

Little Village Press release

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Baby bank calls on Harry and Meghan fans to help it to support 3000 babies and children

Little Village, a London-based baby bank, has today called upon fans of the Duke and Duchess of Sussex, Harry and Meghan, to help it to support the 3000 young children and babies it expects to see over the course of this year. The call comes on the day it has been announced that baby Sussex has been born.

The Duke and Duchess asked fans to support Little Village and three other charities, in lieu of sending them baby gifts, as part of the grassroots led #GlobalSussexBabyShower.

Little Village is like a foodbank, but for clothes, toys and equipment for babies and children up to the age of five.

Little Village said fans of the Royal couple have already donated around £5000 – which is the amount it will cost the charity to buy new Moses basket mattresses* for the 700 newborns it expects to see this year. As well as financial donations, Little Village has received hundreds of gifts such as nappies, childrens' plates and cutlery, toys and baby wipes, from Royal fans across the world.

Via its [Just Giving](#) page it is now hoping to raise a further £4000, which will help to fund essentials like training for its 200 volunteers, providing a warm, safe environment for families and supplying bundles of pre-loved items for newborn babies.

Sophia Parker, Chief Executive of Little Village, said:

“I would like to offer huge congratulations to the Duke and Duchess on the birth of their new baby boy. At the tender age of one day, he already has a lasting legacy of enabling us to support hundreds of babies and children.

“Fans of the Duke and Duchess have already been so generous but now we’re hoping that they will celebrate baby Sussex’s birth by helping us to reach our new fundraising goal so we can provide even more vital support for the families we see.

“We don’t receive any public funding so any donations made to celebrate his birth will go directly into our core service. These donations are the essence of what Little Village stands for: gifts, given with love, from one family to another.”

Little Village said that around half the families it supports are homeless, or living in temporary accommodation. Around one in five of the families have someone in work but are still struggling to make ends meet. Many are dealing with challenging issues like domestic violence.

Little Village has drawn up a ‘shopping list’ of items that cash donations will help it to provide:

- £5 could provide a pack of nappies and wipes for our baby bundles

- £10 could provide a mum with the peace of mind that her baby will sleep safely by being given a new mattress for a Moses basket
- £40 will pay for a donated pram to be serviced so that it's pristine and ready to be passed on to a family
- £50 could help us to train our volunteers to support the families we meet and support them to give their kids the best possible start in life
- £150 enables us to support a family to come to us to receive all the vital items they need for their child

For people wishing to send the charity gifts, Little Village has [Amazon wish lists](#) for each of its sites, or people can post items to its [headquarters in south](#) London.

Ends

Notes to editors

**Research suggests that second hand mattresses could lead to Sudden Infant Death Syndrome (SIDS), which is why Little Village buys new mattresses, rather than relying on donated ones.*

About Little Village

Little Village is like a foodbank, but for clothes, toys and equipment for babies and children up to the age of 5. Local families donate items, which are passed on to families who have been referred via a network of partners like health visitors, children's centres and midwives. It has sites in Wandsworth, Camden and Southwark. There are thought to be around 100 baby banks across the UK, many of which appear on [this map](#).

Relevant statistics

Little Village recently released [figures](#) showing that the number of families it supports has gone up by 97 per cent in the past year. Recent statistics from the [Resolution Foundation](#) showed that child poverty is on the rise.