

THE SLEEP CHARITY

# IMPACT REPORT



[thesleepcharity.org.uk](https://thesleepcharity.org.uk)

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## The Sleep Charity is dedicated to helping everyone to sleep well regardless of their age, background or life experience.

We do this by constantly striving to find solutions for those who struggle to sleep well. The Sleep Charity is helping hundreds of people to sleep better by offering tailored support and care, including working directly with parents, workshops and webinars to corporate organisations and training professionals in the NHS, as well as other health organisations.

Using research to implement new ways of delivering our services to ensure a world where no one feels alone when they're struggling to sleep. We do this by working collaboratively, lobbying the government, investing in sleep related research and building partnerships with other like-minded/hearted organisations. Sleep is a right, not a privilege and everyone from all walks of life should have access to sleep support – this support shouldn't be a postcode lottery! Everything we do is about making a positive difference when it's needed the most.

Sleep is essential for our health and wellbeing yet it is estimated that 40% of the population suffer with sleep issues and many do not get the support that they need. We're now needed more than ever.

### **Our work is based on the latest research with input into our projects, training materials and courses coming from a team of experts. We provide:**

- Support for Children
- Support for Teenagers
- Support for Adults
- Support for Professionals
- Support for the Workplace
- The National Sleep Helpline



## The objects of The Sleep Charity are:

- The advancement of health in the UK and elsewhere through the provision of services which encourage and promote the importance of sleep for mental, emotional and physical wellbeing
- Such other charitable purposes as the trustees shall from time to time think fit
- Positively enhance the lives of those that we come into contact with in our community
- Value all those that we work with and alongside. We act in a reliable, enthusiastic, approachable and non-judgmental manner
- We will provide creative solutions to problems faced. We adapt our approach to the needs of the individual
- We believe in embracing challenges in a positive manner wherever possible by finding appropriate ways to meet them

**Our Mission** To empower the nation to sleep better



### **Making a positive difference**

We will positively enhance the lives of those that we come into contact with in our community.



### **People**

We value all those that we work with and alongside. We act in a reliable, enthusiastic, approachable and non-judgmental manner.



### **Innovation**

We will be both innovative and creative in our approach to support those with sleep issues, by finding new solutions and adapting our approach.



### **Challenge**

We believe in embracing challenges in a positive manner wherever possible finding appropriate ways to meet them.



### **Collaboration**

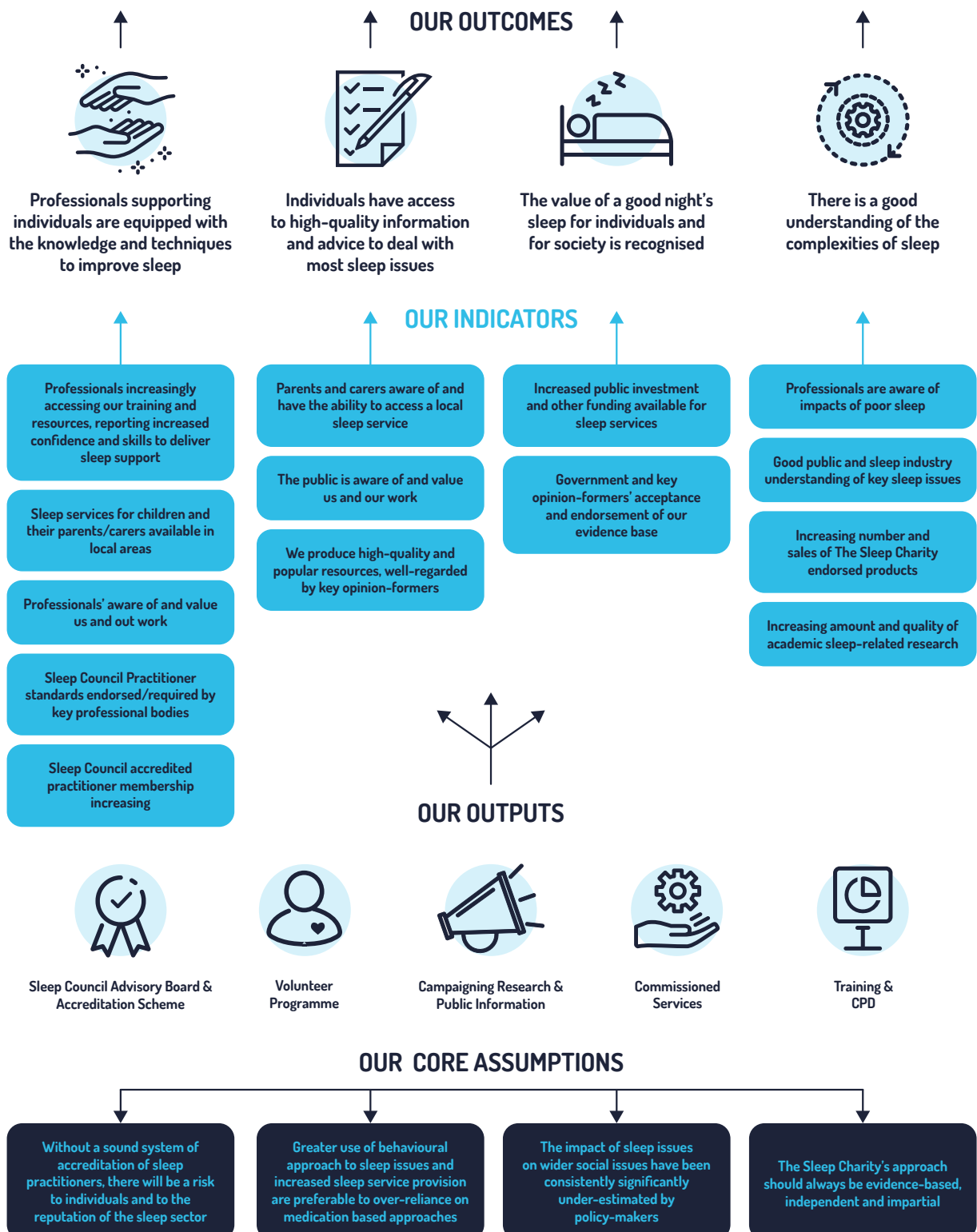
We will draw on lived experience to co-create sleep solutions through collaboration and partnerships.

# THEORY OF CHANGE



Our Theory of Change serves as our guide, a roadmap leading us toward effecting genuine and uplifting transformations for those in need of our support. This structured journey directly influences the results experienced by those who engage with the services we provide.

## Our mission is to empower the nation to sleep better



# OUR AWARDS



## Our Work So Far

The Sleep Charity is an award-winning national charity based in Doncaster. It was started by our CEO and founder, Vicki Beevers. Once a sleep-deprived mum, Vicki used her own lived experience to set up the organisation in 2012. Originally known as 'The Children's Sleep Charity', the aim was to ensure that parents and carers had access to high quality support so children could enjoy a good night's sleep that helps them meet their full potential.



Over the years, the charity has grown significantly. In 2019, the charity was re-branded as 'The Sleep Charity', after extending the sleep support services to adults. The charity took over 'The Sleep Council' in 2020, a not-for-profit organisation and established an advisory board consisting of 20 of the UK's leading researchers, medics and clinicians in the field of sleep. The achievements of the organisation have been recognised through several national awards. This includes the Queen's Award for Voluntary Service – one of the most prestigious awards in the charitable sector.

### The charity has also been awarded the following:

- Third Sector Award for Small Charity Big Impact 2019
- GSK with King's Fund Impact Award 2019
- Royal Society for Public Health Award for children and young people 2018
- Foundation for Social Impact, Small Charity Big Achiever 2017

## PIF Tick Accreditation

In 2023 we gained the PIF TICK Accreditation as part of its scheme to become a 'trusted information creator' for our print and online health information.

This accreditation means we are committed to making sure all our information is reliable evidence-based and accessible. We are independently assessed by the PIF TICK – the UK-quality mark for health and care information – across 10 key criteria in our information production.





# CASE STUDY – JADE

**How do you feel when you haven't had a good night's sleep? Angry? Anxious, Tearful? Like you can't concentrate? For Jade, these feelings were her daily reality.**

Night after night Jade would wake hourly needing support and never slept more than five hours a night. At just nine years old, her brain was exhausted. Jade was unable to make friends, to function at school and had numerous behavioural problems.

When we met Jade and her foster Mum, Jo, they were looking for a new placement for Jade. Jo desperately wanted to support Jade, but couldn't cope with her behaviour or the lack of sleep. She couldn't see a way forward and saw no option but to get Jade placed in a new family.....All because she couldn't get a good night's sleep.



Luckily for Jade and Jo, the Sleep Charity were there. They delayed the new placement and Jade and Jo were supported for 9 weeks to help her settle into a nightly bedtime routine. We taught her breathing exercises that helped calm her down. Perhaps most importantly, we changed her bedroom environment to be one that encouraged sleep and rest.

**After the course, Jade slept for 10 hours and still does! Foster mum Jo said:**

**"I can't believe the difference the programme has made. I honestly thought I'd tried everything and was heartbroken at the idea of Jade having to go to yet another new family. Now that she is getting the right amount of sleep she is so much calmer, is doing better at school and I feel much more able to cope."**

We're pleased to tell you that Jade and Jo have enjoyed their first holiday together and Jo is looking into adopting Jade so she will have her forever family to support her everyday when, eventually, she wakes up!

# SLEEP TALKERS



A two year National Lottery funded project which aims to give volunteers the skills needed to begin those important conversations around sleep. Focussing on two communities; Children with Special Educational Needs and Disabilities (SEND) and over 55s.

## We have engaged with:

- Teachers/teaching assistants
- Family support
- Parent support advisor
- Local parent support groups
- Health workers
- Charity workers
- Social prescribers/link workers
- Community Psychiatric Nurses (CPNs)
- Carers
- Wellbeing practitioners
- Health coaches
- Personal trainers/physios
- Mental health workers

**232**

Sleep Talkers  
trained

**1160**

volunteers  
trained

**3480**

beneficiaries

## Trained Sleep Talkers share below their thoughts with us, about how the training has impacted their work and clients:

“100% YES!! I would love to learn more about sensory and sleep as this is the first course I’ve taken that actually addressed it in so much detail.”

“Since completing the Sleep Talkers training, I have been more equipped and confident to have conversations with families about sleep issues and help them to create a plan of action going forward.”

“It has been comforting to families to know that they are not alone.”

“This training is having such a big impact on my work. I have a lady who pretty much lives in her room due to anxiety, often with the blinds closed. Spoke to her about daylight exposure and sleep pressure and after only one week of opening the blind next to where she sits, she is already noticing a difference. She reported that she is becoming sleepier at night and that for the first time she had fallen asleep and not woken up until the morning. Wow. Can’t thank you enough.”

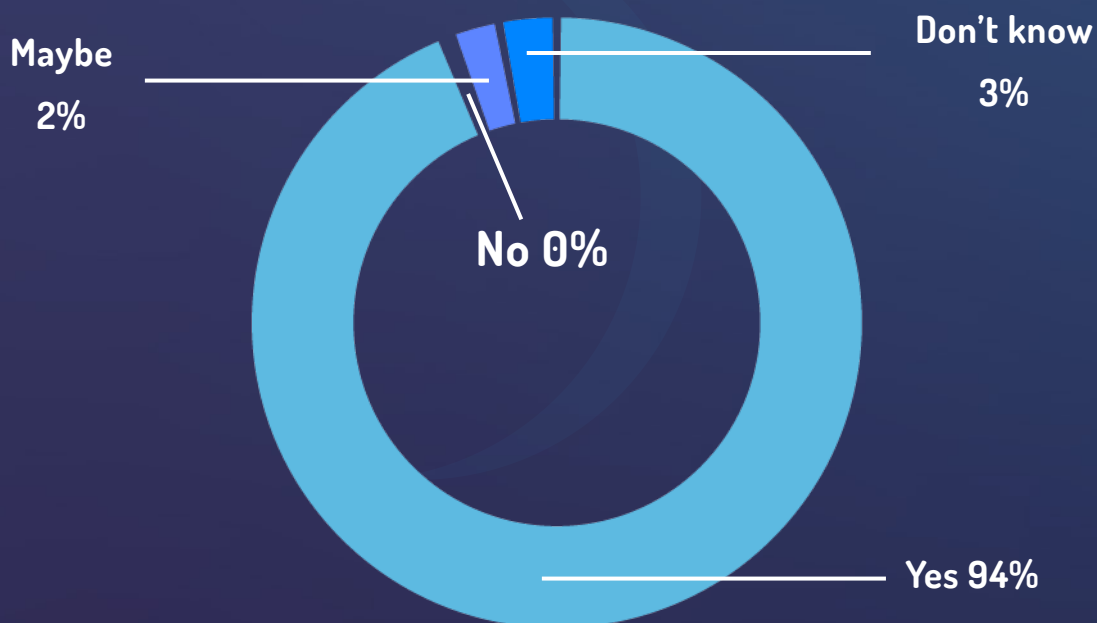


## The National Sleep Helpline

Our helpline is run by a team of specialist trained sleep advisors who offer confidential advice. We talk through issues, offer some practical strategies and recommend services that could help.

- 1274 total calls in 2022
- 527+ hours of time on calls in 2022

### Overall caller satisfaction over the quarter



### Our caller feedback:

“Very helpful, thank you so much. Really informative, down to earth! Not stuffy, like talking to a friend”

“So lovely to speak to someone who ‘gets it’. There’s lots of ideas for me to try, thank you so much”

“It’s nice to listen to somebody who shares their story. It makes you feel a bit better and listened to”

# OUR RESOURCES



We received more than

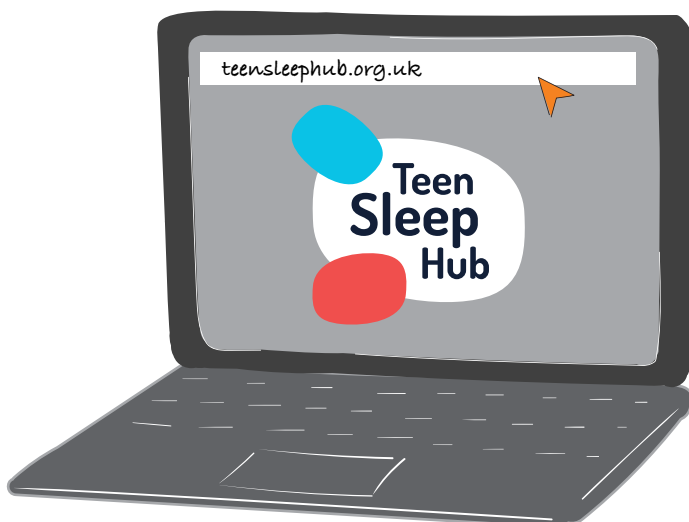
**890,000**

visits to our website, an increase of 250% compared to the previous year, meaning more people are accessing our high quality health information to help with their sleep difficulties

Our Teen eBook was downloaded over

**40,000**

times



# OUR TRAINING & GUIDANCE



Foundation Sleep Workshop

**472**

professionals and parents  
trained reaching

**1677**

families

Over

**900**

sleep clinics,  
reaching more than

**2000**

families

- Our high quality, credible Sleep Practitioner guidance helped **over 1600 families**
- Outdoor workshop and outdoor sleep lab **reaching over 300 participants**
- **Over 500 young people** were supported with our secondary school
- **1104 families** benefited from our Sleep Tight programme
- **Over 2300 direct interactions** with professionals, families and carers

**“These are a great resources from a much need service.**

Early Help Worker Lincs County Council”

**“This will be very useful in the classroom.**

SENCO from Heighington Millfield Primary Academy”

# DONORS AND FUNDERS



We wish to thank all our donors and funders who make all of this possible.

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