



Save the Children

NO CHILD BORN TO DIE

Eat, sleep, learn, play!

Eat, Sleep, Learn, Play! is a programme here in Britain which supports children living in the most severe poverty. We provide their families with household essentials, like a child's bed, a family cooker or educational books and toys. We've reached more than 8,000 children so far. With your support, we plan to help many more.

There are 1.6 million children growing up in severe poverty in the UK. These children are living in homes lacking the most basic things the rest of us take for granted.

Children from these families could end up going to school hungry because they don't get a proper breakfast; go through winter without a warm coat or a decent pair of shoes. Some even have to sleep on a damp mattress on the floor because they don't have their own bed.

There are Government schemes to help poor families but they're over-subscribed, leaving many still in desperate need. We're determined to do something to help these families and their children.

That's why we've developed Eat, Sleep, Learn, Play! to provide household essentials to the most vulnerable families with young children.

How does Eat, Sleep, Learn, Play! work?

- We directly support families living in severe poverty by providing them with essential items such as a child's bed, a cooker or educational books and toys.
- We have ambitious plans to grow Eat, Sleep, Learn, Play! over the next five years to reach thousands of vulnerable children every year.

What you can do to help

Please donate so we can reach the poorest families with Eat, Sleep, Learn, Play!

Just £5 – the price of a sandwich and a coffee – will pay for a blanket to help keep a child warm at night or books and toys to help give them a better start and let them play like other children.

Laura's story

Laura, 23, and her three children, 6 months-old, 2 and 7 had to flee home because of domestic abuse.

They were rehoused by her local council but the flat was unfurnished - and the family only had a broken cooker, a sofa and a child-sized bed from their old home.

Laura's biggest worry was her broken cooker - it took too long to heat food and it got very hot on the outside which meant it could burn her children. But as a single mum with a low income she couldn't afford to replace it.

After she got in touch with us, we ran an assessment and decided to help Laura by providing her with a new electric cooker.

It's going to make a big difference to a young family trying to rebuild their lives, as Laura explains:

"The new cooker will make a lot of difference because I will not have to literally stand in front of my oven for hours just to make sure my children don't burn themselves.

"It's going to make things a lot easier. It's going to be lovely. It means I can cook things properly [...] The future's looking really good. The future's looking brilliant"

Together we can give children here at home a real chance.

For more information about the programme, contact Sara Franziska Wilk by emailing s.wilk@savethechildren.org.uk