

Annual Report 2024/25

**When the world
says we can't,
kids say we can.**





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"Kids didn't just provide a service; they provided a community."

For a family like ours, that feeling of finally belonging, of not being alone, is everything."

Parent

Chair's Welcome

Kids' mission has two key elements. The first is to provide disabled children, young people, and their families with life-changing, creative support.

I'm delighted that in 2024–2025, the third year of our five-year strategy, Kids' direct support grew by 22%, reaching 22,000 people. This figure includes not only children and young people with special educational needs and disabilities (SEND), but also parents, carers, siblings, and professionals across education, health, and social care.

We made strong progress across all four strategic pillars: support, innovate, speak up, and sustain. Through our support services, we expanded the charity's reach and impact.

That growth was driven by our commitment to innovation – a core strength of Kids. We draw on practical, on-the-ground expertise rooted in the diverse needs and experiences of those we support, and we create, test, and adapt models that truly work – from the Kids Navigator Model to neurodiversity services in schools and holistic crisis interventions.

The second part of our mission is to empower disabled children and young people to amplify their voices and champion their rights. Our commitment to speaking up has never been more vital, with the rising prevalence of SEND and increasing pressure on families and services. The arrival of a newly elected Government, which acknowledged that children with SEND have been failed for too

long, coincided with Kids' good progress in policy and advocacy – positioning us to bring voices and experiences to decision makers ahead of anticipated future SEND reform.

With unwavering determination, the team delivered on the main goal of sustain, the fourth strategic pillar: reshaping our business model to become financially sustainable. This was achieved through flexibility and resilience in what remained a volatile funding and commissioning landscape.

I hope you enjoy reading more detail about the year's key achievements in the strategic report, but nothing shows the impact of Kids' work like hearing it directly from those we are here to serve.

And that is why this year we were proud to achieve another important milestone in our strategy – the launch of the Young People's Advisory Panel, comprising 13–25-year-olds with SEND.

Their voice is now central to our strategic direction and strengthens our governance.

I would like to express my sincere appreciation to Kids' colleagues, who demonstrate our important organisational values every day – they celebrate individuality, think creatively, work together, and speak up.

A key strength of the Kids' team lies in collaboration, from 'working together' with parents to adding voice and leadership to game-changing sector alliances.

I would also like to thank my fellow trustees for their time, guidance and commitment and we are especially thankful for the invaluable contributions of Diana Sutton, our Chair from 2022–2025, playing a pivotal role in strengthening governance, transparency, and long-term sustainability.

Finally, we gratefully acknowledge the support of our funders and donors. Working with others who share our vision of a society where disabled children, young people and their families enjoy equal rights and opportunities fuels our positivity and our confidence.

As we enter the penultimate year of our strategy, we do so with stronger leadership, deeper expertise, and a more agile operational model, ready to meet the challenges ahead – to build better futures with those we are here to serve.

Sam Bowerman
Chair



Chief Executive's Review

At the heart of everything we do at Kids is a simple but powerful belief: that every child and young person has the right to play, learn, grow and thrive.

Every child is brilliantly unique and no one can anticipate the ups and downs that life brings.

But for parents of children with special educational needs and disabilities (SEND) it's even more a game of snakes and ladders.

They see their child developing differently – fewer words or less mobility – but are too often forced to wait months or years for assessment or diagnosis or practical help to communicate with a child who is non-verbal or rarely sleeps.

In this challenging context, what drives my passion and pride is the transformative impact of Kids' work – and this is all thanks to the drive and determination of the team, and our many committed supporters. Babies and toddlers with SEND are often entirely locked out of early education, but our inclusive settings, playgroups and one-to-one support provide invaluable opportunities for those with nowhere else to go.

One mother, whose son William has physical disabilities, describes the Kids playgroup: "When William started (aged 22 months) he was shuffling and barely babbling. But after three incredible terms, he was walking,

building confidence and speaking simple words. I was supported and feel like I now have a voice, when I previously felt lost and unheard."

Kids also excels at providing clubs, play and leisure options for disabled children and teenagers, often the only out of school activity accessible to them.

I relished my day at a water park in Yorkshire having fun on and offshore; with activities carefully adapted for those with specific medical needs. A day filled with new experiences for the young people (including wearing a wetsuit – a first for many!).

Another highlight was a Christmas celebration in Berkshire, for all kinds of kids with all kinds of disabilities. One child was simply enjoying the bright ceiling lights; others delighted in guessing which colleague was 'Father Christmas' and a group gathered to use words and pictures to create their own story about a baby dragon growing up in a wood.

Our services continue to fuel our ambition to 'speak up' and influence change, and in May 2024 we launched a new report: *On the Cliff Edge*. Jimmy, a young man in his 20s, who has quadriplegic cerebral

palsy and has been supported by Kids for 14 years, addressed a packed room at the House of Commons.

He used eye gaze technology to tell the then children's minister:

"None of us want children with SEND to have the knocks we have had, the experiences that leave us hopeless and our families feeling broken.

We all want to be happy, healthy and successful adults in the future, this might look different for each of us but having the things in place to find out what this is and then make it happen need to be in place – everywhere."

I take my lead from Jimmy and the thousands of other young people, and their families, whose experience and expertise must inform the future shape of support for children with SEND if the ordinary things – fun, friendship, learning, a bright future – are to become a right, not a privilege, for every single disabled child.



Strategic Report



Objectives & Activities

Kids is a national charity that provides a wide range of services to children and young people with special educational needs and disabilities (SEND), and their families.

The charity supports children and young people with any disability from birth to 25 years.

Kids' charitable objects, from its Memorandum and Articles of Association, are:

- 1.** the relief of poverty amongst children, young persons, their families and carers;
- 2.** To provide for the training and education of children and young persons;
- 3.** To provide in the interests of social welfare, facilities for the recreation and other leisure time occupation of children and young persons designed to improve the condition of their lives;
- 4.** The relief of sickness and the relief of the disadvantages experienced by children and young persons with physical or learning impairments by providing services designed to minimise the effect on disabled children and young people of their impairments and give such children and young people the opportunity to lead ordinary lives;
- 5.** Any other purpose which is exclusively charitable under the law of England and Wales.

Vision, Mission & Values

Our vision is a society where disabled children, young people and their families enjoy equal rights and opportunities.

Our mission is to provide disabled children, young people and their families with practical, life-changing and creative support; and to empower disabled children and young people, to amplify their voices and to champion their rights.

Our values – refreshed in 2023 – are to celebrate individuality, think creatively, work together and speak up.

Strategy

Our current strategy is called Support, Empower, Sustain 2022-27.

By developing a strong digital presence to complement our successful face-to-face services, a Kids community of supporters and a new policy and advocacy role for the charity, we will increase the number of disabled children, young people and families we work with from 12,000 in 2022, to reach more than 120,000 in 2027.

We will be operating sustainably, and be an established national voice, acting with disabled children, young people and their families to secure the system and resources to which they are entitled.

Above all, disabled children and young people will be driving us forward to

achieve equal rights and opportunities and a more inclusive society for all.

Our strategy has four goals: support, innovate, speak up and sustain. Together these form an ambitious plan which will see Kids forge a sustainable path to fulfil our mission.



Achievements & Performance Against Our Strategic Goals



Support

Growing our reach and impact

In 2024-25, we expanded Kids' presence reaching new locations, providing direct services in 65 Local Authority areas (up from 60 in 2023-2024). New areas included Shropshire and Norfolk. We increased the number of people directly supported by 22% to just over 22,000 (up from 18,000 in 2023-2024).

These service users included not only children and young people but also parents and carers, other family members including siblings as well as key professionals who work in children's education, health and social care.

Support services included:



Play & Social Development Services

- Adventure playgrounds
- Playschemes
- Holiday accommodation
- Short breaks, including overnight short breaks
- Youth clubs



Family Support, Advice and Information Services

- Keyworking
- Workshops for parents
- Children's rights and advocacy
- Special Educational Needs and Disabilities Information, Advice and Support Services (SENDIASS)



Early Years Support

- Early years nurseries
- Home-based learning (portage)
- Early years health and wellbeing groups



Neurodiversity Support

- Autism in Schools services
- Holistic crisis intervention services
- Online Autism Hub (Essex)
- Special Educational Needs and Disability Mediation and Disagreement Resolution Services (Mediation)
- Young People's Engagement and Participation Groups

"Kids charity has supported us through some very tough times and given our son a space he can truly be himself in which we will forever be thankful for."

Parent of a child with SEND

Just over 10,000 people were subscribed to receive digital information from Kids.

During the year we expanded online information provision and SEND advice on kids.org.uk to help parents and carers navigate the world of SEND and support their child's needs.

In addition, we continued to deliver online support resources for 13-25 year olds with SEND, including content to help with everyday life skills, creative activities to enjoy, and friendship and fun for all on Kids Young People's Hub.



Support

Transforming our services

In 2024-2025, Kids embarked on a services transformation project.

We identified that in order to set ourselves up to flexibly respond to external drivers – particularly the rise in need for children's SEND support services coupled with a continued volatile funding landscape – we needed to strengthen expertise, leadership and adapt our operational delivery model.

By re-organising services into specialist portfolio areas, we are positioned to better respond to the new Government's steer on the future of children's services.

That is:

- Every baby or child should have access to high-quality early years provision.
- Families need increased support – through locally available information as well as tailored support to navigate the complex system.
- Within this, the recognition that every child and young person needs increased play and social opportunities to support them to thrive.
- And finally, all education settings need to be more inclusive – both the physical environment as well as the skills, knowledge and expertise.

We strengthened our business development capabilities, continuing to build relationships and review commissioning opportunities both from Local Authorities (LAs) and Integrated Healthcare Boards (ICBs).

We bolstered our health and safety and safeguarding resource to ensure Kids' infrastructure is robust to respond to a rise in number of service users and the growing complexity of support needs.



You can see more on the Kids website, visit kids.org.uk/find-a-service

Listening to our services users

Our National Annual Family Survey 2024-2025 results reflect the trusted, safe and quality service we provide, from a sample of parents and carers who responded*.

91% strongly agree or agree that they are happy with the service

96% strongly agree or agree that the service is friendly and caring

94% strongly agree or agree that staff are knowledgeable and professional

92% strongly agree or agree that they trust Kids to act in their child's best interests

92% of families would recommend Kids.

*Percentages based on a sample of 151 respondents.

22,000+

Children, young people and parents/carers reached through services.



Through our Youth Voice programme, The Collective continued to play an essential role in our ability to listen to and collate the views of over 500 young people with SEND from across England to ensure their voices are represented in national decision-making.

Throughout the year, we captured views through regular online meetings, our annual in-person gathering, and resource sharing with practitioners to gather wider feedback.

The Collective has contributed to key national topics, including a substantive submission to the Curriculum and Assessment Review November 2024. Their work strengthens youth voice in policy by building relationships with government and influencing national standards and strategies.



Case study – Jessie's journey with autism.

Written by Jessie's parent

My daughter was always a bit different to her siblings growing up and it was around age 6/7 that school suggested we have her assessed for Autism.

She always seemed to have what we called a processing issue, what was said to her wasn't what was heard. She was assessed via teams during Covid and a diagnosis was confirmed.

We were signposted to various support services but very much left to navigate this new normal on our own.

The school were not seeing what we did therefore she was *"fine in school"* and no support was offered other than the bare minimum.

As a family this was all new to us, we didn't understand what to do or how to help her to navigate what was normal for her. We were completely unaware of how differently she sees the world and how to adapt to support her.

Kids offered various ways to support us. We accessed and completed an Autism awareness course and then the teen life programme which was about teaching us as parents to teach our child how to navigate life.

It was during this course that my older daughter who attended with me had her epiphany moment and

became aware that she too was neurodivergent. She embarked on a journey of self-discovery and has helped enormously with helping our youngest navigate life as a SEN child.

We also completed a course through the sleep support service which as an aside was where the possibility of PDA was discussed and more support and advice offered.

I have also, on the recommendations of the staff at Kids completed their Healthy Parent Programme, a ten week online course looking at parental wellbeing being key to supporting our SEN kids.

It gave me validation, a sense of self, affirmation that I matter too and that without being the best version of me, I cannot evoke the best version of someone else.

This course has been nothing short of life-changing as I now work in a role supporting other parent carers to access help and support they require to look after themselves and their children.

Taking the learning from all the courses I have completed with Kids, I have a much better understanding of life through my children's lenses.

I am more patient, empathetic, understanding and able to advocate for my children's needs.

I can communicate more effectively and I am able to prioritise my own needs when necessary to ensure I am offering my children the best of me.

As a result of this Jessie is more regulated, more expressive and more able to communicate her needs.

She is managing much better in her educational setting and we are aware

of her difficulties with sleep and are actively working to improve this.

Moving forward I hope to spread the word of the work that organisations such as Kids do for the parents as much as for the children we look after.

I aim to advocate for, and support, as many parent carers as I can to hopefully make a difference like Kids did for me.



Innovate

Voluntary income plays a vital role in enabling innovation at Kids, as well as helping to extend reach beyond contracted services.

It has been strategically deployed to support innovation and pilot projects that commissioners typically do not fund, and our focus as stated in our Strategy, has continued to be family support in the early years and the journey of disabled young people as they transition to adulthood.



Developing models of support

Early Years

A significant challenge for parents in getting the right help for their child is navigating a complex health, care and education system.

Since 2020, Kids has been pioneering a holistic family support model – Kids SEND Navigator. Originally funded by the National Lottery as a six-month pilot in the West Midlands, the success of this initiative informed a navigator model that later secured local authority funding.

When this funding was reduced, voluntary income sustained the programme, most recently funded by the Masonic Foundation until July 2024. The SEND Navigators work in partnership with the family to build a personalised support plan, before providing practical and emotional support, connecting families with local services, and working to help the family access the right provision and support.

A strong and effective early intervention, we have started to integrate the model into other services. This includes our inclusive nursery in Basingstoke, Hampshire, where tailored support for the families makes a real difference.

For example, last year, more than 40% of children in our Basingstoke nursery went into a local mainstream school – rather than special school where they were expected to go.

During 2024-2025, the Kids Navigator model strengthened our policy-influencing evidence base, as it was presented to decision makers, MPs, Ministers and officials as a cost-effective solution to tackle SEND waiting lists and reduce the mounting – and costly – crisis in provision for disabled children and their families.

The Navigator model was also adopted by the Early Education and Childcare Coalition (EECC) as a key policy ask in their manifesto.

Support in Schools

Historically, voluntary funding funded successful pilot School Inclusion programmes, which then led us to develop Autism in Schools support programmes in Yorkshire.

When the Government introduced a pilot programme called Partnership for Inclusion of Neurodiversity in Schools (PINS) in spring 2024 – which supports neurodiverse students by training teachers to identify and better meet their needs and improves parental engagement – Kids already had a strong and proven track record of delivering this kind of support.

Kids successfully won contracts to deliver this new programme, and as a result supported over 3,400 pupils, parents and professionals in schools in 2024-2025, across areas including Essex, Sheffield and West Yorkshire in this important new initiative.



Innovate



Developing models of support (cont.)

Innovating for urgent action on transitions support

Thanks to voluntary funded Kids' research conducted the previous year, Kids launched our *On the Cliff Edge* report in Parliament in May 2024.

For too many young people with SEND, the transition from childhood to adulthood is like falling off a cliff edge. They are often left without the support, skills and connections they need to live good adult lives.

And the more complex the needs, the steeper the cliff edge. In the report, we shared research findings exploring the experiences of a diverse group of young people with SEND in England and their families, as they move into adulthood and what can be done to improve the support they receive.

We continued to build support throughout the year with our aim to establish a national alliance for transforming transitions.

Work will continue to build a stronger collaboration, that will unite the voices of all those with a stake in the futures of young people with SEND – opening the doors to different futures that reflect individuals' strengths and needs.

Leading an innovative new funding consortium

Kids co-founded the Digital Services Consortium along with Sense since 2022, and we were delighted that in 2024 those original sparks of innovation, fuelled by shared passion for digital inclusion came to fruition when we secured funding for a new programme.

Funded by The National Lottery Community Fund and BBC Children in Need, the two-year Driving Digital Inclusion Programme will provide over 20,000 disabled children, young people, and their families with the digital skills, equipment, and support they need to navigate the digital world with confidence and ease.

Along with delivery partners AbilityNet and Good Things Foundation, evaluation and learning partner CAST and the engagement of twelve national charities, (Ambitious about Autism, Children's Trust, Contact, Dingley's Promise, Family Fund, Kids, National Deaf Children's Society, Rainbow Trust, Roald Dahl's Marvellous Children's Charity, Sense, WellChild and Whizz Kidz), we look forward to delivering new services, increasing impact and sharing learning.

Holistic Crisis Intervention

Much like the Kids Navigator model, our holistic crisis intervention service continues to expand reach and impact in the West Yorkshire area, supporting 200% more than the previous year

As well as reaching more young people and families in need, we also presented the evidence from this innovative model of support to government consultations and the Education Select Committee enquiry, to show how flexible local commissioning of early intervention services that are proven to help families with disabled children on multiple long waiting lists can help go some way to solving the impacts of the SEND crisis.

"Kids is very supportive and non-judgmental, as a parent I also feel reassured that we are doing the best we can in bringing up our neurodiverse child and we're not on our own."

Parent of a child with SEND



Speak Up



Creating policy solutions

With over 50 years as a service provider, having supported and worked with tens of thousands of children, young people and families, Kids is able to harness our expertise from the frontline and use it to inform national policy and campaigns.

In June 2024 we published our policy solutions – cost-effective support to tackle SEND waiting lists which offered Kids' immediate policy solutions to address SEND system failures, in the context of the national SEND landscape, the impact of waiting lists, as well as Kids' analysis of the short-term and long-term approach needed.

These solutions formed the basis of numerous submissions of evidence throughout 2024-2025, including: the Public Accounts Committee inquiry into support for children and young people with special educational needs in November 2024; the NHS 10-Year plan consultation in December 2024; and written and oral evidence to the Education Select Committee inquiry into 'Solving the SEND crisis' early in 2025.

Influencing in a changing political landscape

Building on the policy and public affairs function that we set up in 2023-2024, our focus in 2024-2025 was to deepen key influencing relationships – which came into sharper focus when the general election was announced in spring 2024. From the outset, we have urged the new Government, elected in July 2024, to prioritise disabled children and their families, as well as continuing to influence across political parties.

Kids was represented and took part in panel discussions and roundtables at the Conservative, Liberal Democrat and Labour party conferences in September and October 2024.

We co-hosted the launch of an MP Toolkit to help MPs navigate SEND issues that arise in their constituency casework in November 2024 in Parliament with the Disabled Children's Partnership (DCP).

In particular, Kids facilitated the participation of Young People at the session, which was attended by multiple MPs from across the country and across all political parties.

Parents and colleagues from our inclusive nursery in Basingstoke attended a Westminster Hall Debate on SEND provision in Hampshire followed by meeting with Basingstoke

MP Luke Murphy and discussion with the then Schools Minister Catherine McKinnell on their experiences of SEND in the early years.

Kids continued to attend and provide insights and evidence to expert advisory groups, including the Department for Education's (DfE) Expert Advisory group on Early Years, and in addition we were asked to facilitate parent input to a Department for Work and Pensions (DWP) expert advisory panel on research into costs of children's Disability Living Allowance.

We were also asked to input to the Cabinet Office's advisory Panel on Assistive Technology (ATech) held by the Cabinet Office, and we facilitated research with disabled young people for the Government's Policy Lab team on how to make breakfast and after school clubs inclusive for children with SEND.

Significant national media appearances included two CEO interviews on BBC Radio 4 Woman's Hour, in July 2024 and January 2025.



Creating a new model of governance involving disabled young people

In Kids' strategy, we specifically commit to creating a new governance model that will strengthen disabled young people's involvement in Kids' governance.

In January 2025, the Board of Trustees approved the formation of a Kids Young People's Advisory Panel.

The Panel will comprise up to 10 young people (aged 13-25 with a special educational need and/or disability).

Two link Trustees will provide connection to the Board, and the Kids Youth Voice team will facilitate the meetings.

The purpose is for the Panel to be able to share their thoughts, feelings, experiences and expertise in relation to Kids' strategy and other important topics.

By March 2025 we had recruited the panel members, ready to implement the new approach in 2025-2026.

Youth Voice

Empowering young people to speak up

We have many achievements worth celebrating in our Speak Up goal for young people.

Empowering disabled children and young people to be agents of change and working with them to achieve systemic improvements is at the core of the work delivered by our Youth Voice team.

The Kids Youth Voice team works with young people via the following initiatives:

- **Making Participation Work** – partnering with local areas to strengthen youth participation and giving them a voice via SEND youth voice groups.
- Young people's services – **Amplify and RISE** are Kids' regionally facilitated youth voice groups.
- The newly-formed **Kids Advisory Panel (KAP)**, created to amplify the voices, experiences, and expertise of young people with SEND, ensuring they help shape Kids' own direction and priorities.
- **The Collective** – bringing together young people with SEND and participation groups from across the country, to share their thoughts with key decision makers such as MPs, and feed into issues and national agendas as voices are stronger together!

"The energy in the room was amazing and it was wonderful to see our partners come together and really showcase the value of co-production."

The impact is already evident though organisations that attended the event. I think the highlight for me was the young people who were amazing. Thank you all at Kids for making this happen."

Service Manager Post-16
Education & Progression

Young People's Engagement Group – a National Lottery-funded initiative for young people with SEND.

The project is led by the young people with these three aims in mind:

- Young people will be supported to develop their own identity, sense of independence and ambition.
- Young people are able to influence local policy and practice development, working collaboratively with others for the benefit of their community.
- Young people will build their confidence and self-esteem to self-advocate and support others to become involved and widen engagement.

"The young people leading the group are so full of energy, ideas and insight, and their contributions have been invaluable in helping shape how we work and what we do."

Sara, a Kids trustee and member of the Kids' Advisory Panel (KAP)



Young People's quotes and case studies

"Groups like this prove that there are things you can do to help and it gives you hope. It also provides a clear contact route for professionals and other services to get in contact with us so we can work with them to have a wider effect on improving the area."

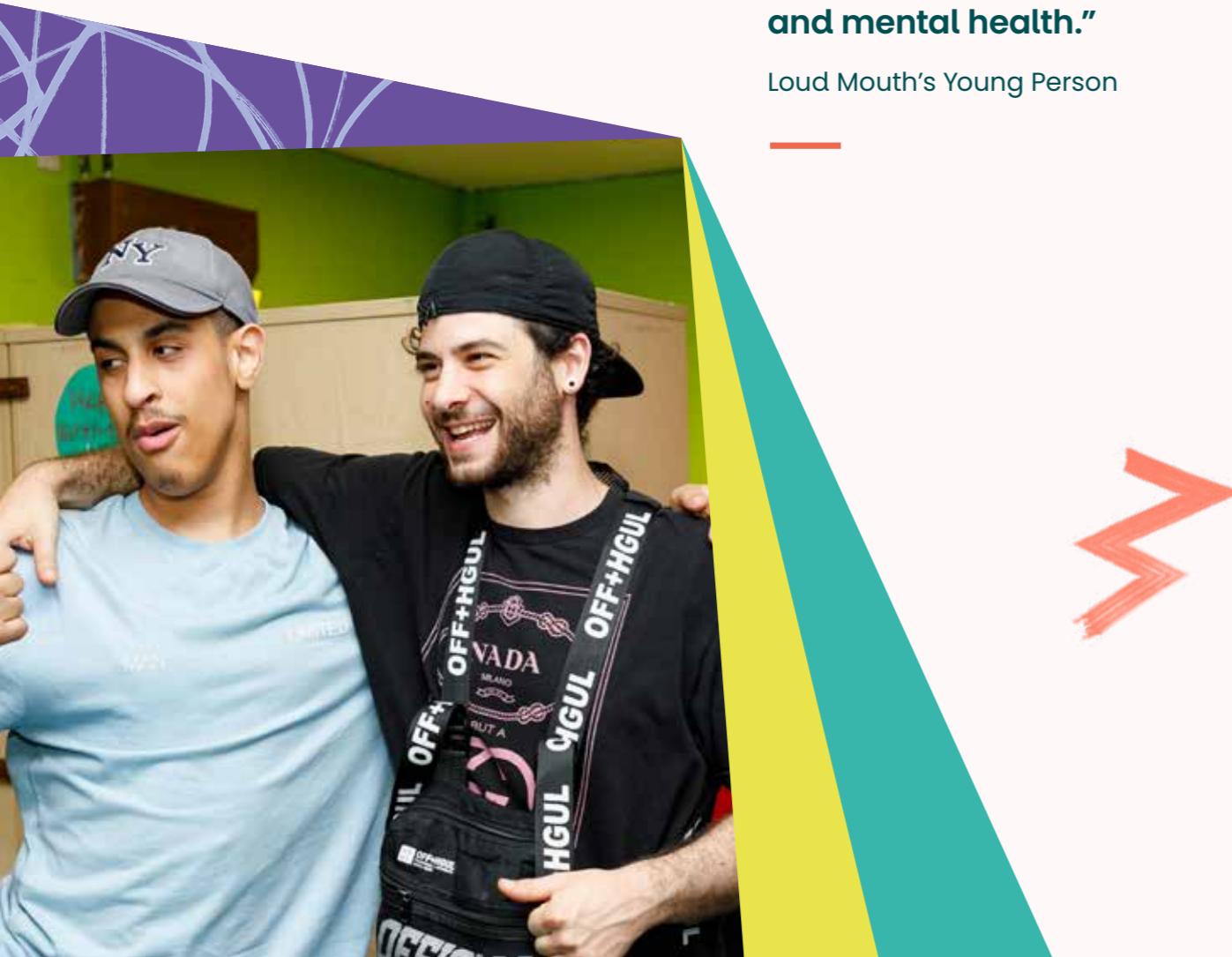
Loud Mouths Young Person

"I don't feel so alone anymore. You have given me loads of ideas and things to think about and to try. Thank you."

Young person

"I enjoy being at youth parliament, talking about how we need to treat the community. I spoke up on the youth parliament microphone directly to police about safety and mental health."

Loud Mouth's Young Person



Case study – James

Written by James' parent

James has attended this group for a number of years and gained so much mentally, emotionally and socially from this group.

It has helped him to forge lifelong friendships with other young people, as you can imagine it is not easy to find somewhere he could go that he would be accepted for who he is.

James represented the group at the National Diversity Awards in Liverpool, he also had the chance to attend Youth Parliament in Hull, where he went along with some of the other young people and had his say on issues on things in Hull and took part in workshops around many things like the environment, bullying and knife crime.

He has Kids to thank for setting him further on his journey campaigning to get more young people with autism/ learning disability to vote, and on this journey he has appeared on TV and made social media films.

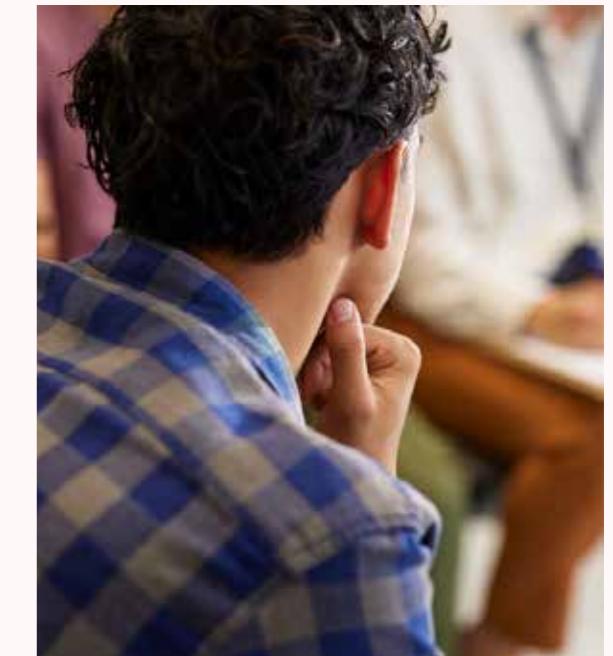
As well as becoming an autism and learning disability leader, he is now an ambassador for Dimensions and he won the Lord Mayors Civic Crown award.

He has had so much fun as well helping him gain social acceptance from those around him, he has had days out at the seaside, visited places like Sewerby park, BBQs and even went skiing!

All of this would not have been possible if he had never attended YPEG – they helped him realise he could be so much more than his label and have given him a sense of self-worth.

With their encouragement and help he has a great life ahead of him, with the confidence to do what ever he chooses. They set him on a path that he now knows he has every right to be on.

Thank you Kids YPEG for making a young person feel valued, accepted and seen!



Sustain

The sustain pillar runs through everything we do.

All the important groundwork put into our sustainability journey over the previous two years of the strategy period paid off in 2024-2025.

The charity ended the year with total funds of £5.1 million, an increase of £152k from the previous year.

Total income decreased slightly to £9.41 million (2023-2024: £9.77 million), this was primarily due to reductions in Donations and Legacies income and income from Charitable Activities.

The charity maintained strong financial management, keeping expenditure below income.

Unrestricted reserves grew by £205k, reflecting a positive net movement in funds, while restricted funds reduced modestly.

The charity's net current assets position improved to £3.85 million (2023-2024: £3.66 million).

A continued thorough approach to ensuring all contracts are delivered on a full cost recovery basis, combined with improved financial forecasting and a strategic approach to bring fundraised and contractual income together resulted in a year-end surplus of £205,422 in unrestricted funds, which shows important progress to our sustain pillar.

We were also able to, as planned, produce a surplus – generating budget for 2025-2026.

Kids' funding comes from a mix of local government and health contracts, along with voluntary income raised through fundraising efforts.

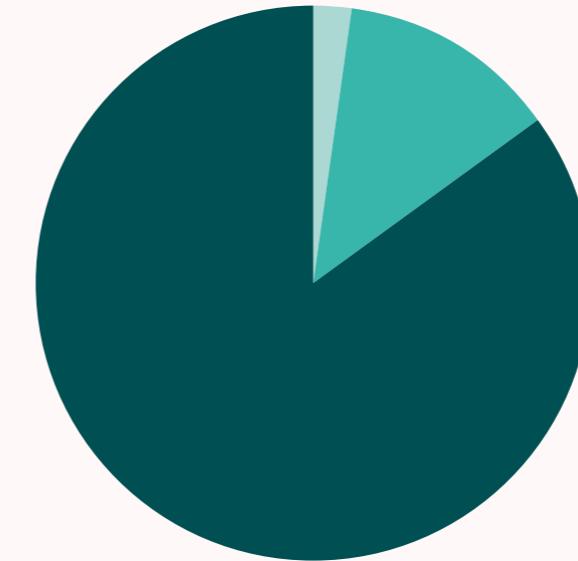
In 2024-2025, 85% of total income came from contractual sources, while voluntary income accounted for 13%. The remaining 2% of income came from investments and other sources.

The total voluntary income breaks down as follows: 46% from trusts and foundations, 17% from grants, 19% from corporate support, 11% from events, 4% from individual donations, 4% from gifts in wills.

Our fundraising activities performed as anticipated and we are very grateful to all those supporters who generously contributed to Kids' work.

A full list of gifts and grants to a value of £5,000 and above are listed on pages 38-39. A combination of policy, communications and marketing continued to raise the charities profile and ability to seek financial support.

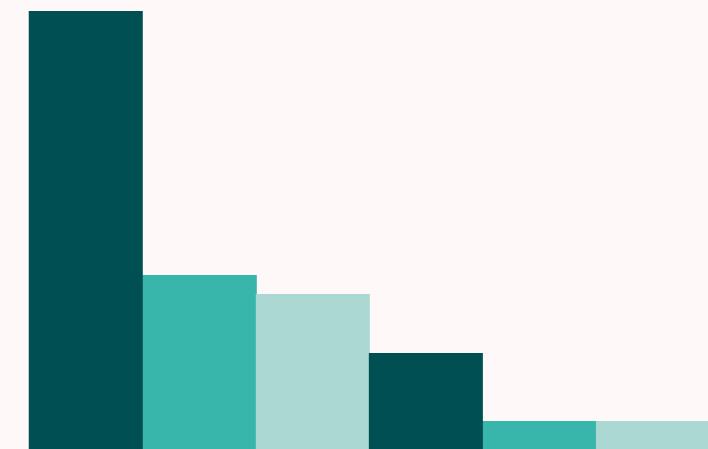
Total income breakdown



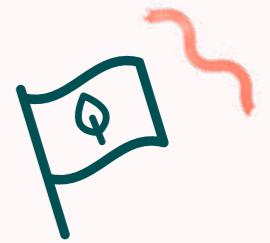
- 85%** from contractual sources
- 13%** from voluntary income
- 2%** from investments/other sources

Total voluntary income breakdown

- 46%** from trusts and foundations
- 19%** from corporate support
- 17%** from grants
- 11%** from events
- 4%** from individual donations
- 4%** from gifts in wills



In 2024-2025, our strategic accelerators were crucial in delivering the improved financial position – as described in the next section.



2024–25 Fundraising and event highlights

London Marathon 2025

On Sunday 27th April 2025, 41 runners completed the London Marathon.

We're incredibly proud to share that Team Kids have raised over £84,000 by taking on the London Marathon, our highest ever fundraising total for the event.

A truly phenomenal amount that will help more disabled children and young people, and their families get the support they need.

It was such a hot day, but that didn't stop the strength and energy of Team Kids. From the first mile to the finish line, the cheers, the determination, and the support was incredible.

A massive thank you to every single runner and supporter! It was a day full of joy and amazing community spirit.

"Thank you for letting me be part of Team Kids and getting to tick London Marathon off my bucket list. I was so proud running in the Kids vest with my son's face on the back, truly a day to remember."

Matthew

£84k

raised from taking on the London Marathon in 2025



"I just wanted to say a massive thank you to Kids for picking me to run in the London Marathon.

It has become more of a personal reason to raise as much money for the charity as I could, as my best friend's little boy was diagnosed with autism, and seeing the stigma attached to having a child with autism has blown my mind."

Zoe

Christmas Carol Concert 2024

We had a truly heartwarming and unforgettable evening at our 2024 Christmas Carol Concert.

The night was filled with heartfelt readings, beautiful carols, and a true celebration of festive spirit.

We were delighted to hear words from Cathy Newman, Paul Brand, and Daisy McAndrew, each sharing a wonderful reading.

One of the most touching moments was Bethan's speech. Bethan is part of the Kids Young People's Participation Team and The Collective and is an activist for other disabled young people.

She shared her inspiring story with powerful words about her experience with Kids, truly capturing the spirit of the evening and highlighting the positive impact we can make to so many young lives.

We were treated to spectacular performances from the Farm Street Church Choir and Finchley Children's Music Group.

Their renditions of classic Christmas carols created an atmosphere of pure joy and festive cheer.

We are incredibly grateful to Bidfood UK for providing the wine and mince pies and also want to extend our deepest gratitude to Savills for sponsoring the event and helping us make this magical celebration possible.



Our Accelerators



People

We continued to strengthen our people proposition by introducing a recognition programme to celebrate our long-serving colleagues, reinforcing a culture of appreciation and loyalty.

Our commitment to diversity, equity, and inclusion (DE&I) took a significant step forward as we began working with the Employers Network for Equality & Inclusion (ENEI), evaluating our current position and developing a targeted improvement plan in collaboration with our DE&I working group.

We also launched a comprehensive wellbeing programme, offering quarterly bite-sized learning sessions and access to wellbeing workshops. To support leadership growth, we invested in coaching training for our managers and leaders. These collective efforts to champion our people and culture have had a tangible impact, with our staff turnover falling to its lowest level on record.



Partnerships

As co-chairs of the **Digital Services Consortium (DSC)**: an alliance of 12 UK-based charities focused on supporting children and young people with disabilities or long-term illnesses, as well as their families, we secured funds to deliver a new national digital inclusion programme.

We deepened collaboration with key campaign partners ready to influence the new Government, in particular as a Steering Group member of the **Disabled Children's Partnership (DCP)**. During 2024-2025, Katie Ghose was appointed as Vice Chair of the DCP.

We collaborated widely to amplify the voices of children and young people with SEND, directly advocating to MPs, advisers and service commissioners.

To effectively champion the voices of those we work with, we played an active role in a number of national partnerships including the national SEND stakeholder group convened by the **Council for Disabled Children (CDC)**.

We continued to actively participate in our members of the **Early Education and Childcare Coalition (EECC)**, the **Speech and Language Communications Alliance**, and the **Voluntary Organisations Disability Group (VODG)**.



Digital & Data

Through a new charity-wide approach to digital and data, we commenced a services data project, transforming how we capture, analyse and use data through improved processes and a new system – laying foundations to better measure Kids' combined impact through our services and policy influence.

Future plans

2025–26 is the fourth year of this five-year strategy period.



Support

Building on the strengthened expertise, leadership and transformed services operational delivery model, we aim to grow services linked to key strategic priority areas of: early years, family support and support in schools.



Innovate

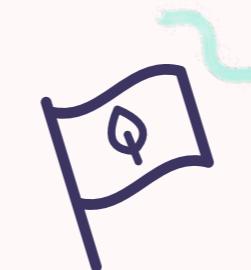
We will develop Kids' new national convening role in transitions, and increase our reach and impact through partnerships.

In particular, delivering the first year of the new driving digital inclusion programme, with young people and their families we'll work to bring down the barriers and create safe, practical and fulfilling online opportunities for all.



Speak Up

In a year when we expect the Government to announce plans for SEND reform, we will positively influence the reforms and tangibly increase Kids' voice and influence in key areas.



Sustain

In 2025–26, the fourth year of this five-year strategy period, we will continue to focus on surplus-generating plans to invest in Kids.

Finally, looking ahead to 2026–27, we will be delivering final milestones of the five-year strategy, stock-taking successes and learnings and planning for Kids' important next chapter.

Statement of Financial Activities

Including consolidated income and expenditure for year ending 31 March 2025.

2025			
	Unrestricted Funds	Restricted Funds	Total Funds
Income:			
Donations and legacies	313,603	740,866	1,054,496
Charitable Activities	7,969,955	5,492	7,975,447
Other Trading Activities	147,027	1,300	131,791
Investments	144,828	-	144,828
Other	103,964	1,508	105,472
Total Income	8,662,841	749,166	9,412,007
Expenditure:			
Raising Funds	616,380	-	616,380
Charitable Activities	7,867,445	787,609	8,655,054
Total Expenditure	8,483,825	787,609	9,271,434
Net Income / (Expenditure)	179,016	(38,443)	140,573
Revaluation of Fixed Assets	-	-	-
Transfers	14,506	(14,506)	-
Gains/Losses on Disposal of Fixed Assets	11,900	-	11,900
Net Movement in Funds	205,422	(52,949)	152,473
Reconciliation of Funds:			
Total Funds brought forward	4,128,600	814,671	4,943,271
Total funds carried forward	4,334,022	761,722	5,095,744

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Detailed Statutory Accounts are available from the Kids website.

2024			
	Unrestricted Funds	Restricted Funds	Total Funds
Income:			
Donations and legacies	367,812	866,457	1,234,269
Charitable Activities	8,147,096	28,007	8,175,103
Other Trading Activities	147,027	4,455	151,482
Investments	157,608	-	157,608
Other	52,731	-	52,731
Total Income	8,872,274	898,919	9,771,193
Expenditure:			
Raising Funds	625,325	-	625,325
Charitable Activities	8,344,165	759,074	9,103,239
Total Expenditure	8,969,490	759,074	9,728,564
Net Income / (Expenditure)	(97,216)	139,845	42,629
Revaluation of Fixed Assets	558,801	-	558,801
Transfers	104,735	(104,735)	-
Gains/Losses on Disposal of Fixed Assets	-	-	-
Net Movement in Funds	566,320	35,110	601,430
Reconciliation of Funds:			
Total Funds brought forward	3,562,280	779,561	4,341,841
Total funds carried forward	4,128,600	814,671	4,943,271



Gifts & Grants

The list below provides details of all voluntary donations of £5,000 or above received during the past two financial years by the charity.

	2024-25	2023-24
29th May 1961 Charitable Trust	-	8,000
Anonymous	-	5,000
Austin Erwin	-	5,000
Baily Thomas Charitable Fund	5,000	5,000
Bolton Preschool	-	5,895
Browns Solicitors	-	10,000
City Bridge Foundation	60,777	30,000
Clover Trust	5,000	5,000
Cranswick Country Foods PLC	-	93,110
DMF Ellis Charitable Trust	7,000	5,000
Edward Cadbury Trust	-	5,000
Elizabeth & Prince Zaiger Charitable Trust	6,000	6,000
Estate of the late Margaret Burn	48,000	-
Estate of the late The Right Honourable Baroness Betty Boothroyd	-	10,000
E&V Export	6,000	6,000
Eveson Charitable Trust	15,000	15,000
Fundraise Together	13,000	13,667
Greystar	112,617	120,299
Hampstead Wells and Campden Trust	11,948	9,920
Heart of England Community Foundation	34,040	-
Hull and East Riding Charitable Trust	-	5,000
ICAN charity Grant	-	9,000
Jones Day Foundation	-	70,357
KCOM Digital Inclusion Grant Programme	7,500	-
Legance Avvocati	-	6,671
Liz and Terry Bramall Foundation	5,000	-
London Marathon Foundation	37,600	60,693
Louis Nicholas Residuary Charitable Trust	-	5,000
Masonic Charitable Foundation	-	48,056
Michael Marsh Trust	-	7,000
National Lottery Community Fund	343,758	59,413
Peter Harrison Foundation	8,820	8,820
Richard Paterson	-	7,880
Royal Navy & Royal Marine Charity	70,000	80,000
Sandra Charitable Trust	15,000	30,000

	2024-25	2023-24
Share Gift	10,000	-
Sir James Reckitt Charity	11,000	9,000
Skylarks Endowment	-	6,000
St Andrews Holborn Charity	-	25,000
Sun Life Brighter Life Community Programme	-	15,000
Superstar Auction	-	25,143
The Canbrick Charitable Trust	12,795	12,315
The Childhood Trust	18,000	19,667
The English Sports ESC Lottery Fund	-	10,892
The Steel Charitable Trust	-	17,700
Three Guineas Trust	30,000	25,148
Tula Trust	5,000	5,000
Wolfson Foundation	-	19,306
Youth Music	7,757	31,027
Zochonis Charitable Trust	14,000	25,000
	920,611	971,979

The Trustees wish to acknowledge with sincere gratitude all of the many donors and supporters whose generous financial help makes a considerable contribution to our ability to continue our work.



Together, we can break down barriers.

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kids.org.uk

Registered Charity No. 275936

