

We are working together with Barnardo's to better connect with victims of domestic abuse.

"During the Covid pandemic, Barnardo's was proactive in finding ways to stay connected to the women we support. The devices donated by Tesco Mobile supported us to reshape our traditional communication model. For some victims, the ability to have a conversation via text with one of our team was reassuring and provided an immediate sense of relief." Claire, Barnardo's.

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To maintain anonymity, a pseudonym of 'Alexandra' will be used.

Digital connection can be a lifeline to victims of domestic abuse, allowing them to stay in touch with family, find and access support services, and speak to other people with similar experiences.

35 year-old Alexandra turned to Barnardo's for support when she was trying to flee an abusive relationship and a mobile phone donated by Tesco Mobile Little Helps scheme gave her a sense of relief and safety. SMS communication with the Barnardo's team gave her the power to move forward, with the help of professional support.

Having access to a mobile phone has been a lifeline for communication. Alexandra and her family had to navigate a stressful and vulnerable experience, the mobile phone has helped to keep her connected to society and reduced her sense of isolation. She now has a more settled family life, away from the abuser.

We spoke to Claire Wilson, Children Services Manager at Barnardo's, who requested devices with data-loaded SIM cards to give service users experiencing domestic abuse a new-found freedom and a chance to communicate privately, giving them an extra layer of security.

Claire Wilson, Children's Services Manager at Barnardo's said:

"We're so grateful for the Little Helps scheme. The devices have massively improved our ability to communicate with women experiencing domestic abuse, allowing us to form a relationship with our clients as well as reducing risk and increasing safety. I've recommended The Little Helps initiative to other organisations as it was such a smooth and quick process - from application to receiving the phones."

At Tesco Mobile, we care for human connection, and this is what drives us. Since the start of the pandemic in 2020, the Tesco Mobile Little Helps scheme has been donating phones and data to people and organisations that need them most, like Barnardo's.

The scheme forms part of Tesco Mobile's Reconnects mission, which connects vulnerable people to society by donating devices and data-loaded SIM cards to community organisations.

So far, Tesco Mobile Reconnects has donated over 27,000 devices, over 28,000 SIM cards and 1.7million GB of data to charities and organisations across the UK. Our care for human connection continues as we aim to help more vulnerable and disadvantaged people reconnect to society.

Organisations or charities can find information on requesting devices or SIM cards at:
tescomobile.littlehelps@tesco.com.