

A close-up photograph of a baby lying in a white wicker basket. The baby is wearing a green and white striped onesie and has a small white tag on their chest that says "FROM THE ROAD". A hand is visible in the foreground, gently holding the baby's hand. The background is a soft, textured white fabric.

**LITTLE  
VILLAGE**

**FUNDRAISING PACK**

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- GiftAid declaration form
- Event poster
- QR code poster
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# ABOUT US

**Little Village makes a big difference to families with babies and young children living in poverty across London. Via our network of baby banks we pass on loved goods from one family to another – clothes, toys and equipment – so that many more babies and young children have the essential things they need to thrive.**

**Families either visit a Little Village hub, or items are packed with care and delivered to their home. But it doesn't stop there. We also connect families into a wider network of support, helping them to build and extend their own 'village'. And we raise our voices for change; sharing the stark realities of too many children's lives in London.**



**JUST £10  
CAN SEND A  
BUNDLE OF  
JOY TO A  
FAMILY**

# in 2023 we...

Supported

**8,529**  
**children**



Gifted

**2,385**

ways for families  
to get out of the  
house

including

**1,081**  
**buggies**



Packed

**11,747**

clothing bundles



with the help of

**1,024**  
**volunteers**



Gave

**7,747 coats**

so children can stay  
warm and dry



Gave

**15,573**

**pairs of shoes**

so that children can have  
well-fitting and weather-  
appropriate footwear all  
year round.



Gifted

**1,407**

**baths or bath supports**

so parents can create  
bath-times that are  
safe and fun

Gifted

**21,456 books**

to stimulate children's  
learning and imagination

Gave

**23,313 toys**

because all children  
need toys!



Gave

**1,916**

safe places to  
sleep



# FUNDRAISING ideas

**Not sure how to get started? Here are a few ideas of how you can raise money in your community.**



## **Bake sale**

Easy fun for everyone! Sell your best bakes at your school or workplace; or even invite others to bring along their signature cakes for a friendly contest!



## **Yard sale**

At Little Village we're all about loving second hand. Declutter and raise money by selling your pre-loved books, clothes, knick-knacks, and more!



## **Sponsored ramble**

Something for little ones. When running is a tall order, why not take your time on a sponsored ramble round a park, playground, or wooded area?



## **PJ Day**

Hold a pyjama day at work or school, everyone pays to wear their comfy clothes! You could also collect pre-loved PJs to donate to us!



## **Double your impact**

Keep an eye out for our match funded campaigns that take place every summer and Christmas.

## **Isabelle & April's bake sale**

One of our own volunteers, April, along with her daughter Isabelle managed to raise £5,000 at April's office! After staying up until midnight baking, the pair held the bake sale and acted as fantastic advocates for Little Village, even convincing a few to donate £100 for their slice of cake!



# TIPS & LEGAL BITS

## 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 printable sponsorship form 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) to speak to us.

## 4. Charity number

Please include our registered charity number on your communications.  
**Charity number: 1169735**

## 5. Gift Aid

Gift Aid 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).

**Top tip: As well as cash, you can collect and donate items we have to gift new such as nappies, wipes, nappy cream and toiletries.**



# RUNNING EVENTS

We consistently have places in two of London's greatest half-marathon events; London Landmarks and Royal Parks. To find out when our next running event is taking place email [challenge@littlevillagehq.org](mailto:challenge@littlevillagehq.org).

We will provide you with support along the way including hints and tips for your training and one of our Little Village running tops. In return we ask if you can run the distance and raise £500 in sponsorship. Each pound that you raise will help us to reach families with the things they desperately need.



**LAST YEAR  
LITTLE VILLAGE  
RUNNERS RAISED  
ENOUGH TO  
SEND 3000  
BUNDLES!**



# MAKING YOUR DONATION

You can send us the money you raise 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 to us directly.

## Fundraising online

You can set up a fundraising page here: [littlevillage.enthuse.com/donate#!](https://littlevillage.enthuse.com/donate#!)

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 your donors prefer to donate to us directly, they can do so on our enthuse page, or via bank transfer (see next page for details).







# 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 ..... Surname .....

Home address .....

Postcode ..... Date (dd/mm/yy) .....

## 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.

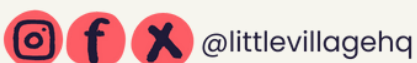




**Little Village makes a big difference to families with babies and young children across London.**

Via a network of baby banks they pass on pre-loved goods – clothes, toys, and equipment – from one family to another so that many more children have the essential things they need to thrive.

**Visit [littlevillagehq.org](http://littlevillagehq.org) to find out more**



Charity number: 1169735



**Scan here to donate now!**



# DONATE HERE



**Scan the QR code to donate to  
Little Village online**

Keep updated at [littlevillagehq.org](http://littlevillagehq.org)



@littlevillagehq

Charity number: 1169735



# Bake Sale!

**We're raising money for Little Village.**

Buy a cake and help them to give more children the things they need.



**When:**

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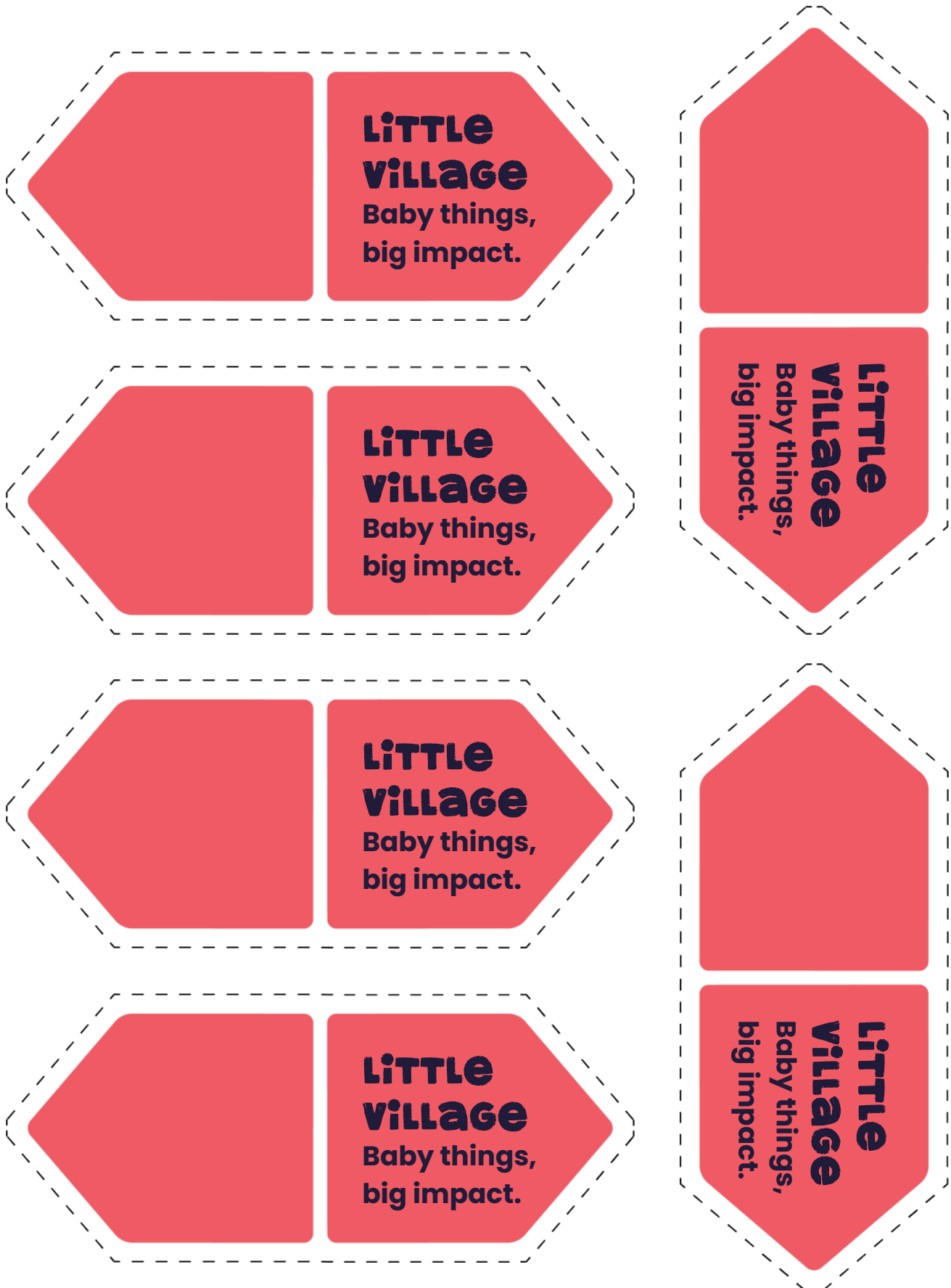
**Where:**

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# CAKE FLAGS

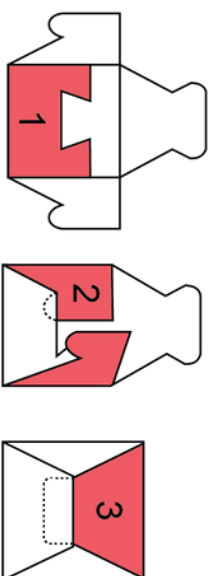
Add a Little Village flair to your bakes. Print as many pages as you need. Cut each flag out along the dotted line, fold and stick the flag around a cocktail stick.



# LITTLE VILLAGE COLLECTION BOX



- Directions:
1. Print this A4 sheet at home, we recommend using card
  2. Cut around the edges of the solid lines including the money slot at the top of the box
  3. Fold along the dotted lines
  4. Put a dab of glue on the tab on the left of the 'Baby Things Big Impact' panel and glue it behind the panel with the baby on to form the main body of your box
  5. To fold the base of the box: see illustrated instructions
  6. Fold the top panel down to finish the box, put a dab of glue on the tabs if you want to keep it securely shut



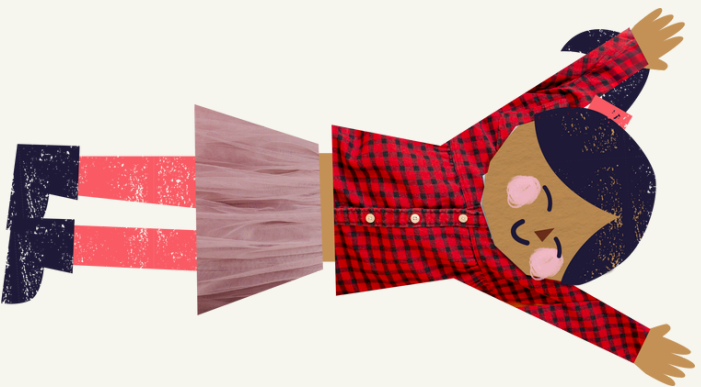
Folding the base (step 5):



Line key  
 Cut: \_\_\_\_\_  
 Fold: - - - - -

# THANK YOU!

This certificate of achievement is presented to



For raising money to help children  
and babies across London

*Sophie Wignall*

Sophie Livingstone MBE  
CEO of Little Village

