



So no child goes without

# PATRONAGE PROGRAMME 2026

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

Charity No. 1196472

# WELCOME

Sebby's Corner started in a very ordinary way. I had clothes my children had outgrown and I couldn't find anywhere locally to donate them. What began as one small corner in a foodbank has grown into something far bigger than I ever expected.

Every day, families are referred to us by social workers, midwives, health visitors and schools. They come to us because something has shifted in their lives. A job has been lost or rent has increased. A relationship has broken down. A new baby has arrived at the wrong financial moment. Often it is not one big crisis, but a build up of pressure that becomes too much. Alongside these pressures, many families are navigating far more complex situations, including domestic abuse, homelessness, insecure immigration status, exploitation and, in some cases, human trafficking.

What strikes me most is how much parents are carrying. They are trying to hold everything together while making impossible choices between food, heating, rent and the things their children need. When we can step in with practical support, it does more than provide items. It reduces stress and creates breathing space. It allows families to move forward with more stability and more confidence - because how can you get yourself out of debt or leave an abusive relationship when you don't know where your babies next feed is coming from?

Over the past year alone, we have distributed hundreds of thousands of pounds worth of essentials. We have helped children start school with the right uniform. We have made sure birthdays are celebrated and that no child wakes up on Christmas morning without something to open. Behind every statistic is a family who feels less alone.

As we have grown, I have become increasingly aware that what families need most from us is consistency. They need to know we are here. Referral partners need to know that when they reach out, we can respond quickly. That reliability only exists because of committed supporters.

Our Patronage Programme invites supporters to make a meaningful annual commitment that helps sustain consistent support for families throughout the year. Our Patrons are the foundation of Sebby's Corner. Your support will allow us to plan ahead, to respond immediately, and to keep our doors open every single day. It gives us stability and means we never have to turn away a family in need.

If this resonates with you, I would be honoured to welcome you as a Patron. Together, we can continue to ensure that no child goes without the essentials they need to thrive.

With grateful thanks,

*Bianca*



**Bianca Sakol MBE**  
**Founder & CEO**

# THE REALITY FAMILIES ARE FACING

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 providing essential items to babies, children and families facing hardship across London and the South East.

We operate through a professional referral model. Every family we support is referred by a social worker, midwife, health visitor, school or family support professional, ensuring help reaches those facing significant and often complex challenges.

The families referred to us may be experiencing homelessness, domestic abuse, involvement with the care system, exploitation, human trafficking, insecure immigration status or acute financial crisis. Many are navigating multiple layers of vulnerability at the same time.

Our services include Essentials Support, Birthday Club, School Uniform Support and Christmas Support. Together, these programmes ensure children have the basics they need to stay safe, warm and included in everyday childhood experiences.

Last year alone, we distributed over £380,000 worth of essential items. We are trusted by more than 1,000 referral partners across over 400 organisations. We are proud that 100% of referral partners say Sebby's Corner helps babies and children get an equal start in life.



## 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

# HOW WE SUPPORT FAMILIES



## Essentials Support

Essentials Support ensures families facing hardship can access the items every child needs to stay safe, warm and well. We provide clothing, nappies, formula, toiletries and other essentials many parents cannot afford, chosen with dignity and care. This support reduces financial pressure, improves children's wellbeing and gives families breathing space to focus on stability and moving forward.



## Birthday Club

Birthday Club ensures every child can celebrate their birthday, regardless of financial hardship. Each child receives presents, decorations and a cake, and through our partnership with ZSL many families also enjoy a day out at London Zoo. By bringing joy and normality at difficult times, Birthday Club helps children feel valued and no different from their friends and creates positive memories for the whole family.



## School Uniform Support

School Uniform Support runs each summer to help families manage the high cost of back to school essentials. Children receive a uniform voucher alongside shoes, backpacks and stationery, removing financial and emotional barriers for both the parent and child. We help children feel confident, in uniform that fits so they look just the same as their peers. It reduces school avoidance as children feel confident and ready to learn and reassures parents their child can start school with dignity.



## Christmas Support

Christmas Support brings joy and dignity to families facing hardship during the festive season. Parents visit our Christmas Grotto to choose gifts for their children using a points system, ensuring no child wakes up without something to open. By giving parents autonomy and ownership, we help create magical Christmas mornings filled with pride, joy and a sense of belonging. Because no child should wake up thinking Santa forgot them.



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



# 2025 IN FIGURES

We are proud to have improved the lives of **4,327 vulnerable children** and **2,501 parents**

## ESSENTIALS SUPPORT



**3,360**  
items of baby  
equipment



**1,611**  
packs of  
nappies



**47,352**  
items of  
clothing, coats &  
shoes



**16,810**  
toiletries &  
period products

**VALUE: £352,628.94**

## BIRTHDAY CLUB



**148**  
birthday  
cakes



**1,027**  
birthday gifts  
& toys



**410**  
ZSL London  
Zoo tickets

**VALUE: £24,143.20**

## CHRISTMAS SUPPORT



**176**  
Christmas pjs &  
jumpers



**5,067**  
gifts & toys



**1,470**  
Santa sacks

**VALUE: £45,097.50**

## SCHOOL UNIFORM SUPPORT



**1,563**  
items of  
school  
uniform



**3,240**  
items of  
stationery



**186**  
pairs of  
school shoes



**414**  
lunchboxes,  
bags &  
bottles

**VALUE: £20,929.00**

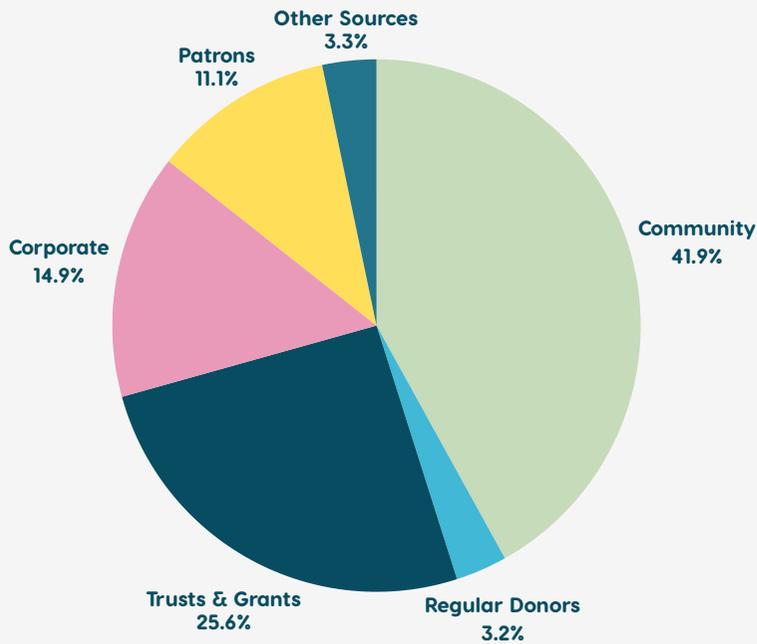
# OUR FINANCES

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. Our Patrons significantly boost our impact, contributing 11.1%, and our regular donors, who give consistently, account for 3.15%.

**Our Patrons help us to 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



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, parents will also receive items for themselves such as period products and pregnancy items.

# WHY PATRONAGE MATTERS

Families do not experience hardship in neat funding cycles. Needs arise suddenly, circumstances change quickly, and frontline professionals often reach out because something cannot wait. To respond in the way families deserve, Sebby's Corner needs consistency. We need to know our doors can stay open, our shelves can be stocked and our team can say yes when a referral comes through. Patronage provides that stability. Rather than funding one moment or one programme, Patrons help sustain the whole organisation. Your commitment allows us to plan ahead, respond quickly and reach families at the point they need support most.

It also allows us to go beyond the basics. We can improve how we work, invest in long term solutions and ensure our services remain welcoming, dignified and reliable for every family who walks through our doors.

For many of our Patrons, this is about more than giving. It is about standing alongside families in a consistent and meaningful way, knowing their support is part of the foundation that makes everything else possible.

We want our Patrons to feel connected to the impact they make. In practice, this means:

- Regular updates from our team sharing the difference your support is making
- Opportunities to visit the hub and see the work in action
- Invitations to occasional Patron gatherings
- Optional recognition for those who wish to be acknowledged publicly

Above all, being a Patron means playing a steady, trusted role in ensuring no child goes without the essentials they need to thrive.



# BECAUSE OF OUR PATRONS...

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 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, allows families to focus on rebuilding their lives, such as seeking employment or paying off debts.

97%

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

5

## CHILD DEVELOPMENT IS SUPPORTED

- 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.

89.7%

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

6

## WASTE IS REDUCED & SUSTAINABILITY INCREASES

- 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 are able to 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 CO<sub>2</sub> emissions in 2024!

# PATRONAGE LEVELS

Patron levels reflect an annual commitment. Many Patrons choose to give monthly across the year.

## Friend · £3,000

Provides meaningful, consistent support for families at moments of significant pressure, helping ensure children have the essentials they need to stay safe, warm and well.

As a Friend you will receive:

- An annual Patron impact report
- Invitations to Patron gatherings and events
- Optional recognition in our annual report

## Patron · £5,000

Helps sustain multiple services across the year, supporting children to stay safe, warm and included and ensuring families experience consistent care rather than one off help.

As a Patron you will receive:

- Everything included at Friend level
- Regular updates sharing the difference your support is making
- Invitation to visit the hub and see the work in action

## Guardian · £10,000

Enables deeper, more sustained support for families facing complex challenges and strengthens our ability to plan ahead and expand capacity.

As a Guardian you will receive:

- Everything included at Patron level
- An annual private meeting with our leadership team to share the impact of your support and future plans
- Optional recognition across our communications for those who wish to be acknowledged

## Benefactor · £15,000+

Helps sustain the organisation as a whole and shape its future, allowing us to respond where need is greatest, invest in long term development and remain a dependable partner to the professionals who refer families to us.

As a Benefactor you will receive:

- Everything included at Guardian level
- The opportunity to align your support with a specific area of the work, with optional naming recognition
- Bespoke updates aligned with your interests where desired

# A FINAL WORD

Thank you for taking the time to learn more about Sebby's Corner and the families we support. This booklet offers a snapshot of the work, but at its heart Sebby's Corner is about relationships, between families and professionals, between our team and volunteers, and with the supporters who make consistent support possible. Our Patron community plays a vital role in that work. Your commitment helps ensure we can be responsive and reliable for the families who need us.

If becoming a Patron feels right for you, we would love to talk about what that could look like. Please email [bianca@sebbyscorner.co.uk](mailto:bianca@sebbyscorner.co.uk) who can share more about the work, explore the level of support that suits you and answer any questions you may have.

