HOME START
Westminster
Kensington & Chelsea
Hammersmith & Fulham



Impact Report 2025 - 2026

Chair's Welcome



This year we supported 273 families, an increase of 10% over last year, reflecting a corresponding increase in referrals. Our wide range of services has been developed in response to families' needs, all with building relationships at their core. For example, one innovation this year was a successful Mums Together Group, skillfully run by some of our social work students. Our aim was to reduce social isolation by providing an opportunity to socialise and build connections.

The quality of our volunteers is outstanding, but we need more. We continue to trial different approaches to recruiting and retaining volunteers, from tailoring the timing of our volunteer training course to people's needs, to developing a Volunteer Portal for convenient access, to training materials to different recruitment techniques in different boroughs.

Members of our incredible staff team provide professional support to volunteers, as well as providing direct support to families for some of the more challenging situations. We have worked hard to retain and develop staff, and are proud of our high quality, stable team.

We benefit from the support and challenge given by an active and highly skilled Board of Trustees. This meets regularly throughout the year and is supplemented by the hard work of subcommittees covering Finance and Funding, HR and Volunteers. I am very grateful for the considerable time trustees devote to the charity.

We ended the year in a healthy financial position and are extremely grateful to the organisations which have funded us consistently, some over many years.

We never take funding for granted, however, and will continue to manage our medium term funding outlook closely, particularly as funding may become more competitive depending on the wider economy.

We receive all manner of support from the community in which we work. This year our kitchen was completely refurbished through a contribution by Howdens and Howard de Walden Estate; our family and training space was refitted and decorated thanks to EffectAble Construction; the National Bank of Kuwait (International) (NBKI) provided resources for our annual Easter egg hunt for fifty families and we were able to put on a fabulous Christmas party for families owing to NBKI and Bovis.

Taking a longer view, this year saw the successful delivery of our strategic plan for 2023-2026 which has seen an increase in families supported, growth in our range of services, stabilisation of our finances, diversification of funding sources and the development of the capability of the staff team. This provides an excellent foundation for the 2026-2029 plan. Our ambitions for the next period include new services involving both parents, greater targeting of the families in the most deprived postcodes and the involvement of families in service design and improvement.

Christina Smyth, Chair

> ***I have been lucky enough to recieve support from Homestart over the past 2 years. Including longterm conselling to work through challenges I had around a domestic abuse relationship, becoming a single mum and then navigating a SEN diagnosis for my little boy. Homestart have helped me with applying for grants for school clothes and sensory equipment for my son. The conselling has helped me immensely and i am so grateful to have had the support to make sure I can show up as the best version of myself each day for my little boy.***
>
> *Feedback from Home-Start Family*

Scheme Manager's Overview

As I reflect on the past year, I am incredibly proud of what we have achieved together. Every year, families have continued to face increasing pressures, from the rising cost of living to challenges with mental health, isolation, and housing. Throughout, Home-Start WKCHF has remained a trusted source of support, encouragement and hope.

We have supported more families than ever this past year. Every day, our volunteers and staff have had the privilege of seeing the difference our service makes. Some are small increments over time, others are huge and courageous leaps. Families have built stronger relationships with their children, grown in confidence and remembered their worth. Our families have also developed lasting connections within their communities. These positive changes are made possible through the dedication of our volunteers, staff, trustees, partners, and funders, who remain committed when times are tough.

This report tells the story of that impact. Each number is a family who felt valued and listened to, a parent who discovered their own strengths, a baby or child who benefited from a more secure start in life. These individual experiences of resilience, growth, and transformation encapsulate our need for compassionate relationships. These are illustrated in Obi, Sally and Robert's stories.



We are fortunate to have a skilled Board of Trustees who have no equal, generous local businesses who have donated expertise, time and money for necessities and little luxuries, such as ice creams on a day out at Kew Gardens, Christmas party face-painting, supermarket & clothing vouchers, sponsorship of trips for families and a office refurbishments - just to name a few.

Our regular donors and supporters - your generosity is truly inspiring. Your ongoing trust and belief in our mission enable us to continue delivering vital support to families during critical times.

We look forward to implementing our new 2026-29 strategy, and continue to stand firm with families- as their challenges are our challenges, ensuring every baby and child has access to the support they need to thrive.

Thienhuong Nguyen, Scheme Manager

Last week I met with [two other parents from the Mums Together Coffee morning]. We went to Hyde Park for a walk and a chat. It was really nice [and] we decided to meet again and went for few drinks and dinner. It was really nice and we did have a great time together.

It was amazing because for once we just felt like ourselves again. We did not have to worry about kids, nappies, bottles, and all those things. For once, we could just be ourselves. And it was fantastic.

So this message is for thanking you for making the coffee morning happen, for putting us together and for caring so much for all of us. You are so caring and loving and I just want to say that I really appreciate everything you've done for me and [my daughter] and I love you so, so much.

Home-Start Family

Our Reach In 2025-26*

The *Services and support our families accessed:*

99 families supported by **Volunteer Befrienders**

95 families supported by **Volunteer Therapists**

90 families attended trips, events, and activities in school holidays

31 families supported by **a Coordinator**

This year **we supported...**

273 families
370 parents
481 children

135 families **newly matched** with a service this year

Families supported by Borough

108 Westminster,
85 Kensington & Chelsea,
76 Hammersmith & Fulham,
4 Out of Area

Birth & Beyond and **Parent Zone:** **26** and **34** families supported respectively

As families grappled with the ongoing Cost of Living Crisis and complex personal and family circumstances, we proactively responded by providing over 550 units of additional support, advice and referrals to partner services to 139 families (51% of all families), including:

40 Referrals to specialist advice: housing, debt, benefit and legal advice

76 families accessed donations and grants for essential items

70 Families received additional support to access health services (inc. mental health), Children Services, Early Help, education and other local support services.

15 Supermarket and High Street voucher donations

16 Referrals to Food Banks

29 Referrals to Children and Family Hubs

27 Referrals made to Little Village and baby banks

**Some families accessed more than one service.*

Our Families' Needs at Referral

Families who reach us come from a wide variety of backgrounds, each navigating their own unique challenges and circumstances.

HOUSING

10% Accommodation is in Disrepair/ Inaccessible

15% Live in Temporary Accommodation

21% Live in Overcrowded Accommodation

PERSONAL

49% Financial Issues

44% Parenting Support

56% Receiving Benefits inc. PIP, Universal Credit, Housing, Child Benefit

45% Unemployed

45% Lone Parents

15% Seeking Asylum, Refugee or have Limited Leave to Remain

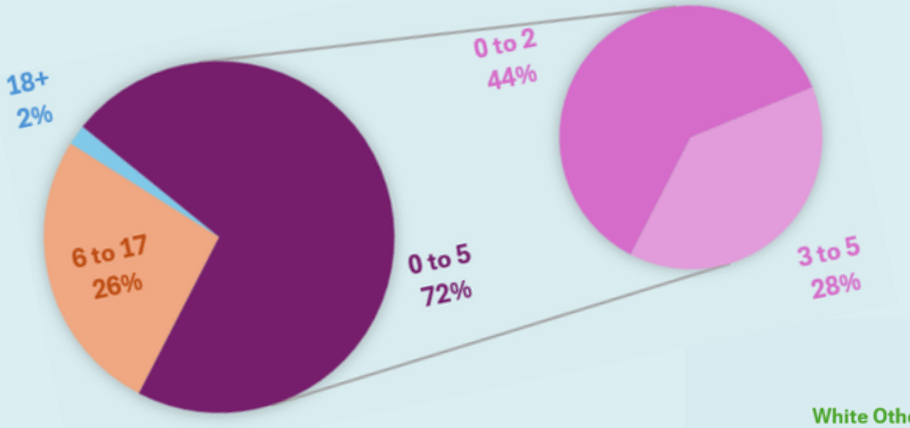
HEALTH

72% Isolation

22% Domestic Abuse

55% Mental Health Issues

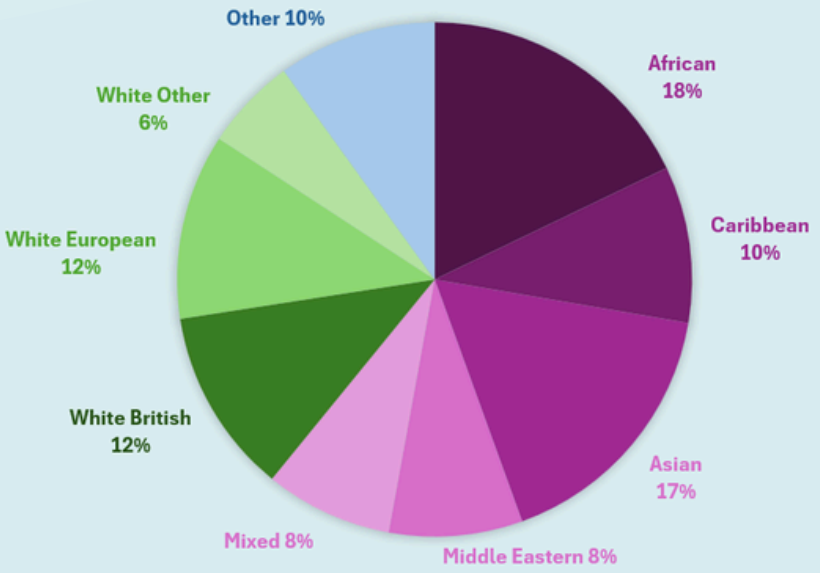
28% of children living with one or more disability or health condition



Children's Ages

> "I'm doing so much better, everything's good ... I forgot what it felt like to be happy."
>
> ***Home-Start Family***

Families' Ethnicity



Our Impact by Service

The family feedback we gather throughout their experience with Home-Start helps us assess the impact of our interventions and continuously improve and grow our services.

Following support from our volunteers and coordinators and access to our groups, activities and events, parents facing exceptional challenges reported the following improvements:

Befriending Volunteer

73%
Felt less isolated

63%
Felt an increased sense of self-esteem

72%
Felt improved confidence to access local services and activities

> "Thanks for being there even when it looks like all hope is lost!"

Therapy Support

72%
Experienced improvements in their mental health

71%
Felt an increased sense of self-esteem

77%
Felt less isolated

> "Therapy is the best thing that has happened to me in the last 5 years."

Coordinator match

83%
Felt less isolated

79%
Experienced improvements in their mental health

76%
Felt an improved confidence to access local services and activities

> "I'm blown away by the kindness of you, and everyone at Home-Start"

Groups and Activities

74%
Felt less isolated and Experienced improvements in their mental health

71%
Felt better able to cope with extra work caused by multiple birth/ children under 5



> "I just wanted to say a massive thank you, for Tuesday [trip]. It's the first time in a long time, that we have enjoyed a day out as a family."

Obi's* Story

Obi was referred to Home-Start WKCHF in November 2024 by her social worker for befriending services. She was allocated to Sophie, one of our Family Support Coordinators, who visited Obi and her little boy to learn more about their needs and how Home-Start might help. From their very first meeting, Sophie saw both the weight of Obi's trauma and the extraordinary resilience that carried her through it.

Obi shared her story with depth and open honesty. She had fled Uganda after being forced into marriage and subjected to severe domestic violence. When her husband and family discovered that she was gay, she faced devastating persecution, including arrest and so called 'corrective' rape. Obi's family and friends cut ties with her. Obi and her son were totally alone. With extraordinary courage, Obi managed to flee to the UK where she secured refugee status and a safe, permanent home for herself and her son.

Although Obi now felt safer in the UK, life remained incredibly difficult. Her son, who is severely autistic and was at the time, non-verbal and, needed constant care. Obi was also living with PTSD, which left her battling painful flashbacks and anxious about leaving her flat. With no close support network, Obi and her son were very isolated. Sophie worked patiently and compassionately, building trust. Together, they accessed essential supports from Foodbank vouchers to Baby banks, and sensory-rich toys for Obi's son. Sophie also advocated for Obi on housing, immigration, and benefit issues, ensuring her voice was heard and she understood the options available.

In January 2025, Obi was introduced to her volunteer befriender who visited weekly, offering both emotional encouragement and practical support. Her son started nursery and music therapy, giving him the chance to play and learn with other children. Progress soon ensued and Obi's little boy began to reach huge milestones, and speaking his very first words, including 'mama'. Obi grew in confidence as a parent, feeling better equipped to guide her son's behaviour and set healthy boundaries. Nontheless, the trauma Obi endured had taken a huge toll, and Sophie slowly introduced the idea of therapy. After an initial hesitation, Obi agreed when she felt ready, and was matched with one of our most experienced therapists. This step proved transformational. In a safe, trusting space Obi bravely revisited painful chapters of her past and made powerful strides in her mental health journey.



Today, Obi describes herself as hopeful for the future. Her son is preparing to start school, and Obi has connected with an LGBTQ+ support group. She even attended her first Pride event; an experience she said allowed her to feel "completely herself."

Reflecting on her journey, Obi shared: "My son and I were referred to Home-Start charity last year, and I can say they have done a wonderful, amazing job for both of us. Their support was a lifeline during a very challenging time. I'm so grateful—their help has made a huge difference. My son and I are saying a big thank you to Home-Start. Sophie, you are one in a million."

** Not real name or photo, with some details changed to protect the family's identity*

Sally's* Story

Sally, from Westminster, self-referred to Home-Start in September 2025 as a first-time parent with a four-week-old baby. With no family in the UK and limited support from friends, she described feeling "very lonely". Recovering from a c-section, she had been largely confined to her flat, which intensified her isolation and negatively affected her mental health and wellbeing.

Sally lives with her husband and daughter in what Family Support Coordinator, Indu, described as a "tiny flat". During the initial visit, Sally shared that she had not left the flat in 16 days and told Indu, "I have no one to talk to".

While a volunteer befriender was being identified, Home-Start supported Sally to attend a family picnic in Holland Park. This was her first time leaving her home in over two weeks and provided an important opportunity to reconnect with others. She was introduced to another parent, helping her begin to rebuild a sense of connection and belonging.



Sally was soon matched with volunteer befriender Hilda*, who visited weekly over five months. The support had a profound impact on her wellbeing.

Sally shared, "There have been weeks that Hilda was the only person who I would see face to face apart from my husband. Just going out with her to the park was the highlight of my week."

Through these visits, Sally's isolation reduced, her confidence grew, and she became more comfortable leaving the house and engaging in her community. With Hilda's encouragement, she also began attending her local family hub, connecting with other parents and accessing community resources. Sally and her family began attending other trips and events, including our annual Winter Party, benefitting the whole family, in particular, her husband, who experiences social anxiety, and through our activities, was able to increase his confidence and sense of belonging while creating positive shared experiences with his family. Reflecting on the support she received, Sally said:

"Without your support, I would have had a very different experience this year. There are no words to describe how grateful I am for what you did for me."

Her feedback demonstrates the transformative impact of the service on her mental health, confidence and overall wellbeing.

** Not real name or photo*

Our Volunteers

Volunteers remain at the heart of Home-Start WKCHF, providing compassionate, consistent support to families and helping to create brighter outcomes for children and parents across our communities. This year, we have continued to strengthen our volunteering offer, ensuring it is inclusive, well-supported, and responsive to both volunteer and family needs.



As of 31 March 2026, we are proud to have a strong and engaged volunteer community, with 76 volunteers contributing across the year, including 19 newly trained volunteers. This reflects our continued investment in recruiting, training and supporting volunteers so that more local families can access our high-quality support.



This year, one of our key priorities has evolving our Volunteer Preparation Course to meet the needs of new volunteers. However, our course remains in person, delivered at venues across the three boroughs, giving volunteers the opportunity to learn together, share experiences and build supportive relationships from the very beginning. We have been lucky enough to welcome a parent, who was once supported by Home-Start, back as a befriending volunteer. Her experience with our service brings a unique perspective to the training, helping new volunteers better understand the challenges families can face, a reminder that we all need support, while demonstrating the lasting impact that Home-Start support can have. Their stories are a powerful reminder that, with the right support, families can thrive and support others.



One volunteer, who joined Home-Start WKCHF on placement while training as a psychotherapist, reflected:
"The comprehensive training Home-Start provided gave me all the tools I needed. Listening sounds straightforward but learning to be truly attentive to what each family needs is another matter entirely. That part of my role has brought me the most joy."

Three years later, they continue to volunteer as a therapist, describing the experience as "the most humbling, uplifting and gracious experience I could ever have imagined." Another volunteer shared: "Never in my working life have I been so impressed and inspired by the training... The support I receive from my coordinator means I never feel out of my depth."

Reflecting on the difference volunteering has made, they described building trust with a family over many months, celebrating the moment when a baby who had once cried at every visit finally smiled when they arrived. The impact of our volunteers is felt just as strongly by the families they support.

One parent shared: "I was so anxious about opening up our world and allowing someone new into it, but from the very beginning you have been nothing short of amazing."

They volunteer had increased their confidence too: "Even helping me with something as simple as getting out of the house has made such a difference. What might seem like a small thing to others has been a huge step for me, and having your encouragement and support has helped me find the confidence to do it."

These reflections demonstrate the lasting difference volunteers make, not only through practical support, but by building trusting relationships that help families grow in confidence and feel less alone.



Listening to volunteers continues to shape the way we develop our service. Volunteers consistently told us they value the quality of training, the ongoing support from coordinators and the sense of belonging they feel as part of the Home-Start community. Many also spoke about the rewards of building trusted relationships with families and seeing confidence grow over time.

49 Befrienders

19 Therapists

8 Trustees

With the guidance and advice of our Volunteer Sub-Committee, chaired by our Marketing Trustee and attended by members of our team and a volunteer representative, we have continued to improve the volunteer experience by offering additional development opportunities, such as Infant Observation training. We have also developed a new Volunteer Portal and Resource Pack, giving volunteers easier access to guidance, resources and information whenever they need it.

We were absolutely delighted to welcome several teams of corporate volunteers who generously gave their time to support us throughout the year. From helping to host and sponsor family events to gift wrapping during the festive season, bringing joy by dressing up as Santa, elves, and the Easter Bunny! Their support is invaluable. Our corporate Volunteers play a vital role during our busiest times of the year, helping to create magical and memorable experiences for our Home-Start families.

Each year, we welcome a small group of Social Work students who complete their placements with us from different places such as Kingston University and London South Bank University. This year, we hosted four students who, alongside supporting families, also played an important role in assisting the team with facilitating parent support groups, organising and delivering family events, and bringing fresh perspectives and energy to the team. It is always a pleasure to work with students and introduce them to the vital work carried out within the voluntary sector and its close partnership with the statutory sector.



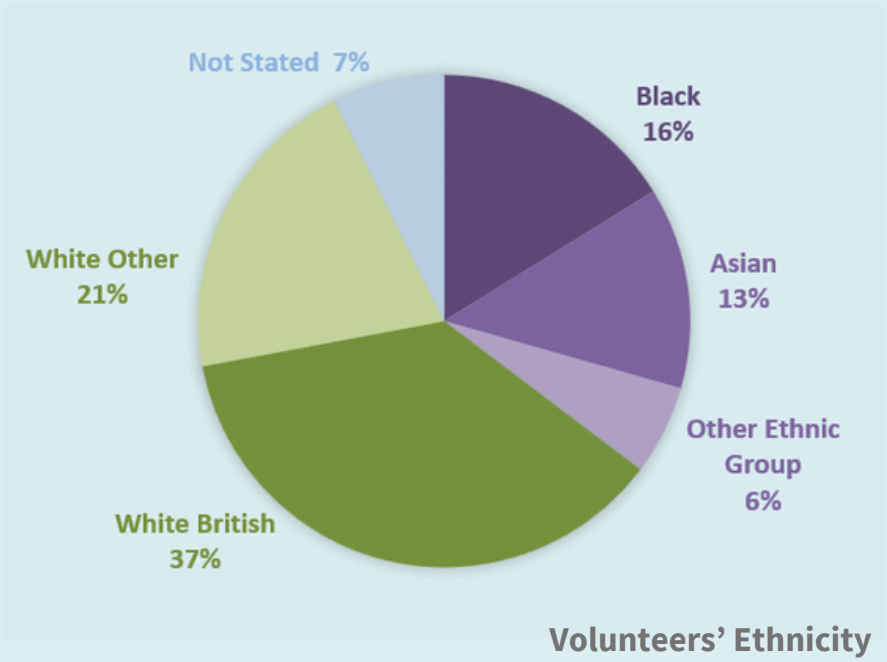
We have an incredible Trustee Board of 8 brilliant trustee, lending their expertise in a wide range of areas and supporting the team, ensuring the smooth running of the service.

Their hard work and dedication, often behind the scenes is an example of true altruism, and we can't thank them enough.

Robert's Story - Volunteer Befriender

I retired from a career in finance in 2022, during which I had the privilege of living and working in more than a dozen countries across three continents, with large complex teams and diverse cultures.

I decided to use some of the people skills I learned along the way to pursue a long-held interest in personal development and psychotherapy. I began my studies at CCPE in January 2023. Later that year, as part of my college training, I applied for a befriending role at Home-Start. I honestly wasn't sure what to expect, but the comprehensive training Home-Start provided gave me all the tools I needed.

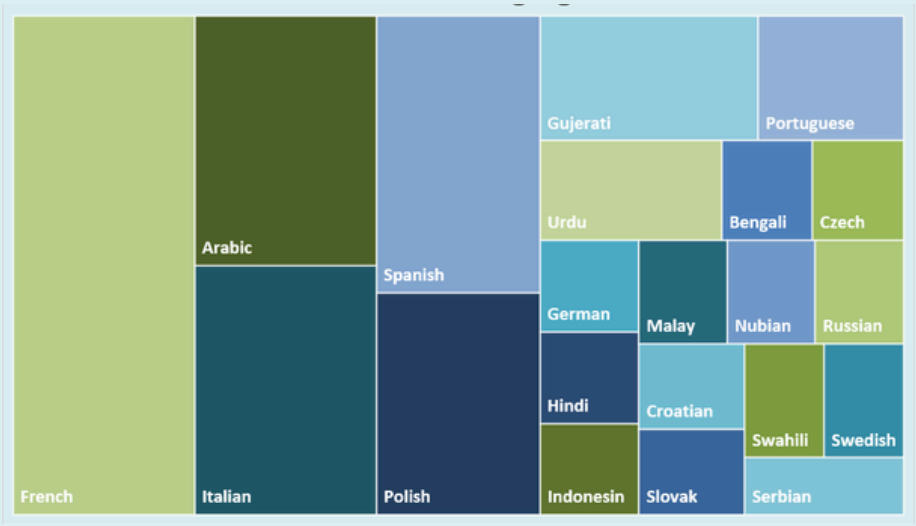


Volunteers' Ethnicity

I was introduced to a family I would visit every Friday afternoon for two hours. My role involved offering emotional support, listening deeply, helping them access government and council resources, and simply being present—something many of our families don't otherwise have in their lives. My background in working with people from different ethnicities and navigating the nuances of effective communication has been invaluable here. Listening sounds straightforward but learning to be truly attentive and attuned to what each family needs is another matter entirely. Everyone wants to feel heard, yet so many people don't. That part of my role at Home-Start has brought me the most joy.

After one year, I began working as a therapist for several Home-Start clients, a step that involved deeper, longer-term support. I am now in my third year with Home-Start, working with therapy clients who have been seeing me for over a year. It has been such a joy to watch them grow and develop. They have benefited enormously from what Home-Start offers, and just as importantly, so have their families. I feel truly honoured to be part of the Home-Start volunteer family, helping provide much-needed emotional support for families in our city. Today, I work as a therapist supporting mothers and fathers with children under five, and I look forward to continuing this work for years to come. This has been the most humbling, uplifting, and gracious experience I could ever have imagined.

Our volunteers speak 22 different languages



Volunteers' Languages

Treasurer’s Report and Financial Review

Home-Start Westminster, Kensington & Chelsea and Hammersmith & Fulham aims to secure funding from a diverse range of sources to support the delivery of its charitable objectives. Income is generated through grants from trusts and foundations, government funding, corporate partnerships, fundraising activities, and donations from individual supporters.

The charity ended the 2025/26 financial year in a stable and resilient financial position. This outcome reflects prudent financial management, effective cost control, and successful fundraising efforts throughout the year. Total income for the year was £571,926, compared with a budgeted income of £583,956. While this represents a modest decrease of approximately 2% against budget and a decrease from the previous year's income of £598,002, the charity successfully secured the funding required to sustain its services and activities. A significant proportion of the year's income had been secured at the start of the financial year, providing a strong foundation for operational delivery. The remaining funding target was achieved through a combination of grants, charitable donations, and fundraising initiatives. Total expenditure for the year was £588,982, in line with the approved budget of £588,991. The charity therefore recorded a net deficit of £17,056. Despite this deficit, the charity remains in a strong financial position, with reserves continuing to meet the level required under the reserves policy. As at 31 March 2026, total reserves stood at £373,185, comprising £692 in restricted funds and £372,493 in unrestricted funds. This represents a decrease of 4.4% compared with the previous year. Despite this reduction, unrestricted reserves remain at a healthy level and are equivalent to more than seven months of operating expenditure, comfortably exceeding the charity's reserves policy requirement of maintaining a minimum of six months' operating costs. The Trustees consider the current level of reserves to be appropriate and sufficient to support the charity's ongoing activities, manage financial risk, and provide stability in an increasingly challenging funding environment. Maintaining reserves above the minimum policy level reflects both careful stewardship of resources and prudent long-term financial planning.

The charity's strong financial position provides an opportunity to invest strategically in future development and service delivery. In particular, reserves will support:

- The recruitment of additional staff to respond to increasing demand for services
- The strengthening of financial resilience through the maintenance of appropriate contingency reserves
- The development of strategic initiatives designed to enhance service quality, extend reach, and maximise impact for families across our areas of operation

The charity's strong financial position reflects its ongoing commitment to securing income from a diverse range of sources. This approach helps to reduce dependence on any single funder and strengthens the organisation's long-term financial sustainability. The charity's positive financial position also enabled it to implement a staff pay award during the year, recognising the dedication and commitment of employees in delivering high-quality services to local families.

The Trustees would like to express their gratitude to all funders, donors, corporate partners and supporters for their continued commitment and generosity. Their support enables the charity to deliver essential services to families across our communities and contributes significantly to the organisation's long-term sustainability.

Anika Haria – Treasurer

Thank you

We would like to express our heartfelt thanks to all who have enabled us to support 273 families with 481 babies and children in 2025-26

Home-Start Westminster, Kensington & Chelsea and Hammersmith & Fulham, founded in 1999, supports families with at least one child under 5 or expecting through difficult times. Our team of trained volunteer befrienders and therapists offer practical and emotional support to families living across the three boroughs, helping them grow in confidence and strengthen relationships to give children the best possible start in a happy, healthy home environment.

John Armitage Charitable Trust

COMMUNITY FUND

City of Westminster

h&f hammersmith & fulham

THE HOWARD deWALDEN ESTATE

JOHN LYON'S CHARITY

The Henry Smith Charity founded in 1628

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

Thank you to our Patron, Baroness Floella Benjamin, for her continued support.

Thank you to partners:

for their support in cash or kind:

* Arundel Castle * Aspect Capital * Baker Street Quarter * BC Partners * Bi-Borough Public Health Team * Briony Hallam * Bovis * British Telecom * BT Openreach * Brown Forman * Campden Charities * Charles Russell Speechlys * Coffey Construction * Colliers * Cromwell Property Group * Easy Fundraising * EffectAble Construction * ELEMIS * FF Contracts * Forsters * Georgina Gore * Greenhouse Sports * Howard de Walden * Home-Start UK * HSWKCHF Board of Trustees * Howdens * John Lewis Partnership * John Lewis Oxford Street * Lane Clarke & Peacock LLP * London Business School * Mabanaft Limited * Marstons Holdings * Dr Maddalena Miele * Matthew Bealing * National Bank of Kuwait * Newlyn PLC * Royal Botanic Gardens, Kew * Rolls Royce * Royal Warrant Holders Association * Sequoia * St. Marylebone Parish Church * The University of Westminster * Urang Property Management * William Arthur Rudd Memorial Trust * Willmott Dixon * WATES * The Woodstone Charitable Trust * Young England Kindergarten * ZSL London Zoo.

for their support and work providing services:

3-borough Maternity Champions Partnership * Ark King Solomon Academy * Cardinal Hume Centre * Family Lives * Fresh Start Psychotherapy * Home-Start London * Hyde Park Place Estate Charity * Kensington and Chelsea Social Council * Kingston University London * Little Village * London South Bank University * North Paddington Foodbank * North West London Perinatal Mental Health Network * One Westminster * Rolls-Royce * Rugby Portobello Trust * Shelter * SOBUS * St Vincent's Family Project * Trussell Trust * Unfold * Volunteer Centre Kensington & Chelsea * Westminster Almshouses Foundation * and all Westminster, Kensington and Chelsea and Hammersmith and Fulham Family Hub, Early Help, Children's Services, Health Visiting, Midwife, IAPT and Perinatal Mental Health Teams.

... and a HUGE 'Thank You' to all our regular and anonymous donors, and those who have donated to and supported our vital work.



Home-Start
Westminster, Kensington & Chelsea and Hammersmith & Fulham

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Charity no: 1109568 Company No: 5283272

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