

Driven by love we take

Action for
Children

Dear friends,

We're delighted to have the opportunity to thank you again for continuing to support Action for Children. We're so grateful for all you do to raise awareness, to fundraise, and to pray for our work with vulnerable children and families. You and your churches raised over £629,000 in the last year. And your help means we can take action by providing essentials like food on the table, gas in the meter, and extra support where it's needed.

During Lent, many of you joined us for Count Your Blessings – an opportunity to learn more about our work with children in care, to pray, and to donate and fundraise. Your support helps us make childhoods safer and happier. Thank you.

And now we invite you to prepare your service and take part in this year's Action for Children Sunday on 13 July. The theme this year is 'Driven by love, we take action for children.' Read more about this year's plans and how to be a part of them on page 2.

Our latest campaign, Paying the Price, calls on the government to make the bold changes needed to pull over 1 million children out of poverty by 2030, and halve the child poverty rate by 2045. You can read more about Paying the Price on the next page. Will you join us?

And finally, we're thrilled that our Honouring our Heritage campaign is retuning again in June. Launched for the first time last year, this is a celebration of Action for Children's roots and the amazing support you've given over more than 150 years, enabling us to transform the lives of vulnerable children, young people and families. Read last year's prayer reflections here: actionforchildren.uk/heritage

Thank you again for all the support you've given to the vulnerable children and families we work with. We love to hear from you, so please share your fundraising photos with us if you'd like to see them in future newsletters.

Blessings,



Katie Cartwright
Head of Relationship Fundraising



Karis Kolawole
Faith Partnerships Lead

About Action for Children Sunday – 13 July 2025

The theme for Action for Children Sunday this year is
‘Driven by love, we take action for children’.



We work to give children and young people the protection and practical help they urgently need, and we campaign tirelessly for lasting change.

We’d like to invite your church to consider the actions needed and the love it takes to make children’s lives safer and happier.

To help, we’ve sent you worship outlines with stories to share and suggestions for prayers and worship music. We hope you’ll find these helpful as you plan this year’s event for 13 July (or whenever

works for your church). Extra copies, videos and more resources are available to download from actionforchildren.uk/faithFR

Or you can chat to your Regional Fundraising Executive for more information – find their details on the contact sheet included or visit actionforchildren.uk/your-local-fundraiser

Donate here:
actionforchildren.org.uk/afcsunday

Paying the price of child poverty

Children in the UK are paying the price of poverty every day. Spending their childhoods feeling anxious, ashamed, isolated. It doesn't have to be this way. And it's time to act.

Self-conscious in too-small uniform. Worried hearing a parent trying to sort out the next bill. Making excuses to miss a friend’s birthday. Left in the classroom, while the rest of the class go on a trip.

Poverty is relentless. And it doesn’t just affect their childhood. The harms caused by child poverty can last a lifetime.

The government needs to face up to the real costs of child poverty. Unfair benefit rules cost children the basics they need to thrive – food, heating and clothing. The soaring cost of living means that family incomes cannot stretch far enough. And there’s the cost to hospitals, schools and public services who have to step in to help families in crisis.

Our latest campaign, Paying the Price, calls on the government to make the bold changes needed to pull over 1 million children out of poverty by 2030, and halve the child poverty rate by 2045.

They can’t tackle child poverty without paying the price of the real investment we need. That means a strong social security system – one that’s there for children when they most need it. It means parents being able to make a good living from work, and having a safe home that they can afford to live in. Investing in children – giving them the chance to thrive, not just survive – will always pay for itself, and more besides.

By taking action with us, you can help make sure children’s lives aren’t defined by poverty, so they can feel hopeful about the future. Will you write to your MP today?

Scan the QR code to read our
full report and email your MP.



A day in the life of **Sarah**



Sarah is Acting Project Coordinator for Action for Children's Amaryllis Youth Homelessness Project. She explains her role and the impact Nationwide Building Society's Family Fund has had for the young people she works with.

Tell us about Amaryllis.

Amaryllis is a semi-independent housing project which supports young people aged between 18 and 24. Most of our young people are care-experienced, but we support any young person who finds themselves homeless. Amaryllis provides the secure base they need to safely explore the world. And our team are the people they look to for advice, guidance, a listening ear and a helping hand - not just while they live at the project, but often for years after they move on.

What does an average day look like for you?

At Amaryllis, there is no such thing as an average day! One day I could be supporting a young person to access a medical appointment, mental wellbeing support services, or stop smoking sessions. The next I could be teaching them how to cook a shepherd's pie, save some money, or change a lightbulb. I also lead team meetings, develop new ideas for projects and support sessions, and look for opportunities to broaden our support for young people.

What difference is the support making?

The opportunity to use the Family Fund, which is available to us through our partnership with Nationwide Building Society, has been absolutely life-changing for our young people. I could literally write a book about how amazing this fund has been! It's removed the worry of where the next meal is coming from for young people who are reliant on benefits and face the cost of living crisis. It means we can keep them in a positive mindset while we support them to learn to budget well.

We were able to buy a bicycle for one young man who got his first job but had no way of getting there. We've taken our young people for fun, interactive and engaging days out, which has helped them aspire to bigger things, grow in confidence, and have social opportunities which have hugely benefitted their emotional wellbeing and feelings about the future. And we gave them the most amazing Christmas. Seeing their faces light up and hearing how much this meant to them was truly heartwarming.

The Amaryllis team and our incredible young people are so grateful to Nationwide for their vital support.

Labelling donations



Our wonderful supporters raise funds for us in so many ways and we're so grateful for every activity – whether it's a response to one of our appeals or an idea of your own.

So that we can make sure gifts are labelled correctly, it's important we know how each one was raised, whether it's a cake stall, a sports event or a church collection.

So, when you send us your funds, please make sure they're labelled with how much was raised and through what activity (e.g. £50 raised through Action for Children Sunday.) And if you're sending money for more than one activity, please tell us how much each one raised. Thank you!

Faith Space

Faith Space is a quarterly online event for our church supporters to hear first-hand about our work, to connect with and inspire each other, and to give us feedback.

Sign up for Faith Space events and invite others to join us!



Star supporter



We're so thankful for your fundraising, and love hearing about your events. This issue, **Chris Pritchard**, Superintendent Methodist Minister to the Bolton Methodist Circuit, proudly shares his memories as a lifelong Action for Children supporter.

What are some of your memories of supporting Action for Children?



How's that Sir? See the hair raising story on Page 5

Supporting Action for Children has been part of my entire life. One of my earliest memories is of taking a little booklet of Sunny Smiles around the Methodist Church that I attended with my family. I used to ask people to buy photos from it to support the charity.

More recently, I have been involved in supporter groups and fundraising in several Methodist circuits where I have been

a minister. In Rhyl, I helped set up a supporter group, and even shaved my hair off as a fundraiser. When I was in Wrexham, I persuaded a group from one of the churches to go abseiling with me! I also served on Action for Children's Wales National Committee.

How would you describe your connection to Action for Children?

In a way, Action for Children is in my bones; it is part of who I am, so I am pleased when I can support the work in some way. Action for Children makes a difference to the lives of children and young people across our country. Jesus taught us to love God and our neighbours. One of the ways that I can love my neighbour is by supporting Action for Children's work.

What is it about Action for Children that inspires you to continue to support us?

Over the years, there's been one thing that has impressed me more than anything else about Action for Children, and that is the passion of the people who are involved in the organisation. From the Chief Executive, down to sessional workers at a small project - I see people who are passionate about helping all children to have a safe and happy childhood. This is a passion that I share and ultimately it is why I support Action for Children.



We'd like to thank all our church supporters who organise or take part in fundraising events. Please do share your activities and photos with us by emailing: karis.kolawole@actionforchildren.org.uk

As a valued supporter, we would love to send you regular updates about our work – including heartfelt stories, exciting events, and information about how you can continue to support vulnerable children and young people in the UK. You can change your preferences at any time by calling **0300 123 2112** or emailing ask.us@actionforchildren.org.uk. For more information on how we keep your data safe and how we will contact you, please read our Privacy Policy at [actionforchildren.org.uk/privacy](https://www.actionforchildren.org.uk/privacy)