



**LOVE, AMELIA**

**REPORT AND FINANCIAL STATEMENTS**

**YEAR ENDED 31 MARCH 2025**

**Charity No 1182062**

## LOVE, AMELIA

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Legal and administration information  
Year ended 31 March 2025

**Board of Trustees:**

J A Archbold  
P L Capewell  
C Bankhead  
Z J Hull  
C Holliday  
F J Fasoyiro

**Registered Office:**

3 Glaholm Road  
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SR1 2NX

**Accountants:**

TIG Accountants  
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NE16 3AS

**Bankers:**

The Co-operative Bank  
5-6 Fawcett Street  
Sunderland  
SR1 1SB

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The trustees present their report and the financial statements of the charity for the year ended 31 March 2025.

### **Structure, governance and management**

Love, Amelia is a registered charity with the Charity Commission for England and Wales since 15 February 2019 (charity number 1182062). Love, Amelia is a Charitable Incorporated Organisation (CIO).

### **Public benefit statement**

The Trustees have fulfilled their obligation to consider the guidance on public benefit provided by the Charity Commission for England and Wales. When establishing our goals and designing our initiatives, the Trustees have taken into account the public benefit, with a specific focus on the prevention and relief of poverty.

### **Objectives and activities**

The charitable objects of the CIO were amended and approved by the Charity Commission for England and Wales on 27 February 2025. This amendment related solely to the geographical scope of the charity's work and did not alter the nature of the activities delivered. Prior to this change, Love, Amelia operated across Tyne & Wear and County Durham. The updated objects now reflect our work across the wider North East of England.

The trustees are satisfied that this amendment is in the best interests of the charity and supports our commitment to public benefit. Expanding our service area allows us to align more closely with the footprint of the newly established North East Combined Authority and its regional aspirations to tackle child poverty. This change enables Love, Amelia to reach more families in need and to work more effectively in partnership with local authorities and organisations across the region.

The object of the CIO is:

*The prevention or relief of poverty in the North East of England by:*

*1) The provision of items and services to individuals with children who are in need and/or to charities or other organisations working to prevent or relieve poverty.*

Our geographical area of focus now comprises Sunderland, South Tyneside, North Tyneside, Gateshead, Newcastle, Northumberland, and County Durham.

Love, Amelia strives to ensure every child aged from birth to sixteen years has the opportunity to be safe, happy, and to thrive. Our mission is to relieve poverty and hardship in babies, children, and those who care for them by providing essential items, equipment, and support to partner organisations.

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We strongly believe every child deserves to have the best start in life and equal access to resources and opportunities. The trustees and management have established four objectives to shape our services to benefit the families we serve:

1. To help give children the best start in life and the opportunity to thrive.
2. To help keep babies and children safe in the community.
3. To help improve the physical health, mental health, and wellbeing of children and those who care for them.
4. To help reduce waste by recycling good quality essential items and equipment.

Love, Amelia accomplishes our objectives by providing vital support to families in need through various measures, always with compassion and respect at the heart of everything we do. Sustainability is central to our ethos. We actively promote waste reduction and contribute to a circular economy by accepting donations of pre-loved items, including toys, clothing, and equipment. Every donated item is carefully cleaned, inspected, and assessed against UK safety standards to ensure it is safe, appropriate, and suitable for reuse. By giving these items a second life, we not only provide essential support to families in need but also help reduce waste and encourage environmentally responsible practices within our community.

We ensure that infants and children have a safe and secure sleeping environment by supplying essential items such as Moses baskets, cots, beds to those without. Each is thoughtfully supplied with a brand-new mattress in line with Lullaby Trust safe sleep guidelines, as well as age-appropriate bedding, and comfort items including blankets and teddies, offering more than just practicality, but a sense of warmth and care. These provisions not only guarantee a safe place for children to rest and grow but also bring families much-needed relief from the financial and emotional burdens they may face.

To support the hygiene and wellbeing of babies and children, Love, Amelia provides essential consumables such as nappies, wipes, toiletries, and oral hygiene products. These seemingly small but indispensable items play a vital role in safeguarding children's health and wellbeing. Recognising the interconnected needs of families, we also offer toiletries and hygiene products for parents and carers where appropriate, including basic toiletries, sanitary products, and maternity and postpartum essentials. Additionally, Love, Amelia distributes thoughtfully prepared labour bags to birthing people, containing the essential items needed for the birthing process. These bags provide practical support but also convey a message of care, value, and dignity to those embarking on this significant life experience, striving to uplift families and ensure they feel supported during challenging times.

We also provide high-quality clothing, coats, and shoes carefully matched to each child's age, size, and the current season. This ensures that children not only have the essentials they need but also feel warm, comfortable, and dignified in their appearance.

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Recognising the importance of play in a child's development and understanding of the world around them, we enhance the growth and happiness of children by providing age-appropriate toys and books. These items not only bring joy but also support learning, imagination, and bonding within families. Beyond this, we supply essential equipment such as pushchairs, prams, highchairs, and bouncers, ensuring that families have the practical tools needed to care for their children effectively and safely.

Home safety is a critical focus of our work. We provide families with safety equipment designed to minimise the risk of accidents and injuries, helping to create environments where children can thrive without unnecessary hazards.

Through these actions, Love, Amelia continues to provide essential support with kindness and dignity, always striving to make a meaningful difference in the lives of children and families in Tyne and Wear and County Durham.

### **Why our work is needed**

The North East is simultaneously a region of opportunity and significant challenge. Despite ongoing development initiatives aimed at enhancing opportunities for its youth, the North East ranks second highest for child poverty in the UK. The urgency of this issue is emphasised by the recent 'No Time to Wait' report from the North East Child Poverty Commission, alongside findings from 'UK Poverty 2024' and Office for National Statistics data. These sources collectively highlight the profound impact of poverty on children in our region, requiring a critical need for targeted intervention.

The UK has not experienced a consistent decrease in poverty for two decades. The Joseph Rowntree Foundation<sup>1</sup> recently reported that more than 1 in 5 people in the UK (22%) were in poverty in 2021/22, affecting 14.4 million people. This included, 8.1 million (or around 2 in 10) working age adults, 4.2 million (or nearly 3 in 10) children and 2.1 million (or around 1 in 6) pension age individuals.

From 2014/15 to 2021/22, the North East experienced the steepest increase in child poverty across the UK, with rates climbing from 26% to 35% after housing costs<sup>2</sup>. Currently, the region has the second highest rate of child poverty in England, with one in four experiencing deprivation – higher than the national average of 22%. Alarming, over the last decade, there is a growing percentage of children living below the poverty line with at least one working parent/carer, rising to 67%. Almost half (47%) of in families with at least one child under five years old are experiencing poverty. Single parent families are most affected, with 55% of single parent families living in poverty as the high costs of childcare and lack of a secondary caregiver makes it more difficult to work.

Love, Amelia reaches those in greatest need, supporting families facing material deprivation, a critical aspect of poverty highlighted by Action for Children<sup>3</sup>. The UK Government annually assesses material deprivation and recent data (2019-22) reveals North East England has the highest rate of children living in material deprivation in the UK, at 27%, higher than national average of 18%.

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Our warehouse unit is our base of operations and is located in Hendon, Sunderland, an area characterised by high levels of deprivation. According to the 2019 Index of Multiple Deprivation<sup>4</sup>, Sunderland ranks among the top 10% of authorities for its levels of deprivation. Furthermore, Hendon stands out with nearly half (42%) of its children living in poverty, surpassing the national average and placing it within the top 1% of deprived areas in the UK.

Considering the challenges with poverty across the region, we believe providing children with a strong foundation is central to them achieving their potential and breaking free of poverty. We do this through the provision of essential items and equipment, giving the best start in life and providing a foundation from which they can thrive. Child poverty is an intractable problem; it is complex, multi-faceted, and lacks a straight-forward solution to addressing it. Not one single organisation or entity can tackle child poverty in isolation, this requires cross-sectoral collaboration which is why we believe the best way to support families is working in collaboration with local professionals (health visitors, midwives, schools, social workers, community groups) who make referrals to us on behalf of the families, which ensures we reach families in greatest need. We provide and tailor our support to meet the individual needs of the child referred. Immediate provision can vary from clothing, footwear, toiletries, nappies, to cots/beds for safe sleeping, prams to access the community and reduce isolation, to toys and books to aid play, learning and development, promoting the bond between the child and caregiver. Based on Maslow's hierarchy of needs, for a child to reach their potential, their basic needs must first be met.

### **Achievements and performance:**

The Board of Trustees is proud to report another year of significant progress and meaningful community impact. Guided by our commitment to our charitable purposes, Love, Amelia continues to provide vital support to families facing challenging circumstances, ensuring children have access to the resources necessary for their growth, well-being, safety, and happiness.

This year, we achieved a remarkable milestone in our journey, responding to our 20,000th support request. Despite the ongoing challenges posed by the cost-of-living crisis, we exceeded our annual targets, highlighting the essential role Love, Amelia plays in supporting vulnerable families during times of need.

The charity's main activities, which focus on providing essential items and practical support to families, are undertaken to further its charitable purposes for the public benefit. At the heart of our mission is the belief that all children deserve the same opportunities as their peers, regardless of the circumstances they face.

By addressing the barriers created by poverty, we aim to give children the strong and equal start in life they deserve, ensuring every activity we deliver is guided by this purpose and contributes directly to the public benefit.

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<sup>1</sup> [UK Poverty 2024: The essential guide to understanding poverty in the UK | Joseph Rowntree Foundation \(jrf.org.uk\)](https://www.jrf.org.uk/uk-poverty-2024)

<sup>2</sup> [North Each Child Poverty Commission: No Time to Wait \(necchildpoverty.org.uk\)](https://www.necchildpoverty.org.uk/)

<sup>3</sup> [Action for Children: Policy Reports – Going without.](#)

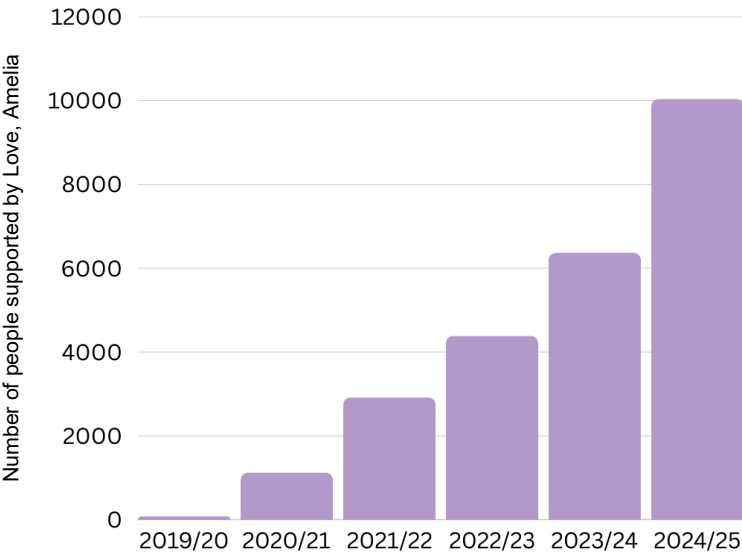
<sup>4</sup> [Index of Multiple Deprivation](#)

*"Love, Amelia provides a level of support I trust completely. Families receive high-quality essentials that are appropriate, timely and delivered with dignity. I know they'll receive practical support that's been carefully matched to what they need. For the families I refer, that support makes a genuine difference at a critical time."*

– Referral Partner

Between April 2024 and March 2025, Love, Amelia provided critical support to 10,037 beneficiaries - a remarkable 57.6% increase from the previous year. Every item we distribute undergoes thorough safety checks and cleaning to ensure it meets the highest standards. Our dedicated team takes great care to package bundles thoughtfully, tailoring them to meet the specific needs of each family referred to us.

	April 2019 – March 2020	April 2020 – March 2021	April 2021 – March 2022	April 2022 – March 2023	April 2023 – March 2024	April 2024 – March 2025
Total People Supported	82	1125	2920	4384	6367	10037



In line with our commitment to providing holistic support, we ensure that key items are accompanied by essential accessories. For instance, every cot or Moses basket includes a brand-new mattress, weaning kits and bibs are offered with highchairs, and prams / strollers are equipped with rain covers and footmuffs during colder months. Our aim is to minimise any additional costs for families, ensuring they receive comprehensive support without financial burden. Above all, we strive to deliver these items as meaningful gifts, imbued with care and dignity, rather than as handouts. This approach reflects our belief in offering families not only practical assistance but also the respect and compassion they deserve.

As Love, Amelia's reputation and impact continue to grow, so too does the generosity and interest we receive from companies and brands. These valued partners kindly donate in-kind stock, including new clothing, toys, essential equipment, toiletries, and even thoughtful treats for the families we support. These contributions not only enhance the quality and breadth of the help we can provide but also enable us to add extra touches of care and comfort, making families feel truly valued and supported.

Referrals to Love, Amelia are submitted by professionals working across healthcare, social care, and the voluntary sectors, all of whom engage directly with and provide support to our beneficiaries in an official capacity. We are proud to collaborate with over 600 referral partners from more than 150 organisations, including health visitors, social workers, family support workers, midwives, mental health services, and schools.

In addition to these professional networks, we work closely with local charities and community organisations, including Pallion Action Group, Bernicia Supported Housing, West End Refugee Service, Wearside Women in Need, Places for People, Action Foundation, ICOS, and regional branches of Citizens Advice. These partnerships are essential in ensuring we can reach families most in need and provide tailored, meaningful support. Love, Amelia is a service that is not only necessary but deeply valued within the community.

The majority of items we distribute are generously donated pre-loved items from members of our community. In the current financial year, a total of 40,672.4 kilograms of items have been distributed to families through core referral requests, an increase of 57.8% from the previous year. The distribution of pre-loved and donated items not only benefits families in need but also contributes to waste reduction and landfill diversion. By reusing and recycling these items, we actively promote environmental sustainability by minimising waste and reducing the burden on landfills.

Pre-loved items	New Items	Total amount
38,252.8kg	2,419.6kg	40,672.4kg

Donated goods are received and distributed to the charity at no monetary value. Both donated goods income and stock are not measured at fair value in the financial statements. The charity has undertaken a robust review of the impact of including the income and stock value on donated goods in the financial statements. The trustees have prepared an independent cost vs benefit analysis on the inclusions of the goods and concluded that, for reasons of practicalities and negative impacts to the charity in association with the cost of measuring the goods and inclusion, it is inappropriate to book the donated goods at fair value. This is, however, continuingly reviewed to ensure the best transparency for all stakeholders

### **Reasons for Referral to Love, Amelia**

Families are referred to Love, Amelia for a variety of reasons, often rooted in complex and multifaceted challenges. Over the past year, we have seen a significant rise in the number of working families seeking our support, reflecting the growing pressures many experience in the current economic climate.

#### Economic Hardship

Economic hardship remains a significant challenge for families across the North East, even when not compounded by additional factors. In 2024-2025, almost one in four (23%) of all referrals were for working families. This reflects a nearly twofold rise in the number of children supported from working families, growing from 1,719 to 2,308.

The reasons behind economic hardship are varied and often complex. Families may face financial difficulty due to factors such as low income, unemployment, debt, unexpected expenses, or crisis. In some cases, temporary financial hardship arises from a sudden change in circumstances, such as illness or family breakdown. For families who have experienced a breakdown in their relationship, financial difficulties can be particularly acute as they adjust to their new circumstances, a challenge that is often magnified for single-parent families.

Among the families referred to Love, Amelia, 75% were identified as living in poverty with no adults in the household in work, underscoring the depth of financial strain many are experiencing. Additionally, 6% of referrals were for families where adults are students engaged in formal education, limiting their capacity to work as they invest in their skills and future opportunities.

These figures highlight the critical need for Love, Amelia's support, providing essential resources and a lifeline to families navigating financial hardship and ensuring that children are cared for with dignity and compassion during times of crisis.

#### Domestic Abuse

Families affected by domestic abuse often face sudden and profound financial hardship as they are forced to uproot their lives to ensure their safety. In 2024-2025, 21% of the families referred to Love, Amelia identified domestic abuse as a significant factor contributing to their hardship.

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For families escaping abuse, the journey to safety frequently involves leaving behind not only their homes but also their jobs, schools, and vital support networks. This leaves them in an extremely vulnerable position, often grappling with the immediate realities of becoming a single-parent family. Many families fleeing domestic abuse are left with few belongings, and it is not uncommon for individuals to leave their homes in urgency, taking with them only the clothes on their backs.

Love, Amelia provides a lifeline for these families, offering essential items and practical support to help them rebuild their lives with dignity. Our work ensures that children and their caregivers can access the basic necessities they need to begin the process of healing and establishing a sense of security and stability in their new circumstances.

#### Victims of Human Trafficking and Modern Slavery

Love, Amelia supports families recovering from the trauma of human trafficking, including modern slavery and sex trafficking. In 2024-2025, 2% of our referrals, representing over 220 children, were for families working to rebuild their lives after enduring these harrowing experiences. While now living in safe environments, many of these families find themselves without the essential belongings needed to meet their everyday needs and establish a sense of stability. Through our support, Love, Amelia provides these families with vital resources such as clothing, bedding, toys, and essential equipment.

#### Refugees and Asylum Seekers

While this reporting year did not see the same urgent refugee response as the previous year, when we supported families affected by the war in Ukraine, Love, Amelia continued to provide substantial assistance to refugee and asylum-seeking families through our key partners. Many of these families endured long, arduous journeys to safety and arrived with very few belongings. To help them rebuild their lives, we supplied essential items including clothing, shoes, prams, stairgates, and toys.

For refugee families living in hotel or temporary accommodation, we provided additional support such as clothing, shoes, toiletries, and activities for children. Many of these families face significant challenges, including limited laundry facilities, a lack of outdoor space, and the emotional toll of isolation and boredom.

Refugees and asylum seekers made up 38% of our referrals this year. These families often arrive with minimal resources, having fled conflict and hardship in search of safety and stability. Love, Amelia remains dedicated to helping them meet their immediate needs while providing a sense of dignity and hope as they work to rebuild their lives.

#### Teenage parents

Love, Amelia has supported over 1,500 children of teenage parents in 2024-25, representing 15% of all requests. Among those we helped were parents as young as 13 years old, facing the profound challenges of caring for a child while still in their own formative years. These young parents often find themselves in urgent need of support to provide for their babies, lacking the resources and stability that older parents may have. Love, Amelia offers practical assistance and essential items, ensuring these young families have the foundation they need to care for their children with dignity and confidence. By supporting teenage parents, we aim to reduce the immediate pressures they face.

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### Safeguarding concerns

Families are frequently referred to Love, Amelia for assistance when a child is identified as being at risk, with one in four referrals highlighting safeguarding concerns. These concerns often stem from a lack of essential resources and equipment needed to ensure the child's safety, well-being, and the fulfilment of their basic needs. We work closely with referral partners to address these gaps, providing practical support to help create a safer and more stable environment for children. By supplying critical items such as cots, prams, safety equipment, and other essentials, we play a vital role in mitigating risks and supporting families in meeting their children's needs with dignity and care.

### Mental health and disabilities

Living in poverty can both stem from and contribute to poor mental health. Adults in the lowest income households are more than twice as likely to experience poor mental health, while children in these households are four times as likely to be affected. Families where either an adult or a child has a physical disability or mental health need are frequently referred to Love, Amelia for support. In 2024-25, 2,208 children (22% of all referrals), were referred to Love, Amelia where mental health or disability was identified as a primary factor with many families highlighting the cost-of-living crisis and its associated challenges as major contributors to the deterioration of their health and wellbeing. Poor mental health can have far-reaching consequences, including adults being unable to work, children missing out on education, and families facing heightened isolation and vulnerability.

Love, Amelia's practical support helps to alleviate some of these pressures. By providing essential items, self-care products, and thoughtful bundles, we aim to reduce stress and show families that they are not alone.

### Homelessness or families in temporary accommodation

In 2024-2025, more than one in five (22%) referrals were made for families experiencing homelessness or living in temporary accommodation, a significant rise from 9% the previous year. This represents more than 2200 children without the stability and security of a permanent home. The struggle to create a safe and functional living environment in such circumstances often leaves families unable to meet even their most basic needs.

Love, Amelia provided vital support to these families, ensuring that children receive essential items such as clothing, bedding, and equipment. By meeting these immediate needs, we enable families to allocate their limited resources toward creating a more stable and comfortable home environment.

### Kinship families

In this reporting year, Love, Amelia supported over 100 children who had been removed from the care of their parents and were living with relatives. While kinship arrangements provide children with the stability of being cared for by family members, many of these families face significant challenges in meeting the children's needs.

Often unprepared for the sudden responsibility of caring for a child, kinship families may lack the necessary items and equipment required to provide a safe and nurturing environment. Love, Amelia offers practical support, supplying essential resources such as clothing, bedding, and equipment, ensuring these children feel cared for and supported during a time of transition. By easing some of the financial and practical pressures, we help kinship families focus on providing the love and stability these children deserve.

By addressing these varied and complex challenges, Love, Amelia plays a vital role in providing essential support to safeguard the wellbeing and safety of families in need. Through our tailored assistance, we

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strive to alleviate pressures, strengthen resilience, and help create a stable foundation for children and their caregivers during difficult times.

#### Projects and Campaigns

Over the course of the year, we have continued to successfully deliver our annual projects and campaigns, which play a crucial role in supporting families during key moments throughout the year. Many families we work with have little to no support networks, leaving them excluded from seasonal holidays and unable to participate in celebrations that bring joy and connection.

Through our campaigns, we strive to create a sense of community, connection, and joy during what can often be very challenging times for families. By delivering special projects and events, we aim to ease the burden on families while fostering a sense of celebration, happiness, and belonging. These efforts reflect our belief that every child and family deserves to feel included, valued, and supported, no matter their circumstances.

#### Mother's Day and Father's Day

Parenting is one of the hardest jobs in the world, requiring parents to be everything to their children, often leaving little time for themselves. Mother's Day and Father's Day are special days set aside each year to celebrate and honour parents for the incredible job they do.

Once again, we ran our annual campaign to give a well-deserved boost to parents who might otherwise go unacknowledged on these important days. Through this initiative, we provided wellbeing packs to parents we support, offering a small gesture of appreciation and care. These packs typically include a variety of donated items such as toiletries, chocolates, and small gifts, along with a handwritten card. Each pack is thoughtfully designed to bring a little extra joy and recognition to parents who may not have the means to celebrate these occasions in the traditional way.

The gift packs were made possible through the generosity of people in the community, with many schools and workplaces organising collections of goods. We were also delighted to welcome local schools and volunteers who helped prepare the packs with care and attention. Our Father's Day packs were assembled as part of the Northumbria Healthcare NHS Foundation Trust Public Health team's away day, highlighting the collaborative effort and community spirit behind these campaigns.

In this reporting year, we distributed 267 gifts for Mother's Day and 216 gifts for Father's Day, ensuring parents felt valued and reminded that their hard work and dedication are deeply appreciated. These small acts of kindness make a meaningful difference, spreading joy and a sense of belonging to families we support.

*"The gifts on Mother's Day come at a time when things felt especially hard. Just knowing that someone had taken the time to think of me meant more than I can put into words."*

- Parent

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*"I'd already accepted that Mother's Day would pass quietly this year. Receiving the gift bag changed that and it meant more to me than I even realised."*

- Parent

*"This Father's Day gift was really special, it made me feel noticed."*

- Parent

*"For many of the parents I support, days like Mother's Day and Father's Day can be really isolating. Love, Amelia's approach turns those days something positive, and the impact is visible immediately."*

- Referral Partner

*"The response to the Mother's Day packs was striking. Parents spoke about feeling recognised, not just supported. That sense of knowing they matter made all the difference."*

- Referral Partner

#### Back to School Bags

This year saw the introduction of Love, Amelia's School Bag Project, building on the charity's previous summer bags initiative and evolving it to better reflect current needs and gaps in local provision. Rising costs, reduced access to discretionary school support and increasing reports of children attending school without essential equipment highlighted the need for a more targeted, structured response.

The School Bag Project was designed to address both material and psychological barriers to education by ensuring children had access to the basic tools required for learning, while reducing stigma associated with financial hardship. The project aimed to support pupils' readiness for school, promote confidence and inclusion, and reduce inequalities that can negatively affect educational engagement.

The project was co-developed with families supported by Love, Amelia, alongside schools and professionals, who shared consistent concerns about the impact of missing school supplies. Parents and carers reported the financial pressure of meeting school requirements, while children spoke about anxiety, embarrassment and stigma when lacking essential items. Some described missing learning opportunities, facing sanctions, or experiencing bullying due to not having the correct equipment, with several children stating they avoided telling parents what they needed to prevent adding to existing financial strain.

Love, Amelia worked in partnership with 17 schools across Sunderland, alongside feedback from 14 families and 23 professionals, to identify priority items required for classroom learning, homework and exam preparation. This informed the development of tailored packing lists for each Key Stage (KS1–KS4), ensuring age-appropriate and locally relevant provision. These lists were shared and refined with stakeholders to ensure accuracy and responsiveness to need.

Backpacks and supplies were sourced through a combination of local suppliers, businesses and in-kind donations. Unbranded backpacks were deliberately selected to protect children's dignity, with brighter designs offered for younger pupils and neutral styles for older students. Children were able to choose their

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own backpack, supporting autonomy, ownership and pride. Each bag contained essential stationery, calculators or maths sets where appropriate, revision materials, notebooks, and a reusable water bottle, alongside information on local support services and a feedback mechanism.

Coproduction and community involvement were central to delivery. Love, Amelia staff, volunteers and corporate partners worked together to assemble the backpacks, ensuring consistency and care throughout the process.

In total, 2,000 backpacks were distributed through Sunderland City Council's Holiday Activities and Food (HAF) programme, coordinated in partnership with Together for Children. Distribution took place in the two weeks prior to the Autumn term, supporting children to return to school prepared. A further 50 backpacks were distributed directly to families through Love, Amelia's referral pathways.

Evaluation data demonstrated strong impact. 99% of parents reported that the backpacks improved their child's confidence and self-esteem, while 96% said the project helped reduce financial pressure. Feedback highlighted the importance of choice and quality, with children expressing pride in their bags and increased confidence as they returned to school.

*"I always shared my school stuff with my brother and would get in trouble if I didn't have what I needed or didn't do my homework but we never have what we need at home to do it. It feels good to have my own things now".*

– Young Person

*"Buying school supplies is very expensive and difficult for me and my family. These have been a huge help. My kids have what they need for school, and I don't have to worry about how I am going to afford everything."*

– Parent

### Christmas

This year marked the completion of our fifth annual Christmas campaign, dedicated to ensuring that local children experience the magic and joy of Christmas, regardless of their circumstances. During the festive season, Love, Amelia runs a gift campaign to provide presents for children who might otherwise wake up to nothing on Christmas morning. Through the generosity of our community, including donations of toys, books, and other thoughtful gifts, we strive to make Christmas a special time for every child.

A unique feature of our campaign is the care and thought put into tailoring each gift bag to the specific requests and wishes shared with us for the children. By fulfilling their Christmas wishes, we ensure that every child feels seen and valued. Each child receives around six toys or gifts, alongside additional extras such as books, craft activities, and cuddly toys or teddies, creating a truly magical and personalised experience.

Christmas often brings immense pressure for caregivers, as delivering even a simple family celebration can be a significant challenge. Many families face the risk of falling into severe debt, turning to high-risk

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borrowing, or even being drawn into crime to provide gifts for their children. Our campaign aims to alleviate this burden, offering gifts for children in need while also including a small gift for each of the adults and a Christmas Eve goody bag for the family to enjoy together. This year, with the help of our community, we have been able to fulfil 2538 Christmas requests, a 52% increase in support from the previous year.

The campaign is a true community effort, bringing together individuals, schools, and workplaces to sponsor children and organise gift collections. We were delighted to welcome returning volunteers who helped prepare the gift bags and fulfil children's Christmas wishes. For the third consecutive year, Santa himself visited our unit to greet children donating gifts for others in need, assuring them that their kindness would help spread Christmas magic, with gifts being sent to the North Pole and delivered on Christmas Eve.

We also hosted a Christmas party for local families, including children living in local refuges and families we support throughout the year. The event gave children the opportunity to meet Santa, enjoy festive crafts and games, and revel in the joy of the season in a safe and welcoming environment.

By fulfilling children's Christmas wishes and easing the financial pressures on families, this campaign brings joy to the holiday season while strengthening the sense of connection and community among all those involved.

*"I don't have the words to describe the relief this brought. Watching my children open their presents on Christmas morning and seeing their excitement was something I'd been worried we wouldn't have this year. Thank you for giving us that moment."*

- Parent

*"This Christmas could have been incredibly hard for us. Knowing the children would have something to open took away a huge amount of stress and allowed us to enjoy the day together."*

- Parent

*"Being part of the Christmas appeal really stayed with me. Every gift is chosen especially for that child and family and knowing that those small decisions added up to something so meaningful was genuinely uplifting."*

- Volunteer

*"Without this support from Love, Amelia, many of the children I work with would have had very little, if anything, on Christmas Day. Parents spoke openly about the pressure they were under and the relief this brought. The impact was immediate and significant."*

- Referral Partner

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*“The families I referred were so thankful. Several had been dreading difficult conversations with their children about why Christmas might look different this year. Because of this support, those families were able to celebrate in a way that felt respectful and positive.”*

-Referral Partner

*“Sharing the experience of choosing and donating gifts with my own children was incredibly powerful. It helped them understand the difference a simple act of kindness can make, and it’s something we’ll be proud to continue.”*

- Donor

### Our Volunteers

Volunteers are at the heart of Love, Amelia’s work, playing a vital role in delivering support to families across our community. Their dedication, compassion, and generosity of time make it possible for us to respond effectively to the growing demand for our services.

Throughout this reporting year, we have received invaluable assistance from 775 volunteers, a remarkable increase of 99% compared to the previous year. Together, these incredible individuals contributed a total of 6,218 hours of their time. We express our sincere gratitude to each volunteer who dedicated their time consistently throughout the year, as well as to those who helped whenever they could or participated in corporate volunteer days.

Corporate volunteering has become an integral part of our work, with sessions frequently booked months in advance. These opportunities allow companies to contribute to their communities in a meaningful way while helping us manage the practical tasks required to support families in need.

We have also welcomed Duke of Edinburgh students, reflecting the powerful impact of young people helping young people. Additionally, students on placement have brought fresh ideas and enthusiasm to their roles, while volunteers with specific skills have helped us improve our operational capacity and efficiency. From helping directly in our warehouse, to raising awareness and streamlining processes and enhancing our impact, the contributions of all our volunteers have been invaluable.

The collective efforts of our volunteers ensured that practical needs were met with care, compassion, and dignity. Their commitment to the community aligns seamlessly with Love, Amelia’s mission, and we are deeply thankful for their ongoing support and dedication.

### Feedback

Love, Amelia is committed to the ongoing enhancement of our services, actively seeking feedback from both beneficiaries and professionals to ensure we remain responsive to the evolving needs of our community. Our feedback collection process is carefully designed on a per-family basis, rather than per child, allowing us to consolidate the experiences of each family into a single, comprehensive submission. This approach ensures that families of all sizes have their voices equally represented.

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Throughout the reporting year, we have gathered invaluable insights from over 1800 parents and carers (representing 2643 children) and 376 professionals, using their feedback to guide and inform our continuous improvement efforts.

Feedback from families consistently highlights the profound benefits and positive impact Love, Amelia has had on their lives. Families often express their appreciation for the thoughtful and tailored support they receive, noting how the practical assistance not only meets immediate needs but also helps restore dignity, reduce stress, and brings a sense of hope during challenging times.

Professionals have also emphasised the importance of Love, Amelia's services in their work, describing how our support enables them to provide comprehensive assistance to families in need and how our thoughtful and high-quality provisions make a tangible difference in the lives of those they support.

By integrating this feedback into our service planning, Love, Amelia ensures that we continue to deliver meaningful, impactful, and compassionate support to the families who need it most.

#### Feedback from families

**Meeting basic needs of their children** - 100% of families agree that the items provided by Love, Amelia have helped meet their child's basic needs. This includes ensuring a safe place to sleep, suitable clothing to stay warm and dry, toiletries and nappies to maintain cleanliness and health, and appropriate equipment for feeding.

**Helping children to be safe** - 98% of families agree that the items provided by Love, Amelia have helped to keep their children safe. This includes provision of safe sleeping, home safety kits, and safety gates. Families also report the items have promoted their child's development, wellbeing and overall happiness.

**Promoting child development, wellbeing and happiness** - 99% of families report that the items provided by Love, Amelia have positively impacted their child's happiness, wellbeing, and development. By addressing essential needs and offering thoughtful, high-quality items, we help create an environment where children can thrive, feel supported, and experience joy in their everyday lives.

**Easing Difficult Choices** - 96% of families agree that the support provided by Love, Amelia has helped to ease the difficult decisions they face about how to allocate limited funds. Families have shared that this support has deterred them from resorting to high-risk alternatives, such as borrowing money they cannot afford to repay, turning to loan sharks, taking out high-interest loans, or even engaging in crime to provide for their children. By meeting essential needs, the support from Love, Amelia enables families to direct their limited resources toward other critical expenses, such as food, heating, and housing costs.

**Parental mental health and wellbeing** - 95% of parents report an improvement in their mental health and wellbeing after receiving support from Love, Amelia. Many highlight the reduced stress and anxiety associated with providing for their children, allowing them to focus more on nurturing their families and building a sense of stability.

**Cleanliness and Quality** - 100% of families agree that the items provided by Love, Amelia were clean and in excellent condition. Families agreed that the items they received were thoughtfully and beautifully presented. We take great care in preparing each bundle, ensuring it is packed with attention to detail and care. Our aim is for every family to feel as though they are receiving a gift, not a handout, providing a sense of dignity and value in the support we provide.

**Recommended service** - 100% of families state they would recommend Love, Amelia to another family in need of support for their children.

#### Feedback from referral partners

We work closely with a wide range of professionals who support families in need, and their insights are invaluable in helping us continually improve our services. By collaborating with referral partners, we ensure that our support is effective, responsive, and tailored to the specific needs of the families we serve. Their feedback provides us with a broader understanding of the challenges families face and how our services can best address those needs.

**Responsive and supportive** - 100% of professionals agree the response time to referrals was quick and the team at Love, Amelia were friendly and helpful.

**Quality, presentation and dignity** – 100% of referral partners reported that the items provided to families were in excellent, safe condition and thoughtfully presented. Professionals frequently noted that the careful presentation and method of packaging helped promote a sense of dignity for the families receiving them, ensuring they felt valued and respected.

**Meeting basic needs of children** - 100% of referral partners agree that the items provided by Love, Amelia have helped meet the needs of the children they referred.

**Increasing home safety** - 97% of referral partners agree that, where applicable, Love, Amelia has significantly contributed to increasing the safety of home environments. By providing essential equipment such as safety gates, bed guards, and other items designed to reduce hazards, we help to minimise the risk of accidental injuries and create safer spaces for children to thrive.

**Health and wellbeing** - 96% of referral partners agree that the services provided by Love, Amelia have significantly improved the health and wellbeing of both children and their caregivers. Professionals report that children are happier as a result of receiving items and equipment, such as toys and books, which promote development and joy. Parents experience reduced stress and worry about meeting their children's needs, feeling reassured that their families are supported. Many caregivers also share a sense of relief and connection, feeling less isolated knowing that help is available when they need it most.

**Rapport building** - 93% of professionals agree that the support provided by Love, Amelia has helped them engage in positive and constructive discussions with families about the needs of their children. This collaborative approach not only addresses immediate challenges but also strengthens relationships between professionals and families, building trust and enabling better long-term outcomes for the children.

**Recommended service** - 100% of professionals report they would recommend Love, Amelia to a family or colleague in need of support. They expressed confidence in Love, Amelia in being able to consistently respond in a dignified and efficient manner.

### Recognition and awards

This year has been another year of meaningful recognition for Love, Amelia, reflecting the continued impact of our work and the commitment of our staff and volunteers.

We were once again proud to be named a finalist in the Small Charity of the Year category at the North East Charity Awards. Being shortlisted for a second consecutive year reinforced the consistency and reach of Love, Amelia's work, and its ongoing impact on children and families across the North East. At the same awards, our Founder and Chief Executive was also recognised as a finalist in the Rising Star category. This recognition acknowledged emerging leadership within the voluntary sector and highlighted the organisation's growth, influence and contribution to addressing child poverty and inequality at a regional level.

Our volunteers were also celebrated on a regional stage, with volunteer Marie named as a finalist in the BBC Make a Difference Awards. This recognition reflected the vital role volunteers play in delivering Love,

Amelia's services and the commitment and time they give to supporting families in need.

In November 2024, Love, Amelia was awarded The King's Award for Voluntary Service, the highest honour given to volunteer groups in the UK and referred to as the MBE for volunteer groups. Presented on His Majesty The King's birthday, this prestigious award recognised the outstanding contribution of Love, Amelia's volunteers and their dedication to supporting babies, children and families across the region. Receiving this honour marked a significant milestone in the charity's journey and placed Love, Amelia alongside an esteemed group of voluntary organisations nationally.

To mark this achievement, Love, Amelia hosted a special celebration event for our volunteers, bringing together those who give their time and energy to support the charity's work. The event included the presentation of awards to individual volunteers and partner organisations who had gone above and beyond in their commitment and support, recognising the vital role they play in helping us deliver our services to families in need.

At the time of reporting, we are awaiting the official presentation of the award and the opportunity for representatives to attend a Royal Garden Party at Buckingham Palace in recognition of this achievement.

These recognitions collectively reflect the strength of Love, Amelia's mission, the dedication of its volunteers and staff, and the positive difference made to the lives of children and families throughout the year.

### **Trustees**

The trustees who served during the year were as follows:

J A Archbold  
P L Capewell  
C Bankhead  
Z J Hull  
R McGurrell (resigned 6 November 2025)  
C Holliday  
F J Fasoyiro (appointed 19 February 2025)

Love, Amelia wishes to pass its sincerest thanks to all individuals, businesses and funding sources that have supported us during the year. We also wish to thank the volunteers who generously donate their time to support families in need across Sunderland.

### **Reserves policy and going concern**

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to at three months of charitable expenditure. The trustees consider that this level will provide sufficiently for any contingency planning should the need arise.

The trustees consider the charity is currently in a financially stable position and have no concerns about the charity's continuing existence and success.

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### **Risk management**


An annual assessment is made to ensure that the charity's funds are secure and available to meet current and future operational needs. Other risks to the charity have been identified and reviewed on an on-going basis, and appropriate action taken. This has included ensuring appropriate insurance cover and ensuring general health and safety risk assessment has been undertaken at any premises used by our volunteers or staff.

### **Financial review**

The financial statements show a deficit of £1,760. Restricted surplus was £22,545. This is carried forward into the next accounting period.

Restricted funding is the main type of income and expenditure. Monies are received for running costs of the office and salaries

Signed on behalf of the management committee, on 28 January 2026.

A handwritten signature in black ink, appearing to be 'C Bankhead', written in a cursive style.

C Bankhead

**Report of the Independent Examiner to the trustees of Love, Amelia**

I report on the financial statements of Love, Amelia for the year ended 31 March 2025 which are set out on pages 22 to 28.

**Respective responsibility of trustees and examiner**

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to

Examine the accounts under section 145 of the 2011 Act

To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act) and

To state whether particular matters have come to my attention.

**Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

**Independent examiner's statement**

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 386 of the Companies Act 2006; and

to prepare financial statements which accord with the accounting records and to comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities, have not been met; or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

**J Hart FCCA**

Metropolitan House  
Longrigg Road  
Swalwell  
Gateshead  
NE16 3AS

Date: 28 January 2026



LOVE, AMELIA  
Statement of Financial Activities  
Year ended 31 March 2025

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	Notes	Unrestricted	Restricted	Total 2025	Total 2024
		£	£	£	£
<b>Income</b>					
Donations		52,510	-	52,510	38,120
Other income		435	-	435	153
Grants and legacies	2	106,628	190,184	296,812	230,662
<b>Total income</b>		<u>159,573</u>	<u>190,184</u>	<u>349,757</u>	<u>268,935</u>
<b>Expenditure</b>					
Charitable activities	3	183,878	167,639	351,517	230,933
<b>Total expenditure</b>		<u>183,878</u>	<u>167,639</u>	<u>351,517</u>	<u>230,933</u>
<b>Net income</b>		(24,305)	22,545	(1,760)	38,002
Transfers		52,964	(52,964)	-	-
<b>Net movement in funds</b>		28,659	(30,419)	(1,760)	38,002
Total funds brought forward		<u>14,889</u>	<u>52,964</u>	<u>67,853</u>	<u>29,851</u>
<b>Total funds carried forward</b>		<u>43,548</u>	<u>22,545</u>	<u>66,093</u>	<u>67,853</u>

**LOVE, AMELIA**  
**Balance Sheet as at 31 March 2025**

**23**

	Notes	Unrestricted £	Restricted £	2025 £	2024 £
<b>Fixed assets</b>					
Tangible assets	8	-	2,457	2,457	2,891
<b>Current assets</b>					
Cash at bank and in hand		43,548	21,078	64,626	61,904
Other debtors	9	-	4,150	4,150	4,150
		43,548	25,228	68,776	66,054
<b>Creditors – amount due within one year</b>	10	-	5,140	5,140	1,092
Net current assets		43,548	20,088	63,636	64,692
<b>Net assets</b>		43,548	22,545	66,093	67,853
<b>Funds of the charity</b>	11				
Total		43,548	22,545	66,093	67,853

The financial statements were approved by the trustees on 28 January 2026 and signed on the trustees behalf by:



P L Capewell  
Trustee

**1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

**Basis of accounting**

The charity has adopted the accruals basis of accounting as required by the regulations.

**Income**

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

**Expenditure**

Costs are recognised as and when there becomes a legal or constructive obligation committing the charity to pay out the resources.

**Funds accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are subjected to restrictions on their expenditure imposed by the funder, donor or through the terms of an appeal.

**Depreciation**

Depreciation is charged at 15% reducing balance per year.

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## Notes to the accounts

Year ended 31 March 2025

## 2 Grants and legacies

	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Total 2024 £
Nissan	2,000	-	2,000	4,000
Sir James Knott Trust	-	-	-	15,000
Community Foundation Tyne & Wear and Northumberland	-	-	-	10,000
Karbon Homes	-	-	-	1,500
The National Lottery Community Fund Reaching Communities NE and Cumbria	-	37,411	37,411	48,540
The Elsie Davis Trust	-	-	-	5,000
The National Lottery Community Fund Reaching Communities NE and Cumbria	-	24,226	24,226	7,685
Roseline Foundation – Rent	-	-	-	20,000
Sabrina Sutherland Trust	-	-	-	1,000
Bentleys Advancing Life Changes	-	-	-	500
Cash 4 Kids	-	-	-	950
Roseline Foundation	40,000	-	40,000	5,500
Barbour Foundation	-	-	-	1,000
Masonic Charitable Foundation	-	4,173	4,173	4,173
Bernicia Foundation	-	-	-	9,420
Gentoo	10,928	-	10,928	500
Archer Trust	-	3,000	3,000	-
Greggs Foundation	-	20,000	20,000	20,000
The National Lottery - Cost of Living	-	-	-	47,744
Community Foundation – Pea Green Boat	-	5,000	5,000	5,000
NatWest	-	-	-	2,000
Postcode Lottery	-	-	-	20,000
Sunderland Music City	50,000	-	50,000	-
North East Combined Authority	-	30,000	30,000	-
Arnold Clark	-	750	750	-
LNER	-	8,000	8,000	-
Garfield Watson	-	20,000	20,000	-
Rathbones Group Foundation	-	13,680	13,680	-
The Shears Foundation	-	5,500	5,500	-
Greatham Hospital	-	2,000	2,000	-
Save the children	1,200	-	1,200	-
Pears Foundation	-	5,000	5,000	-
Community Foundation TWN - Reeds Grassroots	-	1,000	1,000	-
Community Foundation TWN - Ward Haddaway	-	1,750	1,750	-
Kans and Kandy	2,500	-	2,500	-
Others	-	8,694	8,694	1,150
	<u>106,628</u>	<u>190,184</u>	<u>296,812</u>	<u>230,662</u>

### 3 Charitable Expenses

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Charitable activities				
Direct costs	51,325	17,296	68,621	25,230
Capital equipment	-	-	-	2,259
Hire costs	1,949	-	1,949	-
Wages	68,174	132,160	200,334	136,228
Pension	3,563	6,908	10,471	4,034
Rent	18,244	5,130	23,374	16,268
Light and heat	2,630	655	3,285	4,028
Insurance	868	216	1,084	1,494
Subscriptions	2,039	507	2,546	2,076
Equipment and computer	1,153	-	1,153	3,139
Printing, postage and stationery	1,884	469	2,353	1,473
Telephone	1,080	269	1,349	933
Marketing and communications	3,433	855	4,288	1,646
Motor and travel	2,754	685	3,439	2,159
Volunteer expenses	-	-	-	371
Training	2,442	608	3,050	1,569
Repairs	526	130	656	368
Cleaning	1,502	373	1,875	897
Other expenses	234	944	1,178	1,087
Professional fees	18,641	-	18,641	9,564
Accountancy	546	-	546	1,092
Bank Charges	14	-	14	-
Work Wear	877	-	877	-
Depreciation	-	434	434	510
	<u>183,878</u>	<u>167,639</u>	<u>351,517</u>	<u>216,425</u>

### 4 Trustees expenses

There were no expenses paid to trustees during the year.

### 5 Fees for examination of the accounts

	2025	2024
	£	£
Fee for reporting on the accounts	<u>840</u>	<u>1,092</u>

**6 Wages**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Gross wages	<b>199,392</b>	135,563
Social security cost	<b>942</b>	665
Pensions	<b>10,471</b>	4,034
	<hr/>	<hr/>
Total staff costs	<b>210,805</b>	140,262
	<hr/>	<hr/>

**7 Staff numbers**

Staff numbers during the year were as follows

	<b>Part time</b>	<b>Full time</b>	<b>Total</b>
Management and administration	<b>1</b>	<b>7</b>	<b>8</b>
	<hr/>	<hr/>	<hr/>

**8 Fixed assets**

	<b>Plant and machinery etc £</b>
<b>At valuation</b>	
As at 1 April 2024	5,132
Additions	-
	<hr/>
As at 31 March 2025	<b>5,132</b>
	<hr/>
<b>Depreciation</b>	
As at 1 April 2024	2,241
Depreciation for year	434
	<hr/>
As at 31 March 2025	<b>2,675</b>
	<hr/>
<b>Net book value</b>	
As at 31 March 2024	2,891
	<hr/>
As at 31 March 2025	<b>2,457</b>
	<hr/>

**9 Other debtors**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Rent deposit	<b>4,150</b>	<b>4,150</b>

**10 Creditors – amount falling due within one year**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Accruals	<b>840</b>	<b>1,092</b>
Other taxes and social security	<b>4,300</b>	<b>-</b>
	<b>5,140</b>	<b>1,092</b>

**11 Net movement on funds**

	As at 1 April 2024	Income	Expenditure	Transfer	As at 31 March 2025
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted</b>					
General	14,889	159,573	183,878	52,964	<b>43,548</b>
<b>Restricted</b>					
Other Funds	52,964	190,184	167,639	(52,964)	<b>22,545</b>
	<b>67,853</b>	<b>349,757</b>	<b>351,517</b>	<b>-</b>	<b>66,093</b>