



# Little Village Fundraising Pack



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REGULATOR**

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# Dear Fundraiser,

## thank you

Let me start by saying thank you for choosing to support Little Village.

Little Village is here to make it as easy as possible for local families and communities to support one another during times of need. We collect great quality donations of clothes, toys and kit for babies and children and we gift these donations to local families who are dealing with really challenging circumstances, including homelessness, unemployment, low wages and domestic violence.

Our dream is that no child in the capital grows up without essential items of clothing, toys and equipment. As well as alleviating material poverty we strive to put families onto a more positive path and signpost to additional support.

We need your support now more than ever to help us reach those families who need us most. Your fundraising efforts will enable us to ensure we can provide essential items including nappies, toiletries, warm clothes and a safe place to sleep for babies and young children.

We want to make sure that your fundraising is a success so we've put together this pack where you will find our top tips, fundraising ideas, sponsorship forms and advice on how to reach (maybe even exceed!) your target with online fundraising pages and through social media. Please do read our top tips to ensure that you keep everything safe and legal.

On behalf of all the families Little Village supports, and that will benefit from your fundraising efforts – thank you and the very best of luck!

**Sophie Livingstone,**  
**MBE CEO, Little Village**



## Jo's Story

"I was working full-time when I unexpectedly became pregnant. I bought as much as I could with my salary, and we lived on that until she was 6 months old. I did what I could to get baby clothes, but once she grew out of those first few sizes, I just couldn't keep up. We were drowning. I couldn't keep up with her needs as a single parent and I had no savings to fall back on or family members.

I felt so drained... I had to make adjustments... I don't smoke or drink so there wasn't much I could scale back on so heating and food took a hit. I was skipping meals to make sure the kids could eat and I could clothe them. A lot of the time the house was cold, so I had to layer them up in extra clothes.

When I got support (from Little Village) I was crying. The anticipation of getting any help at all was overwhelming. The selection of items I got was amazing. The clothes were clean and in great condition, outfits weren't mismatched.

My children didn't have to be dressed in stuff that showed I needed help. They didn't have a label saying: "my mum needs help." It saved me massively... The box really helped make our money go further that month.

I've donated clothes back now as well ... It felt good to give back and make it a full circle. I'm keen to volunteer too when I can."



## A bit about us

Little Village supports families with babies and children under five living in poverty across London. We run a baby bank network, collecting, sorting and passing on pre-loved clothes and equipment. Parents are also supported by our dedicated signposting and guidance team, who offer advice and links to other services.

In addition, we work with families to share their stories and campaign to fix the systems that trap them in poverty.





# How your donation can help



Thanks to our army of volunteers and gifting of pre-loved items, the money you raise can go a long way:

£10

could deliver everything an expectant mum needs for her newborn - clothes, buggy, moses basket, bedding, feeding bottles & toys - worth over £1,000.

£500

could help to support two families who have just had, or are about to have, a baby with all the essential items they need worth £1100, delivery to their home and additional support from our team

£50

could buy nappies for 10 babies, ensuring they stay clean and healthy.

£1000

could pay for mum and baby toiletry packs for 100 families, providing them essential daily necessities.

£100

could help fund our family support service, providing in depth guidance to families regarding what support is available to them.

£5000









could pay for 634 mattresses so we can gift £60,610 worth of moses baskets with bedding keeping 634 babies safe and warm with a place to sleep.

# Fundraising

- Share your story and why you have chosen to fundraise for Little Village. You could also talk about any personal connection you might have to us.
- Be brave and ask, and keep asking - start with your family and friends, and don't be afraid to ask them repeatedly, even after the event! Email is great for reaching those who don't have social media. Let people know what your fundraising target is and how close you are to reaching it. Even with the best intentions people forget to actually do the donating.
- Are you a member of any other groups e.g. a gym, place of worship, your children's class WhatsApp group? Don't be afraid to ask these groups to sponsor you!
- Say thank you both privately and also on social media, thanking one person publicly on Facebook can often encourage others to do the same.
- You can reach out to your business networks using LinkedIn. Does your company match donations? Many big firms will match any donation that an individual makes to a charity so you could ask your HR department?
- If you want to get your workplace involved in supporting Little Village, or you're a school/ nursery looking to fundraise for us, please contact us for our top corporate fundraising ideas and partnership opportunities. We'd love to hear from you - say hello at [fundraising@littlevillagehq.org](mailto:fundraising@littlevillagehq.org)



## Here are some ideas of events you could hold to raise money:

-  Organise a fancy dress day - choose a theme, whether that be super heroes, pyjamas, or allowing the kids to dress you for work! Ask your colleagues or students involved to make a suggested donation of £1 to Little Village.
-  Sponsored challenge - Get your community or network involved in a fun sponsored challenge. This could be a run, a wheelie or even a sponsored silence (shhhhhhh!)
-  Big Bake - Host a bake sale, it is easy for everyone to take part and enjoy. Whether it's the baking, designing the posters or getting those little hands helping to decorate some bunting - a truly collaborative fun effort that never fails to raise some funds!
-  Collect items we have to buy new, such as nappies, wipes, bottle teats and toiletries for Mum and baby.
-  Sponsored no toys day - Hold a no toys day to raise money and as a great opportunity to build empathy in children for the families we support who may not have access to toys.
-  Give it up! - We all have bad habits, so why not do it while fundraising for Little Village? If your habit is costly, why not donate the money you save? Or if your habit causes more frustration to others than yourself, why not have people sponsor you?
-  A mini gig - why not showcase the talents of a friend or local, whether that be musician, band, or comedian.
-  Double your impact - We hold match funded appeal weeks in Summer (start of June) and Christmas (first week of December). If you hold onto your funds and donate them during this week, everything you donate will be doubled! Email [fundraising@littlevillagehq.org](mailto:fundraising@littlevillagehq.org) to find out more.



## 1. Holding a collection

Be aware that it is illegal for children under the age of 16 to take part in public collections (i.e. on the street or somewhere like a supermarket). If your students / children are taking part in an event like charity carol singing or supermarket bag packing, then an adult will need to be responsible for holding the collection bucket.

## 2. Collecting sponsorship

We encourage you to set up an Enthuse page for collecting sponsorship, as this is a really quick and easy way to donate and automatically claims Gift Aid where possible. We also have a great paper sponsorship forms for you to use. Please ensure that children are aware that they should only ask people that they know for sponsorship and should not be asking door to door or in public places.

## 3. Keep in touch

Please keep in touch and let us know your fundraising plans, we are here to help you. You can email [challenge@littlevillagehq.org](mailto:challenge@littlevillagehq.org)

## 4. Charity number

Please include our registered charity number on your communications 'Charity number 1169735

**5. Gift Aid** is fantastic in that it allows us to claim 25% back on top of every donation. Anyone donating via Enthuse can indicate that they are a UK tax payer and happy for the gift aid to be claimed back. If they are donating directly, we have a simple Gift Aid form to fill in which will allow us to file the return. (Do remember though that gift aid can't be claimed if people have received anything in return for their donation e.g. a raffle).







# How to fundraise online

## Fundraising... the administrative bit



- You can see our Enthuse page here: [www.littlevillage.enthuse.com/profile](http://www.littlevillage.enthuse.com/profile)
- You can use the 'Start fundraising' button on this page to create your own event-specific page that will connect directly with our account.
- [Click here](#) for instructions on how to set up your page.
- If you or any donors would prefer to donate directly you can see page 10 for our bank details.

# Social Media Info

**Social media is a great way to promote your fundraising appeal and rally your supporters!**



- Do tag Little Village in your fundraising updates. We will support and help you to promote your campaign by liking, sharing and amplifying where possible.
- Using lots of pictures will really help people see your fundraising journey, sharing training pictures or any preparation will give everyone an insight into what you're doing and importantly, why! Think... images of you mixing your delicious bake sale goodies, or action shots of you in a running session whilst trying to clock up the miles ahead of the main event! Don't forget to get consent from anyone you take a snap of so that you can share them across your socials.
- Asking friends to help promote your fundraising by, re-posting or support via their networks can really help rally support too.







## You can make a donation in a number of ways including...

- **Bank transfer:**

Account Name: Little Village HQ  
Account Number: 10729269  
Sort Code: 09-02-22

- **Cheque:**

You can send a cheque payable to Little Village to:

**Little Village Tooting,  
144-146 Tooting High Street London, SW17 0RT.**

- Please remember to fill in the Gift Aid form if you are transferring us directly
- We would love if you could email [challenge@littlevillagehq.org](mailto:challenge@littlevillagehq.org) to let us know you have donated so we can send you a thank you letter and certificate for your efforts.



# Sponsorship Form



Event name: .....

Email: .....

Event date: .....

Your name: .....

Address: .....

.....

.....Postcode:

Telephone: .....

*giftaid it*

Please tick below if you would like Little Village to reclaim the tax you've paid on this donation. Please read the details and declaration at the bottom of the page. Remember: You must provide your full name, home address, postcode and tick the 'Gift Aid' box for Little Village to claim the tax back on your donation.

Full name (please PRINT)	Home address (please PRINT)	Postcode	Donation amount (£)	Date paid	Gift Aid?* (please tick)

By ticking the box headed 'Gift Aid?\*', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Little Village to reclaim the tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax/ or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donation it is my responsibility to pay and difference.

I understand that Little Village will reclaim 25p of tax on every £1 that I have given.

☐

Registered Charity Number: 1169735

FUNDRAISING FOR



Registered Charity Number: 1169735



## Charity Gift Aid Declaration



Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year.

Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation and any other donations I have made.

☐

*I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.*

### My Details

Title .....First name or initial(s) .....

Surname .....

Full Home address .....

.....

Postcode .....

Date (dd/mm/yyyy) .....

Thank you for your donation.

Please notify Little Village if you:

want to cancel this declaration

change your name or home address

no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.