

Amazon Impact Report

KIDSMAS 2020



KIDSMAS

It's all about children



INTRODUCTION FROM DEVIA GURJAR, DIRECTOR OF FUNDRAISING, BRAND AND MARKETING



2020 has been a uniquely challenging year for all of us.

At Barnardo's, we have seen the effects of Coronavirus on so many of the children, young people and families we support, pushing already extremely vulnerable children, young people and families over the edge, into further poverty and crisis.

75% of our project workers are supporting young people or families who have experienced reduced income due to job losses/reduced hours;

83% of young people we support with a history of mental ill health said the coronavirus pandemic had made their mental health worse;

76% of our project workers reported that the young people and families we worked with needed food banks or welfare grants by June 2020.

We are therefore incredibly grateful for Amazon's support this Kidsmas, which has helped bring festive joy to thousands of our beneficiaries.

Your support has funded Kidsmas parties across the UK for groups such as our young carers, and ensured struggling families could have a Christmas meal and buy gifts for children who would otherwise have gone without.

And as one of our families put it, **'It wasn't just the much needed financial help but knowing someone was there for us. Thank you so so much for the help.'**

So on behalf of the vulnerable children, young people and families we support, thank you to all our friends at Amazon for providing some magic at Christmas, we look forward to building on our partnership this year and beyond!



KIDSMAS IMPACT

Amazon's Kidsmas donations and fundraising provided grants to Barnardo's children's services to host Christmas activities across the UK, as well as funding our wider support work with children, young people and families this Christmas and beyond.



£115,000

raised and
donated



1,360

beneficiaries
supported



27

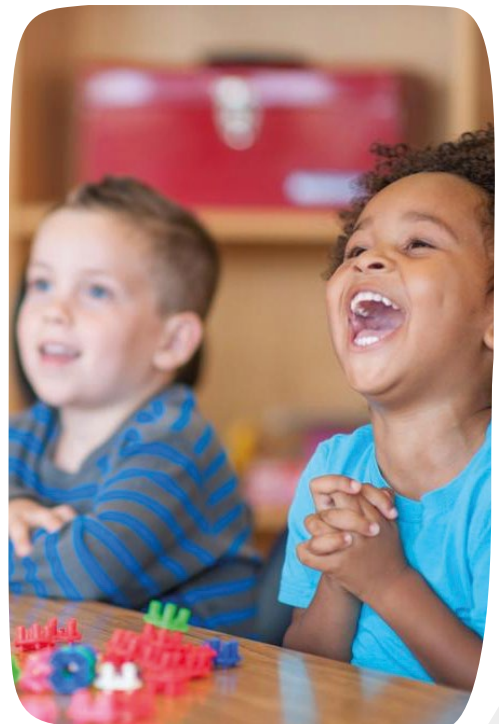
services organising
Kidsmas activities

BB On behalf of Wetherell and Bow Nursery we wanted to say a massive thank you to Amazon for your amazing support.

“The children had a tea time Christmas Party, celebrating with peers and staff, playing games, singing and dancing. Receiving presents and a visit from Santa to deliver these, made the whole experience magical. With Christmas not being the same as usual for the children, you have ensured that each and every child within the setting left nursery with a big smile.

“Amazon helped to ensure that there was Christmas spirit and festive cheers, and parents were delighted and have mentioned how grateful they are for the presents, and love that the gifts were tailored to what their child enjoyed playing with. They were especially thankful that their children have an exciting festive memory of Christmas.

THANK YOU! BB



KIDSMAS ACTIVITIES ACROSS THE UK

DAB1 – Aberdeen Young Carers

Hosted Christmas activities for 60 young carers and the families including a festive party.

DBR1 – Bow Nursery

Hosted small Christmas tea parties for children and bought presents for beneficiaries.

DBS2 – Bristol Care Leavers

Purchased food vouchers so care experienced young people could have a festive meal.

DBT3 – Play For All

Hosted Christmas parties for children and young people at the Jungle adventure play centre.

DCE1 – Action for Young Carers Wirral

Provided Christmas food hampers so families could not worry about making ends meet.

DCF1 – Newport Young Carers Service

Provided gifts and activities for children who might not enjoy the magic of Christmas.

DCR1 – The Triangle Crystal Palace

Hosted an online Xmas Zoom party and purchased toys and food vouchers for families.

DDD1 – Child & Family Support Service Dundee

Hosted Kidsmas parties for Barnardo's beneficiaries.

DEX2 – Plymouth BASE

Hosted a Kidsmas party for young carers and provided a Christmas hamper.

DHA1 – Harrow Horizons

Bought Christmas presents for the most vulnerable children, young people and families they support.

DHU1 – Barnardo's Hull HeadStart and The Haven services

Providing food vouchers to help families celebrate Christmas in their homes.

“Being able to give out some games as Christmas gifts was fantastic, it meant that we were able to encourage our young people to spend time a family and play games together. This allowed us to know that they had something fun to do over the Christmas period. Thank you so much for the fantastic donation, it allowed young people to spend valuable time with their family members. Also a huge thank you from me to you and to Amazon for making this happen for our families. In such challenging times, it is appreciated more than ever!”

Lancashire Young Carers Project Worker

BARNARDO'S 4U SERVICES: U-TURN

Amazon's donation meant we could purchase £50 food vouchers for our families, helping those who are really struggling to celebrate Christmas. Our families were really overwhelmed by the support, and one of our beneficiaries said:

“Hey, the vouchers really helped me and my family a lot at Christmas as we got paid early in the month of December and we had to make sure we saved it for the bills and rent and then it was a long wait until payday in January. So when the voucher arrived it really was a godsend I was so grateful and I knew I didn't have to stress or worry about running out of anything and did a big shop and made sure I had everything in for my children and us to enjoy Christmas day. I am very grateful for the voucher and everything you do it's amazing and has helped so much thank you.”

KIDSMAS ACTIVITIES ACROSS THE UK

DNE1 – Newcastle Community Family

Hub East Team, funded hampers and food gifts for families and children this Christmas.

DPE1 – Gladstone Children's Centre

Bought Christmas gifts for and sacks for the vulnerable families they support.

DPR1 – Lancashire Young Carers

Provided young carers with arts and crafts supplies to complete online Xmas inspired activities.

DSA1 – Bridgend Disability Support Service

Hosted Christmas events for our children, young people and families with goody bags.

DSO1 – Barnardo's 4U Services

Provided struggling families with a festive meal this Christmas.

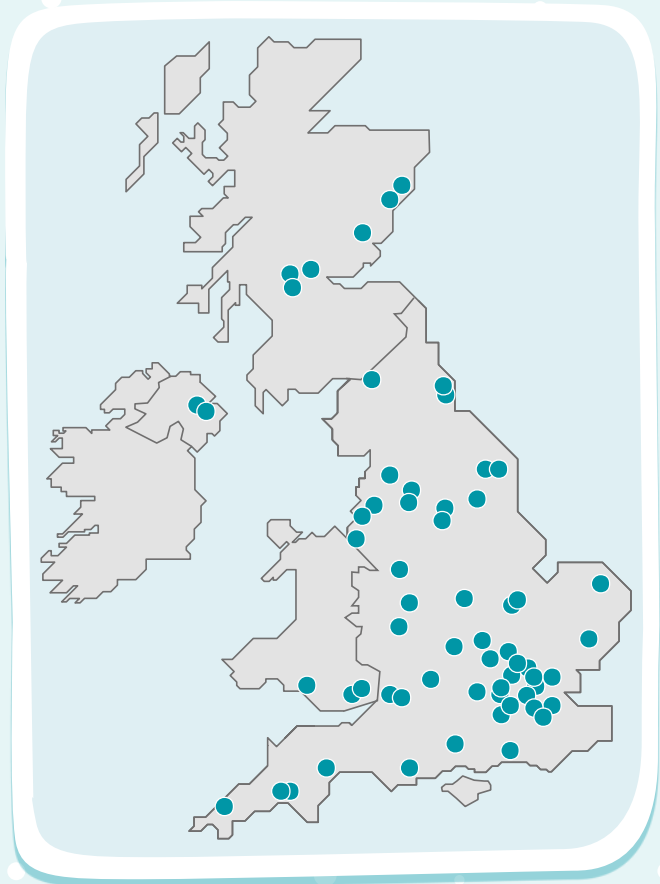
WATER LANE CHILDREN'S HOME

The kind donation from Amazon was used to buy equipment to support the sensory room we have been making in the run up to Christmas for the children and young people we support.

Most of our young people have special educational needs (SEN) and by creating this space for them it will give them a place where they can feel and experience a multitude of sensory stimulation. The equipment chosen was based on feeding into four of the five senses, visual, hearing, smell and touch, the fifth being taste.

Our beneficiaries will benefit so much from sensory room this Christmas and beyond, the space can improve their auditory, visual and tactile processing and help with their development with their motor and fine motor skills. Furthermore it can be a space where they can feel calm and comfort which can help them to regulate their behaviour which can aid in improving their focus and for them to develop.

Thank you so much Amazon for your support we are really grateful for your help!



DSS2 – Water Lane Children's Home

Hosted Christmas parties and provided party bags to make the experience far more enjoyable.

DXB1 – Wolverhampton STAR Service

Provided food vouchers to access for children and young people for Christmas.

DXE1 – Wetherall Nursery

Funded a Christmas tea party for children and provided Christmas meals.

DXG1 – LCT Creative Faces

Delivered food and gifts delivered to our young care leavers to join in and have some festive cheer.

DXM2 – Wythenshawe Children's Centres

Supported the services Kidsmas parties, with a Christmas themed goodie bag for attendee's.

DXP1 – Plymbridge Children's Centre

Put together hampers for families who may otherwise go without a Christmas meal.

DXS1 – Gresley Road Family Centre

Two Kidsmas party celebrations with games like Christmas searches around the nursery garden.

DXW2 – Surrey Heath Family Centre

Helped 150 and 200 families to celebrate and have a brighter Christmas.

KIDSMAS CASE STUDIES

Atebion

Bridgend Disability Support Service

"THANK YOU AMAZON, YOU HAVE SAVED OUR CHRISTMAS"

Due to the restrictions, we decided to host virtual Kidsmas parties via Zoom.

For those children and young people accessing 1:1 support or unable to use virtual platforms, we also hosted Kidsmas celebrations on a 1:1 basis. Some of the children and young people are awaiting our support, so the Kidsmas party was a great way to introduce them to the team and parents have fed back that after having so much fun, they can't wait to meet their worker and access more support from the team! Every person joining a party in one way or another, received a Kidsmas goody bag which included Christmas accessories to help them dress to impress, Christmas crafts to create and decorate their homes, seasonal snacks to keep them fuelled during the party and extra surprises to open and enjoy together.

The activities were so well received by our beneficiaries, who said:

"THANK YOU - THAT CHRISTMAS PARTY WAS GREAT!"

"HE LOVES GOING ON CALLS WITH YOU - ESPECIALLY AT CHRISTMAS, HE JUST TOLD ME THAT IT WAS THE BEST PARTY EVER!"

"THE PARTY WAS FAB, HE REALLY ENJOYED HIMSELF!"

"I LOVED OPENING MY CHRISTMAS PARTY BAG, IT WAS SO MUCH FUN!"

"I JUST COMPLETED HIS CRAFT AND THIS IS UNHEARD OF! THANK YOU AMAZON FOR THAT CHRISTMAS PARTY!"

"THE GIRLS CANNOT WAIT TO SEE WHAT'S IN THEIR PARTY BAG, I'VE HAD TO HIDE THEM OUT OF SIGHT UNTIL THURSDAY!"

"SHE HAS NOT STOPPED TALKING ABOUT THE PARTY BAG AND PLAYING WITH EVERYTHING IN IT!"



KIDSMAS CASE STUDIES

Plymouth

Young Carers

"I LOVED OUR MEAL. IT WAS GREAT TO GET OUT AND SEE EVERYONE. THE HAMPER REALLY HELPED OVER CHRISTMAS AND I COULDN'T BE MORE GRATEFUL. THANK YOU AMAZON."

We work with young carers aged 4-18. With so many adult responsibilities, young carers often miss out on opportunities that other children have to play and learn.

Many struggle educationally and are often bullied for being 'different'. They can become isolated, with no relief from the pressures at home, and no chance to enjoy a normal childhood.

We decided we would use the money for a Christmas party for our younger group aged 8-12 years, a special Christmas Eve box for each of them containing pyjamas, hot chocolate a mug and a pair of fluffy socks, a Christmas tree and decorations for the room and the party food.

On the day when we delivered hampers and vouchers to families the gratitude was overwhelming – this money helped so many people in a variety of ways and helped to make young carers feel special – not an easy thing to do!

Feedback from young people

"THE PARTY WAS SO GOOD AND SO WERE THE PRESENTS - WE HAD A BRILLIANT TIME"

"THE TRIP TO FRANKIE AND BENNY'S WAS AMAZING BECAUSE I GOT TO SEE EVERYONE AND THEY SUPPORTED ME"

"I REALLY ENJOYED THE CHRISTMAS MEAL, THE FOOD WAS REALLY NICE AND IT FELT GOOD TO SEE EVERYONE AGAIN AND CATCH UP - 5 STARS!"

"THE HAMPER WAS SPOT ON! WE WERE ALL EXCITED WHEN IT ARRIVED AND ALL THE FOOD WAS APPRECIATED, NEEDED AND ENJOYED."

"WE REALLY LOVED THE HAMPER-REALLY GOOD QUALITY AND SO LOVELY - THANK YOU."

"THE HAMPER WAS REALLY NICE, THANK YOU!"



KIDSMAS

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THANK YOU

On behalf of the children, young people and families we support we would like to say a huge thank you to everyone at Amazon for your incredible support this Kidsmas.

We hope you feel really proud of everything we have achieved together, bringing joy and festive cheer to the most vulnerable in such an incredibly challenging year, and showing those facing loneliness and isolation that they are not alone.

As we emerge from lockdown we are all too aware of the devastating long term impact which the pandemic will have on our beneficiaries.

Amazon's Kidsmas fundraising will help ensure that we can continue to be there for those who need us, providing crucial support around mental health and wellbeing, helping young people access new opportunities, and supporting families at risk of falling into poverty.

We are really excited about the potential to develop our partnership over the coming months and beyond, and about the opportunities for us to come together and deliver a transformative impact for the most vulnerable in our local communities.

In the meantime, thank you again for your incredible support, stay safe and we look forward to seeing each other soon!



**Believe in
children**
 **Barnardo's**



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