

Kids

Disabled children
say we can


Annual Report 2023/24

When the world
says we can't,
kids say we can.



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“The Kids staff supported my son and I every step of the way. They are still there for us if we ever need any support.”

Parent

Chair's Welcome

2023-2024 saw us gain momentum during the second year of our five-year strategy, and we can evidence good progress across each of the four strategic pillars - to Support, Innovate, Speak Up and Sustain the charity to deliver our ambitions by 2027.

The Kids team continued impactful face-to-face support and we supported 18,000 children, young people and families through our local service this year.

We continue to reach more families through the expansion of our digital services.

Our new Kids brand and new website, as well as working to ensure financial sustainability, are essential for us to continue to provide much needed services which are sustainable.

Reflecting on the strategy so far, this often turbulent period has taken us from the end of the Covid pandemic, through a cost-of-living crisis, to a general election and a change of Government.

Though technological advances in AI accelerate, and are poised to make even bigger impacts in our society, the basic support that families are entitled to is still not there.

As the Disabled Children's Partnership's most recent 'state of the nation' report* showed - only one in five

parents of disabled children felt their family received the support needed for their child to fulfil their potential.

Against this challenging backdrop the impact of Kids work in 2023-2024 is clear.

We stepped in with a range of practical and emotional support services.

I particularly enjoyed seeing first-hand the value of the whole family approach when I took part in a family activity day at an outdoor adventure park in Hull.

Kids' holiday activities are often the only opportunity for a disabled child, their siblings and their parents to experience safe play and a fun-filled day out - together as a family - enjoying freedom of choice and adventure, and making new friendships and support networks.

Speak Up is a particular personal passion of mine, and I was delighted to see the progress of Kids using its expertise to engage decision makers from across the different political parties.

Young peoples' voices are central to our work, and a highlight this year was Kids' commissioning a fresh look at the journey of disabled young people to adulthood.

Through new research, many young people shared their stories and perspectives - important evidence of the need for system reform that Kids will be using to engage parliamentarians next year and beyond.

The expertise, resilience and resourcefulness is at its most powerful through the voices of those with lived experience, and we will be seizing the opportunities that lie ahead, alongside those incredible young people and their families, as we look forward to working with a new Government to transform the SEND system.

As we reach the mid-point of this strategy in 2024-2025, we will be taking stock, against the backdrop of a new Government.

It is essential that a new Government breaks down the silos that get in the way of supporting disabled children who rely on health, care, education, leisure and housing services to be able to enjoy equality of opportunity.

Kids will be bringing our expertise to the table - there is a consensus that the SEND system is broken, and Kids has practical ideas and solutions to bring.

This was the first full year of our existing board of 10, with five of those Trustees having been appointed at the end of the previous year.

We were delighted that Samantha Bowerman, who was already a Trustee, was appointed Vice Chair in January 2024 to further strengthen how the charity is governed, and next year as part of the Speak Up agenda, we are also committed to deepening the involvement of young people in the organisation.

Finally, I would like to extend my thanks and warm appreciation to every Kids' donor, supporter and partner for their generous contributions, without which the work we do would not be possible, and also my thanks to the Kids team for their hard work during the year.



Diana Sutton
Chair



*DCP: Failed and Forgotten March 2023

Chief Executive's Review

I am proud to look back on another year where – against a challenging backdrop of scarcity – the Kids team came together alongside families of children and young people with SEND to deliver practical and emotional support, through an incredible range of services.

I am proud to look back on another year where – against a challenging backdrop of scarcity – the Kids team came together alongside families of children and young people with SEND to deliver practical and emotional support, through an incredible range of services.

In many instances where families felt forgotten, Kids stepped in and made a real difference.

This year the need for SEND support grew again, for the 2 million children known to have a disability in the UK and for those without a formal diagnosis or who do not identify as disabled but require additional support to thrive.

Yet provision is still lacking in all areas and at all ages and stages of a child's life and families are falling into crisis for want of timely, practical interventions.

Every child should have an equal opportunity to play, learn, grow and thrive but cuts, cuts and more cuts have made it impossible for many families to get by.

However, what sticks out most in my mind is not the troubles or

the difficulties, the anguish or the despair – it is the sheer joy, the hope, the resourcefulness and resilience of every young person and family member I have had the pleasure to spend time with.

Whatever the challenges, Kids services are all about having fun.

Special moments and memories where many children and families enjoy the opportunity of a completely new experience.

I was delighted to see this captured perfectly in Kids' new look and feel, launched in October, every element carefully created with children and young people.

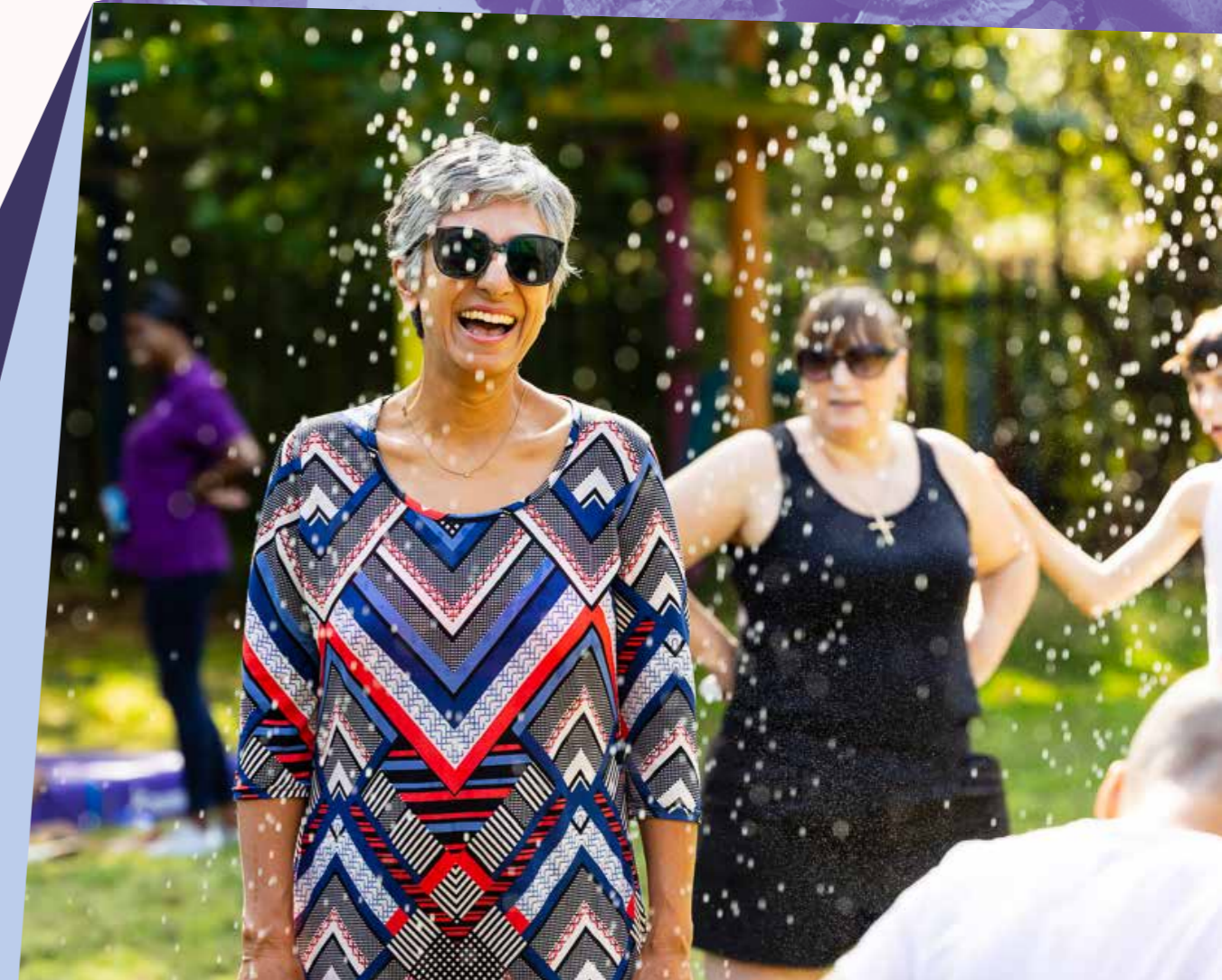
From supporting a child with their first words or signs to finding the freedom of jumping into a swimming pool – colleagues' boundless energy brings the 'we can' of the new brand to life every day.

I love experiencing our services for myself, including our holiday programmes – a lifeline for families who struggle to find activities accessible for their disabled child.

“Adulthood should not be something to be feared but should be seen as a time in the lives of our young people, for them to achieve their dreams and aspirations, whatever they may be.

For my son, it's simply to dance. So, let's help him dance.”

Parent



Chief Executive's Review (cont.)

Sliding down an indoor snow slope, making Easter bonnets, dodging water balloons on the edge of a lake, and the chance to chat to parents. 'You're a lifeline', 'this is the only holiday activity we can access' and 'I love that her sister can come too' are common responses that renew our determination to do more.

Our agility in providing in-person and online support and ambition came to the fore last year and gives us great foundations to build from.

Flexible support is crucial for armed forces families who have a child with SEND, as they experience additional pressures including parental deployments and periods of separation.

With the support of the Royal Navy & Royal Marines Charity, we designed and launched a bespoke service including online workshops and guides all to help ease concerns, and to build resilience and confidence.

Speaking up is at its most powerful when we are able to 'show' the joy and the impact of a service first-hand, and in January the children at Kids' Basingstoke nursery welcomed the then Prime Minister to share the joy of their morning session with them.

Manir, 4, who hosted a pretend tea party for the Prime Minister (pictured top right), had been non-verbal when he first started at the nursery, with an unclear pathway.

Through expert support and helping his mother to navigate the system, he really flourished.

He had the confidence to support the Prime Minister to sign thank you in Makaton, and presented his guest with a gift featuring his handprints with the message 'Our hands have come together for you to help us with our future'.

A few months later, I showed the children's Minister around a Kids playground. As we wandered around, we dodged kids on scooters, we followed a girl who invited us to play football and jump on a big swing, and from time to time children would come and talk to us.

It wasn't our space, it was theirs. A crucial aspect in making change happen is to enable someone to experience the emotion and understanding of why services matter - ultimately what will lead to policies, resourcing and system change so desperately needed.

Whatever pathway young people with SEND have been navigating through childhood, as they approach adulthood they frequently experience a cliff edge - a falling away of support - just when tailored transitions services are most needed.

One mother told me about her 16 year old son, Harry who has few options once he finishes his sixth form studies.

She says:

"You see, my son is unlikely to work due to his learning disabilities, but he does want to go into performing arts - he has quite the talent for dancing, Bollywood being his favourite - but so often, the focus of transition pathways, offer little opportunities for young people to explore the things they really enjoy.

Adulthood should not be something to be feared but should be seen as a time in the lives of our young people, for them to achieve their dreams and aspirations, whatever they may be. For my son, it's simply to dance. So, let's help him dance."

This is why we have an ambitious programme for the year ahead - everything from forging ahead with our work to transform transitions into adulthood, to partnerships to tackle digital exclusion and extending our reach with forgotten families - like those in the armed forces.

The early years will be a key priority as we collaborate widely to fix the shocking gap in nursery provision for babies and toddlers with SEND.

As a new Government decides how to address a broken SEND system, we will be ready to bring our expertise as a provider of community services with practical solutions to enable every child to thrive.

Katie Ghose

Katie Ghose
Chief Executive



Strategic Report



Objectives & Activities

Kids is a national charity that provides a wide range of services to children and young people with special educational needs and disabilities (SEND), and their families.

The charity supports children and young people with any disability from birth to 25 years.

Kids' charitable objects, from its Memorandum and Articles of Association, are:

1. The relief of poverty amongst children, young persons, their families and carers;
2. To provide for the training and education of children and young persons;
3. To provide in the interests of social welfare, facilities for the recreation and other leisure time occupation of children and young persons designed to improve the condition of their lives;
4. The relief of sickness and the relief of the disadvantages experienced by children and young persons with physical or learning impairments by providing services designed to minimise the effect on disabled children and young people of their impairments and give such children and young people the opportunity to lead ordinary lives; and
5. Any other purpose which is exclusively charitable under the law of England and Wales.

Vision, Mission & Values

Our vision is a society where disabled children, young people and their families enjoy equal rights and opportunities.

Our mission is to provide disabled children, young people and their families with practical, life-changing and creative support; and to empower disabled children and young people, to amplify their voices and to champion their rights.

Our values – refreshed in 2023 – are to celebrate individuality, think creatively, work together and speak up.

Strategy

Our current strategy is called Support, Empower, Sustain 2022-27.

Activity is organised under four strategic goals, which are to Support, Innovate, Speak Up and Sustain the charity to deliver our ambitions by 2027.

Our progress against these goals is summarised in the next section.

By developing a strong digital presence to complement our successful face-to-face services, a Kids community of supporters and a new policy and advocacy role for the charity, we will increase the number of disabled children, young people and families we work with from 12,000 in 2022, to reach more than 120,000 in 2027.

We will be operating sustainably, and be an established national voice, acting with disabled children, young people and their families to secure the system and resources to which they are entitled.

Above all, disabled children and young people will be driving us forward to achieve equal rights and opportunities and a more inclusive society for all. Our strategy has four goals: support, innovate, speak up and sustain.

Together these form an ambitious plan which will see Kids forge a sustainable path to fulfil our mission.



Achievements & Performance Against Our Strategic Goals



Support



Developing Kids' services

Support is the first of our four strategic pillars, centred on delivering a wide range of services in around 60 Local Authority areas in England. Whether face-to-face or online, services delivered in 2023/24 included information, advice and family support; play and social; and learning and development opportunities.

Some of the types of services Kids delivered are listed below.



Information, advice & family support includes:

- Special Educational Needs and Disabilities Information, Advice and Support Services (SENDIASS)
- Special Educational Needs and Disability Mediation and Disagreement Resolution Services
- Domiciliary care
- Keyworking
- Workshops for parents
- Children's rights and advocacy
- Young carers
- Early years health and wellbeing groups
- Autism services
- Holistic crisis intervention services



Play & social includes:

- Adventure playgrounds
- Playschemes
- Holiday accommodation
- Short breaks, including overnight short breaks
- Youth clubs



Learning & development includes:

- Early years nurseries
- Portage home-based learning
- Transitions to adulthood
- Young people's engagement and participation groups



You can see more on the Kids website, visit kids.org.uk/find-a-service

As well as building on our successful local 'footprint', we continued to explore how to replicate effective support models in other areas of the country, and we met some key milestones in the expansion of our digital services, to complement our face-to-face support and build national reach.

For example, in Essex, we commenced a new digital services contract aimed at young autistic people and parent and carers, called the Kids Autism Hub.

Kids had not previously delivered services in the Essex region, so throughout 2023 we prioritised creating new relationships in the local area.

Committed to building a service that was focused on co-production, we assembled online steering groups, ran in-person meetings and drop-in webinars which connected us to over 380 stakeholders.

Inspired by their ideas and insights, we were able to understand what people were really looking for and create a service that was guided by user needs. The service launched in April 2024.

In addition, in May 2023, we launched our online Young People's Hub: hub.kids.org.uk

Designed by people for young people, the online space provides young people with SEND with a safe, accessible and welcoming environment to get advice, learn skills, share their experiences, ask questions and connect with others.

Through this website, we have been enhancing existing services by offering online groups and workshops, as well as working on plans to expand digital reach through the Hub. During its first year, the Young People's Hub received almost 10,000 visits.



Support



Kids' reach and the national picture

It was commonly reported throughout the year, across many parts of the country and by providers from a range of settings, as well as in the media, that the need for SEND support is growing and, in particular, the number of children and young people with complex and/or multiple needs.

The prolonged effect of the Covid pandemic continued to have an impact, partly because disabled children were disproportionately affected at the time but also the impact on physical and mental health because their needs were not being identified during lockdowns.

The need for children and young people's mental health services rose across the board, yet it can be overlooked in those with SEND either because professionals focus solely on the physical or learning disability, or SEND issues are not fully understood by every mental health practitioner.

Pressure continued to mount on families and on professionals across multiple public-funded workforces, including local authorities, all education settings from early years through to further education, on GPs and community healthcare providers and on hospitals. Long waiting lists for assessments or education, health and

care plans (EHCPs) were prevalent and widely reported. The combined impact of being on multiple waiting lists had a devastating impact on so many children and families.

During 2023-2024, at a national level, the previous Government launched its SEND and alternative provision improvement plan, and a Disability Action Plan, both aiming to show ways that they would be improving the lives of disabled people.

At a local level, however, very little changed to improve commissioned services landscape, and the threat to SEND budgets based on councils' financial situations loomed large.

The number and nature of contracts delivered by Kids fluctuated over the year however, the number of children, young people and families we reached with our local 'footprint' of services remained stable at around 18,000 in 2023-2024 – the same level it was in 2022-2023.

18,000+

Children, young people and parents/carers reached through services.



Reflecting the national picture and the increased need, especially due to factors like the steep rise in the number of pupils who now have an EHCP (which has more than doubled in the last eight years), the number of people seeking information through our Special Educational Needs and Disabilities Information Advice and Support Services (SENDIASS) increased, as well as referrals to our Special Educational Needs and Disability Mediation and Disagreement Resolution Services which increased 18% on the previous year.

Trusted & high-quality services

Our National Annual Family Survey 2023-2024 results reflect the trusted, safe and quality service we provide, from a sample of parents and carers who responded*

93% Strongly agree or agree that they are happy with the service

96% strongly agree or agree that the service is friendly and caring

93% Strongly agree or agree that staff are knowledgeable and professional

92% Strongly agree or agree that it was easy to talk to someone at Kids when they needed to

94% Strongly agree or agree that they trust Kids to act in their child's best interests

94% of families would recommend Kids.

*Percentages based on a sample of 243 respondents.

William's Story: The journey to find effective support

Written by William's parent

My son William is such a social little boy who loved his time at the Kids Playgroup.

As a mum, I'm so incredibly grateful to see William experience so much joy in a small and inclusive environment.

William was born with a congenital syndrome which was only diagnosed at birth.

The information regarding his disability was incredibly difficult to obtain from the doctor, so I reached out to a specialist charity for information.

I felt I needed peer support to meet others born with physical disabilities, and I didn't know where to find it. I also had some concerns regarding my daughter's behaviour, but felt it was being disregarded by professionals.

I felt lost, unheard and everything just felt so heavy on my shoulders. Kids gave me a voice and I've made friends that I keep in contact with now.

Kids helped me make sure that doctors took my concerns seriously, which has now led to assessments being in the pipeline for my daughter. They also helped me with a Disability Living Allowance (DLA) claim which had previously been denied.

At one stage, I got upset during a session but I wasn't made to feel embarrassed. I was offered some home visits to support me. My worker was so dedicated to me and my family, she even came to visit us on her final day with Kids.

We had three incredible terms with Kids Playgroup and William started to walk in with confidence, interact with the practitioners and peers. He also developed his walking and talking skills from attending the sessions.

William has gained friends from the group and the support Kids has given me has been invaluable. I continue to follow Kids on social media and always look to attend further events and services that will be valuable to me and my family.

"I felt lost, unheard and everything just felt so heavy on my shoulders. Kids gave me a voice."

Parent of William

Suleiman's Story: Kids playgroups

Written by Suleiman's parent



Suleiman is 3 years old, and was born with a rare metabolic condition called Menkes Disease, which stops his body transporting copper to the places that he needs it. He loves being with the family, playing in the water and visiting the park.

We currently access the Kids playgroup where Suleiman has the safety and freedom to explore and meet new people. Before Kids, we tried other playgroups, but Suleiman found them overwhelming, and they were unable to cater for his specific needs.

There's no cure for Menkes Disease, but we administer daily copper injections to help Suleiman with the neurological aspects of the condition. So far, Suleiman is doing extremely well and is making some developmental progress.

As he becomes more mobile, being able to access an environment like Kids playgroup gives him new opportunities to crawl and explore.

Kids playgroup hasn't just helped Suleiman, it's also given me hope and a sense of belonging. I feel more open, confident and knowledgeable about the support available. With Kids, I'm seen as more than just a SEND mum, I'm seen as an individual.

They've given me lots of information about other services which can support us financially so we can provide Suleiman with specialised toys and equipment.

The playgroup has been a brilliant stepping stone and it's been great to see Suleiman access lots of different provisions and activities, like messy play, music and exploring the outdoors. It's given him the boost he needs before starting school.

We hope that Suleiman can continue to be supported in his next steps within the education system and continues to beat everyone's expectations!

"Kids playgroup hasn't just helped Suleiman, it's also given me hope and a sense of belonging."

Parent of Suleiman

Innovate

A central strategic goal is our Innovate pillar, to develop new models of support that transform disabled children and young people's lives. In 2023-2024, we said we would evaluate the impact and potential of online support for parents and carers, and scope and test training and consultancy whilst planning the next phase of Kids' business development activities. Our key achievements in innovation included:

Extending new models

To respond to rising need, and the impact of waiting lists on families, we were able to continue to build our holistic crisis intervention offer in Yorkshire, supporting young autistic people or other neurodevelopmental conditions.

This type of help both makes an immediate difference to families and also starts to ease pressure on the system. Originally a short-term pilot with funding from NHS England to support children and young people experiencing emotional and mental wellbeing crisis, a core aim is to reduce the need for this cohort of children and young people to be referred to Child and Adolescent Mental Health Services (CAMHS).

We continued to grow the service and step in when families, young people or professionals identify that they are at risk of falling into crisis. These interventions complement other services in the community.

By the end of 2023-2024 we had worked with almost 1,000 families and we will bring knowledge and evidence from this service – plus evidence from our other models – in order to expand this offer.

We also extended our pioneering SEND Navigator model, whilst we continued community delivery in Birmingham, we also rolled it out to our inclusive nursery in Basingstoke.

Through a mix of voluntary funding and flexible commissioning these examples show how providers like Kids, young people and families are working in concert to develop and deliver flexible, value-for-money and impactful services.

We can demonstrate these innovations to the Government and decision makers, presenting evidence and policy solutions that can effect positive change for the futures of children and young people with SEND.

Scoping online support for parents and carers

We evaluated SEND Family Support Online service after a year of piloting the new service, where Family Support Specialists are available via email, text or voice/video call to provide bespoke practical and emotional support to families across England who are facing challenges in navigating the Education, Social and Health care systems or within their own family lives.

We further tested the offer by adding workshops for families and will be taking all feedback, insights and learning into our ongoing innovation and business development plans. Feedback from users included:

"You have been excellent and we are both so fortunate to have you to guide and support us. You made a major difference to us."

"The workshop was really informative and easy to understand. It was a perfect length and gave an easily understood explanation of ASD and ADHD. Thank you."

"The tone of the workshop was perfect. It was nice to hear Autism and ADHD/ADD framed in a really positive light. It was informative but not overwhelming. It gave me lots of further research ideas and it felt very supportive."



Building the ambition to transform transitions to adulthood

For too many young people with SEND, the transition from childhood to adulthood is like falling off a cliff edge.

Recognising that new thinking and urgent action are needed to flatten the cliff edge, we commissioned research which was completed in March 2024, generously funded by three Kids supporters, to produce a report which launched in May 2024.

Based on desk-research, interviews, focus groups and workshops, with a number of young people with a mix of special educational needs and disabilities and a range of backgrounds, parents, practitioners, providers and commissioners, the research gave us insights to help raise the voice and perspectives of young people for stakeholders to take a fresh, innovative look at the support system.

This is an important step in the commitment made in our strategy to identify partners and funds to seed or scale new models of support to transform outcomes for young disabled people moving into adulthood.

Ruby's Story: Online support

Written by Ruby's parent

As a family, we want Ruby to be happy, settled and be her 'best self'. After reaching out for support, we were referred to Kids to help us with Ruby's sleep. Ruby is 12 and has found the recent transition to high school a challenging and anxious time. She's had struggles with her sleep for years, but the change exacerbated them.

Last year, Ruby was diagnosed with Autism and most recently ADHD. Since the diagnosis we've had limited support from the NHS, so the support from Kids has been brilliant. Initially, I had a telephone call with a Kids practitioner who went above and beyond from the start. I felt listened to and was given some practical ideas around sleep.

Following the initial call, I attended a Sleep Workshop with other families who are in a similar position to ours. Being with other families experiencing the same things and knowing that the practitioners have lived experiences made a huge difference and helped us feel like we weren't alone.

After the workshop, Ruby was prescribed melatonin. If I hadn't been to the Sleep Workshop where I was given information and advice about routines to try alongside the melatonin, I don't think I'd have found the decision to accept the medication as easy.

My daughter's sleep pattern is so much better now, we're all getting a good night's sleep which makes a huge difference to our ability to function day-to-day.

After the Sleep Workshop, I also accessed one-to-one support from Angela (Service Manager – Family Support Online) and attended a Demand Avoidance course. Again, this was a great chance to connect with other parents.

Kids have been brilliant at supporting our family and I like that there are familiar faces who know you, your family and the challenges you face.

“Kids has been brilliant at supporting our family and I like that there are familiar faces who know you, your family and the challenges you face.”

Parent of Ruby



Speak Up



As well as being one of the four pillars of our strategy, Speak Up became a new Kids organisational value following the brand refresh in October 2023. This has helped accelerate Kids' drive to harness over 50 years of on-the-ground experience to use our expertise, partnerships and platforms to work with disabled children, young people and their families to achieve systemic change.

Policy and Public Affairs work

We established a policy and public affairs function to influence across political parties in the important pre-election window throughout 2023-2024.

Our public policy work drew on practical experience and trusted relationships with disabled children, young people and families, putting the voice of those with lived experience at the heart of the efforts to drive systemic change.

Our outreach in influencing resulted in important opportunities for Kids to engage MPs from across political parties. This included Government ministers as well as opposition MPs from the Labour party.

In January we were delighted to welcome the then Prime Minister Rishi Sunak, and Dame Maria Miller DBE – who at the time was MP for Basingstoke – to the Kids' Basingstoke nursery.

There, they shared the joy of a morning session at the inclusive nursery, where all children – those with SEND and their non-disabled friends – come together and thrive in the same environment.

The visit provided an opportunity for both politicians to experience a truly inclusive setting in action, where children with and without disabilities explore, have fun and grow together in a really supportive setting.

In March, David Johnston MP, who at the time was Minister for Children, Families and Wellbeing visited Kids' Hayward Adventure Playground in London where he was able to see first-hand the importance and impact of play and specialist provision on children and young people with disabilities.

Kids' Manifesto for Change

We created Kids' Manifesto for Change which outlines five clear areas where Government action is needed in order to transform the lives of disabled children and young people. They are:

Getting it right in the early years – to ensure that the childcare expansion does not further exclude children with SEND from early years settings.

Navigating a complex system – our evidence shows that every family with a disabled child can benefit immeasurably from a named point of contact called a Navigator.

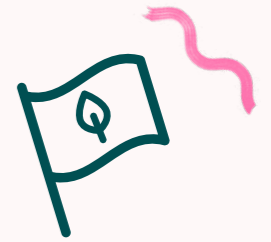
Getting it right into adulthood – to ensure a national approach to fix a disjointed transitions support system.

Making community provision and care and support work – so that every child with SEND can access activities in the community in the same way as other children.

Letting young people with SEND shape the decisions that affect them – as we believe every local authority should ensure that participation of young people with SEND in local decisions becomes routine.



Sustain



Kids' principal funding sources contribute to our key objectives to support, innovate, speak up and sustain.

Most funds go towards the direct provision of support services to disabled children, young people and their families.

In turn, these activities support innovation (the design and delivery of new services or programmes as families' needs change) and our ability to speak up about the need for systems reform.

Bringing fundraised and contractual income together supports the sustainability of the charity. Kids must be financially sustainable if we are to continue to provide valued support to disabled children and their families.

We progressed our plan to ensure our contracts are delivered on a full cost-recovery basis, enabling further deficit reduction.

We improved financial forecasting strengthening our ability to budget as accurately as possible to help our decision-making.

We continued to work with commissioners to renegotiate a number of contracts and rates, and taking action to exit unsustainable services and replace them with sustainable activities which are core to our mission.

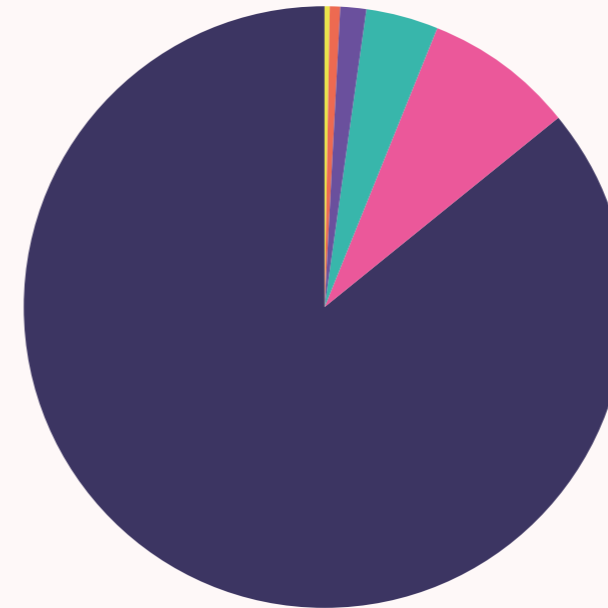
Continually improving our internal central services structure has enabled better cost control and efficient working.

The refreshed Kids brand and new website launched in October 2023 directly supporting our sustainability by making it much easier to communicate our impact to existing and new commissioners, donors and supporters.

It has laid the foundations for a new supporter programme to grow unrestricted income and to enable us to test promoting new services directly to new audiences.

Our fundraising activities performed well against our objectives, and our generous supporters helped us to raise £1,385,751 through grants, donations, events, legacies and other activities, which meant we were able to deliver services for disabled children, young people and their families across the country.

We are very grateful to everyone who kindly supported our work.



Kids' principal funding sources are local government and health contracts which represent **86%** of total income.

Fundraised income represents the remaining 14% which comprises **8%** trusts and foundations grants, **3.8%** corporate support, **1.5%** events, **0.5%** individual donations and **0.2%** legacies.



Our Accelerators



People

We improved internal systems and processes for colleagues by introducing a cloud-based HR system bringing everything together into one place.

We rolled out a new wellbeing programme and we brought Kids colleagues together for an in-person conference. We launched a new colleague forum called Kids Voice who helped us shape our new behaviours that bring our Kids values to life.



Partnerships

Kids collaborates widely to amplify the voices of children and young people with SEND, directly advocating to Ministers, MPs, civil servants advisors and service commissioners, but also playing an increasingly active role in key national partnerships.

This year we deepened our involvement with the Disabled Children's Partnership by taking on a role on the Steering Group. We also continued work on the national SEND stakeholder group convened by the Council for Disabled Children.

We joined the newly formed Early Education and Childcare Coalition and worked with colleagues on the Voluntary Organisations Disability Group amongst others. As co-chair and member of the Digital Services Consortium, we significantly progressed plans for a Digital Inclusion Programme to increase digital skills and access to online services for disabled children and their families.



Digital & Data

We progressed digital platform developments including launching a new website.

We implemented new fundraising CRM, and received pro-bono support for an important data project to improve how we manage services data to better understand and communicate who we work with and the difference we make.

We developed new digital resources to support more people with information, advice and support, through the new Kids website and the Young People's Hub.

2023-24 Fundraising and events highlights

2024 London Marathon

On Sunday 21st April, the charity's biggest team to date completed the London Marathon for Kids, with 53 runners crossing the finish line!

Together they've raised over £86,000 to help us support disabled children, young people and their families.

Our fastest runner was Jamie, who completed the course in 3:14:43.



He said:

“First of all it was a pleasure to raise money and run for Kids at the London Marathon.

Seeing the work Kids does gave me added motivation through the hard miles and the cheer stations made a huge difference!

The day was amazing from start to finish, the support was like nothing I have experienced and hopefully will again one day.

If anyone is thinking of signing up for 2025 go for it! You won't regret any of it! Crossing that finish line is a massive achievement regardless of time.

Congratulations to every runner and thank you Kids for letting me be a part of the class of 2024.”



Greystar's charity gala raised £220,000 for Kids

Many thanks to Greystar Real Estate Partners LLC ('Greystar') who once again hosted an incredible night of fundraising and fun, called 'Welcome to the Jungle'.

The event, which took place on the 27th September 2023, at London's iconic Natural History Museum was attended by professionals from across the real estate industry.

Entertainment included a performance from well-known comedian and actor Katherine Ryan and thanks to ticket sales, an auction and a raffle, the night raised an incredible £185,000 for KIDS, which was boosted to £220,000 thanks to the Big Give Christmas Challenge campaign.



On the Cliff Edge launch event in Parliament

Kids hosted an evening at Parliament to launch our new report, On the cliff edge: disabled young people and their journey to adulthood.

We made recommendations to Minister for Children, Families and Wellbeing David Johnston, and other MPs, on how to transform the current transition support system for young people with SEND.



Future plans - 2024/25

In year three of the strategy, our top priority is to change our business model to become financially sustainable and to continue to increase our reach.



Support

Expanding digital delivery and expanding key partnerships, we will continue to grow the number of Kids' service users with digital and face-to-face support.



Innovate

We will progress the development of at least three business areas or models of support that deliver both impact for disabled children and surplus funds to reinvest in the charity.

We will continue to develop and scope a new transitions model of delivery and early years support.



Speak Up

We will deepen key influencing relationships, as well as creating Kids policy solutions to influence the new Government to prioritise disabled children and their families.

Specifically, we will create a new model of governance involving disabled young people, and we will formalise an effective approach to harnessing frontline expertise to drive our Speak Up work.



Sustain

By 31 March 2025 we will be in a position to produce a break-even budget, producing a surplus-generating plan.

Statement of Financial Activities

Including consolidated income and expenditure for year ending 31 March 2024.

| 2024 | | | |
|------------------------------------|--------------------|------------------|------------------|
| | Unrestricted Funds | Restricted Funds | Total Funds |
| Income: | | | |
| Donations and legacies | 367,812 | 866,457 | 1,234,269 |
| Charitable Activities | 8,147,096 | 28,007 | 8,175,103 |
| Other Trading Activities | 147,027 | 4,455 | 151,482 |
| Investments | 157,608 | - | 157,608 |
| Other | 52,731 | - | 52,731 |
| Total Income | 8,872,274 | 898,919 | 9,771,193 |
| Expenditure: | | | |
| Raising Funds | 625,325 | - | 625,325 |
| Charitable Activities | 8,344,165 | 759,074 | 9,103,239 |
| Total Expenditure | 8,969,490 | 759,074 | 9,728,564 |
| Net Income / (Expenditure) | (97,216) | 139,845 | 42,629 |
| Revaluation of Fixed Assets | 558,801 | - | 558,801 |
| Transfers | 104,735 | (104,735) | - |
| Net Movement in Funds | 566,320 | 35,110 | 601,430 |
| Reconciliation of Funds: | | | |
| Total Funds brought forward | 3,562,280 | 779,561 | 4,341,841 |
| Total funds carried forward | 4,128,600 | 814,671 | 4,943,271 |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Detailed Statutory Accounts are available from the Kids website.



| 2023 | | | |
|------------------------------------|--------------------|------------------|------------------|
| | Unrestricted Funds | Restricted Funds | Total Funds |
| Income: | | | |
| Donations and legacies | 333,639 | 745,235 | 1,078,874 |
| Charitable Activities | 8,094,664 | 12,989 | 8,107,653 |
| Other Trading Activities | 131,898 | 2,680 | 134,578 |
| Investments | 68,013 | 0 | 68,013 |
| Other | 52,860 | 0 | 52,860 |
| Total Income | 8,681,074 | 760,904 | 9,441,978 |
| Expenditure: | | | |
| Raising Funds | 600,092 | 0 | 600,092 |
| Charitable Activities | 8,162,555 | 557,568 | 8,720,123 |
| Total Expenditure | 8,762,647 | 557,568 | 9,320,215 |
| Net Income / (Expenditure) | (81,573) | 203,336 | 121,763 |
| Revaluation of Fixed Assets | 0 | 0 | 0 |
| Transfers | 85,724 | (85,724) | 0 |
| Net Movement in Funds | 4,151 | 117,612 | 121,763 |
| Reconciliation of Funds: | | | |
| Total Funds brought forward | 3,558,129 | 661,949 | 4,220,078 |
| Total funds carried forward | 3,562,280 | 779,561 | 4,341,841 |

Gifts & Grants

The list below provides details of all voluntary donations over £5,000 or above received during the past two financial years by the charity.

| | 2023-24 | 2022-23 |
|--|---------|---------|
| 29th May 1961 Charitable Trust | 8,000 | 8,000 |
| Anonymous | 5,000 | 5,000 |
| Austin Erwin | 5,000 | - |
| BBC Children in Need | - | 43,703 |
| Big Give Donation | 9,834 | - |
| Bolton Preschool | 5,895 | - |
| Browns Solicitors | 10,000 | - |
| City Bridge Foundation | 30,000 | - |
| Charities Aid Foundation (CAF) Connecting Communities | - | 49,771 |
| Clover Trust | 5,000 | - |
| CNOOC | - | 8,790 |
| Co-op Foundation #iwill fund | - | 39,806 |
| Cranswick Country Foods PLC | 93,110 | - |
| Credit Suisse | - | 5,000 |
| DMF Ellis Charitable Trust | 5,000 | 5,000 |
| Dudley MBC | 12,282 | - |
| Estate of the late The Right Honourable Baroness Betty Boothroyd | 10,000 | - |
| Estate of the late David Skidmore | - | 43,000 |
| East Riding of Yorkshire Council | - | 6,000 |
| Edward Cadbury Trust | 5,000 | - |
| Elizabeth & Prince Zaiger Charitable Trust | 6,000 | 6,000 |
| Eveson Charitable Trust | 15,000 | - |
| Fundraise Together | 18,666 | 10,000 |
| Frances and Alexis Prenn | - | 5,000 |
| Gerald Micklem CT | - | 6,370 |
| Glebe Charitable Trust | - | 25,000 |
| Greystar Europe Ltd | 109,241 | 104,052 |
| Hampstead Wells and Campden Trust | 9,920 | 9,378 |
| Humber Teaching NHS Foundation Trust | - | 5,000 |
| Help2Collect | 10,500 | 6,000 |
| Hospital Saturday Fund | - | 8,606 |
| Hull and East Riding Charitable Trust | 5,000 | - |
| ICAN charity Grant | 9,000 | - |
| Jones Day Foundation | 70,357 | - |
| Legance Avvocati | 6,671 | - |

The Trustees wish to acknowledge with sincere gratitude all of the many donors and supporters whose generous financial help makes a considerable contribution to our ability to continue our work.




| | 2023-24 | 2022-23 |
|---|---------|---------|
| London Marathon Foundation | 60,693 | - |
| Louis Nicholas Residuary Charitable Trust | 5,000 | - |
| Margaret Westwood Memorial Charity | - | 5,000 |
| Masonic Charitable Foundation | 48,056 | - |
| Meriem Laouiti | - | 5,000 |
| National Lottery Community Fund | 59,413 | 110,604 |
| One Community | - | 5,000 |
| Peter Harrison Foundation | 8,820 | - |
| Richard Paterson | 7,880 | - |
| Royal Navy and Royal Marines Charity | 80,000 | 61,250 |
| Sandra Charitable Trust | 30,000 | 30,000 |
| Sandwell Children's Trust | 17,244 | - |
| Sir James Reckitt Charity | 9,000 | 54,658 |
| Sixth Street Europe LLP | - | 10,000 |
| Skylarks Endowment | 6,000 | 6,000 |
| St Andrew Holborn Charities | 25,000 | 17,964 |
| Sunlife Insurance | 15,000 | 14,952 |
| Superstar Auction | 25,143 | - |
| The Adint Charitable Trust | - | 10,000 |
| The Bailey Thomas Charitable Trust | 5,000 | - |
| The Canbrick Charitable Trust | 12,315 | 10,000 |
| The Childhood Trust | 19,667 | - |
| The English Sports ESC Lottery Fund | 10,892 | - |
| The Communication Consortium Grants Programme (funded by The Rayners Special Educational Trust) | - | 18,273 |
| The Liz and Terry Bramall Foundation | - | 5,000 |
| The Step Up Fund via Big Give Donation | - | 10,000 |
| The Steel Charitable Trust | 17,700 | - |
| The Three Guineas Trust | 25,148 | 25,000 |
| Tula Trust | 5,000 | - |
| Versus Arthritis/ Tackling Inequalities Fund | - | 7,892 |
| Wolfson Foundation | 19,306 | - |
| Young Londoners Fund | - | 13,844 |
| Youth Music | 31,027 | 38,784 |
| Zochonis Charitable Trust | 25,000 | 25,000 |



Together, we can break down barriers.

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Registered Charity No. 275936

