

# Be the brand behind baby safety

Give families a safer start to  
life with The Lullaby Trust





## Saving babies' lives together

### Why your support matters

**No life should end at the start. But tragically, approximately nine babies die suddenly and unexpectedly every week in England and Wales alone.**

At The Lullaby Trust, we're working to change that by giving every baby a safer start in life and keeping grieving families supported.

We share empowering **baby safety advice** with parents and carers, **train healthcare and early years professionals**, and fund **life-saving research** into the causes of unexpected infant death. We provide **emotional and practical support to bereaved families**, so no family has to face grieving their baby alone. We also **empower underserved communities**, breaking down barriers to life-saving information and care.

But we can't do this without partners who believe as we do, that every baby deserves a safer start to life.

By partnering with The Lullaby Trust, your brand will become part of that mission and stand alongside one of the UK's most trusted voices in baby safety to create a future where no baby dies suddenly and unexpectedly and no family grieves alone.

**80%**

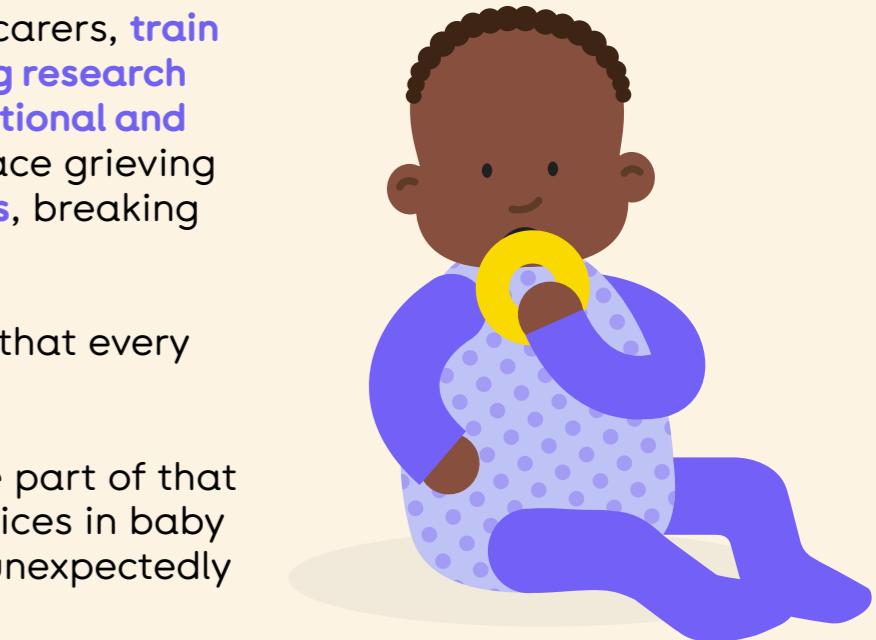
**reduction in SIDS rate since 1991**

**30,000**

**babies' lives saved**

**£12m**

**invested in research**



# What our partnership makes possible

Your support provides essential services that save lives, offer comfort to grieving families, and help build a future where no family faces the tragedy of an unexpected infant death.



## Baby safety advice

Our guidance is trusted by parents, carers and health professionals across the UK. We reach millions of people every year through our resources, training, campaigns and online tools, sharing life-saving advice on safer sleep, infection prevention and baby product safety.



## Care of Next Infant (CONI)

CONI is a national NHS health visitor-led programme that supports bereaved parents before and after the birth of their new baby. CONI gives peace of mind to hundreds of families every year. We provide emotional reassurance, practical support, and trusted advice to help families navigate this time with confidence.



## Bereavement support

We provide a supportive and confidential space for anyone affected by the sudden or unexpected death of a baby. Our bereavement services include our free bereavement helpline, befrienders service, and family days which are available for as long as families need them.



## Research

We have been funding cutting-edge research since 1971. Our decades of research have helped us develop the life-saving advice we deliver every day and we won't stop until no baby dies suddenly or unexpectedly.

# The Power of Partnership

Partnering with The Lullaby Trust isn't just good for your brand, it's a chance to help protect babies, support families and show your customers what you truly stand for.

## Boost your brand's impact

Our trusted reputation as a household brand shows families that your brand prioritises baby safety, integrity, compassion and care above all else.

## Connect with millions of parents

Showcase your brand to millions of new and expectant parents who trust our expert advice and are actively seeking safer, high-quality products for their babies.

## Stand out from the crowd

Our supporters know that we only work with brands that are committed to safety and produce products that align with our expert advice.

## Increase customer loyalty

Families stay loyal to brands that can show they prioritise what matters most to them, their babies' safety.

## Save lives and support bereaved families

Your support will create a future where no baby dies suddenly and unexpectedly and no family has to grieve alone.



To demonstrate the true value of our partnerships, we conducted a survey of over 1,000 new and expectant parents and our results speak volumes about the trust that our name carries with families. Partnering with us will allow you to establish immediate brand credibility in a market where trust is everything.

97%

of parents said that they would be more inclined to purchase a product if it had The Lullaby Trust's logo on it.

93%

of parents said they purchased products with sudden infant death syndrome (SIDS) and safer sleep in mind.

“As a first time mum there's so many different opinions out there that knowing The Lullaby Trust support a product makes me feel more confident in using the product.”

“As someone who will become a parent for the first time it is easy to get confused with all the different products on the market. Having The Lullaby Trust logo on a product would make it a bit easier to know which products are safe.”



# Our community

We are caring, compassionate, trustworthy and driven. By living by these values, we have created an extraordinary community of supporters who don't just engage with our work - they believe in it, carry it forward, and share it.

This community spans multiple generations, industries and life stages because our mission is so deeply and universally relevant.

But we're not standing still. We're continuously evolving, finding new and meaningful ways to reach the people who need us most.

Our partnerships are designed to introduce your brand to an audience that is not only wide-reaching but genuinely engaged, diverse and emotionally connected to our work.

Last year alone, we were seen online over 24.5 million times!



**The Lullaby Trust Website:**  
130,000+ visitors per month



**Product information:**  
Over 470,000 page views on our product information alone in 2024



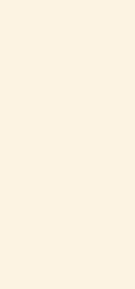
**Baby check app:**  
100+ daily downloads



**Safer Sleep Week:**  
Over one million people reached



**Lullaby Latest:**  
22,000+ subscribers



**Shop views:**  
Over 33,000 shop page views in 2024



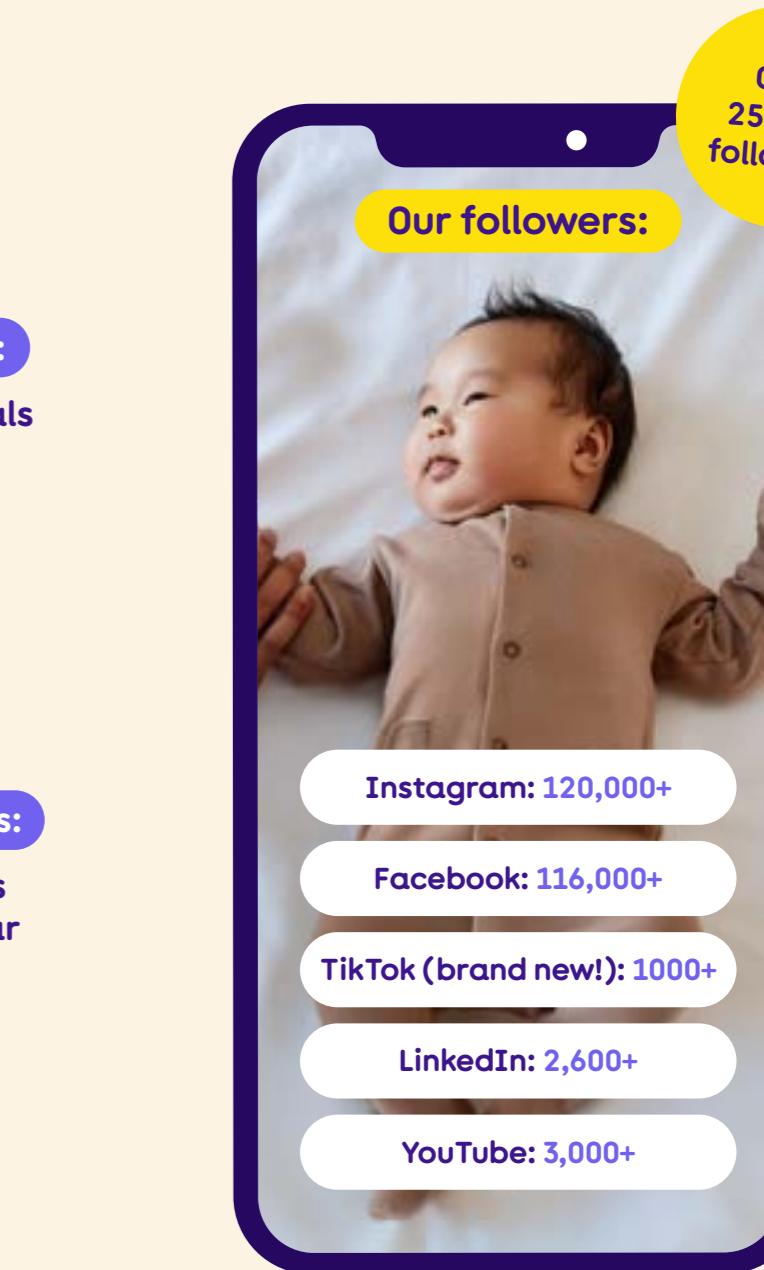
**Bedtime bundles:**  
300 bedtime bundles distributed to families in need



**Safer sleep training:**  
Over 4000 professionals trained every year



**Safer sleep resources:**  
Over 170,000 leaflets distributed every year



Instagram: 200,000+  
Facebook: 16,000+  
TikTok (brand new): 1000+  
LinkedIn: 2,600+  
YouTube: 3000+

\*Statistics correct at time of production April 2025

## Sam's story

When Laura and Matt took their newborn baby, Sam, home from hospital, they were worried about how much he was sleeping.



“ Sam is our first baby and we didn’t really know if this was normal or not. On his third day at home, he wouldn’t wake up or take milk. I was looking through Instagram and I saw a video from The Lullaby Trust of a woman sharing her experience of her baby dying from an infection. It was Infection Prevention Week. She said her baby had a low temperature, so when Matt and I discovered Sam’s temperature was low, we called the midwife.

Sam spent a week in intensive care due to a suspected infection.

“ Sam is just over one-year-old now. He is walking and causing mayhem around the house! If it wasn’t for the awareness about infection from The Lullaby Trust, I don’t think I’d have taken his temperature. We both wonder if Laura hadn’t seen that Instagram post, whether Sam would be with us now.

## Lucy's story

Lucy is a solo mum to her two daughters, Polly and Bessie.



“ It can seem so lonely being a new parent. In the end, parents just want the best for their most precious thing, our baby, but we’re sleep deprived, so making these decisions about what to buy and what is safe is hard.

A midwife told Lucy about The Lullaby Trust, and she went to our website to find out more.

“ The information The Lullaby Trust provided has been a complete lifeline for me. I used the information as by Bible. If someone told me to do something that wasn’t advised by The Lullaby Trust, I’d say ‘no’.”

# Partnership opportunities at The Lullaby Trust

We work with brands of all shapes and sizes, across a wide range of sectors. This is why we’ve developed a flexible partnership framework, designed to play to your unique strengths and support your strategic goals.

Whether you’re aiming to reach new parents, build customer loyalty by demonstrating your commitment to product safety or you simply want to save babies’ lives, we have the perfect partnership for you.



Product  
partner



Corporate  
partner



Strategic  
partner



## Product partner

For brands looking to support baby safety and raise awareness of a single product through trusted, values-led collaboration.

### Benefits include:

- Use of The Lullaby Trust logo on your product packaging and all digital and physical marketing materials.
- Three collaborative social media posts, promoting your brand to our engaged audience of over 250K+ followers.
- Brand partner feature on our website, with a direct link to your product webpage.
- Your company name included in our annual report, highlighting your commitment to a life-saving cause.
- Support from The Lullaby Trust team throughout the year.



## Corporate partner

For brands seeking higher-impact brand placement, stronger reputational positioning, and meaningful involvement in one of our most influential campaigns of the year.

### Benefits include:

- All of those mentioned in the product partnership package.
- An additional opportunity to collaborate with TLT during Safer Sleep Week – during which, we reach over one million people.
- Inclusion of a single partnership product in our baby products safety guide.
- The opportunity to promote a unique discount code to our supporters.
- Hands-on support at two baby shows per year, to help raise awareness of our partnership.
- An annual spotlight on our partnership in one of our email newsletters.
- Ongoing support from a dedicated account manager throughout the year.

## Strategic partner



For brands with broader commercial goals, this tier offers premium visibility across multiple product lines and the opportunity to establish your brand as a leader in the baby safety space.

### Benefits include:

- All of those mentioned in the corporate partnership package.
- Inclusion of an additional partnership product.
- Opportunities for category or product line exclusivity.
- The opportunity to upgrade all collaborative content to video and reels.
- A total of five social media collaborations, including number one during our Safer Sleep Week campaign.
- A total of two newsletter features throughout the year.
- A 30-day partnership spotlight on our website homepage.
- Opportunity to conduct a live Q&A with a Lullaby Trust expert.
- A quote from our CEO on our partnership.
- Free expert safer sleep and bereavement support training for your staff.
- Ongoing support and an annual meeting at our London HQ, with your dedicated partnership team and our CEO.
- A thank you paragraph in our annual report.

# Every business is different, so every partnership should be too

Our add-on scheme is designed to give you the flexibility to shape a collaboration that truly fits your company's goals, values, and ambitions. These benefits can be purchased at any point during your partnership, allowing it to grow and evolve alongside your business as it adapts and changes over time.

- ▶ Content upgrade (video/reel)
- 👕 Event support (two hours)
- ✉️ E-newsletter feature
- 🔗 Home page feature (30 days)
- 📢 Additional social media posts
- … Quote from CEO
- 📄 Product guide feature (Digital)
- Live Live Q&A
- ⭐ Product exclusivity (six months)
- 🛏️ Safer Sleep Week collaboration
- ➕ Additional partnership product



# Our life-saving partnerships

We take great pride in each of our life-saving partnerships, where every partner leverages their own unique expertise and platform to help us create a future free from unexpected infant deaths.

“ Partnering with The Lullaby Trust has been one of the most meaningful collaborations we've built at Love To Dream... The partnership has helped us not only amplify essential safer sleep messaging, but also sparked genuine engagement and trust from our audience — parents know we're aligned with an organisation that truly puts infant safety first. ”

Cecile Bellec,  
EMEA Marketing Manager,  
Love To Dream



“ Our partnership with the wonderful team at The Lullaby Trust holds real meaning — not just for our team at iCandy, but also for our wider retailer network and customer base.... Working with The Lullaby Trust has helped to strengthen the emotional connection to our brand, build consumer trust and bring added purpose to our communications. ”

Anna Owers,  
Head of Communications,  
iCandy

iCandy

”

“ We've seen a genuine increase in engagement whenever we share content or campaigns linked to The Lullaby Trust. It sparks conversations, strengthens our relationship with customers, and has had a clear internal impact as well - bringing our team closer to the cause and reminding us of the real-life impact behind what we do. ”

Harry Engels,  
Marketing Director,  
Naturalmat

naturalmat

”



**Let's be there for every baby,  
for every family, forever.**

**Nicole Weeks**  
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Registered charity number: 262191  
Company registration number: 01000824