

In partnership with



Vodafone Impact Report – The Great British Tech Appeal (April 2020 – July 2022)

Together we can, ensuring no-one is left behind

A young man with brown, curly hair is shown from the chest up, wearing a white hoodie. He is looking down at a smartphone held in his hands. The background is blurred, suggesting an outdoor setting. The text is overlaid on the right side of the image.

“

Using the phone has kept me safe – I have been able to keep in touch with people when feeling vulnerable.”

Introduction from Lynn Perry

The past year has been especially tough for the children, young people and families Barnardo's supports. Whilst the easing of Covid-19 restrictions have meant many people returning to something close to their pre-pandemic lives, the impact of the pandemic is very much continuing for some of the most vulnerable children and young people across the UK.

Most significant is the ongoing impact on children's mental health – with some one in six having a diagnosable mental health condition, and many more struggling with anxiety and other challenges.

In a recent survey, two thirds (62%) of Barnardo's frontline workers responding said they are seeing an increase in the number of referrals to their service.

Meanwhile, 90% said that they are supporting children, young people, and/or parents reporting an increase in mental health issues due to COVID-19.

The Great British Tech Appeal has been vital over the past two years in supporting young people who were isolated during Covid restrictions and to help children keep up with their school work. It has also been a lifeline for those wanting to connect to family and friends, and for those applying for new jobs. Some of the stories later in this report will bring to life just how important the Great British Tech Appeal is to young people and families across the country.



In the past year we have seen the arrival of thousands of refugees from Afghanistan, and more recently from Ukraine, many of whom are in need of a device and connectivity to stay in touch with their family and friends. The Great British Tech Appeal will continue to play an important part of Barnardo's wider support for these groups going forward.

With the cost of living crisis likely to intensify in the months ahead and into the winter, more children and young people will be living in poverty and families will be struggling to afford the basics. They will be in need of devices and connectivity to keep up with their school work, keep in touch with family and friends, and find work. Vodafone's support through the Great British Tech Appeal will be crucial for Barnardo's frontline workers as they continue to support the families most in need of help.

A handwritten signature in black ink, appearing to read 'Lynn Perry', written over a light blue horizontal line.

Lynn Perry MBE
Chief Executive Barnardo's

Vodafone's impact

Over the past year Barnardo's has distributed over:



4,000
devices and
sim cards

to some of the most vulnerable children, young people and families all across the UK. This brings the total number of devices distributed since the Great British Tech Appeal began in 2020 to over 8,000.

Donations of devices in the past 12 months have supported:



137
Barnardo's
services

from Lincolnshire Leaving Care Service, to the Butterfly Project in Birmingham supporting children and young people with a life-limiting condition and their families, to ROUTES Somerset which focuses on tackling Serious Youth Violence (SYV) and Child Criminal Exploitation (CCE) across the county of Somerset.

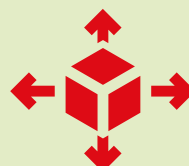


How our devices support people in need

A breakdown of the type of service that the devices have supported since 2020 can be found below.

Safer childhoods

Every year, we work with thousands of children who have experienced child sexual abuse, within the family or outside the home. More and more often, we're working with children who are experiencing other harms and adversity – such as criminal exploitation, sexual exploitation and online harm. New devices and sim cards are vital for these young people to move on from their experiences of abuse, helping to give them a fresh start.



8%

of devices distributed

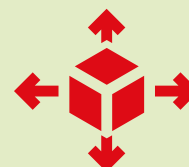


666 devices

Stronger families

We believe that families provide a nurturing environment that helps children to thrive. Sometimes they face challenges that prevent this and some of them are complex: poor mental health and wellbeing, adversity and trauma, including domestic abuse, substance misuse and poverty and food insecurity. We aim to support families and to find solutions to challenges, so children have the chance to develop a positive sense of self, enjoy good wellbeing, and live their lives to the full.

Of these 5,646, 2,152 devices and 2,552 sim cards have been sent to refugee families and young people arriving in the UK alone. These devices and sim cards allow them to stay connected to loved ones, and help them begin their new lives in the UK.



64%

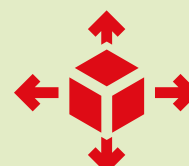
of devices distributed



5,646 devices

Positive futures

We want all young people to achieve their full potential in life, but know that some young people, including care leavers and young people in care, may need extra support to help them do this. Our ambition is to help these young people have the same opportunities to achieve their goals as other young people. The Great British Tech Appeal provides devices to help these young people into positive destinations, including training, studying or being in a job.



28%

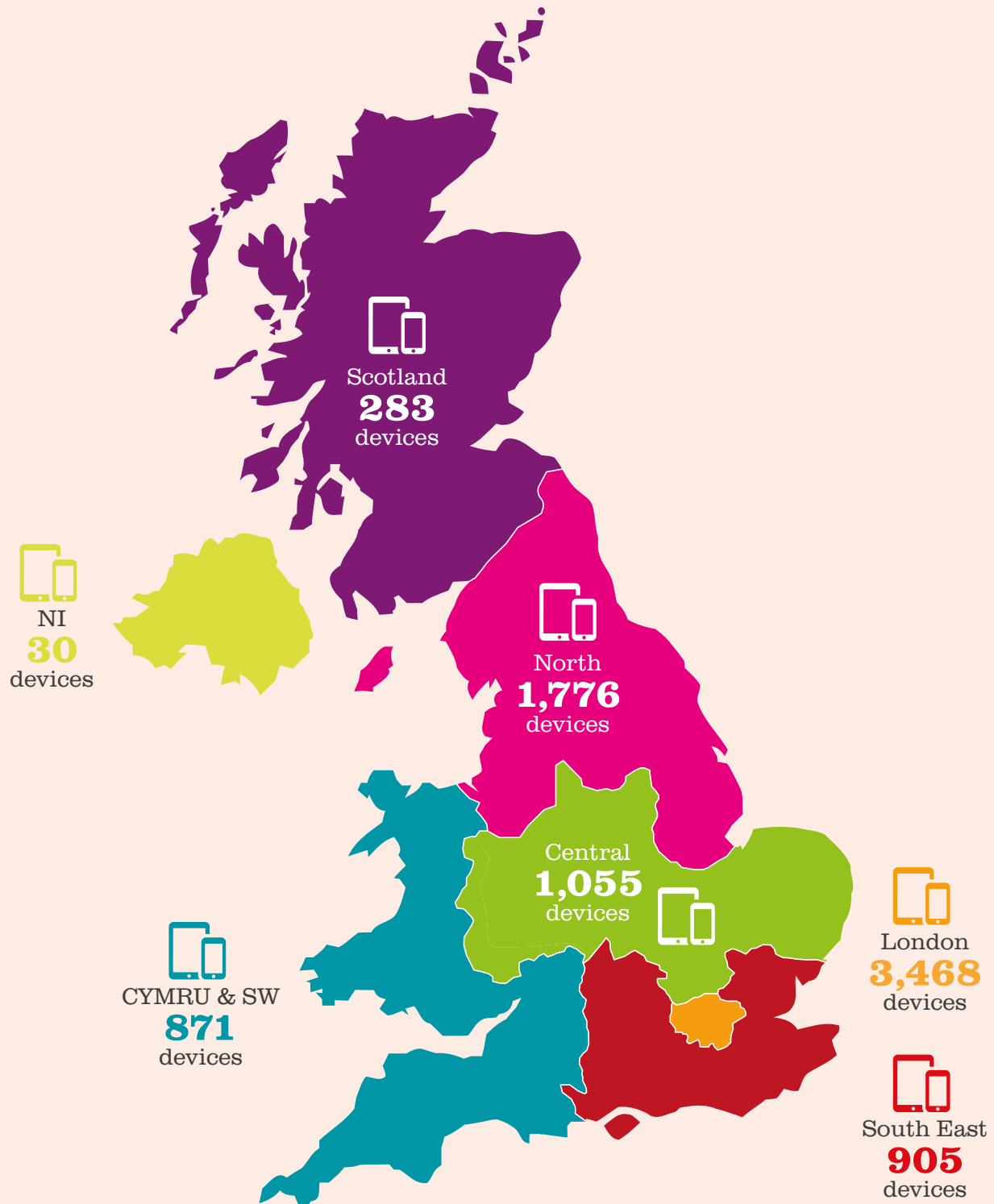
of devices distributed



2,413 devices

Helping people across the UK

Number of devices sent to regions



Total Number of devices **8,388**

In their own words

These stories and quotes from Barnardo's frontline workers and young people and families supported by Barnardo's bring to life just how crucial the Great British Tech Appeal and Vodafone's support has been for thousands of people across the UK over the past two years.

“

G is a young mum who has been struggling financially due to the increasing cost of living while on a low income. G has a 4 month old baby, K, with a number of medical conditions that require him to see a doctor on a regular basis. G was struggling to contact medical practitioners and arrange medical appointments for K due to a broken phone. It also left G unable to contact emergency services in the event of a more serious incident, making an already stressful situation of having an unwell child

worse for the family. Although G and her partner are meeting their day to day living costs, there was nothing spare to purchase a new mobile phone. We were able to donate a mobile phone and a sim card to G. G was thrilled that we were able to help, and it will significantly reduce her worry and stress. We could not have done so without Vodafone's support. Thank you Vodafone! ”

a Barnardo's Project Worker

“

I would like to thank you very much for the tablet. The tablet is great and helps my kids with their school work and are now able to revise their lessons without stress of going to the library. Thank you very very much. ”



“

I would like to thank Barnardo's and Vodafone for the phone. I am a new arrival to this country and do not know the streets. I am looking forward to it helping me with the maps so I can rely on the route which I'm not familiar and guide me to check the bus while at home and arrange my time. ”

“

I was mugged when I was homeless and was given a replacement phone by my worker, this has meant that I can now keep in touch with the Leaving Care Service and other services that have helped me to secure accommodation.

I now have somewhere to live and still have my phone. ”



“

I've been having a rough time and don't have a lot of money coming in. My kids are my everything so when they couldn't do their homework or join lessons in the lockdowns 'cos I only had my phone, it was depressing. When I got sent the tablet, I can't tell you how helpful that was. My girl and the twins can do their homework and join lessons when they need to and don't need to miss out 'cos they can use my phone and the tablet at the same time. It might not sound like much but for us it was just such a relief. Thank you. ”

“

It is without doubt that without these mobile phones and smart devices, we would be unable to support with safeguarding our care experienced young people and promote such positive outcomes for them. We are forever grateful for your generosity and would like to take this opportunity to thank you on behalf of our service and our young people. Thank you for recognising the vulnerability of our care experienced young people and for supporting our core service values ”

a Barnardo's Project Worker

“

The young person that I was able to give a phone and sim card to was able to find his way around London more easily meaning he could keep safe. Prior to having this phone, he was asking directions from strangers. As English was his second language, and limited, this meant he was very vulnerable. The smart phone was a helpful factor in keeping him safe, connected to his carers, connected to new friends, and able to join in activities such as football with his friends as he was able to arrange to meet them. The phone also allowed him to download English apps and support his education. ”

a Barnardo's Project Worker



“

A young person who I gave a sim card to was able to change his number. This was needed as he was escaping exploitative situations and being contacted on his old number. Being able to give him a new sim card so quickly mean he felt safer sooner, felt more in control of the situation and I was able to help to build trust with the young person.”

a Barnardo's Project Worker

“

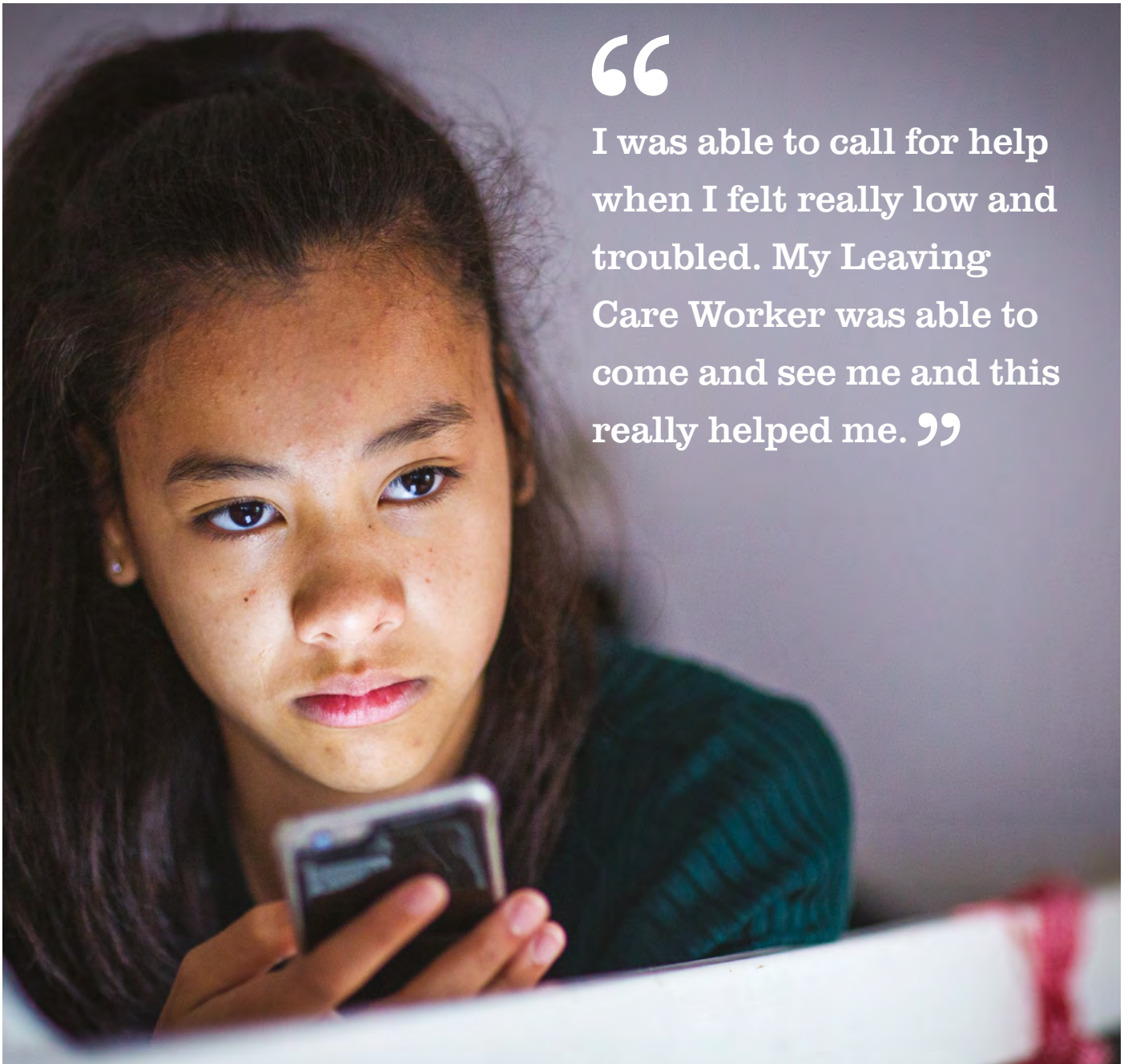
Receiving a mobile phone has made a huge difference to my life, I am now able to keep in touch with my friends and family and have been able to use my phone to arrange an interview for a job.”

“

I didn't like going out before Covid and it got worse when Covid came so having the phone and the tablet just really helped to keep me in touch with friends and school.”

“

I was able to call for help when I felt really low and troubled. My Leaving Care Worker was able to come and see me and this really helped me.”



Spreading the word

ReBoxing Day Campaign

In December 2021 Vodafone launched its 'ReBoxing Day' campaign, fronted by radio host and TV presenter Roman Kemp, to encourage the UK to donate its old tech and return Boxing Day to its original purpose, a day of giving. Alongside this, Vodafone's main Christmas TV advert 'Give the gift of Connection' focused on the Appeal, also encouraging the public to donate their old devices to those less fortunate.

A video was created with Roman Kemp, Lucy Ivankovic – Barnardo's Head of London and two beneficiaries of the Appeal, Rahima and Joy. The video focuses on the importance of the Great British Tech Appeal on the whole, in addition to the stories of those who have received devices.

Alongside this, Vodafone illuminated London's Southbank with a giant LED gift box from 2nd – 5th December. The interactive experience invited the public to step inside the giant gift and pledge to donate their old devices. Vodafone then sent participants a handy pre-paid donation pack to their home address.



ReBoxing Day video



Click on icon to play video

https://www.youtube.com/watch?v=T_3sW6Z51Nc&t=5s

Christmas advert



Click on icon to play video

<https://www.youtube.com/watch?v=pJU1PftPIU>

Following the campaign, Vodafone saw an uplift in donations from 451 in September – October 2021 to 2,924 in November to December 2021, a 549% increase.

A big thank you to Vodafone for their incredible support with the Great British Tech Appeal. From everyone at Barnardo's and the children, young people and families who Barnardo's supports, we are so grateful to Vodafone and the public and organisations who have donated their devices.

This report highlights how big a difference the Tech Appeal makes, helping to keep vulnerable young people safe, helping parents and carers care for their children, and connecting young people so they feel less isolated.

We know that in the coming months and years more people will need the Great British Tech Appeal to connect and help bridge the digital divide. We look forward to continuing to work with Vodafone to provide devices and connectivity for these groups, delivering impact for some of the most vulnerable groups across the UK.

Thank you again for all your support.



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