



Moving Children in Care
With Dignity and Love

Highlights Report 2025

How your support has
changed the lives of
children in care



Welcome

We are delighted to share Comfort Cases UK's first highlights report.

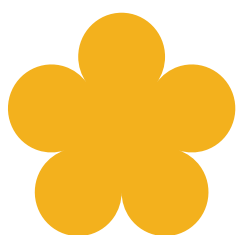


Comfort Cases UK exists to end the practice of “bin bagging” in the UK care system by ensuring every child moves with dignity, stability, and the message that they matter.



Across the UK, children entering or moving within foster care have limited belongings, and are being asked to move with bin bags.

We replace bin bags with proper luggage and age-appropriate essential items.



This is a simple intervention with a profound, enduring impact — ensuring restoring dignity, stability, and care at the point it matters most.

Bin Bagging - an enduring issue

4 out of 5 children & YOUNG PEOPLE report moving with their belongings in bin bags whilst in care

3 in 5 YOUNG PEOPLE said at least 1* of their belongings had been lost and damaged in a move during their time in care

ONLY 1 in 3 LOCAL AUTHORITIES have formal written guidance for staff to use when moving children & young people

It is staggering how many children and young people in care are still moved with bin bags. This practice predates the 1960s.

“I grabbed my bag out of my social worker’s car and the bottom of it just ripped and all my clothes just fell out in the middle of the road,” E said.



Several campaigns over the last 2 decades have raised “the bin bag” issue, but none have succeeded in banning the practice. There has never been a readily available solution.

February 2021 - Comfort Cases UK established

May 2021 - first order delivered to Slough

July 2021

first child-led Community Packing Day

March 2022 - 1000 Comfort Cases delivered

Christmas 2022

400 presents gifted to children in Hertfordshire

October 2023

Largest Corporate Packing Event with PA Consulting with 80+ participants, packing 500 cases in 2 hours.

November 2023 - 5000 Comfort Cases delivered

Christmas 2023

1000 presents gifted to children in Hertfordshire

May 2024

Joe Swash becomes an ambassador for CCUK

September 2024

Board welcomes Gioiuliana Kadra and Gurvi Henderson

July 2025

first Regional Community Packing Day in Walsall

Christmas 2025

5539 presents delivered to care leavers and vulnerable children

October 2021

Parliamentary launch of Mitzvah Day 2021 themed "Togetherness" with Comfort Cases UK, cross-party MPs and Peers

November 2021 - Registered as a CIO

June 2023

first Corporate Packing Event with **Moodys**

September 2023

Comfort Cases UK secure temporary premises

October 2023

Highly Commended for "The Partnership Working Award" at The National Children & Young People Awards

December 2023

Sarah awarded "Most Inspiring Child Welfare Charity CEO" in Female CEO of the Year Awards (CEO Monthly)

February 2024

Sammi Myers joins as part-time Head of Operations

April 2024 - 10,000 Comfort Cases delivered

Christmas 2024

150 Care Leavers Gift Hampers

1000+ presents for vulnerable children

December 2025 - 20,000 Comfort Cases delivered

"Nothing is more transformational than the voices of care experienced adults" - Jane Keenan

"Comfort Cases are a therapeutic solution to the bin bag problem, not just providing for basic needs, but something that says we care about your treasures, we can give you this bag to put them in, which will take care of them in a way we hope you will be loved and cared for."

Rachel W,
Living Legacy Learning



Every single time I moved in care, it was using bin bags or plastic bags... it's all I've known.

Charlie
age 21

"No child should feel disposable. No young person should be moved from place to place with nothing but a black plastic bag to hold their memories."

Steven Russell, Elements SEMH



"I still have this fear of owning too much stuff. Something as simple as owning possessions feels dangerous. I lost my bit more sense of safety and belonging during each of my 5 moves"

Zoe, aged 27



"34 years after leaving care, I get to have my say for every child and young person who has had their belongings stuffed in bin liners. Change is long overdue."

Jayne Tanti,
Care Leavers
Cymru



The Demand



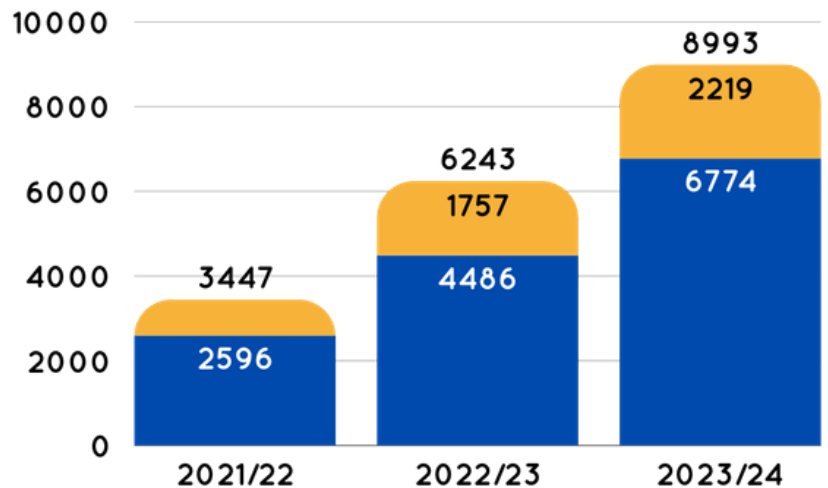
As the first charity to provide a comprehensive solution to this issue, our growth has been rapid.



Comfort Cases



Comfort XL Duffels



At times over the last 3 years, we have had to pause our service to seek additional income to meet the unforeseen demand. To ensure that CCUK are able to consistently provide for the young people that need them, amid the fluctuations in income and the wider economic climate, in 2025 the strategic decision was taken to maintain a steady output of 300 Cases and 200 duffels monthly. This has meant our volumes have dropped this year, but this is why we rely on vital corporate support.

Maintain a monthly delivery of 300 Comfort Cases & 200 Comfort XL Duffels

Cut purchase prices on each element of a Comfort Case

Diversify income stream and consolidate existing donors

Your support in numbers: our first 4 years

23483 Children
have moved
with a proper
bag.



15,200
children slept
in clean
pyjamas



Over 91,000
hygiene
products
have been
distributed



7560 age-
appropriate
reading
books were
gifted



750 SIM cards
donated to help
care leavers stay
connected



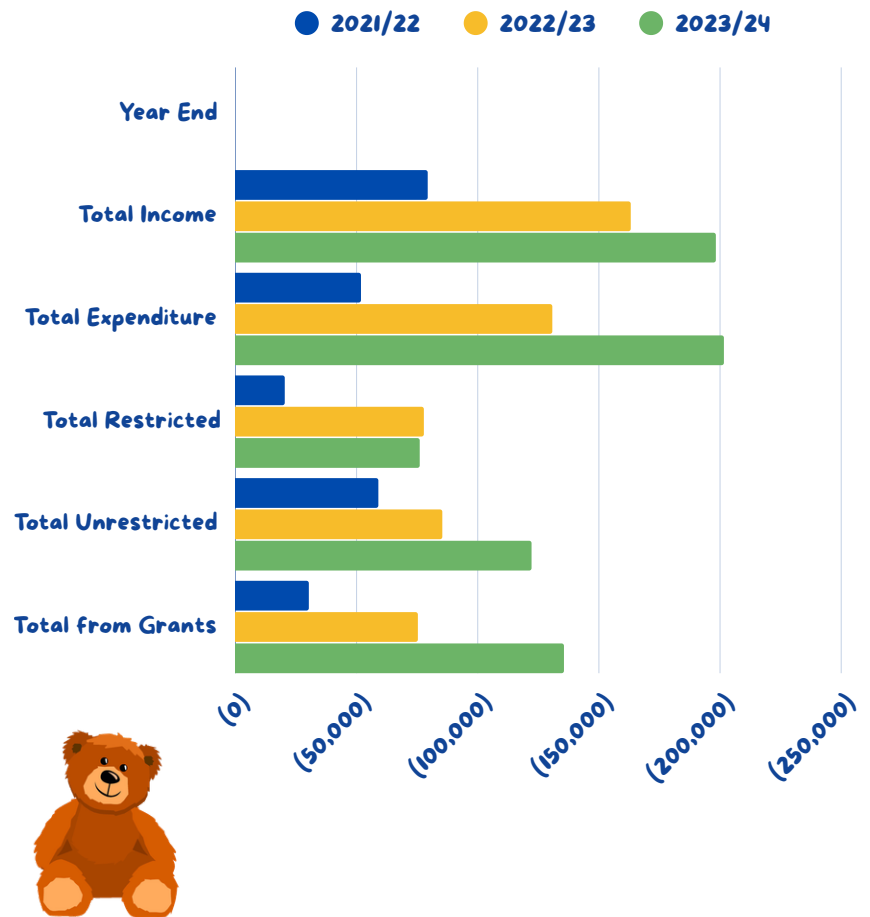
10,500
Christmas
Presents
donated and
wrapped



Growing Stronger Together

The financial trends illustrated demonstrate a clear story of growth, resilience and expanding impact for Comfort Cases UK over the past 3 years.

Over the past three years, Comfort Cases UK has seen consistent growth in income, thanks to the generosity of our donors and the trust of grant-making partners. This growth has allowed us to increase our reach, strengthen our programmes, and ensure that more children entering the care system receive the dignity and comfort they deserve. We are proud to report:



- Rising income each year, showing that our mission continues to inspire trust and support.
- A healthy balance of restricted and unrestricted funding, ensuring both targeted project delivery and long-term organisational strength.
- Increased grant investment, a clear sign that funders see the measurable impact and sustainability of our work.
- Growth in expenditure directly aligned with income, proving that every additional pound raised is being turned into action for children.

This steady upward trend tells a powerful story: together, we are building a strong, sustainable future for Comfort Cases UK. With your continued support, we can scale our work nationally, ensuring that no child entering foster care feels alone, forgotten, or unworthy.



Child in S.E England receiving a Comfort Case

Took my first 2 comfort cases today, for two young children! I can not tell you how excited they were to look through them and have their very own back pack, they asked if they were there's to keep for ever! Just so amazing! And something to call their own ❤️

Care Leaver in Northampton



Starfish Residential Camp for CiC from South Wales



“ Is this for me to keep?!!
Are all these things just for me?
ARE ALL THESE THINGS JUST FOR ME?
I'VE NEVER HAD BEDDING.
NOW I'VE GOT MY OWN BLANKET!
**WHAT PEOPLE DO THIS FOR US?
IT'S SO KIND.** ”



North Yorkshire receiving their first order

The Solution - Comfort Cases UK

Comfort Cases UK donates **brand new, filled backpacks** to partner agencies filled with **essentials for children** moving into and around the care system.

Comfort XL Duffle Bags are ideal for **care leavers** or **larger moves** for children who have accumulated belongings.



COMFORT XL DUFFLE

Large 80 litre duffel bag

- Replaces the bin bag
- Folds flat for easy transportation and storage in partner agency vehicles
- Primarily used for care leavers or larger moves



CHILD (2-9 years)

- Rucksack (20 litres)
- Pyjamas (3 yrs - 10 yrs)
- Fleece Blanket (120x150cm)
- Child Toothbrush
- Child Toothpaste (75ml)
- 2-in-1 Shampoo & Conditioner (250ml)
- Child shower gel (250ml)
- Comfort Cases Activity Book
- Colouring Book & Crayons
- Reading Book
- Soft Toy



TEEN (10-18 years)

- Small duffel bag or backpack (20L)
- Pyjamas (11 yrs - adult XL)
- Fleece Blanket (120x150cm)
- Adult Toothbrush
- Adult Toothpaste (75ml)
- 2-in-1 Shampoo & Conditioner (250ml)
- Shower Gel (250ml)
- Roll-On Deodorant
- Sanitary towels
- A5 Notebook & basic stationery
- Puzzle book
- Soft Toy



Comfort Cases UK is the first charity to offer a comprehensive solution to the bin bag issue.

All elements that make up a Comfort Case **are brand new**, with the exception of reading books (which must be in perfect, pre-loved condition). Ensuring that every child has the **dignity** of owning new items is a non-negotiable at Comfort Cases, because we hear that **how we treat their belongings reflects how children expect they will be treated.**

It is essential that **all children who receive a Comfort Case feel loved, valued and respected.**

A Comfort Case should feel like a gift, make a child feel important and special, as well as **meeting their most basic human needs.**

Every pair of pyjamas and blanket is **hand-tied with a 'ribbon of love'**; each case contains a **handwritten card** from the volunteer packer; **each reading book is checked** to ensure it is age-appropriate and it's content is appropriate for a child entering care. **Attention to detail is a vital part of the packing process.**



Partner Agencies:

"The impact is profound"

We work with over **130 Local Authorities** across the UK, from early help, fostering, UASC, care leavers, residential homes, virtual schools, NHS trusts & many more.

"These bags are more than just a collection of items. They represent stability and care during a moment of upheaval."

"The officers were grateful as well, as it made them feel like they were able to do something for this group of children taken from their beds that evening."

Police Officers are often called to emergency child protection cases and we are proud to work with **Brent, Hertfordshire, Surrey and The Met Police forces.**

Partner Agencies place orders monthly using their regional, frontline knowledge to distribute to those most in need.

"I work specifically with USAC.. Some young people have just a carrier bag of belongings. For these people who have escaped awful situations and travelled across the world, it is so lovely for them to be welcomed with a Comfort Case bag."

Spotlight on our Work With the Police Service (Child protection and safeguarding)

Police Services have **dedicated teams and strategies focused on child protection**. They work to investigate allegations of child abuse, protect children, and collaborate with other agencies to safeguard children's welfare. We currently work with the Met (London), Brent & Harrow, Colindale, Sussex and West Midlands.



Child Abuse Investigation, Youth Justice and Custody teams can use Comfort Cases during or after a crisis, when leaving custody, for homelessness, or refugee families with children, if they can be identified as in care or care leavers.



Comfort Cases UK works with the CAIT teams in all 12 Boroughs of Command across The Met in Greater London, and meet monthly with the co-ordinating Chief Inspector Dave Haslett and officers for feedback, reporting and sharing best practice.

- Builds trust
- More than a disliked uniform
- Frees up time for officers
- Provides immediate care
- Offers comfort



Detective Inspector, CAIT, Central and East BCU



We had a matter involving three siblings in which a mentally ill male stabbed his brother with a machete, causing severe injuries. He then attacked his sister, causing serious facial injuries and permanent damage to her hands from defensive wounds. He then turned his weapon on himself and killing himself.

There were 17 people residing in the property, 10 of whom were children (majority quite young) – 8 present at the time of the incident and direct eye-witnesses in many cases. They arrived to us at Bethnal Green Police Station covered in blood to some extent.

The **Comfort Cases** allowed the children to have a change of clothes into the pyjamas contained within and the books gave them something to do, which was appreciated – as much by the officers looking after them as by the children I think.

The **teddies were especially popular.** I

it became apparent to officers that these children had witnessed the attack as they recreated what had happened with the teddies – perhaps not their intended use, but indicative to us of serious trauma.

Although Tower Hamlets Council were excellent and found urgent placements for the children, the family refused to be broken up and they ended up spending the night at Bethnal Green Police Station where **the toothbrushes and night-time comforts proved to be most useful.** Nobody wants to see 10 children spending the night in an ABE suite at a police station, but **against the backdrop of an absolute horror show the Comfort Cases gave us a bit of a lifeline and I can't speak highly enough of them.**

VOLUNTEERS MAKE IT HAPPEN



Community & Volunteers



REGIONAL AMBASSADORS & COMMUNITY CHAMPIONS

Spread awareness in
their local communities



CORPORATE VOLUNTEERING & SUPPORT

Sponsor packing days,
logistic & storage
support, donate gifts,
skills and much more!,



DUKE OF EDINBURGH & "KIDS HELPING KIDS"

Sharing the power of
community with youth



LIVED EXPERIENCE SUPPORT

Social workers, foster
parents, young



A letter from Emily

Youth Council, Southend-on-Sea

.I Loved all the things
in the bag. I Thought it
Was very ~~th~~ Thoutful and
good things to give to
the Young People in care.
His quite hard to move
to a new place and all
the things are Perfect
for children ~~the~~ who are
Sad, upset and ~~the~~ anxious.





GET iN TOUCH

On behalf of everyone at Comfort Cases UK, thank you again for your continued generosity and support.



We believe every child deserves to feel loved and valued, and have their basic needs met.



This has been a challenging year, but we have continued to adapt to the changing landscape, prioritising support for some of society's most vulnerable children, with creative solutions and community focussed input, ensuring that our service delivery is sustainable for many years to come.



There are so many ways you can continue to help us make a difference to thousands of children across the UK:

- To make a one-off or **regular gift**, please visit comfortcasesuk.org
 - To discuss a making a **major gift**, please contact CEO [Sarah Jacoby](mailto:sarah@comfortcasesuk.org) sarah@comfortcasesuk.org
 - For corporate partnerships, such a employee fundraising and engagement, commercial opportunities or one-off events and campaigns, please contact CEO [Sarah Jacoby](mailto:sammi@comfortcasesuk.org) or [Sammi Myers](mailto:sammi@comfortcasesuk.org) sammi@comfortcasesuk.org
 - If you are thinking about leaving a **legacy** in you Will, please contact Chair of Trustees, [Paul Fox](mailto:trustees@comfortcasesuk.org) trustees@comfortcasesuk.org
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Glossary of terms

You may not be familiar with the care sector and some of the language used. Here's a quick guide:

CLA - Child Looked After

CiC - Child in Care

C&YP - Children & Young People

CiN - Child in Need (likely to be taken into care without intervention)

CP - Child Protection

CSE - Child Sexual Exploitation

CE - Child Exploitation / County Lines

NEET - Not in education, employment or training

UASC - Unaccompanied Asylum Seeking Child

Care Leaver

A child age 16+ who was in care on their 14th birthday or beyond. Care Leavers usually applies up to the age of 25.

Kinship Care

Kinship Carers are people with a pre-existing relationship with the child, who take on the role of caring for them when their parents cannot (family or friends)

Corporate Parent

A local authority that acts as a collective parental figure for children and young people in its care, fulfilling the role of a good parent by providing support for their health, education, safety, and transition to independent adulthood.