

Information for partners: Cash First and white goods support from Children First for families facing financial hardship

Between now and the end of March 2026, Children First can support families facing severe financial hardship by offering immediate relief through a flexible cash first approach. This is being funded by the Scottish Government, as part of the national mission to eradicate child poverty.

Families may also be able to benefit from new white goods thanks to Children First's partnership with British Gas Energy Trust. However, please note that the white goods fund closes at the end of February 2026.

Who can get support?

- Families in the Scottish Government six priority family types: lone parent families, minority ethnic families, families with a disabled adult or child, families with a mother aged under 25, families with a child under one or larger families (with three or more children).
- Families struggling with the pressure of any debt they may have.
- Kinship care families.
- Working families who may be struggling to make it to the end of the month.
- In addition, any family in mainland Scotland in receipt of benefits, including child benefit is eligible for the white goods fund, although it is intended to primarily support those facing fuel poverty.

What level of support is available?

For the tackling child poverty fund, our friendly, expert support line team will discuss with the family what support they need to alleviate the financial pressures they are under.

Children First have significant funds available, which means that we can offer amounts that can make a substantial difference to families' immediate circumstances. For example, if a family doesn't have food, we can stock their cupboards rather than just getting them to their next payment.

Families can receive cash or vouchers, depending on their individual circumstances.

Where families are interested in white goods, please get in touch with us as soon as possible, because funds will only be available until the end of February. White goods are limited to one per household, where the white good is owned by the family. (If the white good belongs to a landlord it cannot be replaced). The goods available are fridges (under counter/no icebox), under counter freezers, fridge/freezers, cookers (electric only), washing machines and tumble dryers (where criteria is met).

In addition to immediate cash help/white goods, every family who contacts the support line will be offered a debt management and benefit entitlement check with our financial wellbeing team to help them build longer term financial security.

We are expecting a high volume of calls and ask that people are patient while we work through all of the requests we receive.

How do we refer families to you for support?

Families who could benefit from either the tackling child poverty fund or the white goods fund can contact the Children First support line by calling 08000 28 22 33 or starting a webchat at www.childrenfirst.org.uk/supportline.

If appropriate, you can support the family, by contacting us together. You can also email the family's details to supportline@childrenfirst.org.uk and we can call the family back. Please confirm in the email that you have the agreement of the family and that the family are expecting a call from us.



The support line is open:

Monday to Friday 9am to 9pm

Saturday and Sunday 9am to 12 noon

Letting families know how we can help

From 9 Feb Children First will be running a public campaign to encourage families facing financial hardship to contact our support line for immediate help. Given the flexibility of support available through the tackling child poverty fund, the campaign will use broad messaging, rather than specifically mentioning cash or vouchers.

Please help us spread the word about the support that we can offer families through by:

Sharing the following information in newsletters, or on your webpage

If your family is struggling to make ends meet, Children First can help. Call the Children First support line on 08000 28 22 33 or start a webchat at www.childrenfirst.org.uk/supportline.

Their kind and understanding advisors may be able to provide families with immediate financial support, as well as access to new white goods thanks to funding from the Scottish Government and British Gas Energy Trust.

They can also support families with debt management advice and benefits entitlement checks.

The free support line is open from 9am to 9pm Monday to Friday and 9am to 12 noon at weekends.

Sharing posts on your social media channels

Post one

Struggling to pay the bills?

Families in Scotland facing money worries can get immediate financial help by calling the Children First support line.

Speak to one of their kind and understanding advisors today.

Call 08000 28 22 33 or start a web chat at childrenfirst.org.uk/supportline

Post two

If your family needs a new fridge, freezer, washing machine or cooker but are struggling to afford it, Children First can help.

Thanks to their partner British Gas Energy Trust, Children First can help families who are in receipt of child benefit and facing financial hardship, to replace old or broken white goods.

Funds are available to support families until the end of February, so speak to one of Children First's kind and understanding advisors today.

Call 08000 28 22 33 or start a web chat at childrenfirst.org.uk/supportline

Please use the following tags for Children First and the British Gas Energy Trust:

Facebook: @ChildrenFirst @BritishGasEnergyTrust

LinkedIn: @ChildrenFirstOfficial@British-Gas-Energy-Trust

Instagram: @ _children_first @bgenergytrust

Please **do not** share posts about the tackling child poverty fund after **31 March 26** or about the white goods fund after 28 Feb 26.

You can download images to use with newsletter/web/social media copy at:



<https://www.childrenfirst.org.uk/media/4pqpqtjg/digital-toolkit-social-media-assets-06.png>



https://www.childrenfirst.org.uk/media/ifpa1xs0/digital-toolkit-social-media-assets_new2.png



<https://www.childrenfirst.org.uk/media/hmpjcxho/digital-toolkit-social-media-assets-07.png>

Resharing content from Children First's social media channels about the campaign

Facebook @Children First **LinkedIn** @ChildrenFirstOfficial **Instagram** @ _children_first