



# Partnership Impact Report 2019/20

## **IKEA and Barnardo's**

Working in partnership to support children  
and young people across the UK and Ireland





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**In 2019 IKEA chose Barnardo's as their charity partner for the UK and Ireland. The vision of our partnership is to couple IKEA's unique knowledge of life at home with Barnardo's 154 years of expertise in delivering high quality services to vulnerable children and young people, in order to support care leavers to live independently and work towards a positive future.**



This has been one of the most challenging years in recent history. The COVID-19 crisis has created a perfect storm of increased need for support, and a sudden loss of income across the charitable sector.

Throughout the crisis, our services have been working flat out to continue to provide essential support to the vulnerable children, families and young people who rely on them. While more than 500 colleagues continued to work face-to-face throughout the lockdown, others innovated overnight to move services online, using phone, messaging apps and video conferencing to reach those who need us in line with Government guidance.

IKEA has been instrumental in Barnardo's emergency response to the crisis. Their product donations of wellbeing packs, play packs and Life at Home packs for care leavers have reached over 8,400 children and young people in the UK and Ireland. They also agreed that we could repurpose their generous donated funds to help us deliver essential support at this crucial time. We are proud to present this report, which outlines the impact of IKEA's support and the power of our partnership. I would like to thank everyone at IKEA for their ongoing commitment, which is helping us achieve better outcomes for vulnerable children.

Over the next year of our partnership, we will continue to work together to improve support for care leavers, to make their voices heard, and to influence policy so that we can achieve positive change today but also in the years to come, supporting more young people to achieve the positive future that they deserve.

Best regards,

A handwritten signature in black ink that reads "Javed Khan". The signature is fluid and cursive, with a long horizontal line extending from the end.

**Javed Khan**  
**Chief Executive**

# Our reach

In 2019/20 IKEA's support has reached thousands of children and young people across the UK and Ireland.



**500**

## Life at Home packs

With everything a young person needs to live independently in their own home



**£9k**

**10**

## Services supported

With £9,000 each to continue supporting children and young people with their mental health and wellbeing during the crisis, all in the local communities of IKEA stores



**7,500**

## Wellbeing packs

For children supported by Barnardo's services across the UK



**400**

## Play packs

For children supported by Barnardos Ireland



**400**

## Children and young people

Supported through product donations to Water Lane, a Barnardo's care home



**£9k**

**10**

## Services supported

With £9,000 each to continue supporting children and young people during the crisis, all in the local communities of IKEA stores

### Community Reach



**7** Revamping Spaces projects complete

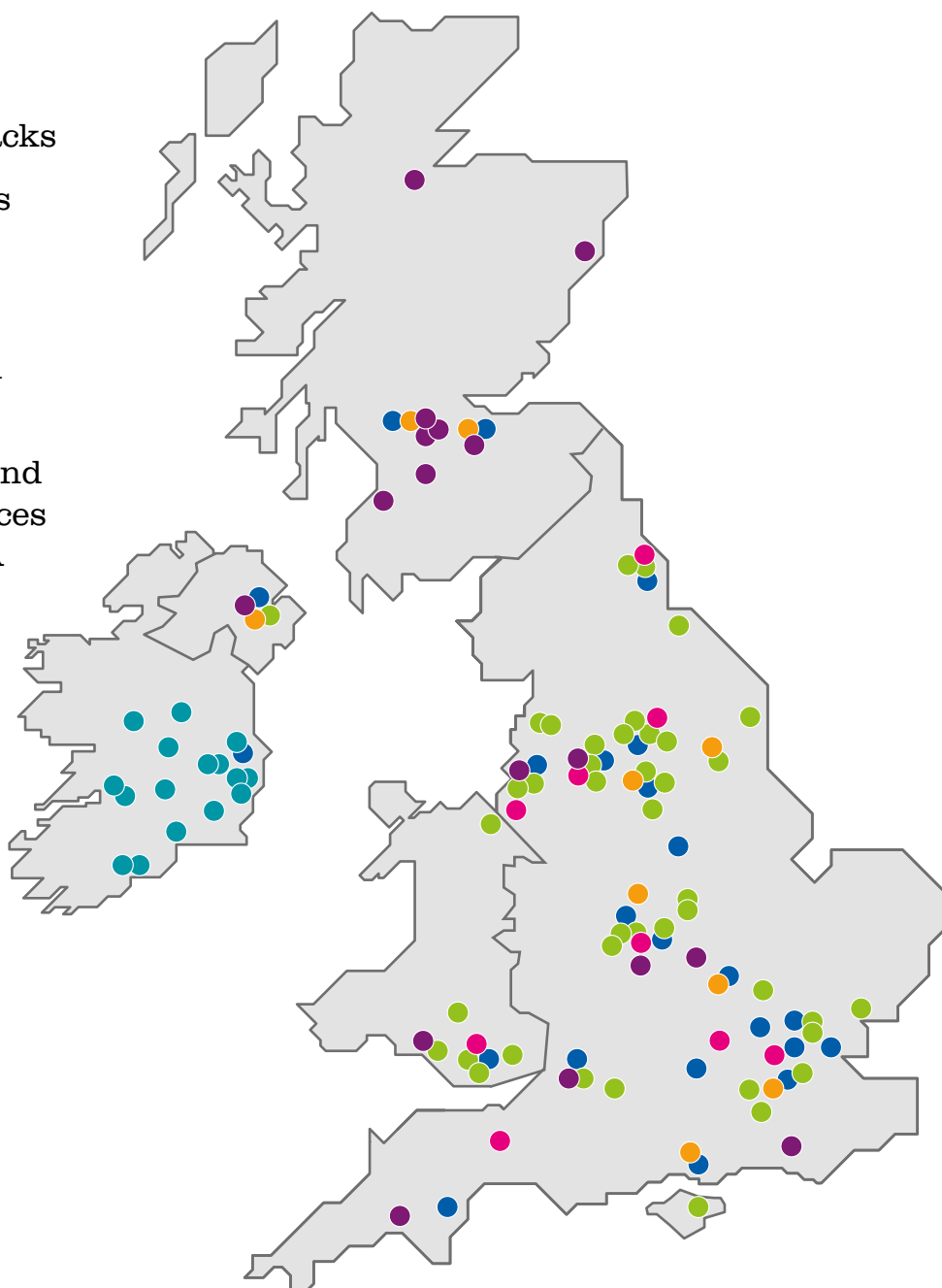


**£10,000** and **€18,993** raised by co-workers

\*Pie graphs are not to scale.

# Impact Map

- IKEA stores
- Life at Home packs
- Wellbeing packs
- Play packs
- Care Leavers services funded by IKEA
- Mental health and wellbeing services funded by IKEA



IKEA's support has funded over **13,700** hours of support in 2019/20, and product donations have reached almost **8,500** children and young people.

# Care Leavers

**Barnardo's has a range of services across the UK to support young people with the different aspects of leaving care.**

We help them to find somewhere to live, manage their money, continue with education or find work or training. We also offer ongoing support and counselling throughout a young person's journey.

Supporting care leavers is the strategic focus of our partnership with IKEA, we share the belief that every young person deserves the right to a bright future. Our partnership combines IKEA's unique knowledge of life at home with Barnardo's expertise in care leavers services, to support young people to live well and independently in their homes.

## Life at Home packs

In response to the COVID-19 crisis, IKEA generously donated 500 Life at Home packs to care leavers supported by Barnardo's across the UK. The crisis sadly heightened an already desperate situation for young people leaving care, Barnardo's services saw young people who were asked to leave their accommodation because of fears around the virus, or flee because of threats of domestic violence. Our frontline staff worked with them to find alternative, safe accommodation, but many had to move without having access to the essentials that they needed. Life at Home packs were distributed across 24 services and have been truly transformational to these vulnerable young people, containing items such as pots, pans, towels and a cosy blanket. They have not



only been practically useful for care leavers, but have given them a sense of pride in their homes, helped them feel settled and made a difficult time a lot easier.

## Case Study

17 year old Sam\* spent his early life in and out of care and had a chaotic exit from foster care around a year ago. Sadly as a result, Sam found himself either living on the streets or in homeless hostels and night shelters. Barnardo's 16+ Edinburgh service have recently supported Sam to secure his first tenancy which he moved into during the peak of the COVID-19 crisis. Unfortunately this meant that access to things he needed for his new home was a real challenge, and the fact that project workers were only able to help remotely made it a particularly stressful and difficult time. Shortly after moving in, Sam received one of IKEA's Life at Home packs that provided him with key items that he needed in his home. These really made it feel like home for Sam. He is now settled in his first home, making full use of the items provided by IKEA and ready to continue on his journey to independence.

\*young person's name has been changed to maintain confidentiality.

**"Thank you, I am very grateful at what's a very difficult time for me, I moved in here with nothing and now I have some stuff that I need so I can cook, eat and the towels are so lush and thick, I wouldn't have been able to buy or even afford these towels. I also really like the clothes hanger because I had nowhere to hang my wet clothes and that meant they were smelly and I still had to wear them like that. These things will make such a difference and I am so grateful."**

Young person from Barnardo's Care Journey's service in Plymouth



# Funding overview

**In response to the COVID-19 crisis, IKEA have generously donated £90,000 to be spent on Barnardo's care leavers services.**

This funding has allowed us to continue delivering high quality and consistent support for care leavers, by tackling loneliness and isolation, providing support to find work or training and continuing to build life at home skills.

The following services are in the local communities of IKEA stores, and each received £9,000 of IKEA funding to continue supporting care leavers. Throughout 2019/20 IKEA funded around 6,850 hours of support for care leavers.



## **Leaving Care Northern Ireland**

### ***IKEA Belfast***

The Leaving Care Project provides a range of housing and support services for young adults leaving care.

## **Avon Locality Care Leavers**

### ***IKEA Bristol***

Supports care leavers in the Avon locality to build their skills in living independently.

## **Onslow Drive**

### ***IKEA Glasgow***

This service works with young people between the ages of 16–25 and offers a wide range of accommodation from group living to individual flats.

## **Barnardo's Supported Lodgings**

### ***IKEA Coventry***

This service finds people who are able to provide a spare room, and matches them with a care leaver, whilst providing ongoing support.

## **16+ Edinburgh**

### ***IKEA Edinburgh***

This service has seven single person self-contained flats based in Edinburgh, and provides young people with group training sessions and independent living skills.

## **Bedfordshire Borough Independent Visitors**

### ***IKEA Milton Keynes***

This service provides support to young people in care by offering an Independent Visitor. These are carefully recruited volunteers, matched with care leavers so they can befriend, advise and support.

## **Sutton Supported Lodgings Service**

### ***IKEA London – Croydon***

This service supports care leavers living as lodgers in people's homes, to learn the practical skills that they need.

## **Barnardo's 4U Services**

### ***IKEA Southampton***

This service provides advocacy support to children in Hampshire who are in care or on a child protection plan.

## **Bays+ Partnership**

### ***IKEA Cardiff***

This service provides young people leaving care with a personal advisor who will support them throughout the process.

## **Lincolnshire Leaving Care Service**

### ***IKEA Nottingham***

This service supports young people leaving care to make a successful move to living in the community.

## **Supporting care leavers into the future**

IKEA and Barnardo's will be continuing to support care leavers in the aftermath of the COVID-19 crisis and into the future. In 2020/21 we are working together to deliver a employment, training and skills programme for digitally excluded care leavers, as well as bespoke Life at Home workshops for care leavers to build independent living skills. We shall create a research project around young people's experience of accommodation once they have left care, which aims for positive systems change in the long term.

# Mental Health and Wellbeing

**Barnardo's provide around 60 mental health and wellbeing services across the UK, supporting around 40,000 children annually.**

Services provide a wide range of professional support, including trauma recovery and informed practice, specialist counselling for highly vulnerable groups, targeted support for LGBTQ+ young people, and providing wellbeing and resilience programmes.

## Wellbeing Packs

IKEA generously donated wellbeing packs to 7,500 children supported by Barnardo's across the UK in response to the COVID-19 crisis. These packs included a cuddly bear, books, toy plates and pots and pans, and everything that a child would need for a teddy bears picnic. These packs were so important in spreading joy to families at such a difficult time.

Families that responded to our survey said;

- **54%** said the pack had a very positive impact on the wellbeing of their child and has made them much happier, and the remaining **46%** said it had a positive impact and has made their child happier;
- **87%** said that the pack made them think more positively about IKEA, with the remaining **13%** saying that they had always thought positively about IKEA.

**“What you have given us is more than material things... it is hope, and joy, and a reminder of happy times. Thank you.”**

Family from the Isle of Wight



The COVID-19 crisis will have wide ranging implications on the factors that contribute to children and young people's health, long into the future. Stark increases are expected in levels of poverty, domestic abuse and child abuse. The long term impact on mental health could be catastrophic if children, young people, and families are not given the support that they need when they need it.



## Barnardos Ireland

IKEA generously donated 400 play packs to Barnardos Ireland at the height of the COVID-19 crisis. This support ensured that over 400 families received an educational and play pack to help keep their children learning and engaged during the difficult lockdown period. The packs included books, toys and colouring materials and made the world of difference to vulnerable families going through a really difficult time.

We work tirelessly to protect the futures of Ireland's most vulnerable children and we know that the COVID-19 crisis is only part of their struggle – for vulnerable children, we're working to overcome this current crisis and protect their wellbeing.

Childhood lasts a lifetime, but by supporting Barnardos, IKEA are actively helping to reshape these children's stories and give them hope for a positive future.



# Funding overview

**Barnardo's 'In Our Own Words' report found that 43% of practitioners said their top concern about the impact of COVID-19 was the impact it will have on mental health and wellbeing.**

IKEA's generous support of £90,000 across 10 of Barnardo's mental health and wellbeing services

ensured that we were there to support children and young people at the depths of this crisis, and will continue to be there in the aftermath.

The following 10 services each received £9,000 of IKEA funding, and each support members of the community local to IKEA stores. IKEA funded around 6,850 hours of mental health and wellbeing support throughout 2019/20.

## **Birmingham SPACE**

### ***IKEA Birmingham***

Birmingham Space is a service for children and young people who are abused, or vulnerable to abuse through sexual exploitation.

## **Positive Identities**

### ***IKEA Leeds***

This service is for trans young people aged 12-18 in the North of England, giving support via phone or internet platforms through tailored sessions.

## **Essex Invisible Lives**

### ***IKEA London – Lakeside***

This service supports children and families affected by potential hidden harms due to family members involvement in the criminal justice system.

## **Rochdale Young Parents Service**

### ***IKEA Manchester Ashton***

This service offers practical and wellbeing support to young families. The service has three elements: supported accommodation, outreach and resettlement support.

## **My Time in School Counselling service**

### ***IKEA Warrington***

This service works with schools to provide counseling for pupils who have social, emotional or learning difficulties. Support has been delivered remotely throughout the lockdown.

## **Newcastle Young People's Independence Project**

### ***IKEA Newcastle Gateshead***

This service supports young people as a step-down from therapeutic services, concentrating on the emotional wellbeing of young people aged 13-18 years old.

## **Harrow Horizons**

### ***IKEA London – Wembley***

Harrow Horizons is a targeted emotional health and wellbeing service for children and young people delivered throughout the community across Harrow.

## **Mandala Therapy**

### ***IKEA Exeter***

The service is delivered by creative therapists dedicated to providing meaningful support for children who have experienced trauma in early life.

## **Buckinghamshire CAMHS – Barnardo's Buddies**

### ***IKEA Reading***

Barnardo's buddies offer a short term Cognitive Behavioural Therapy based approach to support children and young people with mental health problems.

## **Water Lane Residential Care**

### ***IKEA London – Greenwich***

Water Lane is a residential children's home for children and young people under 18 with mild to moderate learning difficulties.

## Case Study

15 year old Ahsan was diagnosed with ASD and moderate learning difficulties when he was younger, and sadly experienced domestic abuse throughout his early childhood. As a teenager, Ahsan became physically aggressive towards his mum and siblings which resulted in police intervention on a number of occasions. Ahsan was placed in a residential care home as his family were struggling to cope however his placement broke down amid the COVID-19

crisis, following which his behaviour became unmanageable.

Ahsan moved into Water Lane at the end of March, he was healthy but agitated and feeling nervous about the move. Since moving to Water Lane Ahsan has become very settled and there have been no incidents. He engages with staff and other young people in a positive way and often walks round the home saying "I'm happy, I'm happy".

# In the Community

## Revamping Spaces

**Revamping Spaces projects aimed to completely transform the interior of one of Barnardo's services, making them more welcoming, comfortable and homely spaces for the children and young people that we support.**

There were a number of projects that IKEA teams across the country completed before the COVID-19 crisis and subsequent lock down. Barnardo's adoption service in Bristol was revamped by co-workers from IKEA Bristol into a bright and safe space for new families to make happy memories with each other. Two Barnardo's Gap Homes in Renfrewshire were transformed by the team from IKEA Glasgow into comfortable and homely spaces for two young people leaving care. Projects were also completed for Barnardo's services in Leeds, Southampton, Croydon, Edinburgh and Cardiff.

We are so grateful for the effort and care put into these projects by IKEA co-workers, both projects that were planned and those that were completed. They have had such a positive impact on both the staff and service users who use the spaces.



**“We are totally delighted with the room and feel very proud. We loved working with the IKEA team who were friendly and shared the same values as the Barnardo's staff.”**

Clare Liribu, Children's Services Manager for Barnardo's Bristol Adoption service

## Barnardos Ireland

Since the launch of our partnership, IKEA co-workers have volunteered to support our work by hosting events, raising funds in store and helping raise awareness about the work of Barnardos. Our teams were given access to recruit long term Direct Debit donors in IKEA Dublin, allowing us to secure 218 donors who's annual support to Barnardos equals approximately €45,000. IKEA co-workers have helped to make our partnership a great success by helping raise a total of €18,993 for Barnardos Ireland throughout 2019/20 Highlights from the year also include;

- **350 Easter eggs** were provided by the Ballymun store to help make sure local families were ready for the Easter bunny,
- **385kg of textile products** were donated by IKEA customers in the Dublin store,
- Barnardos and IKEA Dublin also collaborated on a **Bridal Room** – a great opportunity to showcase both IKEA and Barnardos products, the team from the store is also helping to revamp the Barnardos warehouse.





# Fundraising and the Future

## Sagorskatt Campaign

IKEA's Sagorskatt campaign was another huge success for Christmas 2019, raising over £45,000 for Barnardo's UK and Barnardos Ireland. 100% of the purchase price of each toy in the range was donated, supporting children's right to play. Many supporters got involved in the campaign on social media, including celebrity ambassadors such as Lydia Bright, Rebecca Vardy, Suzi Mann and Alison Curtis (pictured) from Ireland's Today FM. Coverage on Instagram from these individuals meant the equivalent advertising reach was up to 1.5m people.



## Co-worker Fundraising

Despite the challenges that this year has brought, IKEA co-workers have continued to show their support for the partnership and we have been truly overwhelmed. From the football match between IKEA Sheffield and IKEA Leeds, as well as IKEA Dublin hosting Christmas carols and fundraising in-store, IKEA Croydon's Christmas Jumper day and IKEA Belfast's mini monster bash In total, co-workers have raised almost £10,000 and €18,993 throughout the year, which has gone into funding Barnardo's UK and Barnardos Ireland's vital services. Thank you to all co-workers who have taken part in fundraising – we are truly grateful.

## Future of the Partnership

Following the successes achieved in 2019/20, we're looking forward to what we can achieve together in 2020/21 and into the future. The partnership will continue to support care leavers to live well at home and improve their digital skills, as well as collaborate to create a research project that aims to improve accommodation opportunities for care leavers in the long term. IKEA have also committed to investing in supporting vulnerable children in Ireland to be school ready. Thanks to IKEA's support in 2020 and beyond, we can support vulnerable children with 2,000 learning and development hours in our Early Years Programmes across the country.







**Your support will ensure that families in crisis are supported; children are free from exploitation and abuse; and young people have a solid grounding for the future.**

**Thank you IKEA**

