



Impact Report

2024 - 25

Registered Charity: 1105577 Company Number: 5199118

Table of Contents

Message from The Chairperson	1
Vision and Strategy	2
Volunteering	3
Operational Developments	4
Policy and Influencing	5
Funding and Partnerships	6
The Impact	7
Case Studies	8
Communications and Marketing	9
Closing Reflections and Acknowledgments	10

1. Message from The Chairperson

As I reflect on the achievements of our staff and volunteers throughout 2024–25, I am reminded once again of the rapidly changing world we live in and of the families who find themselves on the front line of these changes. Across Wales, we work in communities feeling the weight of increasing pressure, complexity and need.

This year's report demonstrates the scale of that need more clearly than ever before. With over 1,400 families and 2,500 children supported, our reach has grown to match the challenges families face from poverty and poor mental health to isolation and stress and while demand has risen sharply, so too has the commitment of our staff and volunteers.

Throughout these pressures, Home-Start Cymru has remained grounded in the quality and breadth of its support. The charity has had to adapt to new funding landscapes, rising complexity in family needs and greater demand on staff and volunteers. Yet in doing so, it has never wavered in its purpose.

As a Board of Trustees, we are immensely proud:

- of the dedication shown by our staff and volunteers,
- of the high quality of services provided,
- of the moving feedback we receive from families,
- and of the measurable, life-changing benefits our work continues to deliver.

This report is filled with evidence of that impact. Families growing in confidence, improving their wellbeing and building stronger foundations for their children. It also reflects our commitment to developing and sustaining a strong, values-led organisation through investment in staff wellbeing, volunteer growth and effective partnerships.

We are ambitious to do more. The development of a new strategy marks a key moment in our evolution, one shaped through co-production with those who make our work possible. We see opportunities ahead to build even deeper impact through new models of support and new partnerships across Wales.

None of this would be possible without the leadership of our Senior Team and the generosity of spirit shown by everyone connected with Home-Start Cymru.

My thanks go to all who have contributed so meaningfully over the last twelve months, our team, Trustees, Volunteers, Funders and Partners.



Jonathan Richards

**Chairman
Home-Start Cymru**

2. Vision and Strategy

As we prepare to enter a new strategic period next year, a significant achievement during this reporting period has been the successful co-production of our new organisational strategy for 2026-2029.

Over six months, we brought together voices from across our organisation through our annual Away Day, regular staff strategy sessions, surveys, structured interviews, Board Away Days, and weekly all-staff meetings as well as invaluable input and insight from our partners and funders. This inclusive process created space for reflection, honest dialogue, and shared learning.

The result is a new ambitious 3-year strategy together with a refreshed vision, mission, and set of values that are grounded in the needs of the families we support, while also reflecting the lived experiences, insights, and ambitions of our team across Wales. We are proud that this work has laid a strong foundation for the next phase of our journey.

Vision

Every family in Wales has the support they need to give children the best start in life.

Mission

To empower parents and carers across Wales with the skills, confidence and connections they need to give their children the best start in life. We will do this by providing compassionate, trusted, and community-centred support, in collaboration with a wide range of local and national partners.

Our Values and Principles



Compassion

We work through a trauma-informed lens, supporting families with respect and empathy to create long-term sustainable change



Integrity

We are committed to transparency, accountability, and evidence-based practice



Innovation

We embrace change, curiosity, and creativity to continuously improve our services. By staying open to new ideas and approaches, we adapt to the evolving needs of families and find new ways to provide meaningful support



Collaboration

We build and sustain partnerships with families, volunteers, and local/national organisations.

3. Volunteering

At the heart of Home-Start Cymru's mission are our volunteers. Their compassion and dedication make it possible for us to offer high-quality, non-judgmental peer support that truly connects with the families we are privileged to work alongside.

Over the last twelve months, Home-Start Cymru has continued to evolve its volunteering offer to ensure it meets the needs of both our volunteers and the families they support, now and in the future.

- We've gathered insight through volunteer and family surveys and established a Volunteer Voice Group, where volunteers meet monthly to shape and influence how the service evolves.
- This year, we held Volunteer Tea Days across Wales during Volunteers Week, celebrating the incredible people who give their time to make a difference in their communities.
- We have also written a new three-year Volunteer Strategy, marking a significant step in how we plan, invest in, and grow our volunteering offer.
- This includes a strong focus on diversifying volunteering both in who volunteers and in the roles available.
- With support from WCVA funding, we've introduced new, flexible volunteer roles enabling more people to become involved in ways that work for them whether in person, remotely, or through group settings.
- We have streamlined our recruitment and onboarding, introduced eLearning for greater accessibility, and continued to invest in making volunteering responsive, flexible, and rewarding.



New Volunteers

64



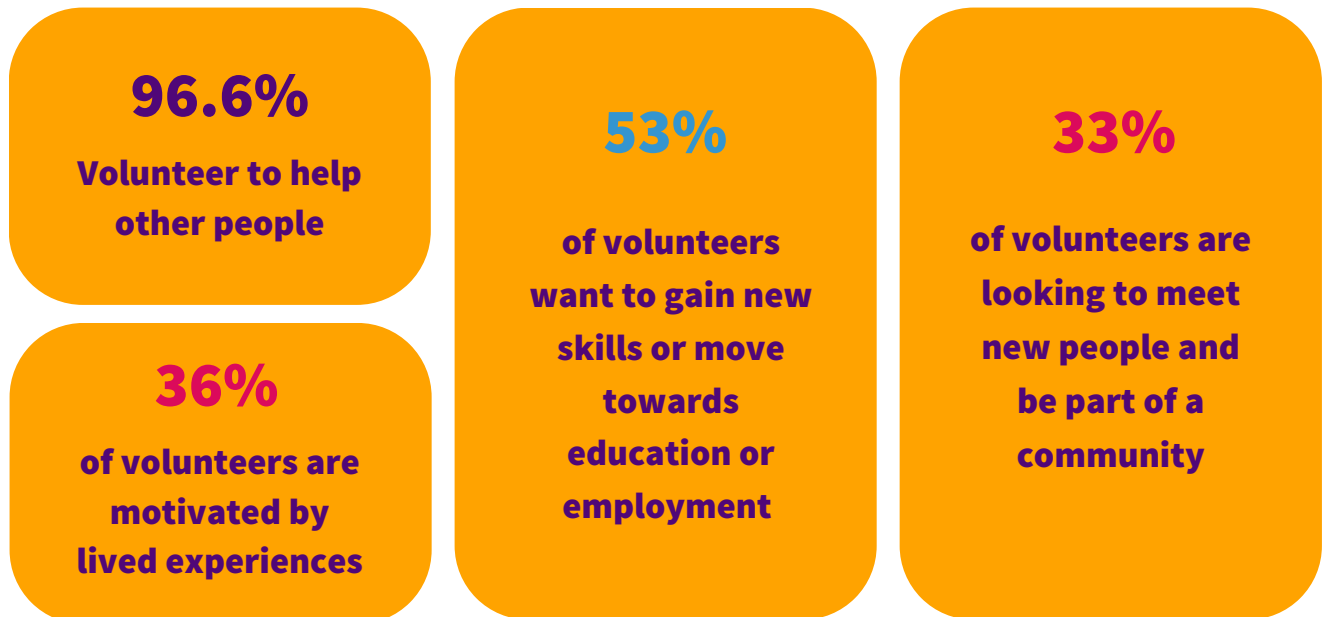
Increase from 2023/4

12%



3. Volunteering Continued

We know that motivations to volunteer vary and our approach seeks to reflect this diversity. A recent survey of our current volunteers revealed:



One standout example of the power of volunteering is **Home-Start Cymru volunteer Sheryl Evans**, who was recently appointed Mayor of Rhondda Cynon Taf. A lifelong RCT resident, Sheryl has a background in law, the NHS and public service. Her commitment to her community began with volunteering including time spent supporting families through Home-Start Cymru.

“I had time on my hands, and after learning about the cause, I decided to apply. I was accepted and supported two families, building relationships that continue to this day,”

Her work included helping children gain confidence, offering emotional support, and creating a sense of connection within the community.

Now, as Mayor, Sheryl is passionate about championing volunteer initiatives across RCT and encouraging others to get involved:

“Volunteering is incredibly rewarding. I want to replicate successful community projects in my own ward to ensure more people receive the support they need.”

Her journey from volunteer to Mayor is a powerful reminder of the potential impact volunteering has, not only on families but on the volunteers themselves.

Embedding real and lasting change takes time and commitment. Our volunteers remain central to our mission, and we are proud to offer opportunities that are shaped by their voices and aligned with their lives. Whether through one-to-one, group, or remote support, we’re building a volunteering model that truly reflects what our families and volunteers value most.



3. Volunteering Case Study 1



Making a Real Difference Through Empathy and Experience

When Ellise Davies joined Home Start Cymru as a volunteer Family Support Worker in early 2025, she brought more than just a desire to help—she brought a deep understanding of the challenges many families face, shaped by her own life experiences. Motivated by a strong sense of empathy and a commitment to making a difference, Ellise saw volunteering as an opportunity to empower others, grow personally and professionally and gain valuable experience for her university degree in social care.

“I want to make a positive impact on families' lives. I've been through similar challenges, and I think my willingness and determination to keep going helps empower others to do the same.”

A Positive Start and Ongoing Support - From the outset, Ellise felt welcomed and supported by the Home Start Cymru team.

“My experience of joining has been nothing but positive. The support I received has been amazing, and the training was informative, accessible, and easy to follow.”

Tailored Support for Every Family - Ellise quickly learned that no two families are the same—and neither is the support they need. In her role, she adapts her approach depending on what's most helpful that day.

“Sometimes, a parent just needs someone to talk to. Other times, it's giving them a break by playing with the children while they get things done. It's about being present in a way that matters to them.”

Building Trust Through Authenticity - What sets Ellise apart is her ability to form meaningful, trusting relationships by being open, empathetic and real. She doesn't approach families with a fixed script, she brings her whole self to each visit.

“I'm not going into their homes as a robot. I'm a mother who understands. I build relationships by being non-judgmental and authentic.”

Drawing from the social pedagogy concept of *Haltung*—“It's my skin, not my jacket”—Ellise reflects on how her mindset and values are deeply rooted in who she is.

“This approach isn't something I put on, it's ingrained in me. It shapes how I interact with families and helps them build confidence, improve their quality of life and flourish.”

The Reward of Volunteering - Through her volunteering, Ellise has already made a clear impact on the families she supports and they've told her so.

“The families I work with have told me I've helped them feel stronger and happier. That feedback is so rewarding and makes it all worthwhile.”

3. Volunteering Case Study 2

Finding Purpose Through Volunteering

Melanie Parsons, a Home Visiting Volunteer in Cardiff, shares how volunteering with Home-Start Cymru helped her rediscover her sense of self and purpose.

After over 30 years as a full-time carer for her son, Melanie Parsons was looking for something that would feel fulfilling and meaningful, something just for her.

“I felt like I had lost my identity,” she shares. “I wanted to do something that made a difference.”

With a wealth of life experience behind her including being a young single mum, living with depression and parenting a child with additional needs, Melanie knew she had empathy, insight, and understanding to offer. When she spotted an advert for Home-Start Cymru on social media, she decided it was the right time to get involved.

Melanie began her volunteer training in the summer of 2024 and met her first family that November. She found the training thorough and appreciated the flexibility of completing it online at her own pace.

Since then, Melanie has supported two families, and each experience has strengthened her belief in the value of what Home-Start Cymru offers.

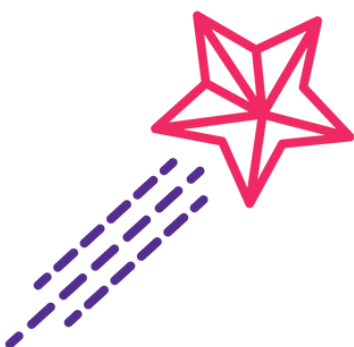
“I’ve felt a great sense of achievement,” she says. “It’s a real privilege to be welcomed into someone’s home at such a vulnerable time in their life.”

Reflecting on her journey, Melanie says:

“I built a lovely relationship with my first family, one built on trust and understanding and I feel I made a positive difference.”

Now supporting a second family, she’s hopeful about developing another strong connection and continuing to offer support, friendship and a listening ear.

“I aim to make a difference to every family I support,” she adds, “helping them through difficult times with compassion and acceptance.”



4. Operational Developments

Operational Development underpins our charity's ability to grow sustainably and deliver high-quality support to families across Wales. It involves building the internal systems, frameworks, and culture that empower our staff and volunteers to thrive. This year, we focused on developing the right structures to strengthen our workforce, ensure high standards, and improve how we deliver services.

Here's what we achieved:

Shaping Organisational Culture

We developed a comprehensive Behaviour Framework, co-created with staff from all levels, to define shared values and behaviours. This has helped nurture a culture where individuals and teams can flourish.

Promoting Wellbeing

Following staff consultation, we created a Wellbeing Action Plan with a monitoring group in place. 90% of the year-two actions have been delivered, and a new staff survey will inform the next phase of activity.

Training, Learning and Development

A new Training, Learning and Development Framework is now in place, with implementation underway. Over the past year, we delivered key training sessions in performance management, safeguarding, project management, absence management, lone/safe working, and the Solihull approach.

Improving Quality Through Audit

We finalised an Internal Audit Framework covering Operations, Volunteering, and HR. Implementation will be led by relevant teams. Additionally, we audited Volunteer Supervision, which showed that 85% of volunteers felt very well supported. The findings will guide future improvements.

Strengthening Safeguarding

A dedicated Safeguarding Group—now chaired by our Lead Safeguarding Trustee—was established to strengthen governance and learning. Outputs include a safeguarding risk assessment, a central repository for training materials, and plans for a new peer learning forum.

Clarifying Service Delivery

We developed five clear Service Models: Core Volunteer Support, Perinatal Support, Dads' Support, School Readiness, and Neurodiversity. These models improve clarity for stakeholders, guide service delivery, and support future funding opportunities.



5. Policy and Influencing

Throughout this last year, we have worked hard to **echo the voices of our supported families in a variety of policy spaces to inspire positive change, bring awareness to pertinent issues and promote strong collective action.**

Using co-productive approaches to gather the opinions and insights of key stakeholders, including Funders, we've **prioritised efforts to understand and respond to the diverse and often complex needs of families across Wales.**

Home-Start Cymru's Volunteer Voice Group was established to function as a space for ideas and innovation for volunteers who represent the interests of fellow volunteers and the families they support. This group will continue to serve as a vital source of ongoing insight, inspiration and expertise that will inform multiple areas of our service delivery and policy work during our new strategy period.

We've maintained strong efforts to influence Welsh and UK Government policy and approaches, remaining vocal on national strategies in development, and prioritising connection with Welsh Government and Senedd officials.

Additionally, a large proportion of our policy and influencing work is enhanced by our strong collaborative connections across the sector, strengthening our collective voice.

Over the last year we have:

- **Hosted meetings with officials**, chairing focused agendas on issues most pertinent to our supported families and presenting opportunities for positive development and collaboration. We've hosted several officials including Alex Davies-Jones MP, Jane Bryant MS and Sarah Murphy MS.

- **Continued to partner with the Maternal Mental Health Alliance** to promote and lead upon discussions around perinatal mental health provision in Wales, focusing on facilitation of stronger connections across the third sector and public sector and platforming calls for change led by insight from lived experience.

We have re-established and chair the NHS Executive Perinatal Mental Health network's third sector forum, facilitated large cross-sector stakeholder workshops to inform response to Welsh Government's Mental Health and Wellbeing 10-year strategy, and been an active voice in the implementation and ongoing thinking around the Women's Health Plan.

- **Become an active member of the Welsh Government's External Child Poverty Reference Group** working with WG teams to directly inform and advise upon the implementation and monitoring of child poverty national goals and targets.

- **We have appeared across various media outlets to present our policy positions**, including our call for the UK Government to remove the two-child limit, which restricts access to Universal Credit and Child Tax Credit.

6. Funding and Partnerships

Over the past year, Home-Start Cymru has grown its overall income, diversified its donor base, and expanded its reach enabling us to deliver more impactful support services for families across Wales.

This growth demonstrates our commitment to long-term sustainability and reflects the increasing recognition of our vital work.

Core Funding Streams

Our income primarily comes from restricted funding through project-specific grants, service contracts and charitable trusts. We are particularly grateful to the Local Authorities across Wales who continue to support us through Families First and Children and Communities funding.

These partnerships span:

- Rhondda Cynon Taf
- Anglesey
- Powys
- Cardiff
- Caerphilly
- and Swansea
- as well as targeted projects in Torfaen (Team Around the Family)
- and Merthyr (peer support groups)

We are proud to have received additional funding in addition to statutory and Health Board funding from Corporates, Trusts and Foundations, allowing us to operate in many other Local Authorities in Wales.

Supporting Volunteers and Specialist Services

Key funding also comes from WCVA's Volunteering Wales Grant which supports our volunteer initiatives.

We've also secured funding for specialist, short-term projects such as our

- **Neurodivergence Family Support** in Swansea, Cardiff, and Merthyr, and the
- Additionally, the **Seeking Sanctuary** grant from the Community Foundation enables us to support families seeking refuge across the Gwent region.



6. Funding and Partnerships Continued

Building Organisational Resilience

We are committed to securing long-term funding to strengthen our organisational capacity and resilience. We are proud to have received generous support from charitable trusts and foundations, including:

- Moondance Foundation
- Dulverton Charitable Trust
- Garfield Weston Foundation
- Henry Smith Charity
- Waterloo Foundation

We also benefit from funding by the National Lottery Community Fund for our Helping Working Families project, and from BBC Children in Need to support families in Caerphilly.

Strategic Partnerships and Innovation

Home-Start Cymru is also growing its strategic and corporate partnerships. We are working closely with Save the Children and have launched innovative collaborations such as:

- SEDA – Supporting employee wellbeing
- Wales & West – Promoting home safety and energy efficiency
- Forage Farm Shop and Kitchen/Penllyn Estate - Supporting unrestricted funds and volunteer recruitment as it's Charity of The Year.

We are also exploring legacy giving and participating in major campaigns like the Cardiff 10k and The Big Give to engage individual and community supporters.

Looking Ahead

To ensure our long-term sustainability and ability to meet growing demand, we are focused on expanding and diversifying our income streams.

This includes:

- Pursuing additional grant opportunities
- Aligning funding with national child and family strategies
- Developing new corporate partnerships
- Increasing community fundraising and events
- Exploring trading and enterprise options

By strengthening our funding base, we can continue delivering life-changing support to families across Wales—now and in the future.

7. The Impact 2024/25

1,417 Supported Families

2,532 Supported Children

4,096 Referral Reasons



7. The Impact

The 2024–25 data reveals the scale and complexity of the challenges families are facing across Wales. From emotional wellbeing and financial hardship to social isolation and parenting pressures, families are under strain but with the right support, they are making meaningful progress.

Among families whose support has ended, we’ve seen life-changing results. These figures represent much more than numbers, they reflect families growing stronger.



7. The Impact - Referral Drivers: Complex, Overlapping Needs

Across the 1,417 families supported, there were 4,096 distinct referral reasons, averaging nearly three challenges per family.

Families rarely come to us with a single issue. Our support is designed to respond flexibly and holistically, addressing multiple needs at once with the same trusted person.



617 families were supported with parental mental health challenges

441 families recieved support managing child behaviour

354 families were supported with confidence and self-esteem

400 families were supported through financial instability

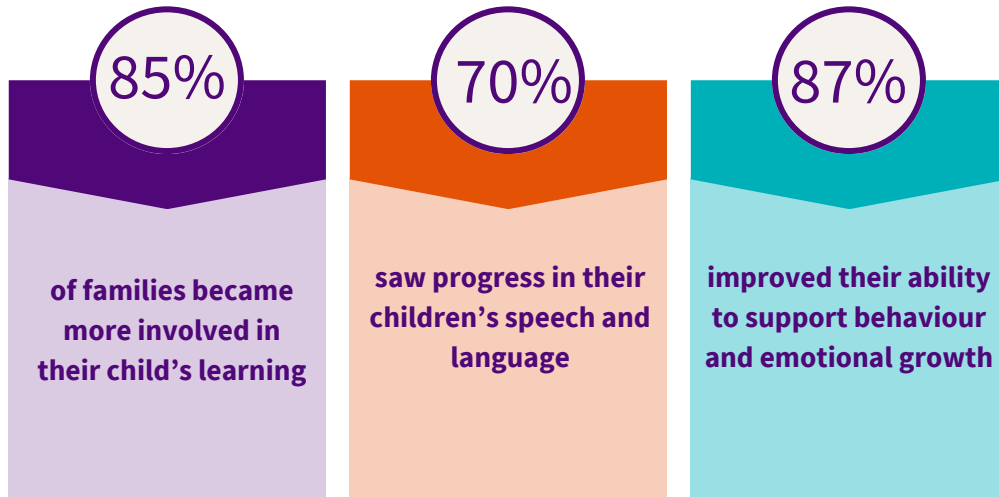
446 families were supported through times of loneliness and isolation

230 recieved help supporting their child's learning and development

7. The Impact - Referral Drivers: Complex, Overlapping Needs

Supporting Child Development from the Start

Early intervention is vital. With **230 referrals linked to learning and development**, our impact in this space remains strong:



This reinforces the importance of engaging parents early, in ways that promote learning through safe, trusting relationships.

Our Work Reflects National Trends

Home-Start Cymru's findings echo those raised in national reports:

30% of children in Wales live in poverty, including 26% in working households (Children's Commissioner for Wales)



60% of professionals report worsening mental health in both children and parents due to poverty (Children in Wales)



Poverty continues to limit access to education through hunger, bullying and unaffordable school costs (Senedd Cymru)



Child poverty in Wales is projected to reach **34.4% by 2029**, the highest rate in the UK (The Guardian)

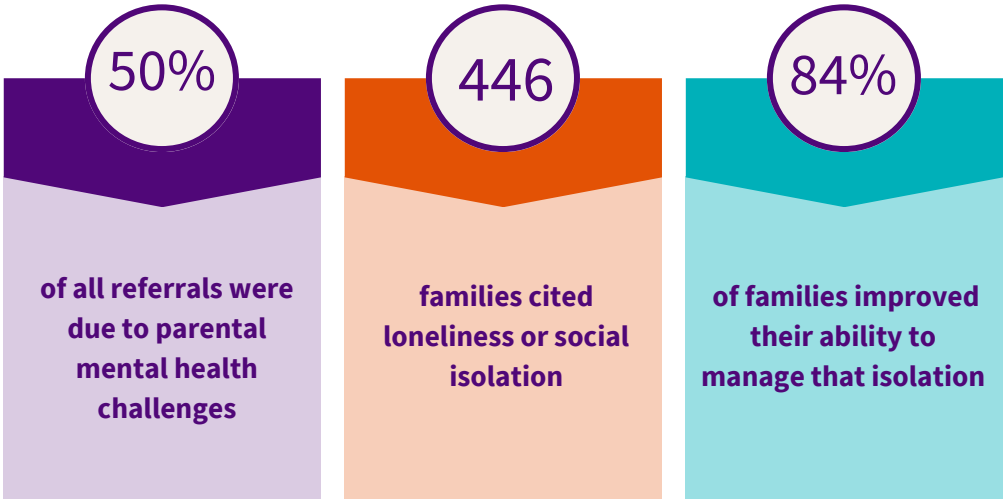


Our work directly addresses these intersecting challenges—offering support that is immediate, relational, and rooted in the lived experiences of families.

7. The Impact - Referral Drivers: Complex, Overlapping Needs

Each family received tailored support that was shaped by their individual circumstances, whether practical help, emotional guidance or connections to community resources.

Mental Health and Isolation Dominate the Landscape



These findings reflect growing mental health pressures across Wales and show the strength of our emotionally supportive, non-judgemental approach. When other systems are overstretched, we offer time, empathy and connection.

Children’s Mental Health Improvements Are Slowing

While 84% of families saw progress in their child’s mental wellbeing, this represents a small increase from previous years. Despite the breadth of support provided, emotional outcomes for children appear to be under sustained pressure but this data shows that with the correct support, positive outcomes are possible.



7. The Impact - Referral Drivers: Complex, Overlapping Needs

Emotional Resilience and Practical Stability Have Grown

Despite the challenges, families reported consistent improvements in both emotional and practical domains:



These outcomes show that our approach does more than stabilise as it equips families with skills and confidence for the future.



8. Case Studies

Behind every number in this report is a person, a family, a story.

The following case studies offer a deeper look into the lived experiences of families supported by Home-Start Cymru in 2024–25. They illustrate how our work transforms lives, not just through formal outcomes, but through moments of empathy, encouragement and human connection.

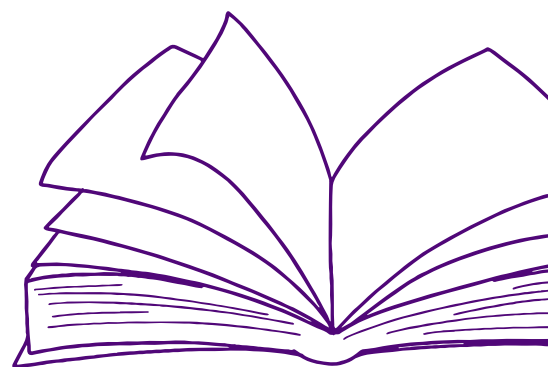
Each journey is different, whether overcoming the isolation of new parenthood, rebuilding after trauma, or navigating parenthood while juggling education and health challenges, these families show extraordinary resilience.

With the right support at the right time, they were able to find stability, rediscover confidence and move forward with hope.

These stories reflect not only the challenges families face across Wales but also the quiet, powerful role our volunteers and staff play in helping them take that next step.

Together, they capture the heart of what we do.

- 1. The Power of Support and Connection – A Family in Caerphilly**
- 2. Rebuilding from Crisis – April's Journey**
- 3. From Overwhelmed to Empowered – A Mum in Swansea**



8. Case Studies

The Power of Support and Connection – A Family in Caerphilly

A family in Caerphilly was initially referred to Home-Start Cymru by a health visitor. However, due to the mother's ongoing struggles with mental health and anxiety, the case was unexpectedly closed. Despite this setback, mum later found the courage to self-refer marking the beginning of a transformative journey.

Support Provided

Mum was matched with a volunteer who supported her for over nine months, offering:

- **Emotional support** – A consistent, non-judgemental presence who listened and encouraged without taking over.
- **Routine stability** – Gentle help with managing daily tasks, respecting mum's pace and feelings.
- **Connection and understanding** – Shared experiences, including a mutual love of reading, created a meaningful bond.

While on a year-long waiting list for counselling, the volunteer became a vital source of emotional stability helping mum manage stress, combat loneliness and regain a sense of control in her life.

Outcomes

- Mum developed **renewed confidence and resilience**.
- She began to **re-engage with her local community and daily routines**.
- Even after the support officially ended, the **friendship between mum and her volunteer continued**.

In Mum's Words

"The difference it made to me and my family was immense. It was more than just an extra pair of hands; it was a friend, someone to talk to, someone to help me run errands and access my local area. And I was asked for nothing in return."

Conclusion

This case highlights the life-changing impact of empathy, encouragement and consistent human connection. A listening ear and a kind presence can make all the difference in a family's journey towards wellbeing.



8. Case Studies

Rebuilding from Crisis – April's Journey

Over a two-year period, April faced multiple crises, mental health struggles, financial hardship and homelessness. With no stable housing or family network, each day was a fight for survival.

Support Provided

Through Home-Start Cymru, April received tailored, wraparound support including:

- **Emotional support** – Regular contact helped her manage PTSD and emotional shutdowns.
- **Financial guidance** – Assistance in accessing debt relief programmes.
- **Practical resources** – Support securing food bank access and a Christmas toy box for her children.
- **Service navigation** – Connections to essential services to begin rebuilding her life.

Outcomes

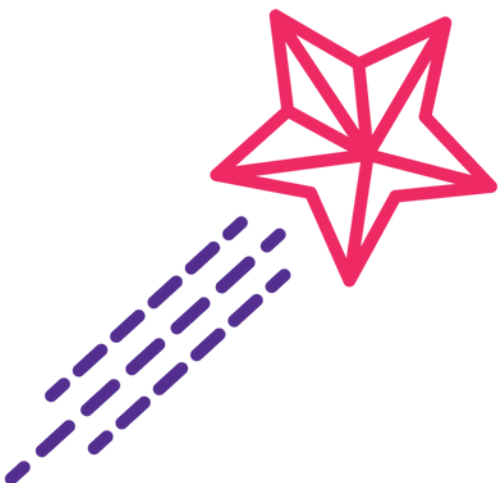
- Reconnected with services and regained stability.
- Built resilience and emotional strength.
- Developed confidence and began looking to the future with hope.

In April's Words

April now actively shares her story to raise awareness and reduce stigma. She's a confident speaker and advocate, committed to supporting others in crisis.

Conclusion

April's story is a powerful example of how compassionate, non-judgemental support can transform lives. With the right help, she has moved from survival to advocacy, and from crisis to confidence.



8. Case Studies

From Overwhelmed to Empowered – A Mum in Swansea

Background

When mum moved to Swansea to study medicine, she was juggling parenthood, academic pressure and personal health challenges, all without a support network. Diagnosed privately with ADHD, she couldn't afford her medication and lacked access to NHS support. Only one of her two daughters had secured a school place, adding to her stress and isolation.

Support Provided

Although no volunteer was placed with the family, one of our team members provided consistent emotional support, including:

- **Informal companionship** – Walks, coffee meet-ups, and outings with her youngest daughter.
- **Community engagement** – Help accessing local services and opportunities like Graft Bach, an outdoor learning programme.
- **Wellbeing and confidence building** – Support to help her reconnect with herself and enjoy time with her children.

Outcomes

- **Greater confidence** and calmness in parenting.
- **Renewed enjoyment** in family life and shared outdoor experiences.
- **Building friendships**, attending school events, and **preparing to return to full-time work as a doctor**.

In Mum's Words

"I've always been an outdoors person, and I can see that same spark in my youngest—it means so much to share that with her."

Conclusion

This story shows how consistent emotional support and community connection can empower parents. From feeling overwhelmed to stepping into her future with pride, this mum's journey reflects the heart of Home-Start Cymru's mission.



9. Communications and Marketing: Raising Our Voice, Reaching More Families

In a year where demand for our services has reached record levels, effective communications and marketing have been critical to our mission. With 1,417 families and 2,532 children supported and over 4,000 distinct challenges identified, the need for our work is clear. But that work can only continue if families know we exist, funders understand our impact and decision-makers hear the voices of those we support.

Amplifying Urgent Issues

Our communications activity this year has centred around making invisible struggles visible, from poverty and parental mental health to neurodivergence and the pressures facing isolated parents. We secured widespread media coverage across TV, radio, and print, ensuring that the challenges families face are not only seen but understood.

By sharing real stories and trusted insight, we've positioned Home-Start Cymru as a key voice in national conversations about family wellbeing, child development and community resilience.

Driving Reach and Public Engagement

We've significantly grown our digital footprint, reaching more families than ever through:

- Expanded reach across social media using Paid Advertising to engage with potential volunteers
- Improved Google visibility and search performance for those looking for support
- Regular blogs, case studies and advice articles written with families in mind

These efforts have translated into meaningful action from increased referrals and volunteer registrations to stronger engagement with supporters.

Campaigning with Purpose

Through our national Big Give campaign, we raised vital funds while also expanding public awareness of the value and impact of our work. The campaign offered valuable learning about how best to connect with audiences, insights that now inform our ongoing fundraising and supporter engagement strategies.

Strengthening Internal Connection

In parallel with our external reach, we continued to prioritise internal communications and wellbeing. Staff wellbeing days, team walks and regular updates helped maintain morale and foster stronger connection across the organisation, supporting the people behind the delivery of every service.

Strategic Relationships and Corporate Engagement

Our growing voice has also helped strengthen relationships with strategic partners and corporate supporters. By telling our story clearly, consistently and with integrity, we've positioned ourselves as a trusted partner and a respected advocate for families in Wales.

10. Closing Reflections from Our CEO

As I look back over the last year, I am in admiration of the courage of the families we support, the dedication of our volunteers and staff and the collective resilience that runs through our organisation at Home-Start Cymru.

This impact report tells our story of a year marked by change, challenge and growth. It seeks to capture the heart of our work: helping families navigate some of life's most difficult moments with empathy, connection and practical support. From emotional wellbeing and early years development to financial resilience and community rebuilding, our reach has deepened and our impact is illustrated through our evidence.

We have supported more families and children than ever before but behind every number is the real impact and a story aligned to the difference we make, the reason we all do what we do every day. The case studies are just a few examples of how meaningful change begins with trust, human connection and the right support at the right time.

This year's data and the statistics reminds us daily of the challenges and the scale of need in Wales. Almost one in three children still live in poverty. Parental mental health struggles and family isolation are increasing whilst services are stretched and demand is growing. These are not abstract statistics, they are the lived experiences of the families we stand beside every day.

In response, we've continued to evolve, strengthening our volunteer programme, building partnerships, growing our income base and raising our voice nationally. We've also invested in our people and systems to ensure we remain a strong, sustainable and inclusive organisation that's fit for the future.

I am immensely proud of what we have achieved together, but I am also realistic about the work that lies ahead. Meeting the growing and complex needs of families across Wales requires sustained funding, a strong volunteer base, investment in our amazing staff and wider awareness of the power and benefits in early intervention and preventative relational support.

To everyone who has played a role in our story this year, thank you so much. Whether you are one of our incredible funders, an amazing volunteer who gives your time to make such a difference, a vital team member or a family who trusted us, you created this impact.

I know we can build on this year's success and deliver even greater impact in the years to come as we launch our new strategy. Collectively we will work with our partners to support families with the ambition that no family feels alone.



Jayne Drummond
Chief Executive Officer
Home-Start Cymru

10. Acknowledgements

We'd like to extend our deepest gratitude to our commissioners, philanthropic donors, supporters and fundraisers whose generous spirits have not only enriched Home-Start Cymru but also laid a foundation for our growth and future planning.

Charitable Trusts and Corporate Sponsors:

Asda
Charities Aid Foundation
Children in Need
Community Foundation Wales
Dulverton Trust
Garfield Weston
Gwynt Y Mor Wind Farm
Hartsheath Charitable Trust
HD & ST Properties Ltd
Henry Smith Charitable Trust
Home-Start UK
Jenour Foundation
Manorcraft Ltd
Moondance Foundation
National Lottery Community Fund
Tesco
Zimba Services Ltd

Health Boards and Local Authorities:

Anglesey County Council
Caerphilly County Council
Cardiff & Vale University Health Board
Cardiff County Borough Council
Cwm Taf Morgannwg University Health Board
Cwm Taf Regional Partnership Board
Merthyr County Council
Powys County Council
Rhondda Cynon Taf County Council
Rhyl Town Council
Swansea County Council

