



# Corporate Partnerships Guidebook

## Welcome!

Thank you so much for considering a partnership with Baby Necessities. The time and support you give to our growing organisation means we can achieve our goals and help more families to fight poverty in the local community. None of which is possible without the fantastic support of our corporate partners.

This document serves as a useful guide; it contains information that will help you choose the right partnership package for your company. Our ambition is to make our partnerships as mutually beneficial as possible, ensuring we meet your business and social goals, and resulting in meaningful developments and support for our charity.

## Your partnership will have an incredible impact!



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## 1 Who we are

We are a baby bank providing new and pre-loved essential items to families in need. Our aim is to alleviate child poverty and promote the reuse of items through the simple act of redistribution.

We collect good quality, pre-loved donations such as clothes, toys and equipment, and distribute them for free to families in need. All items are cleaned, washed and safety checked before being put into tailor made bundles lovingly prepared by our volunteers.

Referrals to our service increased 95% from 2022 to 2023, and we are now receiving around 80 requests a month across Southampton, Test Valley and the surrounding areas.

## 2 Mission

To alleviate the impacts of poverty in children by providing practical support to those in need.

## 3 Vision

By 2029 Baby Necessities will be a **core service** meeting the needs of deprived families in Southampton and the surrounding areas.

## 4 Our Aims

- 1) **Helping to give children the best start in life and relieving financial pressure on their families** through the provision of essential items such as clothing, equipment, toys and other essentials;
- 2) **Protecting the environment by recycling of pre-loved items** which reduces items going to landfill;
- 3) **Reducing the pressure on NHS and social care services** by providing necessities to the families they are working with.

## 5 Who we help

Access to Baby Necessities is via third-party referral by professionals such as community midwives, health visitors, family support workers, social workers, educator or teacher, food bank volunteer, religious leaders, etc.

We aim to meet each request with our stock of donated items and help individuals and families from all backgrounds, regardless of their personal situation, by providing their little ones (up to the age of 5 years old) with the basic supplies they need.

## 6 Where we are located

Baby Necessities HQ is located in Romsey.

### Full address:

Unit C1, The Premier Centre  
Premier Way  
Romsey  
SO51 9DG

## 7 Why partner with us?

We value the bespoke nature of our relationships with our supporters and work collaboratively to achieve the greatest impact possible for our beneficiaries. We provide reporting on the impact of giving every year, as well as opportunities to see our work in action and understand the significant difference that such giving makes to the lives of parents/care givers and children facing extreme poverty or hardship.

## 8 Why do we need your help?

All of our services are provided for free to the families we support but it costs thousands of pounds each year to keep our charity operating: from core operating costs, event costs, to product costs (mattresses, breast pumps, bottles, formula, toiletries etc.). The increased demand for our services has a huge financial and resource impact on our charity. With your help, we can continue to respond to those requests and grow our charity to meet the needs of the community we serve.

## 9 General Sponsorship

- We welcome the possibility of becoming your company's nominated charity and receiving raised funds and grants in that context.
- We welcome specific financial support of goods we require to support our families. One off and regular finances are gratefully received.
- We welcome sponsorship of specific events - (see some suggestions below.)
- We welcome volunteer support as part of your company's Corporate Social Responsibility (CSR), commitment. Volunteering sessions can be scheduled any weekday 9:30am to 1:30pm. Get involved with a variety of tasks from sorting donations, checking equipment, cleaning pushchairs, testing toys and building bundles. We'll brief you at the start of the day and support you throughout your time with us.
- Do your employees get the opportunity to choose your charity of the year? If so, we'd love your vote!

By choosing us we can work with you to build an exciting calendar of activities to engage your employees, meet your business objectives and raise money. We promise to make it an unforgettable year.

## 10 What you get in return.

We really appreciate the time and efforts of all our corporate partners. Whether you want to raise money or donate time, skills and goods, all is gratefully received.

- **The opportunity to visit and see our operations in progress.**
- **Brand Awareness and visibility** We will be sure to include you in our marketing materials, on our website, social media platforms and campaign promotions.
- **Recognition** We will give you recognition in our annual report and acknowledgement of your support to our referrers (where appropriate).

- **CSR commitments** We can offer volunteering slots for teams of up to 6 at a time to join us at our HQ. Sorting, cleaning, tidying and packaging, use us as part of your Corporate Social Responsibility strategy.
- **Employee Morale** Drive employee engagement, staff retention and recruitment. Develop your employees' skills and build confidence.
- **Impact** We can provide you with statistics such as number of families helped, number of pushchairs recycled or number of toy bundles given out during your time partnering with us. You can publish these numbers to show the impact of your support to your shareholders and consumers.
- **Increase customer loyalty** Show your consumers that your business is trustworthy, caring and conscientious, as we embody the same values.

## 11 Event Partnerships

We have a calendar of Baby Necessities campaigns and events for the year. Each event has various sponsorship opportunities and provides the potential for increased positive brand exposure in the heart of the community.

### 11.1 Annual Campaigns

#### Mother's Day Appeal (March):

We want to be able to do something special for the Mothers who we support. Every year we collect new pamper items, chocolates, toiletries and gift sets to make up gift packs and distribute them with every referral throughout the month of March.

- Could your company and/or employees donate any of these items?
- Can employees make up a gift pack to donate?
- Employees can use volunteer hours to come to our HQ and assemble the gift packs ready for distribution.
- Can you donate money? - just £10 can make 1 gift pack.



#### Pink and Green Campaign (June):

Every year in June we hold our annual fundraiser **#pinkandgreenletseseen**. On this day we ask our partners to join us in wearing the baby bank colours and show your support for our mission to tackle child poverty.

We have lots of activities planned in the build-up week, and on the day we like to have fun by

wearing pink and green in the most creative ways. Could your workplace get involved and donate or fundraise for Baby Necessities?

- Have a dress down day and encourage employees to wear our colours and donate money (cash or via our “just giving” page).
- Hold a cake sale and get creative with a pink and green themed frosting.
- Host a quiz and charge for entry. Donate the money raised to Baby Necessities.

We love to share everyone's participation, so keep an eye on our social media and try to spot your pictures. Don't forget to use our hash tag #pinkandgreenletsbeseen

## 11.2. Events

### Summer Dinner Dance (July 2025):

Our next dinner dance will be a celebration of 5 years of Baby Necessities! It will be the perfect glamorous charity event that will help us to raise funds so we can continue to meet our objectives. This will comprise of a sit-down meal, music, entertainment, a live auction, and raffle.

- Sponsor our event and have your company logo feature on our website, social media, posters and flyers.
- Donate a raffle or auction prize to help us raise money.



### Free Family Fun Day (various dates):

At different times of the year (usually in half term) we host a free family fun day full of activities, crafts and entertainment. We sympathise with those families that are unable to pay for days out and feel it is important to benefit the wider community through these events.

- Sponsor our family fun day so that we can continue to put these events on for free.
- Donate useful resources such as craft materials and refreshments.

- Donate a venue/community room that can be used for the event for free.
- Donate your time (face painters and children's entertainers etc.)

### Walk the Test Way (September):

Every September we get a team together to raise money and enjoy the challenge of walking various distances along the River Test. You can choose the distance you walk which ranges from 3 miles to 25.5 miles! Could you be a part of our team and take on the challenge?



## 12. Fundraising Partnership

We would love to work with you to create a calendar of activity filled with innovative fundraising ideas. Fundraising brings your employees together to have fun and make a difference. It's also a perfect way for employees to develop new skills and deliver business benefits.

So, whether you work as part of a team or will be acting solo, our team are more than happy to help facilitate coming up with the idea and promoting the event.

- **Get Sporty** Run, cycle, swim, trek or set yourself another sporting challenge and get sponsored to achieve your goal!
- **Get Social** Organise a quiz night, come dine with me, casino night or a charity garden event. Simply sell tickets to attend or ask for donations from your guests. Why not hold an auction or raffle at your event to raise even more money!
- **Get Extreme** Could you take on the ultimate challenge and do a sponsored skydive? Shave your head? Or give up something you love for a whole month? Set up a just giving page and sponsorship can be sent directly to us.

If you would like to get involved with fundraising for us, please ask your company about match giving. Many employers will give you the chance to boost your fundraising by matching the money you've raised for charity on a pound-for-pound basis or up to an agreed amount. This means you'll raise even more to help vulnerable families.

## 13. Corporate and staff volunteering

Your business can make a positive impact on the local community, so why not escape the office and spend some time helping us? Volunteering is a great way to build staff skills, such as teamwork and communication.



## 14. Support us financially

The families we support are facing a range of challenges – extreme financial difficulty, unemployment, homelessness, domestic abuse, asylum seekers and more. What they all need are the basic essentials for their babies and young children.

Can you donate a one-off monetary donation that could help support one of the above projects, and/or fund the items we need to buy new, or to simply keep our doors open? Or perhaps sign up as a monthly supporter, match your employees' fundraising, or donate a share of the profits from sales.

**£300** can fund 20 family toiletry bundles

**£500** can provide 20 manual breast pumps

**£1,000** can buy 25 cot bed mattresses

**£5,000** can support 50 newborns with moses basket starter kits

**£10,000** would be a significant help towards our yearly running costs and help keep our doors open

## 15. Cause-related Marketing

Supporting Baby Necessities can align your services and products as a responsible business with a charity which helps to alleviate child poverty and protect the environment through the simple act of redistribution.

## 16. Other ways to get involved

- **Donate goods in kind**

We have been fortunate enough to have worked with some fantastic brands and businesses since our launch in 2020. Some have donated equipment, children's clothes and toiletries that we have been able to gift on to families.

You can help us by donating gifts in kind. We welcome samples, excess or end of range stock - particularly gifts that can be given to struggling parents, children on their birthdays, baby products or office supplies.

- **Corporate Fundraising campaign**

Set up donation stations where clients can contribute or run a special promotion such as asking customers to round up their change and donate the proceeds to our charity.

- **Use your professional skills**

Share your talents and donate your time to help us achieve some of the many projects we have planned. We welcome anyone with business, marketing, strategy, legal, IT, HR, payroll skills and more!

- **Give us your loose change**

We have donation buckets which can easily be positioned in an office or on a countertop. Every penny counts for a small charity like us.

## **17.Contact us**

If your company is interested in establishing a partnership with us, then please get in touch. We would love to discuss with you in detail how we can work together and build a bespoke package to suit your business.

You can contact us via email at [info@baby necessities.co.uk](mailto:info@baby necessities.co.uk) or call **01794 765240**.

**We look forward to working with you.**