



2023 Review



The past year saw considerable growth as both capacity and demand increased. Some highlights were:

- Launching a second weekly session on Wednesday afternoons due to growing demand.
- Piloting an additional distribution centre on Penhill Estate in partnership with a local church.
- Volunteer team increasing significantly, with team aged 7 to 70+ and including Growbaby service users.
- Featuring in national media reports which attracted increased support.
- Employing a Project Co-ordinator part time (previously a voluntary role) thanks to generous grants.

Impact

In 2023 we provided 2,993 packages to local families (1,897 in 2022). Since launching in 2021 we've supported 717 families, and have had an average of 148 visitors (including children) to our Wednesday Free Shop and linked Stay & Play in the past year, a rise from 95 in 2022.

Through our relationships with social services, health professionals, schools, refugee charities, women's organisations and food banks the most vulnerable families are signposted to us.

"Growbaby has literally saved me and my young family. I work hard for a living, but being in the poverty trap was a very real and unfamiliar situation for me when coming to the end of my maternity leave" - a Growbaby mum, 2023



“During my pregnancy with my third child I suffered badly with depression as well as being in a hotel - we had little to no money, my daughters were forced to deregister from school!

We started to go to Growbaby and met so many new people, my girls finally had a place to play with other children and a huge weight was lifted off my shoulders knowing my son would have anything he needed once he was born” - a Growbaby Mum 2023

Support and Finance

The majority of Growbaby’s stock is donated. Since launching we’ve given away 3,864 packs of nappies. We are deeply grateful to everyone who supports us through donations in kind.

In 2023 we received 10 charitable grants as well as schools and other organisations fund-raising on our behalf. This allowed us to buy basic items for families and covered staffing & running costs. Support from the National Benevolent Charity made a huge impact to our success in 2023, and our partnership with Swindon Food Collective enables us to support more local families.



To everyone who has donated items, time and finance in 2023, a huge thank you!

2024 Plans

Our priorities for the coming year are sustainable growth, improved storage facilities and increasing support for the most vulnerable families. Plans are underway to support such families with a new project that has just received partial three-year funding from Wiltshire Community Foundation. Watch this space!