



THANK YOU

Registered charity number: 1185739





CEO WELCOME

Well, what a year we've had. We wouldn't have accomplished all we have without your support, so thank you. When I started Children's Hospital Pyjamas, I never imagined it would grow as it has and we really want you to know that we appreciate every single pair of pyjamas received, every pound donated and every company that helped us to deliver our donations or supported us in other ways.

We had more requests for donations than ever before and I'm proud to say that we have fulfilled every single one! Without you, we honestly wouldn't have been able to do this, as we delivered to more than 200 locations this year (127 last year) and, for the first time ever, our donations exceeded 20,000 pairs of pyjamas (21,057).

This report won't be too long, but I'd like to give you some insight into how your donations have helped the charity this year and the impact this has had on the children and young people we support.

Coming out of a pandemic and heading straight into the current cost-of-living crisis has been challenging. However, my amazing team and the generosity of the general public, schools, companies, foundations and trusts has helped us to surpass all previous donations.

As I reflect on the last year, the passion displayed by my team and our supporters has been amazing. I have been brought to tears so many times, reading the testimonials we receive and seeing the smiles on the faces of children wearing their new pyjamas.

Going forward, we hope to keep doing all we can to support as many families as possible.

Charmaine Green
Founder and 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 Fifi 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, in 2022, saw the need for two salaried staff to spend dedicated time raising funds and awareness of the charity.

Current staffing levels (per week):

CEO – 15 hours

Operations Manager – 10 hours

VOLUNTEERS

We currently have more than 50 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 providing support when needed by 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, purchasing the sizes they need and then donating 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. 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".



Hearts made by our volunteer sewing team



Some of our deliveries

2 0 2 2 D O N A T I O N S



Locations of 2022 coordinators

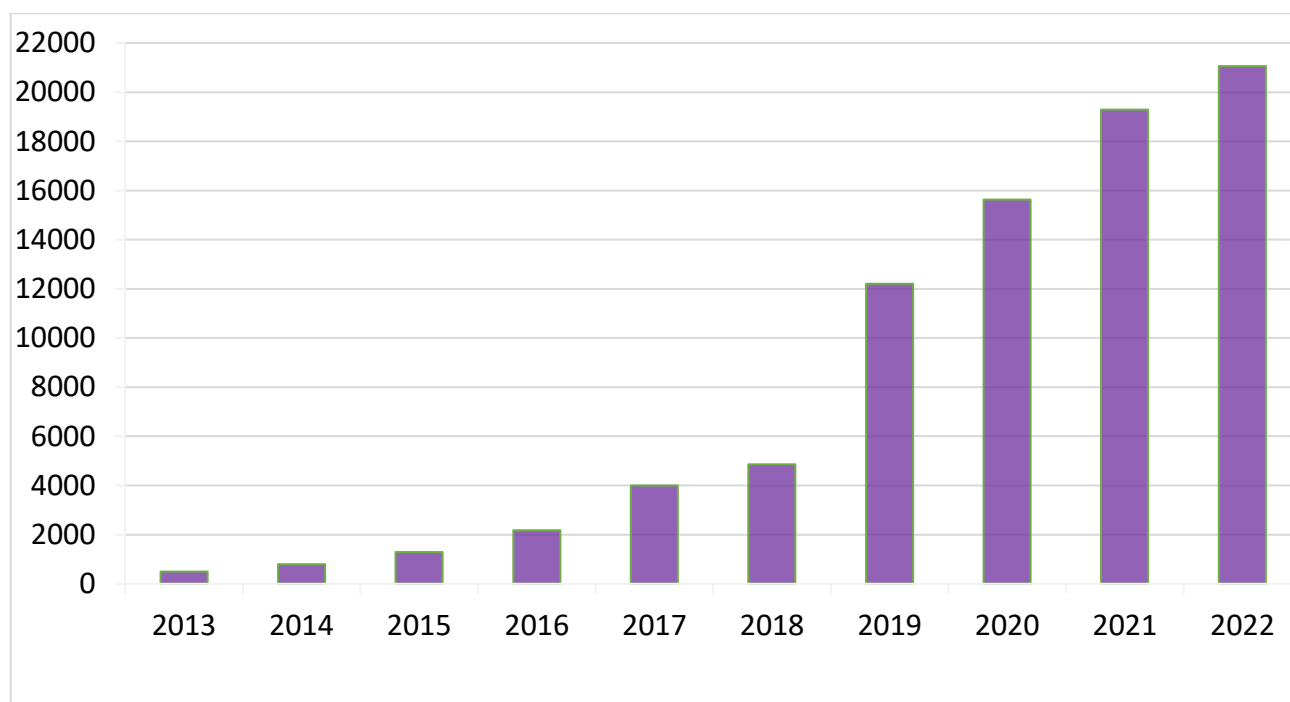




ACHIEVEMENTS AND PERFORMANCE

Number of pyjamas delivered

	2022	2021	2020	2019
Pyjamas donated	21,057	19,289	15,636	12,202
Locations	202	127	92	60



Number of pyjamas delivered by year

In 2022, the number of requests for support we received from hospitals, hospices and refuges increased by 59% and we were worried that we wouldn't be able to support all of these locations. As pyjamas received only increased by 9%, year on year, we made the difficult decision to reduce the number of pyjamas given to some locations, in order to fulfil all requests. Whilst not ideal, we are so proud to have exceeded 20,000 pairs of pyjamas donated for the first time in our history, as we delivered 21,057 pairs.

Looking further back, before we registered as a charity in 2019, we were donating just under 5,000 pairs of pyjamas per year and have therefore seen an overall increase of almost 333% in this time.



Locations of 2022 donations

Implications of COVID-19 and the cost-of-living crisis

COVID-19 is no longer as prevalent or considered as harmful as it once was, but the effects of this pandemic are long lasting and far reaching. We know that many families have been adversely affected by COVID-19 and the current cost-of-living crisis is compounding this. Last year, we received requests to donate to 127 locations and this year we have received requests from 202 locations.

As well as affecting families, there has been an impact on businesses and the fundraising activities we arrange. So far, we have been fortunate, in that we have still been able to support more children and young people. To continue this in 2023, we are working hard to raise funds and pyjama donations to support all 202 locations from 2022, as well as any additional requests we receive.



Award nominations

Our CEO, Charmaine, was nominated for the BBC Make a Difference awards in the 'Volunteer' category. From hundreds of nominations, she reached the final 8 and attended an awards ceremony in Surrey. Whilst she did not win the award, she was given a highly commended status.



We were also nominated for the Croydon Business Excellence Awards 2022, as well as 14 other nominees locally. In November, we won the 'Best charity or social enterprise' category. This was absolutely amazing as it was the first award we have ever won.



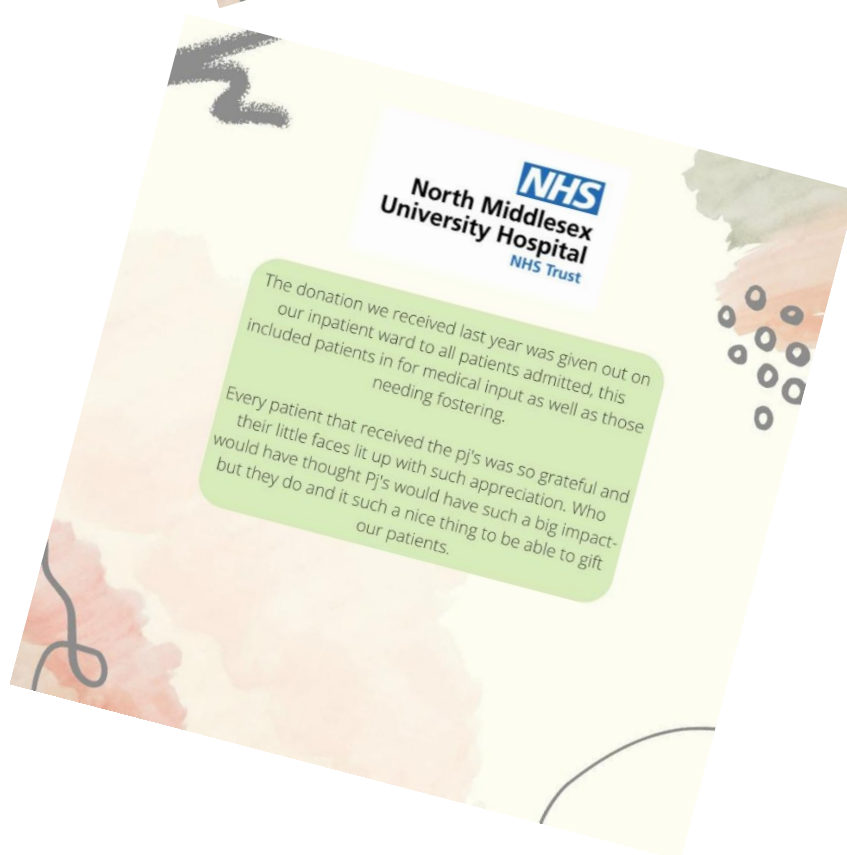
FUTURE DEVELOPMENT PLANS

Over the coming months, 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.

We are also seeking new fundraising opportunities and have applied for places in the Leicester half marathon, as well as the Great North Run. We hope this will raise some much-needed funds.



TESTIMONIALS





A FINAL WORD

Whilst we don't want to repeat ourselves, we want to just reiterate our sincere thanks to everyone who has supported us. Whether you have donated monies or pyjamas, shared our social media posts or helped in any other way, we could not do all of this without you.

The charity tagline is 'Spreading love through comfort' and, if you've ever been in hospital, I'm sure you understand just how important comfort really is, as well as that feeling of being loved and cared for. So, thank you for helping 21,057 children and young people, as well as their families, to feel that love and comfort in 2022.

Best wishes to you all in 2023. With love, Charmaine and our amazing team.