



## BUTTLE UK GIVES YOUNG PEOPLE A FIGHTING CHANCE

### THE COMPANY

Buttle UK is a charity supporting children and young people throughout the UK who are facing social difficulties as well as financial hardship. Their needs are often great and immediate assistance is needed to alleviate unfortunate circumstances that have left them without the means to cook hot meals, store perishable foods safely or provide clean clothing.

Buttle UK work with over 5000 voluntary sector or local authority partners across the UK, which enables us to provide far-reaching support for those most in need. These agencies make applications for children and young people experiencing a wide range of issues such as illness, disabilities, behavioural and psychological problems. Other social issues surrounding their family life may include abuse, neglect, domestic violence, homelessness, drug and alcohol dependency and living in severe poverty.

“I am very satisfied with the service that Avinity continues to provide, and hope that together we can continue to make a real impact in assisting some of the most vulnerable children and young people living throughout the UK. “

*Hazel Sewell, Grants Manager*



### THE PARTNERSHIP

Buttle UK joined forces with Avinity in November 2014. Since this time Avinity have been able to offer Buttle UK a very efficient service whereby their vulnerable client group can be provided with new white goods such as cookers, fridge-freezers and washing machine in a very timely manner.

Buttle UK received over 15,000 requests for assistance in 2014. Typically, over 60% of grants approved are for white goods that are required to be delivered directly to the clients' home. Avinity is one of the key suppliers chosen by Buttle UK to provide this service because they are able to deal with requests swiftly and sympathetically. They do this by contacting Buttle's clients directly as well as arranging an installation service and removal and recycling of the old items.





Avinity has been able to meet this need by offering a line of products that are readily available in stock, and are therefore available for immediate dispatch. Pricing is competitive, however the goods provided are not only excellent value for money, but also very efficient and reliable.

#### **Thank You From a Parent**

*“Hi .... I just wanted to thank you on the arrival of our new washing machine. We're over the moon and very relieved to be back doing our laundry at home rather than making unending trips to a launderette two towns away on foot!!*

*Very gratefully yours”*

## **CASES**

### **H - 19 year old mother with one child age 3**

H was made homeless twice before because of violence from her ex-partner. He was physically and emotionally violent toward her and their daughter. H had to leave her last property and was placed in emergency accommodation. She has been rehoused into a one bedroom council property as the council says there are no two bedroom properties available. H could not afford to put her possessions in storage when she moved to emergency accommodation and so does not have any belongings for the new home. She and her daughter are currently sharing a bed.

Her daughter has become very unsettled since the upheaval. The support worker reports that she has become withdrawn at nursery telling staff she does not have a bed anymore. She longs for her own bed and her own space. She was used to having her own bedroom before the family had to be relocated to emergency accommodation. Mother is prepared to use the lounge as her bedroom to allow her daughter to have her own space. She would need a sofa bed to do this. Her daughter misses her toys, and her father, even though contact with him had been sporadic.

Along with a bed and other furnishings, Buttle UK funded a fridge-freezer and washing machine via Avinity who arranged to deliver and install the items in their new home.



### From a Support Worker

*"I am writing to say a very big thank you to Buttle UK. The cooker that was provided to the family above has made such a difference to them. They are now eating as a family and much more healthy food! It has had a significant impact on the well being of the family."*

### Mother with four children

The mother left an abusive marriage after her husband put her in the hospital. The children witnessed a lot of this abuse. She has faced being ostracised from her community because she has separated from the perpetrator.

The children's maternal grandmother recently passed away so they are grieving on top of everything else. Mother was dependent on the father financially. She is now taking classes in order to lead to a future of employment but this will not be any time soon. She pays a lot toward topping up housing costs but does not want to uproot the children yet again. The home is in need of repair. The washing machine does not work and the children's bedroom is inadequately furnished.

The eldest child has been most affected by the abuse. He is now the only male in the house. He is very confused and has mixed emotions about his father, missing him but also resenting him. Dad is now in prison for assault. The son has been excluded from school, has low self-esteem, can become angry and violent. This is impacting significantly on his learning. He is receiving only short-term support from CAMHS before he enters high school.

As well as beds for the children, Buttle UK requested that Avinity deliver and install a washing machine to the family home and dispose of the old one through responsible recycling.





### From a Support Worker

*"I cannot express the difference your support has made to all my family's by the time that they reach my desk they are in total crisis and often the children have been returned home with dirty clothes or haven't eaten as they have no washing machine or cooker as these have broken and the parents have no money to replace so total life changing in all aspects.*

*Once again many thanks for changing so many of the family's that I support lives which often is the one thing that will change i.e how they view the world with such negative feelings. This will be the key to the change .. that there are people that really care.."*

### ABOUT AVINITY

At Avinity, we connect organisations with the people that matter most. We are an agency that achieves positive brand experiences through creative product and service solutions, delivering magic brand moments. Avinity was established in 2005, and is headquartered in Aylesbury, Bucks.