

**Festive
FUNDRAISING
Guide**

**Baby things,
Big impact.**



Christmas: it takes a Little Village

While lots of families are preparing for a Christmas with all of the trimmings, many of the families we support are wishing for the essentials such as warmth, enough food, let alone a gift for their children.

But there is something you can do. As members of their little village – an office, school, family or faith group – by fundraising for Little Village, you can help us to make sure that hundreds of children across our capital have the warm clothes that they need, festive goodies such as pjs and books to add some sparkle, plus a gift to open

***“When you fundraise for Little Village you may feel like it’s a small gesture, but their help had a massive impact on me and my family.*”**

“When you give, you give people hope of a better future – we should all try to help each other, that’s what Christmas is all about.”

Sara, a mum supported by Little Village



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HOW YOUR FUNDRAISING WILL HELP MAKE A DIFFERENCE THIS CHRISTMAS

We know that **many of the families we support are worried about whether they can afford a gift for their children this Christmas.** But you can help. By fundraising for Little Village you can help us make sure that more children across London experience the magic of a gift under the tree, and their parents get the joy of being able to give one

£10

could pay for a christmas bundle of warm clothes, nappies, toys and books to be delivered to a child in London before Christmas.

£50

could pay for our alternative sleigh for a day - a hire van! Help our wonderful volunteer Santa and Rudolf (we call them Tom and Danny!) to deliver boxes of warm clothes and pre-loved toys and books to children across the capital.

£100

could pay for our specialist support workers to be a kind voice on the phone, helping parents in crisis get access to food, somewhere safe for their child to sleep and vital advice. Plus, making sure they have all the basics like nappies, warm clothes, blankets and toys.

£500

helps to fund the team at Santa's alternative workshop (our warehouse in Wandsworth!) to fix up cosy beds for sleepy heads while our volunteer elves sort and pack hundreds of clothes, books and toys to send to girls and boys.

£1000

helps to keep the doors to your local baby bank open in December; welcoming in families who are struggling. Our staff will help them choose pre-loved gifts that they can wrap for their child, along with all the essentials they need like warm clothes, blankets, and nappies.



CHRISTMAS FUNDRAISING IDEAS

Over the next few pages are some ideas about ways you can help to raise money for Little Village this Christmas, but we would also love to hear your ideas.

If you need help with your fundraising activity or to let us know what you are doing contact hello@littlevillagehq.org

Secret Santa with a twist

Instead of buying a gift, each person donates the gift budget to Little Village, then just as we pass on gifts from one family to another, you re-gift an item that you own but no longer want and give it to your secret Santa – way more interesting than just another candle!

Charity hour/ donate your last hour of 2025

Allow your employees to 'buy' an hour off by donating a certain amount (e.g. £20 donation = 1 hour early finish). Or encourage employees to donate the equivalent of their last hour's pay of 2025.

**ideas FOR
YOUR
WORKPLACE**



Christmas charity auction

What's more valuable than your time – host a fun charity auction of skills, services, or donated items e.g. lunch with the CEO, dog-walking, baking a cake, or wrapping presents etc.

Festive lunch

Everyone brings a dish and makes a donation, then you cross your fingers and have faith that the buffet will come together beautifully and you don't get ten tubs of houmous!

Host a quiz

Feeling quiz-massy? Test your knowledge in a Christmas quiz. Go for a theme or keep it general knowledge.

Host a pyjama party

To help us raise money for beds for other little sleepy heads, get your children and their friends together to have a pyjama party at your school, nursery or home and collect donations.

Colouring and activity resources

Check out our [colouring resources and activity sheets](#) for children featuring some of our Little Village characters busy at work preparing the baby bank and bundles for Christmas.

Create beautiful Christmas cards to sell.

Get crafty drawing your favourite Christmas moments. Or get inspired by the people in your community that help you have the most magical Christmas! Sell your scenes as Christmas cards, or use our [Little Village label template](#) to create festive gift tags.

Christmas party season

Give the end of term Christmas fair or party an extra special festive feeling by encouraging a fancy dress day for teachers and children in return for a small donation – the more tinsel the better! Or hold a raffle at your school fair and donate the proceeds to your local Little Village baby bank.

You can also check out our [resources for schools](#) to help explain what a baby bank is and how you can give your clothes, toys or books a new lease of love.





ideas FOR YOUR FAITH OR COMMUNITY GROUP

• **Dedicate a service to Little Village**

Dedicate a service to Little Village and collect donations for your local Little Village baby bank this Christmas.

• **Christmas carolling**

Spread some festive cheer with an evening of Christmas carolling. Check out our [collections guidance](#) to get planning.

• **Festive bake sale or coffee morning**

Bring your community together for a coffee morning or cake sale. Keep it casual or go competitive - bake-off style!

• **Knitting craft evening**

Bring people together for an evening of crafting with a purpose. We are always in need of blankets, cardigans, tiny hats or layers for babies and children. Attendees can donate their creations to [their local Little Village baby bank](#).

"I hid the toys and as I wrapped them up had the biggest sense of relief, the worry of not being able to give them a gift had been a huge knot inside; my daughters were so excited when they found them under the tree on Christmas morning."

"I didn't have to tell my kids that Christmas was going to be different in a bad way. We were ok, we felt safe and taken care of."



OTHER WAYS TO HELP

Host a community collection to help us create cosy bedtimes this Christmas

Our baby bank shelves are particularly low on essentials for bathtime and bedtime, why not organise a collection in your community and **donate items for 0-6 year olds at your local baby bank**. Find yours [here](#).

We need, for ages 0-6:

- Pyjamas or sleepsuits
- Kids toiletries (new or unopened)
- Blankets
- Bedding
- Baby baths
- Moses baskets
- Cot or toddler beds



"My Christmas wish? To keep them warm no matter how hard it gets"



Volunteering

Volunteers are at the heart of Little Village. You can help us in so many ways from lending a hand at one of our baby banks across London, providing vital support to families on the phone, or as a volunteer driver.

Whether you want to volunteer regularly, as a one-off or with your friends, community group or colleagues – we need your support to get children in London all the essentials they need to thrive. To find out more about volunteering visit littlevillage.org.uk/volunteer-with-us

Urgent Christmas helpers needed!

Could you spend a few hours at our warehouse preparing pre-loved baby items, toys and books to get to a child in London in time for Christmas? Bring your friends and do something special this festive season



Little Village Wandsworth

Tuesdays and Thursdays 6-9pm, Saturdays 10am – 3pm

Sign up at littlevillagehq.org/one-off-volunteering-days



SET UP A REGULAR MONTHLY GIFT

We rely on kind donations from the public to make sure our baby banks and support teams can be here to help thousands of families who are struggling across London every year. **By setting up a regular monthly donation this Christmas you could help fund the following throughout 2026.**

£5

a MONTH

keeps bums clean this Christmas and beyond!
This will help us include nappies and wipes for every single baby we support.

£10

a MONTH

helps pay for a baby or child to get a safe and cosy sleep:
including a new mattress for a donated Moses basket or cot-bed, bedding, pyjamas and a warm blanket.

£20
a MONTH

could pay for a specialist support worker to help a parent in crisis throughout 2026. First getting them the immediate essentials for their baby or child, like nappies, warm clothes, and access to food, then being a friendly voice to guide them through getting the housing, health or benefits support they need.

£30

a MONTH

could help keep your local baby bank doors open throughout 2026, so that parents who are struggling can be welcomed in to choose warm clothes, bedding, nappies, pre-loved toys and books and all the essentials they need for their baby or child.

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 website at littlevillagehq.org/form, or via bank transfer.



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.

