



THANK YOU

Registered charity number: 1185739



CEO WELCOME

I continue to be very proud of all we have achieved here at Children's Hospital Pyjamas. It has been a difficult few years, first with the pandemic and then with the cost-of-living crisis. This has made keeping our charity going even more of a challenge. Although the support for the charity has, and continues to grow, people are finding it difficult to manage their own household budgets, let alone support charities.

Having said this, with the amazing support we have received from all our loyal supporters and our amazing team, we managed to surpass the donations we received in 2022. We've been able to support a lot more children and reach out to even more establishments.

Sadly, with the difficulties we have faced as a country over the last few years, it has become even more evident that the support we offer is sorely needed. What feels like a simple gift of a donation of pyjamas has often been such a comfort and a lifeline for some of our recipients and their families.

It has certainly been challenging finding new ways to bring in the funding needed to keep things going, but every time we receive a message from a family that has received a donation from us, it's that little push to keep trying. It really is amazing what such a simple gift can do.

In 2022, we purchased just over £16,000 worth of pyjamas to ensure we could meet all requests for support. Following the reduction in donations and the increase in requests for support in 2023, we spent £42,000 purchasing pyjamas and we have already had additional new requests for 2024.

Every year, we push forward with hopes and plans to make things better and further support some of our most vulnerable children. With the increase each year in requests from establishments requesting our donations, it's obvious that what we do is still very much needed and this will continue to help us strive to keep growing and spreading love with the children we support.

Charmaine Green
Chief Executive Officer



ABOUT OUR CHARITY

Where did the idea come from?

Our organisation began in November 2010 when the founder's daughter was in hospital, following a cancer diagnosis. She was distressed at yet another hospital stay, especially as this one fell on the day of her planned and much awaited 3rd birthday party! However, with perfect timing, she received a brand-new Peppa Pig scooter that had been gifted to the hospital by another family. This scooter made a real difference and changed the mood of the entire stay, as the family felt someone was thinking of them during this difficult time and was wishing their daughter well.

After returning home, the family decided they'd like to support other children and asked friends and family to donate new toys, to be gifted to their local hospital. Three years later, they saw a need for more practical donations and Children's Hospital Pyjamas was created. Pyjamas are now donated by members of the public, schools and businesses, and distributed to hospitals, hospices and refuges throughout the UK, for poorly or disadvantaged children and young people.

Our goal and why pyjamas are needed

Our goal is to relieve the suffering of children in need of support, love and care by providing pyjamas. These are donated to children, aged new-born to eighteen years old, via hospitals, hospices and refuges.

We are often asked why pyjamas are needed, as the expectation is they should be provided by parents or care givers. Here are some examples of why we donate pyjamas:

- Children may arrive in A&E having had their clothing damaged, or when there hasn't been time to pack essentials. Some children arrive into hospital via social services and don't have any pyjamas. Other children have their own pyjamas but need a fresh pair due to illness or accident. "Often families come into hospital very unexpectedly and having the option of clean, unused pyjamas makes such a positive difference to their stay. A difference they will never forget. Families have been so appreciative and the pyjamas have always been so well received and help parents and carers have one less thing to worry about during what can be a very stressful and worrying time".
- In refuges, children may have fled a dangerous situation and might not have any clothing, so we offer pyjamas for comfort.
- Our donated pyjamas have also been used to dress children who have passed away, so their families can see them looking comfortable and at peace. The emergency department of Croydon University Hospital advises "We have recently had quite a few child deaths here in A&E at Croydon Health Services. I was upset when we were sending children to the mortuary in either an adults hospital gown or the clothes they died in. Children's Hospital Pyjamas kindly donated 100 sets of pyjamas so that in future we can dress the children nicely and their parents can see them looking presentable and comfortable in the last step of the patient journey. The kindness and generosity shown will have a huge impact on the department and we really appreciate the support of the charity and it's donors."



STAFFING LEVELS

We continue to review all costs on an on-going basis and balance this cost with the dedicated time taken to raise funds and operate the charity. This equates to one full-time staff member.

Current staffing levels (per week):

CEO – 15 hours

Operations Manager x2 – 10 hours each

VOLUNTEERS

We currently have more than 60 volunteer coordinators who live in various regions across the UK. Our coordinators contact businesses, schools and workplaces to source funding for their local area, alongside collecting donations of pyjamas from friends, family and members of the public.

Most of our hospitals, hospices and refuges need a variety of pyjamas and our aim is to donate 92 pairs to each location. This equates to 2 pairs for boys and 2 pairs for girls, in each size from new-born to adult size large. Some locations have different needs and this is discussed with the coordinator who tailors collections as required, with our head office sometimes purchasing or sending pyjamas to coordinators to supply any missing sizes. Once collected, the pyjamas are sorted, packaged and delivered by the coordinators at the beginning of December each year.

Our head office in Croydon follows a similar process, but they donate to areas where we do not have a local coordinator, a new location asks for support or an existing location needs some additional pyjamas throughout the year. These pyjamas are sourced in the same manner as above, as well as via direct donations to our head office and fundraising. Deliveries are then undertaken by our management team, volunteers and courier services.

With each pair of pyjamas donated, we attach a pair of hand made hearts, which are sewn by our volunteer sewing team. If you're interested in joining this amazing team, please visit <https://www.facebook.com/groups/403209850782160/>. The hearts really make a difference, as explained by Lola's Mum when Lola was discharged from hospital but her brothers stayed in. "Lola totally understood the purpose of the fabric hearts she received as she knew they were a way of staying connected even when apart. Before she left hospital, she gave one of her matching hearts to her little brother, because she loves him and he's staying in hospital while she gets to go home".



Some of our deliveries



Hearts made by our volunteer sewing team



Our management team



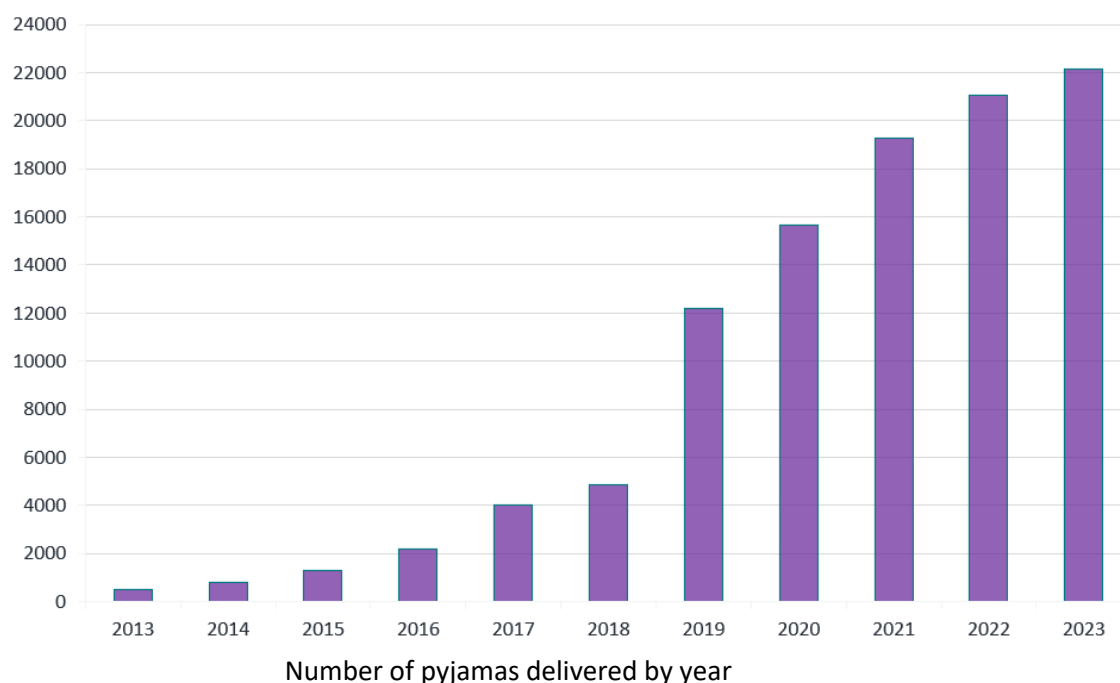
Locations of 2023 coordinators



ACHIEVEMENTS AND PERFORMANCE

Number of pyjamas delivered

	2023	2022	2021
Pyjamas distributed	22,128	21,057	19,289
Donation locations	238	190	127



Number of pyjamas delivered by year

In 2023, we delivered 22,128 pairs of pyjamas, which was an increase of 5% compared to the previous year. Looking further back, we have seen an overall increase in donations of 355% versus 2018 (our last year before becoming a charity).



Locations of 2023 donations



Implications of the cost-of-living crisis

Last year, we saw a marked decrease in donations from members of the public and small businesses. It is difficult to assign a reason to this, but the cost-of-living crisis is certainly a distinct possibility. With household bills increasing, many families are struggling to remain out of debt and they are less able to support charities.

The number of requests we receive for donations has increased every year. We received requests from 238 locations in 2023 and have already had additional new requests for 2024. With lower donations, we are utilising a salaried member of staff to apply for grants from foundations and arrange fund-raising events, such as the Leicester half marathon, the Great North Run and Skydiving.

Award nominations

We are proud to announce that we won the Croydon Business Excellence Awards 2022, which took place on 9th November 2022. We were one of fifteen finalists in the 'Best charity or social enterprise' category and we feel honoured to have achieved this success with so many other wonderful local charities.



FUTURE DEVELOPMENT PLANS

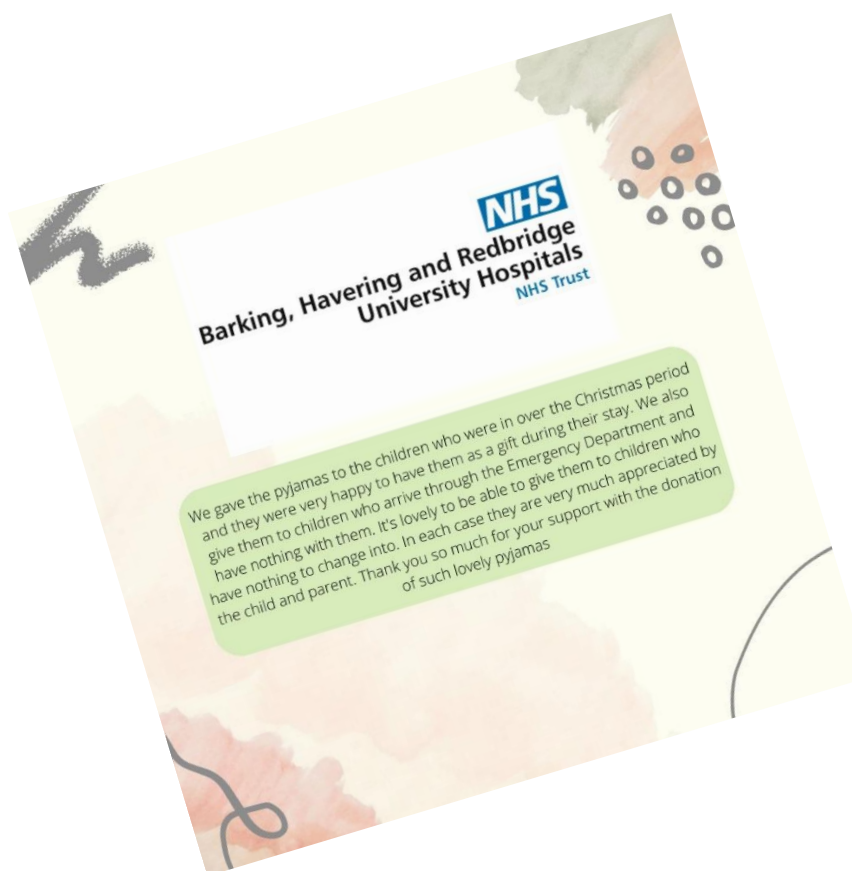
As always, we are looking to recruit new coordinators, in areas where we do not currently have any. This will be via a variety of means including our social media sites, word of mouth and through existing and upcoming partnerships. This will increase our reach, but also decrease central costs as we will be able to collect donations in the local area, rather than distributing from our head office in Croydon.

For the second year, we have partnered with Puddle Ducks, who are a national swimming business. They are holding pyjama swim days and asking parents to donate pyjamas and/or monies, which they send to us in November each year. Going forward, we hope to make this an annual event to increase the visibility of our charity, across the UK.

With the aim of decreasing costs, we are hoping to extend our new collaboration with SKY who have aided us with packing and distribution to numerous locations across the south of the country.

As you can see on the previous pages, demand has grown considerably. As such, we will be changing the way we operate to aid in the logistics of packing and delivering donations. Our head office receives requests for donations throughout the year and currently delivers pyjamas bi-annually. Due to the increased need, we are changing this approach and will trial quarterly donations instead. This increased demand also means that we are looking for a larger office as we have outgrown our current premises.

TESTIMONIALS





A FINAL WORD

Thank you so much for taking the time to read this report and for your previous support.

Whether you have donated monies or pyjamas, shared our social media posts or helped in any other way, we offer you our sincere thanks as we could not run this charity without you.

Our tagline, 'Spreading love through comfort', has remained unchanged since we started the charity. If you or a loved one has previously been in hospital, I'm sure you can appreciate how important comfort really is, along with feeling loved and cared for. So, we thank you for helping 22,128 children and young people feel comforted when they need this the most.

Best wishes to you all in 2024. With love, Charmaine and our amazing team.