



FUNDRAISING PACK

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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 2024...

We passed on

6,752

coats, so that children can stay warm, snug, and dry, and

14,163

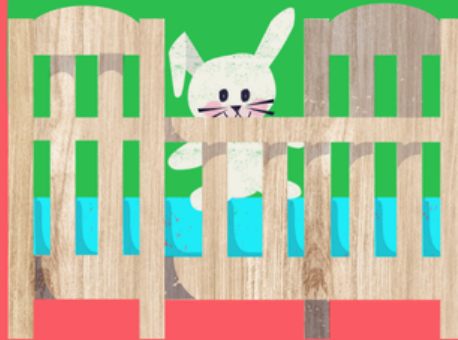
pairs of shoes, so that children can have well-fitting and weather-appropriate footwear all year round.



We gifted

1,551

safe places for children and babies to sleep



We provided

2,218

ways for families to get out of the house



including **1,189** buggies

plus slings, scooters, and buggy boards for big brothers and sisters.

We supported

7,325 children.



734

volunteers packed

9,969

clothing bundles.



We gave **886**

infant baths or bath supports, so that parents can create bath-times that are safe and fun for their children.



We gifted

17,499

books to stimulate children's learning, development, and imagination.



We distributed

485

emergency hospital packs for newborns with nothing.



1,037

families were signposted to further support.



**Baby things,
Big impact.**



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 **fundraising@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.



CHALLENGE events

Join Team Little Village and take on a challenge. We have places in a range of exciting London running events — from 5Ks and 10Ks to iconic half marathons like the London Landmarks and Royal Parks.

Whether you're a first-time runner or a seasoned pro, we'll support you every step of the way with training tips and a Little Village running top. All we ask is that you run the distance and raise the sponsorship to help us reach more families with the essentials they need.

To find out more or sign up visit littlevillagehq.org/events or email challenge@littlevillagehq.org.



**LAST YEAR
LITTLE VILLAGE
RUNNERS RAISED
ENOUGH TO
SEND OVER 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: [Little Village Enthuse Page](#)

When it asks you to 'Set a Fundraiser Type', please select 'Personal Challenge' or 'Celebrating an Occasion'.

[Click here](#) for further 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).





SPONSORSHIP FORM

Event name: _____ Event date: _____

Your name: _____

Email: _____ Phone number: _____

Address: _____

Postcode: _____

Full name (please print)	Address (please print)	Postcode	Donation Amount £	Date paid	*Gift aid?

*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 ☐

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.





**we're
raising
money for
Little
Village**

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 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



@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:

Where:

cake flags

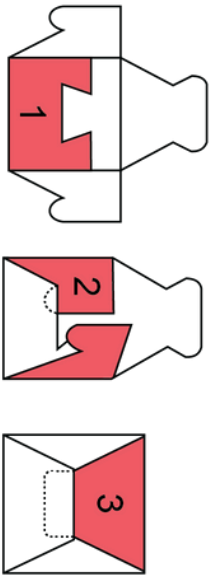
Add a Little Village flair to your bakes. Print as many pages as you need. Cut each flag out along the dotted line, fold and stick the flag around a cocktail stick.



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):



**Little
village**

**BABY
THINGS,
Big
IMPACT.**

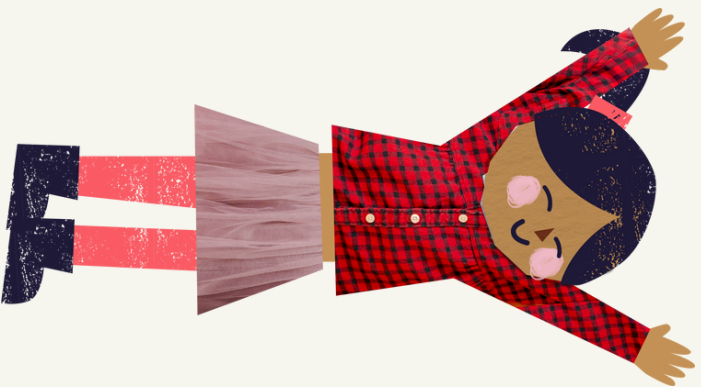
**every & you
give helps give
children and
babies the
things that
they need**

Line key

Cut: —————
Fold: - - - - -

THANK YOU!

This certificate of achievement is presented to



For raising money to help children
and babies across London

Sophie Morgan

Sophie Livingstone MBE
CEO of Little Village

