

**Corporate support
that saves lives**

the
lullaby
trust



**What you do today could
save a life tomorrow**



**Protecting babies
and supporting
grieving families,
together**

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

At The Lullaby Trust, we won't stop until no baby dies suddenly or unexpectedly. Through our life-saving baby safety advice and innovative research, we're here to give every baby the safest possible start to life. We're also here to offer support to anyone affected by the sudden and expected death of a baby.

This work is only possible thanks to the incredible generosity of the people and businesses who choose to support us.

It doesn't matter whether it's organising an office bake sale, running a team 10K, or persuading your line manager to jump out of a plane. Whether you raise £500 or £50,000, by supporting us at work, you're building 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 your support makes possible

Your support will help to provide essential services that save lives, offer comfort to grieving families, and 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 sleep 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.



Benefits of supporting The Lullaby Trust

Make a real impact

Your company's support will create tangible, measurable change. Every pound raised brings us closer to a future where no baby dies suddenly and unexpectedly and no family has face to grieving their baby alone.

It's personal

We all know someone who's had a baby. Many in your team will remember the anxiety of new parenthood themselves and more colleagues than you'd expect carry personal experiences of baby loss. Our mission is deeply relevant to everyone and will give your team the opportunity to be there for every baby, for every family, forever.

Unite and empower your team

This isn't just another fundraising campaign or challenge. It's your opportunity to bring your team together with a shared purpose and create a culture of compassion and pride.

You're not just fundraising.

You're saving babies lives. You're supporting grieving families through their darkest days. And your team is building a legacy that they can be proud of.

How your kindness will make a difference

£500

could pay for our **bereavement helpline** to provide advice and support to 21 first-time callers.

£2,500

could pay to **train 60 health professionals** in our lifesaving safer sleep advice, which they pass onto the thousands of parents they work with.

£5,000

would help us to run a **family day for over 40 bereaved families**. This allows them to spend time with their children, remember their baby who died, and access face-to-face information and support.

£10k

would pay to **support 48 CONI coordinators with ongoing training and resources** for a year. This allows them to provide emotional and practical support to local bereaved families when welcoming a new baby.

£25k

fund our life-saving awareness-raising efforts for 2.5 months. This ensures that every new parent understands the risk of SIDS and has access to our expert safer sleep advice.

£50k

could pay to **run our entire befrienders programme** for a year!

Seyi's story

After Seyi lost her middle child, IyanuOluwa, she nominated The Lullaby Trust to be charity of choice at the company she works for. **Seyi told us three reasons why she nominated The Lullaby Trust at her place of work**



“ First, I wanted to continue to break the silence on baby loss and encourage representation in this field. I wanted to encourage better bereavement support in the workplace, a topic that has traditionally been quite taboo everywhere. Choosing The Lullaby Trust encouraged those that may not have been affected, to not shy away from tough conversations.

Secondly, I wanted to honour and remember my daughter. Anything I can do in her name, I will.

Finally, I'd like to remind people that baby loss is a difficult journey, but there is light at the end of the tunnel. There might not be an end to your grief, but you grow around it. The more we share our stories, the less lonely it becomes, and the more people can feel encouraged to seek the support they need. ”

Seyi felt supported when her company gave her this opportunity

“ When my company threw it out to the employees for us to nominate charities dear to us, I felt I could show up to work as my authentic self and feel supported. It made me realise how authentic my company is, and how they view me not just as an employee, but as a person. When The Lullaby Trust was chosen, I felt supported and represented as a parent as a mother.

Even if The Lullaby Trust didn't win, it gave me the opportunity to put my reasons for supporting the charity out there, and for employees to learn about each other's interests and passions. Going forward this will enable us to connect on a deeper level and discuss the challenges we are facing in our lives outside of work. ”



Types of corporate support

There are so many ways your company could support life-saving work, and our partnerships team is here to help every step of the way. We'll work with you to create a corporate fundraising programme that taps into the unique skills and passions of your team so that we can make a real difference together.



Charity of
The Year



Staff
fundraising



Commercial
partnerships



Corporate
donations



Gifts in Kind




Event
sponsorship


Make The Lullaby Trust your Charity of the Year

We can help every step of the way, from winning the staff vote to managing the partnership and hitting that final fundraising target! We will provide all the tools, inspiration, and support needed to bring our Charity of the Year partnership to life, engaging your team and making a real difference.


How we can support you


→ Winning the staff vote

 **Email templates:**
A ready-to-use email template to introduce The Lullaby Trust and the impact of our work to your colleagues.

 **Real-life stories:**
Stories showing how your kindness has made a measurable difference to families lives.



 **Live presentation:**
Our team can attend an online call to share more about our life-saving work and answer any questions.

 **Physical and digital assets:**
We have a range of publications, leaflets, posters and merchandise to help you enlist support.

→ Managing the partnership

Dedicated fundraising manager
Your go-to contact for ideas, support, and everything you need to make the year a success.

Activity inspiration
From bake sales to skydives, we'll help you devise a calendar of events that suit your teams' interests, schedule and fundraising goals.

Fundraising toolkit
Based on our years of successful fundraising, we've created the perfect guide, filled with ideas and tips for a successful fundraising campaign.

Physical and digital assets
We'll provide a range of leaflets, posters, merchandise, and digital resources to help bring your fundraising to life.

Impact reports
Regular updates and real-life stories to show your team the difference they're making and keep the momentum going.

Recognition and celebration
We'll be there every step of the way to cheer you on and celebrate your achievements because we couldn't do this without you.

You could become an instant **Lullaby Hero** by nominating us to be your **Charity of The Year today!**





Staff fundraising

Simple ideas.
Big impact.

Your company doesn't need a formal corporate charity programme or a big team to make a difference.

Fundraising for The Lullaby Trust is flexible, fun, and full of possibilities. Whether you're raising £50 or planning something more ambitious. From solo races to office-based events and team challenges, every pound raised helps save lives and every moment you spend trying means the world to the families we support.

However you choose to get involved; we'll be right here to cheer you on.

Office classics



Buzzword bank: If someone in your office says let's circle back or let's take this offline - they pay.

Bake sale: No one can resist a slice of cake. Or how about some savoury options for lunch?

Sweepstakes: Perfect during sports tournaments, awards season or even the Great British Bake Off!

Dress-down days: Keep it casual or set your own theme, non-participants pay double!

Fun with friends



Quiz night: Get those competitive juices flowing and put your general knowledge to the test.

Charity bingo: Eyes down for a full house!

Summer socials: Bring everyone together for food and drink, games, and sunshine.

Annual black-tie ball: Get your glad rags on and dance the night away!

Get active



Sponsored-athon: From swimathons to zumbathons, get sponsored for however many miles you complete as a team.

Step challenge: How many steps you can your team collectively clock in a month?

8-hour fitness challenge: Take turns on a set of treadmills, bikes, or rowing machines for the entire workday.

Visit in a day: Walk between regional offices, local landmarks or adjacent cities within 24 hours.

Fearless fundraising



Skydiving: Set a target for donations to get your boss to take the plunge... for charity, of course.

Adventure challenges: Trek mountains, cross deserts, or conquer the Amazon!

Extreme physical challenges: A marathon every month? Swimming the channel? Push your limits and raise your team total.



Commercial partnerships

Where purpose meets profit

We understand that your commercial success matters. But when your business goals align with a cause that truly resonates with your team and your customers, the results can be incredibly powerful for your brand.

By donating a percentage of sales from one of your products or services, your company can make a life-saving difference while connecting with our extraordinary community of supporters.

What we can offer

Use of our 'in support of' logo

A powerful symbol which can be used on marketing materials and packaging that will show your customers you support a cause that saves lives.

Collaboration announcement

Announcing our incredible collaboration to our 250K+ followers on our social media platforms!

Feature on our online shop

Helps our supporters easily access information about our collaboration and we can include a link so they can navigate to your website and purchase directly.



Atom Packs **donated 100% of the sale price** from their limited-edition 'roo' bumbags, made from off-cuts of their bespoke backpack range.



Daisy First Aid **donated 50% of the profits** of one of their virtual baby first aid classes every month.



Arena Flowers **donated 100% of the profits** from their new baby boy and new baby girl bouquets.

Need help? We'll gladly help you write a short proposal or thank you letter to share with your employer.

Corporate gifts and Gifts in Kind

If ongoing fundraising isn't possible, your company could still be there for every baby and for every family. You could make a one-off donation or offer products, services, venue space, or professional time to support our work.

Don't know where to start?

Who to ask:

Speak to your line manager, CSR lead, or HR team

What to ask:

Ask if the company would consider making a one-off donation or contributing a gift in kind, in your name.

Why it matters:

Sharing your personal connection to The Lullaby Trust can help others understand why this cause is so important and inspire them to act.

When to ask:

You don't need to wait for the perfect moment. A simple conversation today could be the first step in making a life-saving difference.

Event sponsorship

Every year, over 50 brave runners take on The London Marathon in support of The Lullaby Trust.

Wearing our distinctive yellow and purple running vests, they're seen by hundreds of thousands of people on race day. Our inspirational runners feature across our social media channels and are celebrated by our passionate community before, during, and after the event.

Opportunities to sponsor our marathon team include things like:

Your company logo on team running vests

Your company logo on our supporter banners

Sponsoring our runners race packs

Sponsoring our post-race care packages

Sponsor a team training day



**Together, we will keep
babies safe and grieving
families supported.**



**Contact us today for
more information**

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