

Fighting for the most vulnerable



**Believe in
children**



Barnardo's

**Barnardo's
Annual Review**

2013

www.barnardos.org.uk

Welcome to our *Annual Review*.
We are proud to report on the progress
we have made in transforming the lives
of the UK's most vulnerable children.

We are continuing to help **children affected by parental imprisonment**. They may suffer isolation, stigma and poverty and there is evidence to suggest that they are three times more likely than their peers to become offenders. We help to build their self-esteem and confidence to equip them to make the right choices in later life...

How Barnardo's helped us

My name is Leon and I live with my Mam, Da, my brother Kevin and my little brother George. We don't have a lot and we manage most of the time but it's difficult now me Da's in prison.

When we visit Da we always tell him we miss him loads and we ask him how long he will be gone for. I worry about the times I have been nasty to him and I need him to know that I didn't mean it and that I love him in my heart and I'm heartbroken he's gone.

Because Da's in prison I feel gutted and sickful. Sometimes I need to talk



image is of a model to protect Leon's identity

to him and I don't know what to do when I can't. I can't talk to my friends because they might laugh at me and spread rumours.

Going away with Barnardo's was excellent. The best thing was making new friends and having someone to talk to. Kevin's favourite thing was the food! All my new friends cheered when I climbed the crag which felt really great and I am looking forward to seeing them again when we meet for activities.

We will both remember this weekend for a very long time.

Welcome

At Barnardo's we believe
in children. We will fight
to have their needs met
and their voices heard.

Judy Clements OBE
Chair of the Board of Trustees

Peter Brook
Acting Chief Executive



So many vulnerable children, young people and families need us to fight for them. Children who are being ruthlessly targeted for sexual exploitation, families living in poverty and those struggling after leaving the care system – you can see how tough their lives have been on the following pages. Yet, in this period of austerity, the Government is cutting public spending.

We rose to the challenge last year by transforming the lives of more than **200,000 vulnerable children, young people and families in our local services**. We fought for many more by leading high-profile campaigns for the victims of child sexual exploitation and for the rights of young people leaving care.

To set out how we will meet the needs of the UK's most vulnerable children over the next three years, we also launched a new strategic business plan, *True to our roots – fit for the future*.

Our strength comes from our staff, volunteers and supporters who give their commitment, time and donations. Your continuing support is absolutely vital to us and to the children we help. I hope you enjoy reading about the fantastic changes you have helped us achieve in children's lives.

We want to thank former Chief Executive Anne Marie Carrie for her visionary leadership over the last three years. Our thanks also go to Hilary Keenlyside, former Chair of the Board of Trustees, for her immense contribution to our work.



A year in the life of our work

2012

April

Former Chief Executive Anne Marie Carrie spoke at the **Children with a parent in prison** conference, highlighting 'how so many innocent children's lives are determined by the mistakes their parents make'.



May

More than **900 KPMG staff** took part in the **Big Blue Kick**, which set the world record for the largest synchronised taekwondo routine and raised £50,000 for our work.



June

To commemorate our **Patron**, Her Majesty the Queen's **Diamond Jubilee**, our groups around the UK held fantastic **fundraising events**, while our store teams window-dressed to perfection.



July

Our North West region won funding to support 16 and 17-year-olds not in education, employment or training (**NEETs**) to enter education, or begin an apprenticeship.



August

Our **landmark 500th store** in Rayleigh, Essex was opened by actress Vicki Michelle, creating local jobs, volunteering opportunities and **raising vital funds for our work**.



September

We launched our **KFC work placement scheme**, offering disadvantaged young people the chance to gain valuable work experience.

October

Our Vice President, **Baroness Floella Benjamin OBE**, addressed the House of Lords on children in care being at risk of **child sexual exploitation**.



November

We launched the first charter for **care leavers** to highlight the help these vulnerable young people need. Our Vice President, **Bruce Oldfield OBE**, spoke at our event.



December

Our **Doncaster Young Carers** service launched the town's first young carer's card to help identify young carers to local support agencies. Former young carer James Wostenholm designed the card.



2013

January

Images of **children who wait the longest to be adopted** were projected onto the London V&A Museum of Childhood to call for more carers during our **Fostering and Adoption Week 2013**.



February

More than 30,000 people signed our **Remember they are children** petition, putting pressure on the legal system to treat **sexually exploited children** as children and never as if the abuse is their fault.



March

Our **Real cost of living** report showed that **poorer families** are being disproportionately hit by rising prices, leaving parents unable to provide basics for their children.

Delivering services for the most vulnerable children


This year you've supported us to transform the lives of more than 200,000 children, young people and families.

We ran over 100 new services for children, bringing the total number of services we run in the UK to more than 900.

We have been widely recognised for our work with children; 87 per cent of external inspections (that provide a rating) have rated our services 'good' or above, compared with 74 per cent in 2011-12.

Some of our new services include:

- **Sussex B-Safe** to work directly with young people to reduce their vulnerability to child sexual exploitation
- **Dundee Early Intervention Team**, which aims to improve the lives of children and families, addressing problems before they get any worse and preventing the need for greater interventions
- **B@1** to help young people in Newport, Wales, tackle issues related to their drug or alcohol misuse
- **The Hub** in Guernsey to provide expert advice to teenagers who are having problems at home or school.

 *'The best thing you can do for any child is give them hope – thank you Barnardo's for doing this.'*

Jan Delaney Syme, supporter

over
900
services



We expanded our work in key areas of need, with our biggest area of growth in children's centres, to give pre-schoolers the best start to their education.

Read more about our children's services at www.barnardos.org.uk/our_projects

'It was very hard to have three young children with complex needs. Barnardo's gave us a lot of encouragement.'



Early family intervention improves parenting skills, children's learning and reduces the need for further support later on.

See and hear more from Peter, Suzanne, Erin, Jude and Rory at www.barnardos.org.uk/annual_review_2013.pdf

Supporting a family

Peter, Suzanne, Erin, Jude and Rory's story



Northern Ireland

'When you start a family, you have this image; this is what I'm going to be like as a daddy, this is what we're going to be like as a family and we'll do this and we'll do that.

When two of your children have autism, you just have to take that, crumple it into a ball and throw it away. That's no longer what exists, it's just a dream.

Jude was diagnosed with autism when he was four. You couldn't involve him in playing with anything, he was on his own agenda. He had no sense of danger, he tried to climb out of his bedroom window. He couldn't cope with days out, he would go into complete meltdown, kicking, crying, terrified.

'We are happier than we've been in a long, long time.'

Rory, who's two, has a very different type of autism. He has no speech, he's clumsy. Erin has a double curvature in her spine so she's been in serial plaster casts.

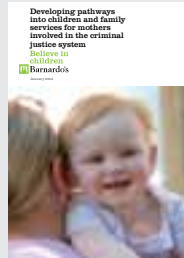
It was very hard to have three young children with complex needs, it's been an emotional rollercoaster. I stopped work to look after them. But the support from Barnardo's has helped us come out the other side.

Carol from the Parent and Infant Project came over every week to work with Jude. If he was into animals, she brought little animal puppets to help his communication.

I've bonded with Rory much more at Barnardo's Parent and Infant Group. He loves it, you can tell as soon as he gets in the car park, he knows where he's going. He's met other children there and likes the toys and singing.

Barnardo's gave us a lot of encouragement. It was them saying "this is normal, that's the way it goes, keep at it". So I kept taking Rory to the local baby gym and finally he could walk on the beams. We know we've got struggles ahead but now we've got the tools to get through a lot of it. The five of us are more content and happy than we've been in a long, long time.'

Campaigning for change




With your help, **we achieved five changes to government policy** for the benefit of vulnerable children, young people and families.

Our ongoing *Cut them free* campaign to protect children from sexual exploitation continued to gain support. With your help, we influenced the first police and crime commissioner elections in November, petitioning candidates to pledge their support to tackling child sexual exploitation (CSE) in their area. In total, 1,702 people wrote to their local police and crime commissioner candidate, leading to 91 candidates pledging their support.

In September the Scottish Parliament's Petitions Committee, after considering our CSE petition signed by 3,000 people across Scotland, agreed to carry out an inquiry into CSE in Scotland. The inquiry will lead to concerted action to tackle the problem.

Our report *Developing pathways into children and family services for mothers involved in the criminal justice system* encouraged professionals in the criminal justice system and children's services to work together, to benefit children affected by parental imprisonment.

 **@Barnardo's**
Guys, I just wanted to say what an amazing job you are doing. It's organisations like you that are truly changing lives.'

@BillieMyers, supporter



What do you think when you look at her?

Remember **she's a child.**

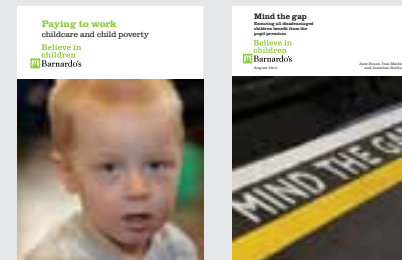
January's *Paying to work* report highlighted that the Government's introduction of universal credit could increase child poverty because of high childcare costs faced by families.

The Government's pupil premium funding – introduced to improve the education outcomes of the UK's poorest children – was examined in our *Mind the gap* report. We found that the funding missed out three and four-year-olds and recommended how this could be rectified to help close the attainment gap between poor children and their better-off classmates.



Our *Remember they are children* petition fought to get our legal system to treat young victims of sexual exploitation as children. In total 30,160 people pledged their support – three times more than our original target. Our petition gave momentum to the need to change how vulnerable victims and witnesses are treated in court.

Find out more at www.barnardos.org.uk/campaign



'It used to all get on top of me, especially when mum was crying in agony.

Now, Kelly from Barnardo's is there for me.'

A brave young lady

Tayyibah's story – helping young carers



England

I've been caring for my mum three years now, since I was 10. It's just the two of us. I didn't tell no one about it until school found out because I was missing days.

Mum's got prolapsed discs in her back and can't walk much. Before Barnardo's helped us out, I had to take all the clothes to the launderette. To do the shopping, I had to walk a mile to Asda, get money out with mum's bank card, and carry the bags home.

I used to get into trouble because I didn't do my homework but I couldn't actually find the time to do it. One night when Mum overdosed on her medication I had to call the ambulance and wait with her in A&E. Next day, the teacher shouted at me for being late.

'Since Barnardo's got involved it's made a massive difference.'

It used to all get on top of me, especially when mum was crying in agony.

The first thing Barnardo's did was get us carers. That definitely took the pressure off me.

Kelly at Barnardo's, she's always been there for me. Like I told her we didn't have a washing machine and now we've got one through a Barnardo's grant. She's like a magical fairy godmother because if you've got a problem you can just tell her and it's solved. She takes me to all the time-out sessions too.

We had a lot of problems with our house as well. Our back door used to have a big gap at the bottom and rats made it worse nibbling through it, which brought a really bad draught in winter. We were freezing – even the shampoo bottles used to freeze. We were living like that for ages. The landlord only fixed things after Kelly got on his case.

Since Barnardo's got involved it's made a massive difference in my life. Before there was a black hole and I was being sucked into it. Now I can actually see myself going to college, getting my A-levels.'

A quarter of a million children under 19 care for an ill relative or parent.

See and hear more from Tayyibah at www.barnardos.org.uk/annual_review_2013.pdf

Our finances are in a strong position to help more children

Our income was £258.1 million in 2012-13 (compared to £245.2 million in 2011-12). By managing our expenditure carefully and through the success of our fundraising and stores, we generated a surplus of £6.2 million, which will help us grow our work to transform the lives of the most vulnerable children.

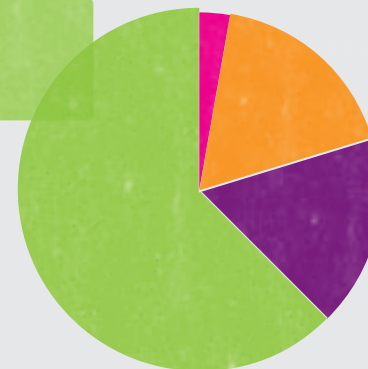


Out of every £1 we spend, 92p goes towards our work to help children. This falls to 78p if our trading costs are included. The net income received from our Trading (including our shops) goes to support our work.

Highlights of 2012-13

- Our supporters, fundraising staff and volunteers worked incredibly hard to raise £32.7 million net income to help vulnerable children.
- Retail and Trading raised £10.9 million for our services. Our partnership with Argos generated 71,251 bags of toys for our stores, equating to £712,500 towards our work.
- We secured a number of contracts to run services, including supporting troubled families to improve children's school attendance and reduce antisocial behaviour.

Income Total £258.1m



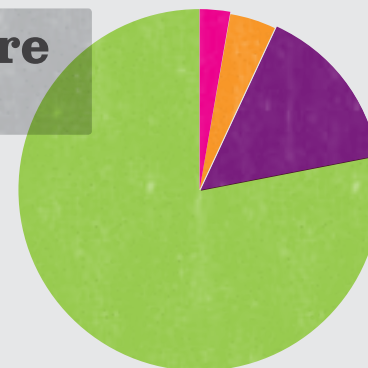
£158.3m
Fees and grants

£48.3m
Trading, including shops

£43.6m
Donations, gifts in Wills and other fundraising

£7.9m
Investments and property development

Expenditure Total £251.9m



£197.3m
Charitable activities

£37.4m
Trading, including shops

£10.9m
Fundraising

£6.3m
Governance costs, pension charge and other costs

 *'Have signed up to run the Great North for @barnardos – amazing charity which amongst lots of other things supports kids leaving care.'*

@iandpreston, supporter



'For now, I'm really enjoying life. I'm at college, I have my own place – I feel like I'm moving forward.'



Set for the future

Steph's story – giving care leavers a home



Scotland

'I went into foster care when I was three because my real parents were taking drugs and couldn't look after me and my brother. We got separated and went to different places.

I was lucky; I lived with my foster family for 14 years. You've got people who are in and out of different children's homes, like my brother was. I sometimes felt different to everybody else though, an outcast.

But then Barnardo's started to support me, trying to get me into education. They encouraged me to start a college course in events management.

They gave me a lot of emotional help. I would knock and say "have you got five minutes?" and five minutes would turn into hours. Talking always makes me feel better, especially when you're talking to someone who will always have advice for you.

Now I'm living on my own in one of Barnardo's satellite flats. It's been good making this house into a home. I'm very proud of it. I clean it all the time, I deal with my bills, I look after myself.

For now, I'm really enjoying life. I'm at college, I have my own place – I feel like I'm moving forward.

Without Barnardo's I wouldn't be in college now; I'd be lying in my bed every day and going back to drinking and being useless.

I think services like this are very important to young people leaving care because the staff listen to you and respect you.'

'Now I'm living in a Barnardo's flat – I'm proud of my home.'

When I was 17, I left care as I was having problems with my foster parents. I was drinking, feeling like I never got to do what I wanted.

My social worker showed me different places where I could live. I chose Barnardo's 16+ shared flat. When I first moved in I was sleeping all day and going out drinking at night.

Just 12 per cent of children in care gain five GCSEs, compared to the national average of 58 per cent.

See and hear more from Steph at www.barnardos.org.uk/annual_review_2013.pdf

Fighting for the most vulnerable
Barnardo's Annual Review 2013

Our staff and volunteers

In 2012-13, our 8,000 staff devoted themselves to helping vulnerable children. Fifteen thousand people chose to volunteer with us and give something back to their local communities.

Highlights of 2012-13:

■ Our staff and volunteers won a number of awards. Louise Wardale of our Keeping the Family in Mind service in Liverpool won the Health and Wellbeing Campaigner award at the Mersey Care NHS Trust annual Positive Achievement Awards. Louise was nominated for tirelessly championing the rights and needs of young carers.

■ Barnardo's student fundraisers from the University of Central Lancashire won the prestigious UK Event award for best student event for the third year running. The winning event, Urban, included beatbox artists, breakdancers, hip-hop artists, a graffiti artist and a display of free running, and contributed to the £13,000 the group have raised so far for us.

■ We were awarded the Investing in Volunteers Award in Wales. To achieve this UK quality standard for recruiting volunteers, we were assessed against a range of best practice standards.

'Volunteering is important for me. It has helped me decide that working with children is my passion and something I would like to do as a full-time career.'

Anam Zehra, who volunteers at our Kirklees Khandaani Dhek Bhal pre-school service.



Our Barnardo's volunteer impact assessment survey 2012 said

97.8


per cent of our children's services volunteers would recommend volunteering with us.

■ We were proud that a number of our staff and volunteers were nominated as Olympic torchbearers during the Olympic Torch relays in 2012. Our volunteers Jamie Meyrick (Liverpool Allerton store); David Backhouse (Indigo service for young carers); Neil Adams (St Ives store); and Gill George (Haverford West Fundraising Group) were specially handpicked to participate. Three of our staff carried the Olympic Torch: Stephen Bellis, Leaving Care Personal Adviser; Brian Baines, Project Worker at Hartlepool Services; and Mike Dobson, Advocate at Wetherby Youth Offending Institute, were all nominated.

■ Barnardo's Helper Groups (BHGs) and professional fundraising groups raised more than £360,000 by holding raffles, fundraising lunches, bake sales and auctions, including Diamond Jubilee fundraising events.

'Barnardo's inspires; to make even a small improvement in a young person's life is inspiring.'

Azam Khan, Project Worker at our Threads service in Paisley, Scotland, offering housing support to vulnerable young people and young parents.



'If Barnardo's hadn't been there I would 100 per cent be stuck on the dole right now.'

Nearly 900,000 young people aged 16-24 are not in education, employment or training.

See and hear more from Sophie at www.barnardos.org.uk/annual_review_2013.pdf

Skilling up

Sophie's story – helping young people not in education, employment or training (NEET)



Wales

'I grew up in Ely in Cardiff. It's a rough place, there's always something happening.

I didn't enjoy school one bit, mainly because I was badly bullied. In Year 11 I just gave up. I couldn't wait to leave.

I was feeling really unhappy because I couldn't get a job. All I wanted was to go out to work and be earning, not sitting at home doing nothing all day, being bored and down.

The first thing Barnardo's did was get me on their placement scheme with KFC. I stayed the full month and gained skills greeting customers. It gave me the boost I needed.

'I screamed when I got my first pay cheque!'

I found Barnardo's very different. Being positive and believing in me really helped. Training providers, they just try to get you out in a placement, but with Barnardo's they support you,

they guide you and funding-wise as well, it's continuously there. Like, helping me to pay for my bus fares to get to KFC.

Bryn, my Project Worker, has helped me overcome a lot. He's been there when I'm going through a bad patch, when my confidence is going down. He's always there to give you that boost, you know, "we believe in you and we know you can do it".

Bryn put me forward for my current six month paid placement with Scottish and Southern Electric (SSE). Now I'm in an administrator role, mainly office duties, working on a computer. I'm learning new skills every day.

I take two buses to work and it takes 90 minutes each way but I don't mind. This placement means such a lot to me. I screamed when I got my first pay cheque! If Barnardo's hadn't been there, I would 100 per cent be stuck on the dole right now.

Now when I see those bullies from school, I think to myself they're stuck at home doing nothing and I'm out working.'

Fighting for the most vulnerable children – the future

In April 2013, we were pleased to launch our new strategic business plan, *True to our roots – fit for the future*, which sets out the direction of our work for the next three years.



We will be guided by a new vision, purpose and mission, all of which remain true to our roots. Indeed, our vision is that of Thomas Barnardo, of a world where no child is turned away.

Our new strategic business plan will build on our success as the children's charity in the UK with the largest number of services on the ground. Over the next three years we will be focusing relentlessly on fulfilling our purpose of transforming the lives of the UK's most vulnerable children. The reality of the recession and government cuts mean that more and more families will need our help. We will be coming together as an organisation with our partners and our supporters to ensure we are reaching and meeting the needs of those children who need us most.

True to our roots – fit for the future includes changes to the way we prioritise the use of donations (our voluntary funds) and the way we manage and deliver our children's services. We will also improve the way we work to ensure that we can successfully meet our objectives for the next three years.

We will be reporting back on how you've been helping us achieve this in our *Annual Review 2014*.

We would like to thank all our supporters...

...especially those listed below for your generous donations over the last financial year (April 2012 to end of March 2013)

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AG Retail Cards Limited; Aldi Stores Limited; Zahra Alijah; Argos Limited; Ashfield In2Focus; BAM Construct UK Limited; Berryman's Lace Mawer (BLM) LLP; BGC Partners; BlackRock Investment Management (UK) Limited; BlueBay Asset Management LLP; Colgate-Palmolive; Eversheds LLP; Hallmark Cards plc; JP Morgan Chase & Co; KFC UK and Ireland; Kier Group plc; Knowledge to Action Limited; KPMG LLP; McCarthy & Stone (Developments) Limited; Next Retail plc; NI Group Limited; Royal Mail Group Limited; Saint-Gobain Building Distribution UK & Ireland; Stationers of Scotland; Stephenson Harwood LLP; Tesco Personal Finance plc; The Royal Bank of Scotland Group plc; Wates Group Limited; WHSmith plc

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The Sir Robert Gooch Trust; The Waterloo Foundation; The Zochonis Charitable Trust; Walter Guinness Charitable Trust; Yorkshire Post 'Give young carers a break' appeal

Gifts in Wills

Miss E A Pemberton-Barnes Will Trust; Katherine Martin Charitable Trust; Tom Parrington's Will Trust; William Belmer Rush Foundation

We would also like to thank our Vice Presidents and celebrity supporters:

Vice Presidents

Dr David Barnardo OBE; Mr John Bartle CBE; Baroness Benjamin OBE DL; Mrs Susan Bernerd MBE; Ms Cherie Booth QC (Honorary); Mr David Cathie; Rev. Joel Edwards; Rev. David Gamble; Ms Rosemary Jones; Lord Loomba CBE; Mr Bruce Oldfield OBE; Baron Sacks of Aldgate; His Honour Sir Mota Singh QC; Mr Philip Taylor; Mr Leslie Thomas OBE; Dr Rowan Williams

Celebrity Ambassadors

Lorraine Ashbourne; Jamie Baulch; Lynda Bellingham; Christopher Biggins; Brenda Blethyn OBE; Michelle Collins; Jason Fletmyng; Cambridge Jones; Andrew Lincoln; Melinda Messenger; Kevin Pietersen MBE; Rosamund Pike; Fay Ripley; Nicola Roberts; Andy Serkis; Heather Small; Nina Wadia

Challenge Events Patron

Daley Thompson CBE

We can only fight for the most vulnerable children and young people with your support.

Please DONATE to our work at www.barnardos.org.uk/donate

Trusts

Albert Hunt Trust; Baron Davenport's Charity; Bartlett Taylor Charitable Trust; Basil Brown Charitable Trust; BBC Children in Need; Bill Brown's Charitable Settlement of 1989; Chrimes Family Charitable Trust; Cinven Foundation; Comic Relief; Crerar Hotels

At Barnardo's, we **believe** **in children.**

Our vision is to realise
Thomas Barnardo's
dream of a world where
no child is turned away.

We work hard to transform
the lives of the UK's
most vulnerable children,
young people and
their families.



**Believe in
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Barnardo's

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