



Rosie's Corner Annual Report 2024

Action against child poverty, across west northumberland.

Our Mission

At Rosie's Corner, our mission is simple yet vital: to help alleviate child poverty by providing free clothing and essential items to families experiencing hardship. We believe every child deserves dignity, comfort, and the chance to thrive—regardless of their background or circumstances.

Our Work in 2024

This year, we extended our reach further than ever before. We held monthly pop-up events across different locations in West Northumberland, enabling us to support families in rural communities where need is often hidden but deeply felt.

Highlights of 2024:

- **Monthly Pop-Up Events:** Delivered in a variety of towns across West Northumberland to reach families in rural and underserved areas.
- **Summer Uniform Project:** During the 6-week summer holidays, we distributed school uniform items to help families prepare for the new academic year.
- **Christmas Angels Campaign:** In collaboration with a local garage, we collected Santa wish lists from children and matched them with generous donors—delivering joy to 130 children across West Northumberland.

- **Adult and children's safeguarding:** Implemented comprehensive safeguarding for all volunteers and staff members. Equipping 15 individuals with the knowledge and skills to uphold both adult and young people's safeguarding practises.

This initiative demonstrates our continued commitment to providing a safe and supportive environment for our service users.

Our Impact

- **Total Families Supported:** 450
- **Total Children & Babies Helped:** 813
- **Repeat Service Users:** 75%
- **Struggling with Cost of Living:** 82.4%
- **Impacted by Two-Child Policy:** 63.4%

These figures highlight the ongoing need for our services and the reality that many families continue to face difficult choices due to the rising cost of living and restrictive welfare policies.

Real Voices from Real Families

"Without Rosie's Corner, I don't know how we would've managed this winter. The pop-up near us gave us everything we needed—and made us feel seen."
— Parent of three, rural West Northumberland

"When my son opened his Christmas Angel gift, he cried. It was exactly what he asked Santa for. You made him believe in magic again."
— Mum of a 6-year-old

"I was so embarrassed to ask for help at first, but everyone at Rosie's Corner was so kind. They gave me more than just clothes—they gave me confidence"

again.”

— Single parent, first-time service user

“The school uniform support helped us breathe a bit easier. One less worry in a world full of them.”

— Family of five, repeat user

Advocacy and Policy Work

Our founder, Rosie Gilchrist, continues to advocate for a rethinking of the two-child limit on benefits, standing alongside national campaigns to challenge this policy and its long-term impact on children living in poverty.

Challenges

While we're proud of what we've achieved, we continue to face challenges—particularly around volunteer capacity. The heart of our work relies on people, and we consistently find ourselves short of helping hands. Growing our team of volunteers is a priority as we look ahead.

Thank You

We want to extend our heartfelt thanks to everyone who donated, supported, and shared our mission in 2024. Rosie's Corner runs solely on the generosity of the public, and we are endlessly grateful for your kindness.

To our volunteers—thank you for your time, energy, and compassion. You make this work possible.


Looking Ahead

In 2025, we aim to increase the frequency of our pop-up events, grow our volunteer base, and further expand our reach into isolated communities. With your support, we'll continue to bring warmth, dignity, and hope to families across West Northumberland.

| | | |
|--------------------------|-----------|-----------|
| | Total | |
| Income | | |
| Donations | 3,099.12 | |
| Sale of donated items | 49.05 | |
| Grants | 22,073.00 | |
| Other | - | |
| | - | |
| Total | 25,221.17 | |
| Cash | 277.58 | |
| Total Receipts | 25,498.75 | |
| Expenditure | | |
| Amazon | 363.25 | |
| Adapt - Rent | 3,300.00 | |
| Adapt - Electricity | 1,050.00 | |
| Argos | - | |
| Aldi | - | |
| B&Q | 77.64 | |
| Ebay | 21.90 | |
| Phone | 98.40 | |
| Ryman - Office Eqpt | - | |
| Waitrose | - | |
| Printing | 101.00 | |
| B&M | - | |
| DBS | - | |
| Access - Insurance | 328.44 | |
| Pop Up | 60.00 | |
| Salary | 7,456.07 | |
| Pension - NEST | 475.65 | |
| GoDaddy | - | |
| ICO | 35.00 | |
| Transport | 1,830.00 | |
| Outside Storage | 1,720.73 | |
| | - | |
| Exp | - | 16,918.08 |
| Cash Exp | | 192.02 |
| Total Exp | - | 17,110.10 |
| Net Income (Expenditure) | 0.00 | 8,388.65 |

| | | |
|-----------------|-----------|-----------|
| | O Bal | C Bal |
| Current Account | 18,382.83 | 26,685.92 |
| Cash | 49.22 | 134.78 |

The above Income & Expenditure account has been prepared with information provided by the Charities Treasurer which I have examined and found to be in order.



Mr James Duncan

| | | |
|--------------------------|-----------|-----------|
| | Total | |
| Income | | |
| Donations | 3,099.12 | |
| Sale of donated items | 49.05 | |
| Grants | 22,073.00 | |
| Other | - | |
| | - | |
| Total | 25,221.17 | |
| Cash | 277.58 | |
| Total Receipts | 25,498.75 | |
| Expenditure | | |
| Amazon | 363.25 | |
| Adapt - Rent | 3,300.00 | |
| Adapt - Electricity | 1,050.00 | |
| Argos | - | |
| Aldi | - | |
| B&Q | 77.64 | |
| Ebay | 21.90 | |
| Phone | 98.40 | |
| Ryman - Office Eqpt | - | |
| Waitrose | - | |
| Printing | 101.00 | |
| B&M | - | |
| DBS | - | |
| Access - Insurance | 328.44 | |
| Pop Up | 60.00 | |
| Salary | 7,456.07 | |
| Pension - NEST | 475.65 | |
| GoDaddy | - | |
| ICO | 35.00 | |
| Transport | 1,830.00 | |
| Outside Storage | 1,720.73 | |
| | - | |
| Exp | - | 16,918.08 |
| Cash Exp | | 192.02 |
| Total Exp | - | 17,110.10 |
| Net Income (Expenditure) | 0.00 | 8,388.65 |

| | | |
|-----------------|-----------|-----------|
| | O Bal | C Bal |
| Current Account | 18,382.83 | 26,685.92 |
| Cash | 49.22 | 134.78 |

The above Income & Expenditure account has been prepared with information provided by the Charities Treasurer which I have examined and found to be in order.



Mr James Duncan