundles, nappies, and hygiene products for the whole family! Whilst adults toiletry products can't be requested on our referral form, we always add these as a surprise addition to our bundles.



## *The gift of play*

Playing is the key to early learning. Our toy and book bundles are age appropriate, and promote both independent play and opportunities to interact with caregivers and other family members, which in turn supports good relationships.

## *The gift of dignity*

Helping mums-to-be prepare for birth. Our mum-to-be bundles include breast pads, maternity pads, and toiletry bags filled with essential hygiene miniatures for hospital bags – complete with some added pamper products to make sure Mum knows people care.

## *The gift of pride*

Our clothing bundles are packed with care. All clothing is of excellent quality, folded neatly and presented in a reusable bag complete with gift tag. We provide a weeks worth of infant clothes including vests, babygrows and outfits, and for older children, a range of clothing for all weathers, including sleepwear, brand-new underwear and a coat in winter.

## *The gift of nourishment*

Whilst we don't redistribute baby food or milk, we do gift essential items to support feeding. This includes items like highchairs, feeding pillows, bottles, weaning items, and plastic plates, cups and cutlery.

## *The gift of safety*

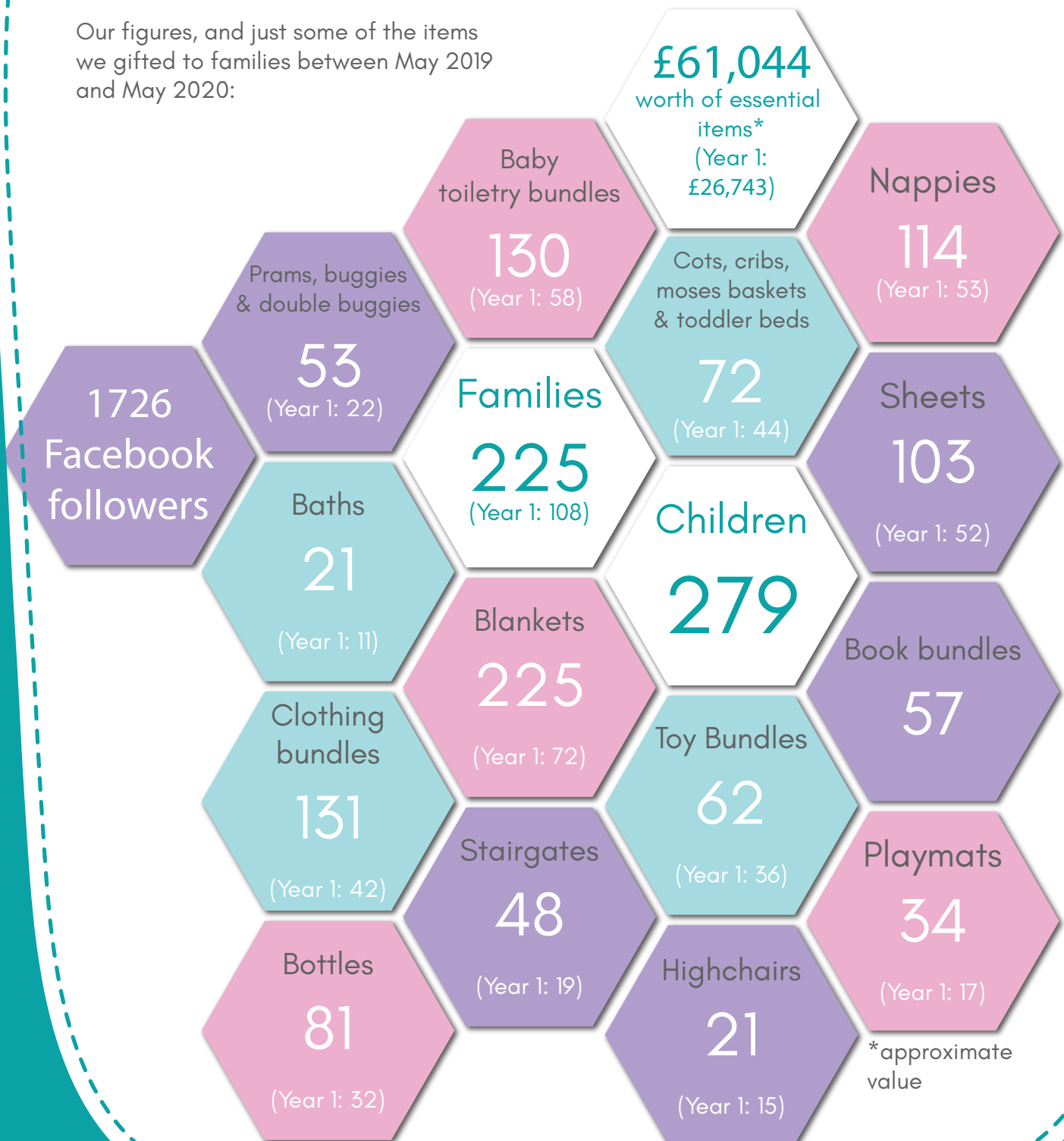
Items like safety gates and cupboard clips keep little ones from getting onto stairs or into cupboards. We often have requests for safety gates where families are living in temporary accommodation and need to stop mobile infants from getting into kitchens without doors.



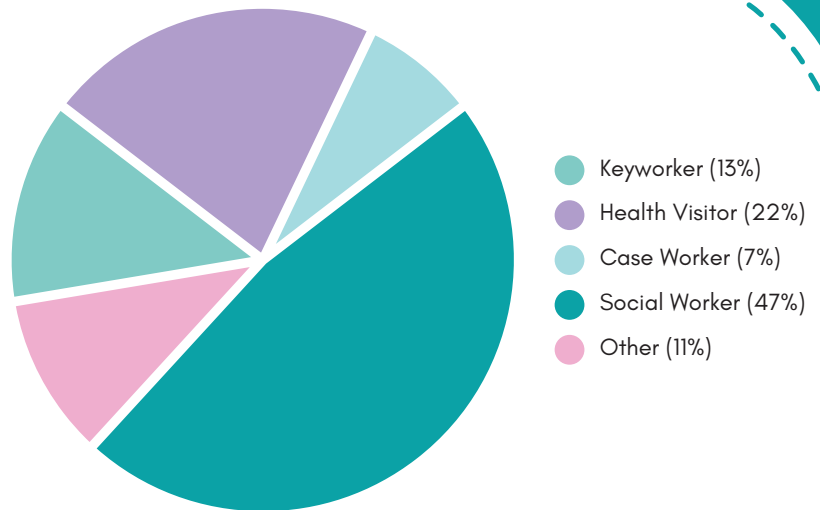
# Our Impact

Our referrals in Year 2 are up 108% on Year 1. In February 2020, demand was continuing to rise, with referrals up 117% on Year 1. Due to the outbreak of Covid-19, our service was temporarily suspended until we received funding to offer an adapted service. Our reduced service has seen families supported during the pandemic and demand is beginning to pick up as word spreads that we're open again.

Our figures, and just some of the items we gifted to families between May 2019 and May 2020:

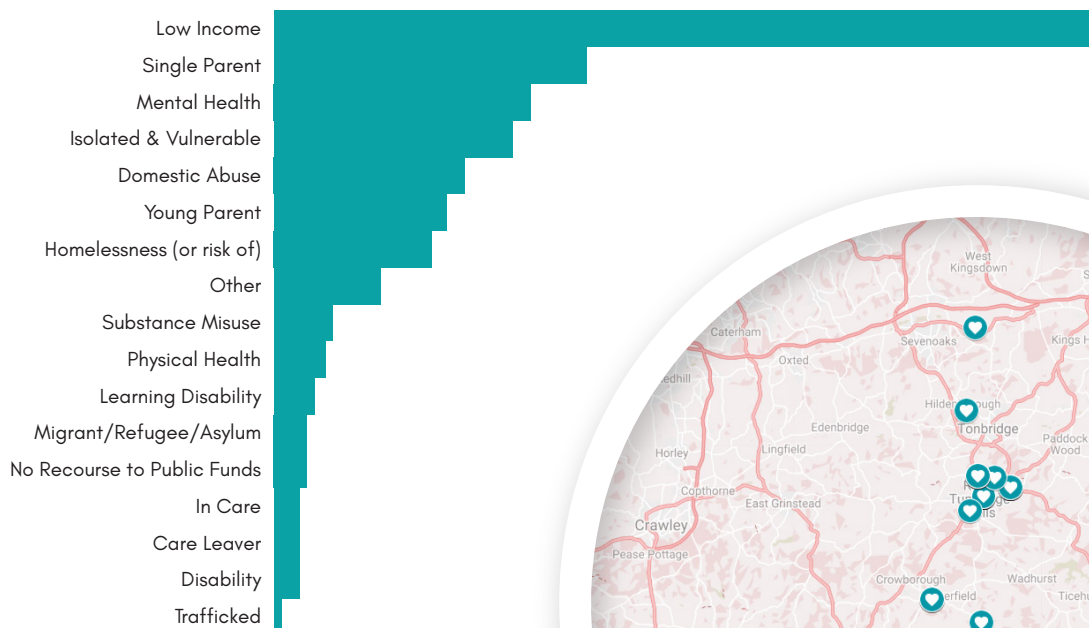


Referrals to Baby2Baby are made by professionals who support vulnerable families. The majority of referrals come from Social Workers and Health Visitors, but we also accept requests from 'other' professionals including charities like Foodbanks and women's refuges.

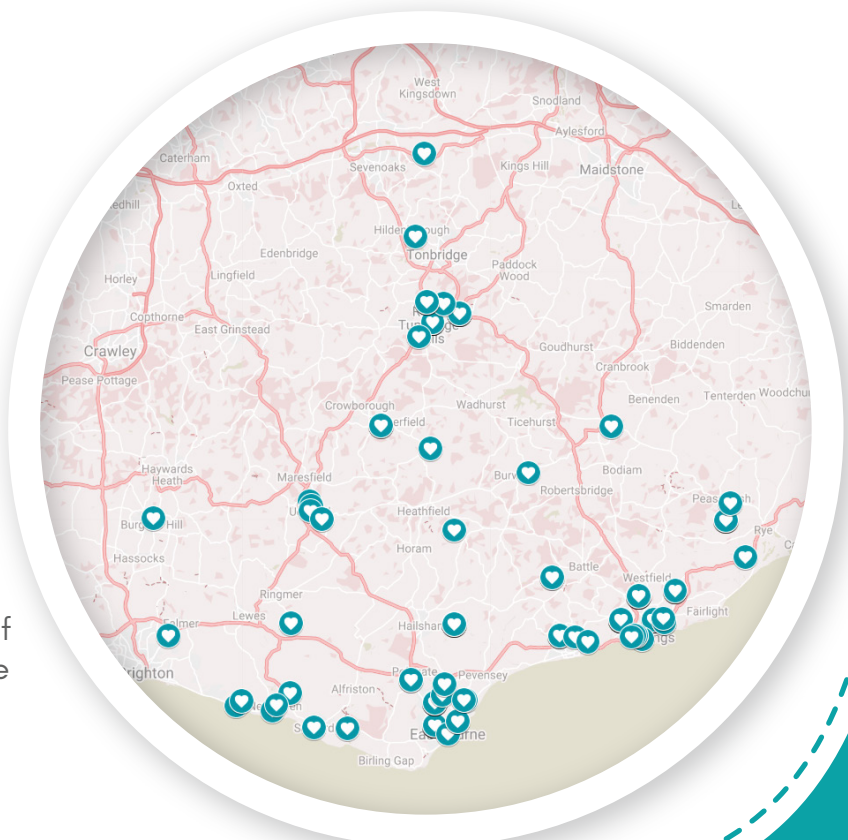


Gifting items via professionals keeps our service simple, but it also supports those working with families in need to build positive relationships; by taking gifts of essential items to the family, professionals are showing a tangible commitment to helping them – this gesture can go on to build trust and rapport which in turn impacts further improvements to the life of the family and children.

Baby2Baby has supported families facing a variety of challenges:



In the last year, the majority of families we've supported have been living in East Sussex.





# Words of experience

Hi, I'm Jenny, and I'm a clinical psychologist and the founder of Mind Body Soul Psychology. I have more than 10 years experience in working as a clinical psychologist in regards to child and parent mental health – I have worked both across several NHS services throughout Kent and London, and I now work within in my own private practice, Mind Body Soul Psychology, which is based in Tunbridge Wells, Kent.

My career experience has taught me a lot about what the important factors are, in relation to the mental health of families. I am delighted that Baby2Baby is addressing so many of these key factors, through their work with the families they support.

For both a child's mental health, and the parents mental health, the quality of the connection, and the relationship between the two, is of paramount importance. Research shows that the quality of our relationships is central to our mental health and our physical health, throughout our lives, and the early years of a babies life are when the quality of this relationship is particularly important. Lay a good foundation of a safe, secure and emotionally attuned relationship in those initial years, and your child will have an inbuilt resilience for good health throughout the rest of their lives.

One of the most common barriers to the quality of this relationship is whether or not a family have at their disposal all of the practical baby equipment they need, when a new baby joins their family. For the families whose social or financial context make this difficult, this can very naturally and understandably cause a range of challenging feelings, such as worry, stress, guilt and shame for parents. When a parent feels any of these difficult emotions, for a prolonged period of time, both research and my hands-on experience suggest that this will unfortunately impede the capacity of the parent to fully emotionally connect with their child, even though these parents love their child very much, and very much want to, and actively try to, do the very best for their children.

When Baby2Baby provides a gift of practical equipment and supplies to parents with a new baby, not only are they providing essential practical supplies to keep a newborn safe, warm and nourished physically – They are also providing much more. With the gifts Baby2Baby provide, they are also providing peace of mind, calm, and relief to the parents of that newborn – And with that, they are therefore providing a context within which the relationship between parents and children can have more opportunity to thrive – They are therefore also providing the gift of a level of protection against mental health difficulties, both now and in the future, for both the parents and the child. From this perspective, the gifts that are provided by Baby2Baby are invaluable.

All of us experience the feelings of anxiety, stress and shame – these are universal emotions, which we all experience daily to a degree. And for most of us, these feelings are very easily triggered when we are vulnerable and in need of support from others. How that support is provided, and the language that is used to provide that support then very much matters – It matters to whether we feel even deeper shame when that support is offered, or whether we feel compassionately supported and respected, and therefore feel our shame lessen.

Baby2Baby are an organisation who are very mindful of this, and provide their services in a

way that minimises these potential negative feelings at the point of requesting support. The language of providing 'gifts' rather than 'handouts', and the fact that only new or like-new equipment is provided, rather than older, more obviously used equipment – All of this matters to minimise the shame and judgement that may be otherwise experienced by parents at this time, when they understandably find themselves feeling very vulnerable.

Research shows that shame in particular is one of the primary emotions that impacts on our capacity to connect with others – It is when we feel shame that we are most likely to disconnect, even when we love people, and even when this is not our intention. By providing their support in the sensitive, kind and respectful way that they do, Baby2Baby are even further protecting the relationship between the parents and the child, and in turn protecting the health of the whole family into the future.

And of course, by working in this early-life, preventative way, the services provided by Baby2Baby, are also very likely to be contributing indirectly to money-saving in the future, across several national services – for example, NHS physical health services, and mental health services, social care and various other family support services.

From a life-long psychological and health perspective, I wholeheartedly support the great work that Baby2Baby are doing, and believe it is invaluable for the local community and beyond.

Dr. Jenny Turner  
Clinical Psychologist  
& Founder of Mind Body Soul Psychology





# Why we do it

Financial hardship in childhood can hugely impact children, causing detriment to their health and education, as well as triggering feelings of anxiety and worthlessness. For parents, having to choose between paying rent, bills, or providing clothing and food for their children, poverty can create stress and strained relationships, often impacting mental health and overflowing into other aspects of life.

Through the simple act of promoting redistribution and reuse, Baby2Baby gifts families in need of support with essential items for their children including prams, cots, toddler beds, clothing, toiletries, bedding and toys. Receiving these items provides an immediate improvement to their situation, provides hope, and often demonstrates kindness to some who have seldom experienced it. In addition we have feedback from professionals who have recognised an improvement in parental mental health and wellbeing on receiving a Baby2Baby bundle, which in turn, improves their ability to focus on other aspects of parenting and ultimately benefits babies and children in their care.

We have gifted bundles to families experiencing challenges which include low income, mental health issues, domestic abuse, homelessness (or risk of), care leavers, young parents, asylum seekers, and women who have been trafficked. Many of these families were isolated and vulnerable and were truly overwhelmed to receive such gifts.

We believe that receiving a bundle from Baby2Baby causes a ripple effect in the life of a struggling family. Receiving physical items improves day-to-day quality of life, and the process of receiving quality, well presented items improves wellbeing, relieves stress and strained relationships, and enables parents to meet the needs of their children.

Maslow's Hierarchy of Need is a well known theory which suggests people are motivated by five categories of need. The service offered by Baby2Baby supports families to meet these needs:

## Maslow's Hierarchy

## Baby2Baby

Achieving ones full potential

*Self-actualisation*

Thriving children and families

Respect, recognition, strength, confidence

*Esteem*

Parenting supported through access to essential items; improved confidence, relationships and wellbeing

Friendship, family, community, inclusion

*Love and Belonging*

Experience of compassion, understanding, caring communities, inclusion and worthiness

Stability and security of health, shelter, resources, and finances

*Safety*

Access to resources and safety equipment, relief from poverty

Air, water, food, shelter, sleep

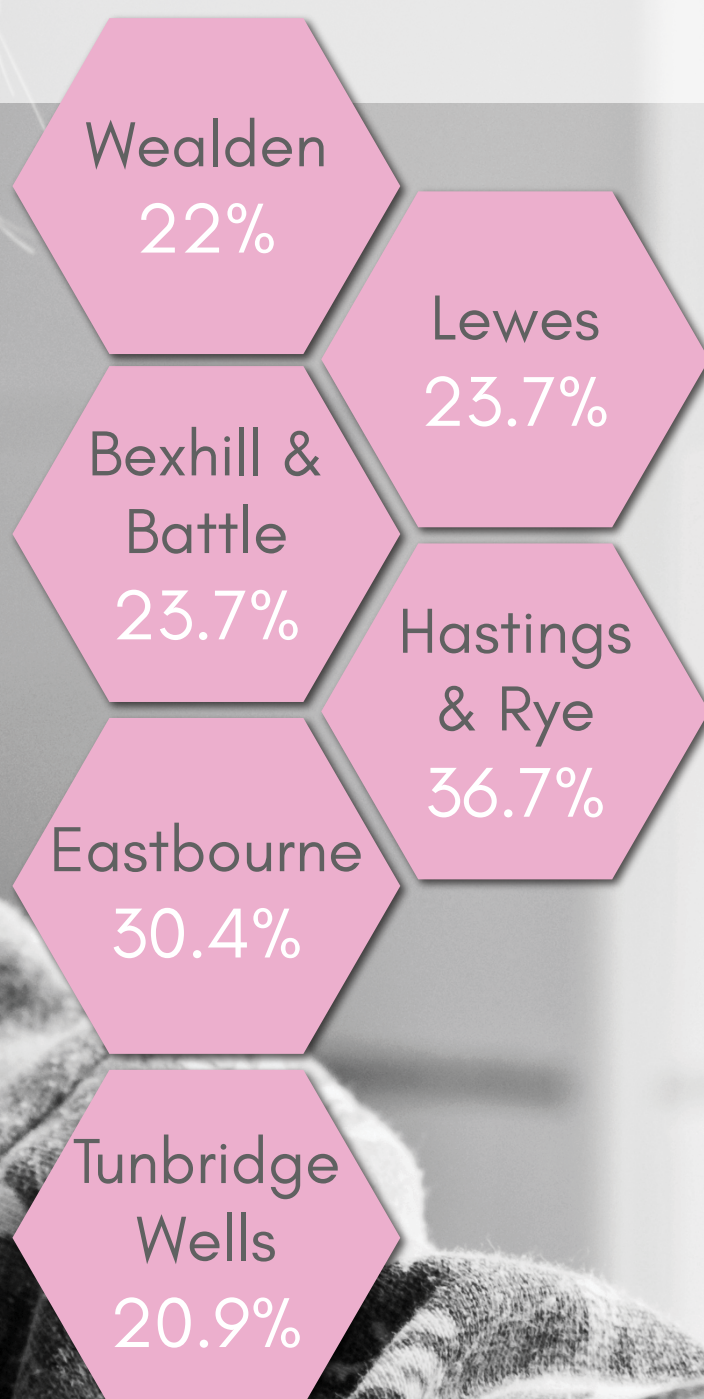
*Physiological*

Gifting essential items releases finances for other necessities (e.g. food, bills, housing)

# A Local Issue

Today, 30% of children in the UK are living in poverty. East Sussex is no exception with **31,000 children** said to be living in poverty; some areas in Hastings having child poverty rates above the national average (as on May 2019). Baby2Baby was founded to alleviate poverty and associated adversity experienced by families in East Sussex and surrounding areas.

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





# Feedback

This is what it's all about! Baby2Baby has a huge impact on local families, and professionals who access our service.

**\*Names have been changed**

"This stuff is absolutely amazing. I'm really overwhelmed at how nice it all is and can't believe I've been given it all! Made me all emotional. In a good way!... Honestly, I am so grateful".

(Sarah, Mum-to-be after receiving a Baby2Baby bundle)

"I found the referral process very straightforward and efficient. The response from once referral was sent in was outstanding. Working as a midwife in the local community, this charity is essential and changes lives. I can only thank this charity for all they do to help the vulnerable families in our community. You are amazing".

(Lisa, Midwife)

"This mum has experienced neglect in her own childhood and wants to provide for her first baby - it is lovely to see how pleased she is with the equipment, clothes and items that Baby2Baby has provided for her. Mum is delighted to have items that are beautifully presented and of this quality, which is great for her self-esteem".

(Michael, Social Worker)

"What a wonderful service you provide to families in need, great referral process, easy to pick up, confidential for families and the extra toiletries for the family makes them feel thought of and important too rather than it being just about the babies/children. What a lovely touch!"

(Karen, Community Nursery Nurse)

"The quality and presentation of items is always lovely. My experience is that Baby2Baby have always gone above and beyond the referral that is put in place. They always think of the families that we work with and provide lovely extras i.e. toys and toiletries. Baby2Baby are just amazing, us Social Workers and families are extremely grateful for all your hard work!"

(Chloe, Social Worker)

"[The family] were emotional to think that there was this kind of support out in the community, when they were facing hardship and challenging times. They couldn't believe how lovely the packs were and how all the items were in such great condition. It was lovely for me as their Health Visitor to witness their appreciation and happiness!

I think this service is invaluable. So many of the families I work with, live in such hard situations; mental health, poor housing, fleeing domestic abuse, unemployment and also families who work but are in debt and have no funds to purchase such goods.

I think this service not only helps provide essentials for families and new babies, it helps increase the families/mums mental health, confidence and in some incidences has a positive impact on bonding with unborn.

(Katie, Health Visitor)

"Mum was almost tearful when she received the items – she would like to express her sincere thanks to all involved with the donation. She shared that her baby is sleeping much better now, enabling her to sleep better. This is having a positive impact on her mental health".

(Jane, Keyworker)

"Its helped me think i can enjoy Christmas and look forward to seeing my little ones smile, what an amazing resource"

(Helen, Mum after receiving a Baby2Baby bundle)

"Mum lives in a women's refuge due to fleeing domestic violence. She had to give up work when entering Refuge resulting to now having very low income. Baby2Baby has taken a lot of pressure off soon to be mum which has helped her mental health as she was feeling very anxious about not being able to provide essentials for her baby.

Thank you so much Baby2Baby, you have made a soon to be mum happy, less anxious and now even more excited, and feeling more prepared for her baby boy."

(Kellie, Refuge)



# Milestones

## Move to a bigger premises

In March 2019 we moved into a rented unit – this lasted just four months before the demand for Baby2Baby grew so much that we needed somewhere bigger! In August 2019 we moved across to our current 'Baby2Baby HQ'. This is where all our donations are stored, safety and quality checked, and bundled before going to their new homes.



## Charity registration

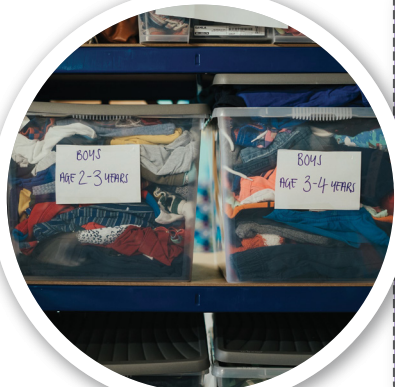
In September we took the big step of becoming a registered charity!



Charity no:  
1185207

## Baby2Baby...&Beyond

In October 2019 we took another big step. Having offered a service to families with babies ages 0 – 2 years, we added our '&Beyond' service, expanding our age range to children aged 0 – 11 years. This was welcomed by professionals who had been giving feedback that an extended service would benefit local families. In this time we also started accepting referrals from the Tunbridge Wells area of West Kent.



## Charity of the year!

In November we attended the Uckfield FM Community Awards. To our total astonishment we walked away with the award for 'Charity of the Year'. This was an incredible moment of recognition for our service and volunteers.



# Milestones

## Christmas Fundraiser

December saw our first fundraiser, hosted by Baby2Baby. A dinner, dance and auction, the evening was a great success. In addition to raising over £6000, the event was a brilliant celebration and chance to showcase our work.



## Santa Baby 2019

Our annual Christmas campaign saw us gift brand new Christmas presents to children who may otherwise go without a visit from Santa. See page 17 for more details!



## Corporate volunteering

This year we welcomed more volunteers attending corporate volunteering days. These extra hands are invaluable to Baby2Baby and we would welcome any interest to join us as we move into Year 3.



## Covid-19

Much like everyone else we weren't prepared for an event like Covid-19. After a temporary suspension, we were delighted to receive funding to offer an adapted service so we could continue to support families during the pandemic. With more families experiencing hardship, and many schools asking children to wear their own clothes, we anticipate an increase in demand for Baby2Baby.





# Santa Baby 2019

Our Christmas campaign, 'Santa Baby' was another area of growth this year. The campaign sees Baby2Baby collecting brand new gifts for babies and children to support low income families through this additionally expensive time of year - we want to help ensure Santa makes a visit to all children!

Our referrals for this project are also made by professionals, and are opened up for children aged 0 - 16 years. Often when incomes are stretched, it's the older children who are told they'll be going without a gift, so of course, we like to include them too.

Unique to our campaign, the gifts we provide aren't wrapped. Instead we supply wrapping paper so parents can enjoy the process of, and take pride in, wrapping the presents they'll watch their child/ren open on Christmas morning.



**77** children  
**36** parents/carers



"I visited one family yesterday and the girls had a pop up tent that was provided by your service. They were so excited to show me the tent that 'Santa' had left them and apparently have hardly been out of the tent since Christmas - they have never had gifts like this before and it really does make a difference - thank you so much to you and your team".

(Lauren\*, Keyworker)

"I just wanted to say a huge than you for all the things I received today. You honestly don't know what it means to me. I can actually start believing Christmas will be okay and start looking forward to seeing my kids smiling for the first time in a long time".

\* Names have been changed



# How to help

## Donate time

We are always in need of extra hands! We offer varied opportunities for individual volunteers and corporate volunteering events.

You can find more information and a volunteer form on our website.

## Donate items

Donate clothing and essential items for babies and children aged 0-11 years which you no longer need, and we will get it to families who do.

A full list of items we can accept can be found on our website.

## Donate funds

Whilst our service is relatively low cost, we do have expenses that can't be avoided.

Access our Local Giving account via our website and make either a one time, or monthly contribution.

## Fundraise

Make an event of it! Rally your friends, colleagues and family together and do something you enjoy (or which challenges you) whilst also raising vital funds for a good cause.

[www.baby2baby.co.uk](http://www.baby2baby.co.uk)

## Spread the word!

Stay up to date and help spread the word by following our social media accounts. Your 'like', 'share' or 'comment' could lead to someone else making a donation, or someone in need of support becoming aware of the help they can access.

 @Baby2Baby\_Beyond  @Baby2BabyBeyond  @Baby2BabyandBeyond





# A community effort

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

3VA

A La Clark Catering

Amazon smile

Andrew Burgess

Artytime Scrapstore

Ben Harvey Photography

Bluebell railway

Booktrust

Busy Lizzy

Carpets Online

Charities Aid Foundation

Charity Commission

Chartham Park Golf Club

Chrissy's Books

Co-op Funeralcare Battle

Co-op Funeralcare Tunbridge Wells

Crowborough Cabs

Crowborough Community Church

DJ Chops

East Sussex Fire and Rescue

Flooring Superstore

Garrison roofing

Green DIY

High Hurstwood Village Hall

Holmewood House School

Holmewood House School Shop

HUG group

Infusion Flowers

InKind Direct

Jaycee Baby

Jeni Barnett

Joanna Farrow Art

JoJo maman Eastbourne

Kids Stuff Uckfield

Lashtique





Little Horsted Church  
Little Knights Paint  
Little Rascals Nursery  
Local Giving (individual donations)  
Love Supreme Festival  
Mind. Body. Soul. Psychology  
Morrisons Crowborough  
Paula Barker Photography  
Phase Photography Brighton  
Royal Hippodrome Theatre  
Servomex  
Shadow Motorcycles  
St. James Place  
StorageMart  
Stripey Stork  
Sussex Community Foundation  
Sussex Cricket ground  
Tesco Covid-19 Emergency Fund  
The Beauty Banks

The Highlands  
The Hurstwood  
The Hygiene Bank  
The View Hairdressing  
Tibits  
Times of Tunbridge Wells  
Trading Boundaries  
Trendy Balloons  
Trident Machines  
Trusty Man and Van  
Tunbridge Wells Labour Women's Forum  
Uckfield FM  
Uckfield Foodbank  
Uckfield Lions  
Waitrose Crowborough  
William Hill  
YBS Lewes  
Zest  
Zurich insurance

Finally, thank you to all who have supported Baby2Baby this year; our volunteers involved with our day-to-day service, and those who invested so much time in helping organise the Christmas dinner and dance. Your efforts are invaluable and we simply wouldn't be able to offer this service without you.

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 families who do. Baby2Baby would truly not be possible without your kindness and generosity.

Thank you,

*Hannah and Leila x*





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