



Mama2Mama Impact Report 2025

*Supporting families with dignity across
Greenwich and beyond.*

Mama2Mama Baby
Essentials



Charity Number: 1199777



mama2mama.org.uk



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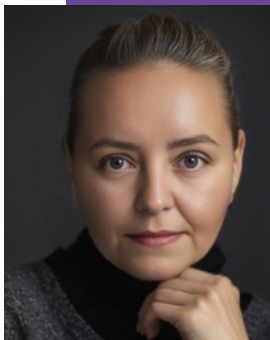
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I grew up in a children's home in Slovakia. Everything I owned came from donations. I know what it means to receive help with dignity.

Welcome



When COVID hit in 2020, I was working in banking, but I couldn't ignore what was happening in my community. Families in Woolwich were struggling to afford the basics for their babies. I started helping from my living room, collecting and redistributing baby clothes and equipment.

Five years later, Mama2Mama supports over 600 families annually across Greenwich. We've grown from one volunteer to a team of 20+. Many of our volunteers started as service users themselves. That's the model: from receiving support to giving it.

What drives me is simple: everyone deserves to be treated with respect. Whether you're a banker or a parent who can't afford nappies, you matter. That belief guides everything we do at Mama2Mama. We focus on what helps today and what strengthens tomorrow. Because support should feel normal, not humiliating.

Zuzana Fratrikova
Founder & CEO

“
Families come to us at different moments in their lives. We offer support without judgement or expectation.
”



ABOUT MAMA2MAMA

OUR MODEL

- 1 100% of baby items are donated and redistributed. Nothing is purchased. Every item comes from community donations.
- 2 Plain brown bags preserve dignity. It looks like any other shopping bag. That's the point.
- 3 No proof of hardship required. If you need help, we help you. No forms. No judgment.

WHERE FUNDING GOES

Our funding goes towards the things that make this possible: staffing, premises, delivery, volunteer training, and safeguarding. We don't purchase stock. Every item comes from donations.

We provide essential baby items to families in need across the Royal Borough of Greenwich. Clothing, nappies, formula, equipment, and toys. All donated by the community. All redistributed with dignity.

DIGNITY IN PRACTICE

Our café hub normalises access to support. Families can visit for a cuppa and collect essentials without anyone knowing. No queues. No judgment. Just a welcoming space where everyone is treated the same. Support should feel normal, not humiliating.



Why We're Needed

THE IMPOSSIBLE CHOICES



For many families, every day brings impossible choices. 66% prioritise housing costs over buying essentials like clothing and toys.

45% skip meals so their children have enough to eat. These aren't statistics from somewhere else. This is Greenwich. This is happening now.

THE HIDDEN STRUGGLE



Then there's what people don't see. 26% of parents ration nappies to make a pack last longer.

9% water down baby formula to stretch it further. These are parents doing their best with too little. They shouldn't have to make these choices.

THE NUMBERS THAT MATTER



66% of parents prioritise rent over baby essentials. Housing costs come first, even when children go without.



26% ration nappies to make them last longer. Parents stretch everything as far as it will go.



9% water down formula to stretch it further. No parent should have to make that choice.

GREENWICH CONTEXT

Greenwich faces particular challenges. 34% of children here live in poverty. We're the 9th most deprived London borough. Over 200 languages are spoken. 40% of children aren't school-ready at age five. Formula milk costs have risen 24% since 2022. The need is real and growing.

OUR RESPONSE

This is why Mama2Mama exists. We focus on what helps today and what strengthens tomorrow. Families come to us for baby essentials. They stay because they find community, connection, and a space where they're treated with dignity. No judgment. Just support when it's needed most.

WHAT WE HEAR

Every week, parents tell us what life is really like. The stress of choosing between heating and eating. The shame of not being able to provide basics. The relief of finding a space where they're not judged. These stories drive everything we do.

"I never imagined having to choose between heating my home and buying nappies for my baby." – A Greenwich mum

Dignity First.
Community
Always.

20
25 At A
Glance



600+

families supported



900+

children reached



4,000+

cups of tea served at our
café

Christmas & Celebrations



1,000+

Christmas gifts distributed

150+

birthday
celebrations
delivered

7

referral partners
supported

Emergency Support

200+

emergency formula provisions

500+

seasonal clothing packages
distributed

Baby Bank Essentials

15,000+

nappies
distributed

300+

equipment
library loans

5 tonnes

of items
diverted from
landfill

Community & Volunteers

20+

active
volunteers

32

community
events hosted

30%

of volunteers
started as
service users



THE MAMA2MAMA FAMILIES

Every family we support has their own story.
What they share is the experience of raising
young children while facing financial pressure.

Here's who comes through our doors

A note on dignity: *We do not share identifying details of families we support.
Quotes are anonymised and used only with consent.*

Understanding Our Families

Every family has a different story. Here's who comes through our doors.

Who We Support

Every family supported by Mama2Mama shares the experience of raising young children while facing financial hardship. But their individual stories and backgrounds are often very different. What unites them is the need for essentials and a space free from judgment.

Dignity In Practice

Our referral partners share information about the kind of support each family needs, and why they need our help. This means families don't need to repeat distressing details about their circumstances unless they want to. That's dignity in practice.

Referral Reasons

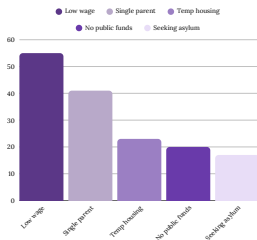
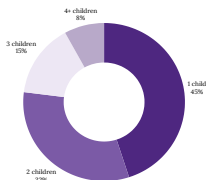
Families are referred to us for many reasons. Often, there's more than one. Low or uncertain wages. Single parenthood. Temporary housing. No access to public funds. Seeking asylum. Young parents under 25. Domestic abuse. Debt. Homelessness.

What This Tells Us

34% of the families we support are in work. This isn't about unemployment. It's about wages that don't stretch far enough. 31% have more than one child under five. We meet families where they are, without assumptions or barriers.

The Data

- Figure 1: How many children do our families have?
- Figure 2: Why are families referred to us?



Key Insight

34% of the families we support are in work. This isn't about unemployment. It's about wages that don't stretch far enough. The face of poverty is changing, and Mama2Mama is here to meet it.

Across Greenwich and Beyond

Our hub is in Woolwich, but we reach families across the borough and beyond.



Woolwich: Our main hub. Health visitors, Greenwich Council, Peabody Housing refer families here.

Thamesmead: Food banks and housing associations connect us with families in need.

Plumstead & Abbey Wood: Schools and children's centres send referrals our way.

Charlton: Home Start Greenwich and community groups work alongside us.



Our café hub on Powis Street is where families collect essentials, have a cuppa, and find community.



Home delivery reaches families who can't travel. No one is too far away for us to help.



Partner referrals come from health visitors, social workers, housing officers, and schools across the borough.



Wherever families are, we find ways to reach them. That's what community support looks like.

The Baby Bank

At the core of what we do is the provision of essential items to families who need them. This year, we responded to over 600 requests for family support, covering 900+ individual children in need.



600+ families supported

What We Provide

Clothing & Essentials

Clothing from newborn to age 6. Nappies, wipes, and toiletries. Everything a baby needs to stay clean and comfortable.

Newborn to age 6

Feeding & Equipment

Formula milk and feeding equipment. Prams, cots, and car seats. Safe, checked, and ready for families who need them.

All safety checked

Comfort & Play

Toys, books, and comfort items. Every child deserves something to cuddle and something to spark their imagination.

For every child

How It Works

- 1 Referred or self-referred
- 2 No proof of hardship needed
- 3 Items selected by our volunteers
- 4 Packed in plain brown bags
- 5 Collected or delivered with dignity

Behind The Scenes

- ✓ Every item is checked for quality and safety
- ✓ Cleaned where needed, sorted by size
- ✓ Our volunteers make this happen every week

Bedtime Packs



New Pyjamas



Every child receives brand new pyjamas in the right size. Something that's theirs, soft and clean for bedtime.

Bedtime Story



A storybook to share at bedtime. Helping parents build routines and create calm moments before sleep.

Comfort Extras



Baby toiletries for bathtime and a soft toy for younger children. Small things that make bedtime feel special.

Why Bedtime Packs?

Families told us nightwear was often missing from what they could access. Many children don't have proper pyjamas. They sleep in day clothes or worn-out hand-me-downs. A clean pair of pyjamas seems small, but it changes bedtime.

Funded By

£10,000 secured through collaboration with ELBA and Citadel. Our target is to reach 200 children in the first year. This is just the beginning of something that will grow.

The Café Hub

*More than coffee.
A place to belong.*



ABOUT THE CAFÉ

In August 2024, we took over management of a community café space in Woolwich. It's now the heart of everything we do. Families can grab a cuppa, collect essentials, and find connection without stigma.

WHAT WE OFFER

- ✓ Affordable hot drinks and snacks
- ✓ Free WiFi and a warm space
- ✓ Discreet baby bank collection point

**4,000+ cups of tea served
this year**

WHY A CAFÉ?

A café removes the stigma. Families visit for a coffee and leave with essentials in a plain brown bag. It looks like any other shopping trip. That's the point.



Our Journey So Far

From one neighbour to a community hub.

1

It starts at home (2020)



Zuzana begins helping one neighbour from her living room during COVID, responding to urgent need at a time when families felt isolated, overlooked, and unsure where to turn for practical support.

2



Mama2Mama launches (2021)

Mama2Mama forms formally, building early referral relationships and supporting 200+ families in its first year through community donations, word-of-mouth, and trusted local connections.

3

Foundations in place (2022)

Charity registration is secured. Volunteer capacity grows, referral pathways strengthen, and demand for support increases.



4



Demand accelerates (2023)

Need rises sharply across Greenwich. Partnerships deepen and 400+ families receive essential baby items and support.

5

The café hub opens (2024)



The Powis Street café hub opens, transforming how families access support. Baby bank services move onto the high street, enabling discreet, dignity-first access while also creating a welcoming community space.

6

Growing and expanding (2025–2026)



Partnership with SEL NHS begins. National Lottery Community Fund supports delivery. Morris Walk expansion planned for 2026.

COMMUNITY & PARTNERSHIPS

We don't work alone. Strong partnerships mean families get joined-up support. When someone is referred to us, we're often one part of a wider network helping that family stabilise.

OUR PARTNERS



Partnerships aren't just nice to have. They're how we reach families who'd never find us on their own. No one does this work alone."

— Zuzana Fratrikova, Founder

STRATEGIC PARTNERS & FUNDERS

Hyde Housing secured us a £15k grant. PA Housing supports our Morris Walk expansion. L&Q collaborates on referrals. GLL and Woolwich Library provide donation points. New Arrivals CIC helps us reach refugee families. Dunelm and Elkin sponsor community events.

HOUSING & COMMUNITY

Our core funders make consistent delivery possible. SEL NHS Health Partnership provides £50k annually over three years. National Lottery Community Fund supports our operations. Greenwich Council and Home Start Greenwich send referrals our way.



THE JOY OF GIFTING



Year 3

For the third year running, we partnered with Dunelm North Greenwich to bring Christmas to families who might otherwise go without.



Wrapped With Care

Staff and customers donated generously. Our volunteers wrapped and sorted every gift by age. Every child received something just for them.

Christmas Campaign

No Child Forgotten

Every gift was wrapped and labelled. Children received toys, books, and games. No child should feel forgotten at Christmas, and no parent should have to explain why there's nothing under the tree.

1,000+

GIFTS DISTRIBUTED

7

REFERRAL PARTNERS

Year 3

OF THE CAMPAIGN

Three years in and it just keeps growing. Families come in specifically to donate. It's become part of our Christmas now."

— Dunelm North Greenwich





Community Celebration

*More than items.
A place to belong.*

WHY IT MATTERS

Events like this remind us that support isn't just about items. It's about belonging. It's about being seen. It's about community.

THE EVENT

In December, we hosted a Christmas dinner for 50 local families who have recently made Greenwich their new home. Sponsored by Elkin Construction and delivered with New Arrivals CIC.

IN THEIR WORDS

FROM A MUM

"Here, we're not service users. We're just mothers supporting mothers."

50 FAMILIES

Fifty local families came together for an evening of connection, warmth, and celebration in Greenwich.

MADE POSSIBLE BY

Sponsored by Elkin Construction. Delivered in partnership with New Arrivals CIC.

Supported by Elkin Construction and New Arrivals CIC. Thank you

Sustainability



100% Donated

Every item we distribute is donated. Nothing is purchased.



Zero Waste

What we can't use goes to textile recyclers. Nothing goes to landfill.



Quality Checked

Items sorted, cleaned, and safety-checked by volunteers before distribution.

5 tonnes of baby items diverted from landfill

How It Works

Donations collected from community, businesses, and partners. Sorted and quality-checked by volunteers. Redistributed to families. Nothing purchased, nothing wasted.

15 tonnes

CO₂e emissions

saved annually



Social and environmental impact, delivered together

How We Measure Our Impact

What We Track



Families supported. Referral sources. Items distributed. Volunteer hours. Environmental impact. All captured through daily operations.

How We Collect



Data gathered during daily operations. Referral reasons, item types, support frequency, partner referrals, and weights redistributed.

What We Don't Claim



We don't over-claim outcomes. Long-term change needs more resources to measure. We're honest about what we know.

Why Methodology Matters

You may want to dive into concrete results. But clear methodology forms the foundation of meaningful impact reporting. This section explains how we evaluate our work and what to bear in mind when interpreting the results.

What We Know For Sure

Families return. They bring others. Many become volunteers themselves. That tells us something meaningful, even without long-term outcome data.

Looking Ahead to

2026



Morris Walk Hub

We're expanding to a new community hub on the Morris Walk estate, Pett Street. A significant step for Mama2Mama and the families we serve.



Secured

12-year lease confirmed. 400-dwelling Royal Borough of Greenwich estate. In collaboration with PA Housing.



Opening Q2 2026

Doors open in the second quarter of 2026. A new chapter for families across the Morris Walk estate.

Café & Warm Space



A welcoming café and warm space where families can connect, access support, and feel at home.

Library & Play

Books and toy library. Stay-and-play area for children. Community space for partner workshops.



7-Day Opening

Extended hours at both sites. More access for donors and families. More opportunities for community to grow.



Why We Do This

"There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they're falling in."

— Desmond Tutu

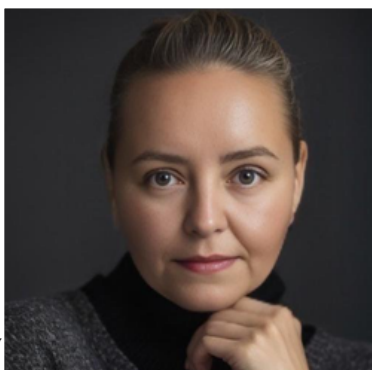


THANK YOU

None of this happens without the people who believe in our work. Every family supported, every item redistributed, every cup of tea served – it all comes back to community effort. You make Mama2Mama possible.

Our Funders We're grateful to all who fund our work, including SEL NHS Health Partnership, National Lottery Community Fund, Hyde Housing, ELBA & Citadel, Dunelm North Greenwich, Elkin Construction, and British Land – and many others who support us throughout the year.

Our Partners Greenwich Council, Home Start Greenwich, Baby Bank Alliance, PA Housing, L&Q, GLL, New Arrivals CIC, Queen Elizabeth Hospital, Thamesmead Food Bank, 2 Inspire Academy, Active Horizons, and all our referral partners across Greenwich.



Thank you to everyone who makes Mama2Mama possible. Our funders, our partners, our incredible volunteers. You give your time, your resources, and your trust. This started in my living room. Look what we've built together.

Zuzana Fratnikova



LUCA SILVESTRINI'S
PROTEIN



Thank you!



To every partner who's helped us support families with dignity.



“Every family deserves dignity. Every child deserves a start. This is Mama2Mama.”

Every family deserves dignity. Every child deserves a good start. This is what community looks like.

This year, we supported over 600 families and reached more than 900 children. We served 4,000 cups of tea, distributed 1,000 Christmas gifts, and diverted 5 tonnes of items from landfill. None of this happens alone. Thank you for being part of it.

