

Dear Alfie,

I am writing to offer you our heartfelt thanks for RingGo's generous donation to The Childhood Trust, for which we are truly grateful.

RingGo's donation has been applied to our Christmas Challenge programme which typically generates £4.50 for every £1 we invest. This year, funds from our Christmas Challenge will support 85 projects across all 33 of London's boroughs which in turn are supporting more than 80,000 children in need.

Children growing up in poverty face multiple and complex challenges which 'limits their potential and development, leading to poor health and life chances in adulthood. Moreover, as our recent report (attached) outlines, the effects of the Covid-19 pandemic are being most acutely experienced by marginalized groups and in particular by low-income families and children, as the impact of poverty has been amplified by the pandemic, with all its attendant hardships. For poorer children, the adverse effect of school closures has been extremely debilitating as alongside the education they offer, schools are also a source of meals, protection, engagement and community support.

Our research revealed that 85% of charities working to support children in poverty, believe that the children they support will go hungry due to shortages of affordable food staples and losses in parental earnings. Recently published data reveals that as an additional 1.1 million people are expected to drop into poverty by the end of the year, of whom 200,000 will be children. The statistics on the number of people claiming Universal Credit paint a stark picture: in March 2020 just over 3 million (3,012,736) were claiming UC but by 9 July 2020 these figures had risen to circa 5.6 million (5,551,559). In tandem with this rise in poverty, the charity sector is grappling with a massive shortfall in funding as UK charities are faced with 'a £10.1 billion funding gap over the next six months as a result of COVID 19, with incomes expected to drop by £6.7 billion at the same time as demand for their support rises by the equivalent of £3.4 billion.'

Our report (which was published yesterday) together with the launch of our Christmas Challenge campaign, has garnered much attention in the media. You can watch an interview with our CEO, Laurence Guinness, which was broadcast on [BBC This Morning here](#).

You can also view a very [short film here](#) which features some of the wonderful children we support, talking about the challenges faced at Christmas by children living in poverty.

Going forward I will be delighted to tell you more about our work and ways in which RingGo might be able to partner with us to work to alleviate the impact of poverty on London's children. Perhaps you or your colleagues might be interested in a meeting in the New Year?

It is generosity like yours that enables our work and on behalf of all the children we support, I would like to offer our heartfelt thanks.

Thank you so much again.

Caroline

PS. I do apologise for the delay in responding to your email of last week, we have had a very busy few days with the launch of our campaign in tandem with the launch of our Christmas Tree Appeal.

Caroline Greenhalgh
Head of Development



The Childhood Trust, 18 Buckingham Palace Road, London, SW1W 0QP
Charity Registration: 1154032