

# SPRING NEWSLETTER

SUPPORTING FAMILIES TODAY TO HELP CREATE BRIGHTER TOMORROWS.

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We're so pleased to share our latest quarterly newsletter, a space to celebrate community, kindness, and the incredible work happening across our baby bank.

Over the past few months, so much has been happening behind the scenes and within our community. In this edition, you'll find updates on what we've been up to, what's currently underway, upcoming fundraisers, ways you can continue to support us, and some truly heartwarming stories from the families and children whose lives you help to brighten.

Whether you've donated, volunteered your time, referred a family, or simply supported us from afar, this newsletter is for you, our village. You are at the heart of everything we do. Every donation, every share, and every act of kindness helps us reach more families and ensure every baby has the safe and supported start they deserve.

We hope this update inspires you, keeps you connected to our journey, and reminds you of the real difference you are making across our community.

## DONATION UPDATE



Since January 2026, we have provided an incredible 4,736 essential items to families with babies and young children, all through professional referrals to ensure support reaches those who need it most.

Behind every referral is a family facing real challenges. Across the Wirral, many families are living in areas of significant deprivation, with some neighbourhoods ranked among the most deprived in England. The rising cost of living continues to place increasing pressure on families, particularly those with young children.

By working through professional referrals only, we ensure that support is targeted where it is needed most, while also forming part of a wider network of care. This approach means families are not only receiving essential items such as clothing, blankets, and safe sleep provisions, but are also supported through a joined-up, wraparound system alongside midwives, health visitors, the Family Nurse Partnership, and third-party organisations across Wirral.

Many of the items we provide are pre-loved, giving them a second life while keeping thousands out of landfill.

Together, we are not just providing essentials, We are restoring dignity, reducing hardship, and giving families the foundation for a brighter future.



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## DONATION DROP-OFF UPDATE

We have made the decision to place a gentle pause on donations while we work through the incredible amount of items already generously given by our community.

During this time, we kindly ask that no donations are left at St Joseph's Church or our office without prior arrangement. While we know these actions come from a place of kindness, leaving items without notice can unfortunately result in them becoming damaged or unusable. We may not be on site for several days, meaning items can be exposed to weather conditions or wildlife. In these cases, we are often left with no choice but to dispose of donations that were intended to help families.

When donations resume, we will share clear updates and drop-off arrangements. In the meantime, we ask that all items given are those you would be happy to gift to a family member or friend. While we carefully clean and prepare every item we receive, we are unable to accept anything that is broken, heavily worn, or stained.

## FROM FRIENDSHIP TO FOUNDATION

We were incredibly grateful to be invited to speak with journalist Abigail Nicholson from the Liverpool Echo and Daily Mirror, sharing the story of how our baby bank first began. What started as a phone call between friends in a moment of need has grown into something far bigger than we ever imagined. That same friendship still sits at the heart of everything we do, shaping not only how we support families, but how we continue to support one another too. Since the article was shared, we have been overwhelmed by the response. People from across the UK have reached out to thank us, offer support, and ask how they can start something similar in their own communities. It has been incredibly moving to see how far this message of kindness and community has travelled.

We would also like to express our deepest gratitude to Sefton Baby Baskets, who, in our early days, kindly invited us to visit and see firsthand how they and their wonderful "Nanas" run their incredible baby bank. Their generosity, guidance, and openness gave us invaluable insight and confidence as we began our own journey, a true reflection of the community spirit that continues to inspire us today. You can read the full story here <https://www.liverpoolecho.co.uk/news/liverpool-news/mum-calls-best-friend-tears-33624736>.

## RECENT COMMENTS FROM PROFESSIONALS

As a local Family Nurse who supports young first time parents, I want to extend my sincere thanks to your wonderful charity for the support you have provided to a young dad I recently referred. He is doing an incredible job caring for his daughter, and the items you supplied have made a meaningful difference to both of them. Your kindness has not only eased some of the practical pressures he faces but has also given him a real sense of encouragement and community support. Seeing how grateful and relieved he was reminded me just how powerful your work is for families who need that extra bit of help.

Thank you for the compassion, dignity, and hope you bring to the families we serve. Your generosity truly changes lives, and I am deeply appreciative of the support you've shown this young dad and his little girl.

-Family Nurse



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## WITH THANKS TO OUR SUPPORTERS

We are incredibly grateful to Postcode Lottery funding. This support has made a meaningful and lasting difference to our work, helping us continue to reach families who need us most. Thanks to this funding, we have been able to sustain the rent of our office space, giving us a stable and secure base to operate from, while also supporting the creation of our maternity dignity packs. These packs provide essential items for mums during pregnancy and after birth, helping to restore dignity and offer comfort during what can often be a challenging time. In a landscape where support can often feel like a postcode lottery, this funding is helping us to ensure that families across our community are not left behind. It allows us to continue delivering vital support with compassion, consistency, and care.



We are incredibly thankful to the Eleanor Rathbone Charitable Trust. Named after Eleanor Rathbone, a pioneering social reformer and advocate for family rights, the Trust continues her legacy by supporting organisations that tackle inequality and improve the lives of women and families. This significant funding, is helping us tackle period poverty for postnatal women in some of the most deprived areas of Wirral. By providing essential items that promote dignity, comfort, and wellbeing during the postnatal period and time and time again after, with the potential to reach even more families as this project grows.



A huge thank you to the Kittiwake Platform team, who kindly donated £500. Your generosity directly supports the work we do for families across our community, and we are incredibly grateful.

We would also like to extend our heartfelt thanks to our individual and independent sponsors, whose generosity often goes unseen but has made an impact beyond words. Your support plays a vital role in helping us continue this work, and we are truly grateful.

We would also like to thank everyone who took part in our 50:50 Club. Your support plays an important role in helping us continue our work, and we're excited to be running this again in May.



A massive thank you to everyone who continues to support our ongoing GoFundMe. Your donations help cover the day-to-day running costs of the baby bank. Essential items such as nappies, wipes, and toiletries are always in high demand and often need to be replenished quickly. This support allows us to purchase these items, as well as provide brand-new mattresses to ensure safe sleep for every baby.



We would also like to extend our sincere thanks to St Joseph's, Upton, who continue to support us and provide a welcoming space within the community. Their ongoing support has been invaluable to our work, and we are truly grateful. This support is not just financial, it is transformational. It allows us to continue breaking down barriers, reducing inequality, and ensuring that no family is left without the basic essentials they needs during such a vulnerable time.



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## TOILETRIES PROJECT

You may have seen our Maternity Dignity Toiletries Project on our social media or website. Whilst our initial work focused on supporting mums and babies, we have increasingly seen a growing need among dual-parent families and single dads, a need that is often overlooked.

Across the UK, men's mental health remains a significant concern. Suicide is still the leading cause of death for men under 50, and many fathers experience anxiety, isolation, and pressure during the transition into parenthood, often without the same level of support offered to others. When this is combined with financial hardship, the impact can be even greater. Families facing poverty are often forced to prioritise essentials for their children, meaning parents, particularly fathers, go without even the most basic items for themselves.

We are now seeing more referrals for dads. In response, we are now providing male toiletries, ensuring that all parents feel seen, supported, and included. It may seem small, but something as simple as being able to wash, change, and feel fresh can make a meaningful difference. It can restore a sense of dignity, boost confidence, and help someone feel more present during what can be one of the most important and overwhelming times of their life.

No parent should feel invisible. Everyone deserves care. Everyone deserves dignity. By expanding our support in this way, we are not only meeting a practical need we are acknowledging the role of fathers and partners, supporting their wellbeing, and strengthening the family unit as a whole. Because when we support parents, we support babies. And when we support families, we build stronger communities.



### A Final Word from Our Founder.

As we step into spring, a season of new beginnings and growth, we're reminded of just how far our village has come. What started as a simple act of kindness has continued to grow into something truly special, a community built on compassion, support, and the belief that no family should face hardship alone. This season represents hope. Longer days, lighter mornings, and the opportunity for fresh starts, something every family we support deserves. With your continued generosity, kindness, and unwavering support, we are able to keep showing up for families when they need it most. Every donation, every share, every kind word helps us reach further, do more, and remind families that they are not alone. Together, we are building something that matters. Not just for today, but for the future of every baby and family we support. Thank you for being part of our village.

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