



Alice Charity
Unit 19
Whieldon Road Industrial
Estate
Stoke on Trent
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CEO, Heather Sheldon

Welcome from our CEO



Alice Charity was created in 2011 to support vulnerable and disadvantaged families across Stoke-on-Trent and Newcastle-under-Lyme by providing various services underpinned by unconditional love and kindness.

Alice believes in providing strong foundations and diverse services to help individuals thrive. Our unwavering commitment to wellness, kindness, and community advancement drives us to develop sustainable solutions, support families, and make a difference.

We believe in working together to offer the support individuals and families need, utilising a multi-agency approach. Through personalised services and collaborations with community partners, we focus on prevention and meeting the unique requirements and needs of the local community. By leveraging our network of resources and expertise, we ensure that every individual receives the tailored assistance and guidance necessary to thrive.

We serve as the steady thread woven into the fabric of our community, offering comprehensive support to individuals and families. From running a food bank to delivering educational resources and providing advocacy and mentoring, we address diverse needs. Our collaborative efforts with community partners focus on prevention and long-term empowerment. With initiatives like parent and toddler groups, accredited employability courses, and financial wellbeing programs, we promote holistic development. Together, we're breaking barriers, offering solutions, and shaping a more hopeful tomorrow.

The support we provide changes lives...

Single mum, new to the area, unexpectedly pregnant with no support- self referred to Alice "Thanks for the message and today's visit... really appreciated you both coming out and talking to me...Really appreciate today's visit and cannot tell you how much this will all help to ease some of the anxiety I've had in regard to this baby and also my kids here already. Thank you and the Alice Charity"

A widowed mum and daughter who had come from temporary accommodation they had been given a property and were sleeping on the floor on blankets the only thing they had in the home was a kettle , we were able provide beds, bedding ,washing machine, cooker, microwave and carpets. Mum and daughter cried so much in gratitude for the complete life change that we could help with, mum said she felt like we were angels and never believed someone would help to change their lives so much.

We have supported a mum with emotional support for 18 months since the horrific death of her young son.
"I can't thank you enough for your help. I don't know what I would do without the support you give me. I am truly grateful knowing I have you."

Our support empowers the community to see a way forward

Together, we can create positive change and empower people to build brighter futures.

Heather Sheldon

Call us today to help local families in crisis.

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