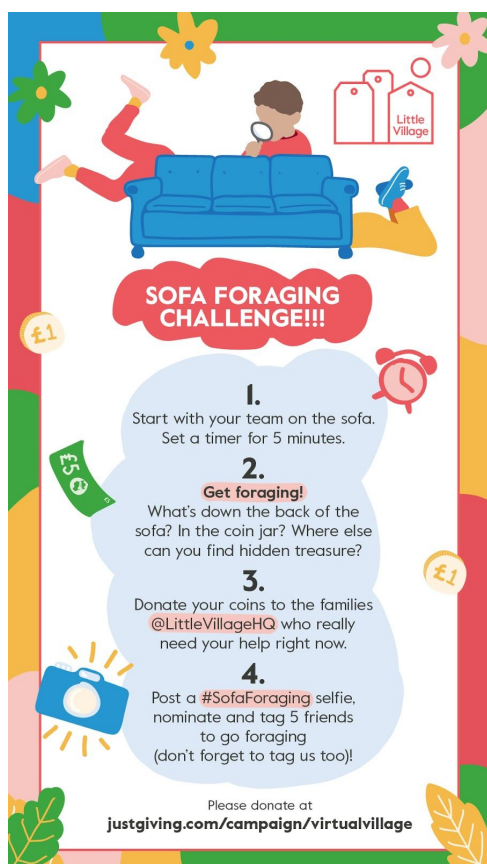


Sofa foraging fundraiser launched to send lost pennies to fight poverty in the capital

- Public asked to spare five minutes and spare sofa change for other families most at risk of hardship during the Coronavirus pandemic
- Average amount of change found behind the sofa (£5.77) could help pay for a jumbo pack of nappies

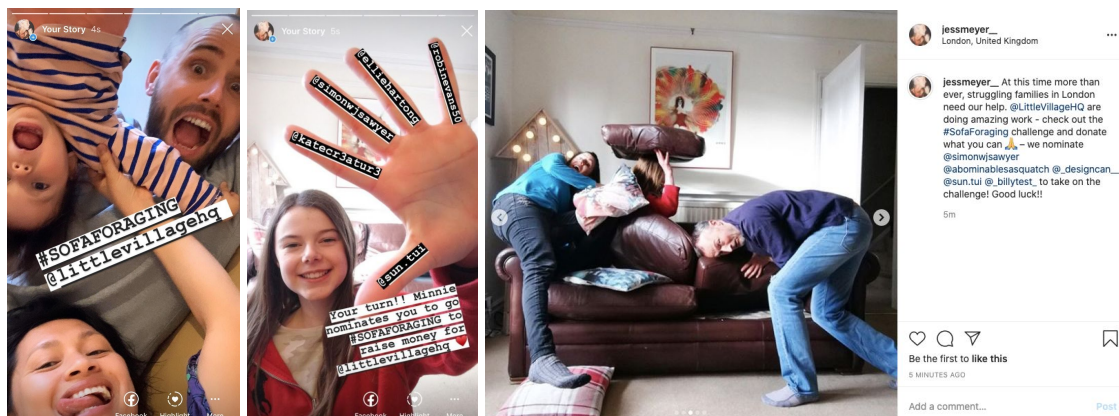
A sofa foraging fundraising campaign launches today (20 May 2020) to support London families in poverty through the coronavirus pandemic.



The #SofaForaging campaign graphic which will be shared on social media challenging families to take up the challenge

Families across the country are being challenged to set a timer for five minutes, pull away the sofa cushions, and forage for small change.

Parents, children, and anyone else participating are being asked to donate any reclaimed change to the London-based charity [Little Village](https://www.littlevillage.org.uk/) if they can afford it. To keep the momentum going, those taking part will share a selfie with the tag #SofaForaging while nominating another five families to take part.



The #SofaForaging campaign encouraging families to find loose change and donate it to Little Village

Little Village is a ‘baby bank’, which is like a foodbank, but for clothes, toys and equipment for babies and children up to the age of 5. The charity is providing help for families in urgent need of support during the pandemic and beyond, and has supported over 760 capital-based families since lockdown began in March.

The average amount of money found behind a UK sofa is [£5.77](#), which could help provide a family in need with a jumbo pack of nappies. If a further five families that were nominated accepted the challenge and donated, it could help pay for a complete family bundle including nappies, wipes, adult and child hygiene products and a sanitary bundle for a mum.



Donations and purchases of much-needed items for babies & children, including nappies being packaged up before delivery

Children living in poverty are likely to be profoundly affected; socially, emotionally and financially as a result of the coronavirus, according to new research completed at Little Village. Two-thirds (64%) of professionals who were surveyed, such as midwives and social workers that work with the charity, agreed children will go hungry.

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Sophia Parker, chief executive and founder said: “Times are tough for so many families at the moment, but some more than others. The professionals we work with have told us they believe children living in poverty will go without basics like nappies at this time. Our sofa foraging campaign gives other families the chance to make a difference in these children’s lives, quickly and easily, and who knows what other treasures they may find down the back of the sofa at the same time!”

How to take part in the sofa foraging challenge

1. Start with your team on the sofa, set a timer for five minutes!
2. **Get foraging!** What’s down the back of the sofa? In the coin jar? Where else can you find hidden treasure?
3. Donate your coins to the families @LittleVillageHQ who really need your help right now. Please donate at www.justgiving.com/campaign/virtualvillage.
4. Post a **#SofaForaging** selfie, nominate and tag five friends to go foraging (don’t forget to tag @LittleVillageHQ too)!

Set to launch at 12pm, the #SofaForaging campaign hopes to raise much-needed funds over the next few weeks to meet the growth in demand, as an increasing amount of families struggle to cope with falling income during the crisis. If just [one in 10 families in London](#) donated its sofa-foraged pennies, £2.1m could be raised*.

Since 2016, Little Village has supported more than 8000 visits from families across London and saw 3000 children in 2019. Families are referred to the charity via a network of professionals such as midwives and social workers from over 500 organisations.



Emergency bundles being delivered to families in need by Pedal Me bike couriers across London

Sophia Parker said: “Little Village is a volunteer-led movement of parents committed to alleviating child poverty, helping out other parents. We accept donations from one family to

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another, given with love to ensure all children have what they need to thrive. This sofa foraging fundraiser is an extension of that spirit and something even more parents can get involved in, safely, from home.”

Ends

Notes to editor

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About Little Village

Little Village is a 'baby bank', which is like a foodbank, but for clothes, toys and equipment for babies and children up to the age of 5. Since we launched in 2016, we've supported 8000+ visits from families across London and we saw nearly 3000 children in 2019. Families are referred to us via a network of professionals such as midwives and social workers from over 500 organisations. As a volunteer-led movement of parents committed to alleviating child poverty, our vision is that every child in the capital has the essential items they need to thrive. Little Village, a gift from one family to another, given with love.

The charity has launched an online charity appeal, #VirtualVillage, to help support families most at risk of hardship during the pandemic: www.justgiving.com/campaign/virtualvillage

**Approximately 3.74m families in London, 10% is 374,000 families, multiply with £5.77 = £2,157,980*

[Link to press bank and image assets here](#)