



Corporate

Partnerships



Who we are

Supporting over 750 vulnerable babies and their families each year, the Tiny Lives Trust is the independent charity that supports the Neonatal Unit (Ward 35) at the Royal Victoria Infirmary (RVI), Newcastle upon Tyne.

Our Vision

Having a premature or sick baby can be one of the most difficult and life changing challenges a family experience. Tiny Lives is here to help ensure the best possible outcomes for babies and their families throughout their neonatal journey.

Our strategic aims

All families are able to access support for their emotional and mental health.

We will support an environment that nurtures family relationships, promotes wellbeing and removes barriers.

We will support an environment that delivers excellence in clinical care.

We will be a sustainable and adaptive organisation with a focus on impact.

COVID-19 and its impact

Like everyone, Tiny Lives and the babies and families we support of Ward 35 at the RVI have been affected by COVID-19. We have been working quickly and closely with the NHS staff team and social care team at the RVI to ensure that we are providing vital support as needs have emerged on the Neonatal Unit. In these challenging times Tiny Lives will continue to be there for the babies and families both on and off the unit.

How you can help?

Right now, your support has never been more important and never more valued to us and the babies and families we support.

Fundraise

We can work with you to create a bespoke fundraising plan that works for your organisation and is in line with current COVID guidance and rules.

What are you best at?

What are you already an expert in? What do you have available to you? Could you share this expertise and knowledge and support Tiny Lives in what you already know and do.

Know your stuff

A 2018 Tiny Lives survey found that after their baby, most parents say that work issues are their biggest concern during their time on the Neonatal Unit, for example, paternity and maternity leave, money worries and possible benefit claims.

There are ways you can support an employee who has baby that is on a Neonatal Unit. By showing that you acknowledge and understand what a challenging time your employee is going through you will hopefully in turn help to relieve some of the stress that they are facing. We have included a brief 'Know your stuff' sheet highlighting some issues that a parent will face when their baby is on the Neonatal Unit.

What we Fund

The Tiny Lives Trust exists to support the Ward 35, the Neonatal Unit at the RVI in Newcastle. A big part of this support is providing items to the hospital that improve the experience of parents and babies on the Ward, whether this is supplying developmental support items, home comforts for parents, new medical equipment or even funding certain staff member positions. We know that life on the NICU can be tough, so we liaise closely with the medical staff in order to offer the best possible patient experience.

A selection of regularly funded items...



Cuski® MiniBoos – small, soft comforters that are given to mother and baby, then swapped at night time. This means that the mother can smell her baby, and vice versa, to help with bonding and the production of breast milk. They can also be used by dads and siblings, helping them with the bonding process.



Claire's Nests – soft, cosy nests that help to provide proper positioning and physiological stability for premature and ill babies by mimicking the womb. Once comfortably nested, babies can be weighed, moved, examined or transported with fewer disruptions and sleep more securely in the incubator.



Freddy Frogs – these frog-shaped bean bags are used as positioning aids, which keep little limbs in the correct place and help with proper development. Portions of the aid can be adjusted separately for special positioning needs, meaning it can be adapted for every baby with ease.



Parking and Travel permits – with families coming from across the North East, travel costs can be a big concern. Tiny Lives offers funding for car parking and travel passes (such as bus or Metro) to families who may be struggling with the cost, making sure they have one less thing to worry about and can focus on their baby.

Staff...

Paediatric Social Worker

We fund a full-time Social Worker to work exclusively on Ward 35, providing social, emotional and practical support to families of babies on the Unit. The Social Worker is on hand to offer advice with accessing financial and practical aid such as benefits or travel permits, and often acts as emotional support for families during their neonatal journey.

Family Integrated Care Nurse

The Family Integrated Care Nurse offers advice, support and education to families regarding Family Integrated Care practices, including getting parents involved in Kangaroo Care (skin-on-skin cuddles with their newborn). This can often be a daunting task when their baby is so small and fragile. They also encourage parents to take on basic daily care of their child whilst they're on the Unit, including feeding, cleaning and changing nappies.

Paediatric Physiotherapist

We also meet the cost of a full time Neonatal Physiotherapist to work on the Unit. This ensures that premature and unwell full-term babies have direct access to specialist physiotherapy input whenever they need it, frequently following babies from birth up to 2 years corrected age. Working closely with parents and staff, the Neonatal Physiotherapist provides early assessment and intervention as needed.



"One of the sad realities of Special Care is that your world feels like it has stood still, when in actual fact the rest of world is still moving at the same pace you left it. Finances, work, housing and health issues don't take a break because you need them to. The Tiny Lives Social Worker helped me take charge, making me feel I had the power and authority to make choices for not just me now, but the most important person in the world who was lying in an incubator."

What we Fund

Additional or One-off items

Staff Training Courses

We supply funds for nurses and other neonatal staff to use for training courses. The funds can be used for the course itself, for travel or for accommodation. This also includes conference fees, so staff on the Unit can provide the best possible care across all areas.

Medical Equipment

The equipment funded by Tiny Lives can vary from smaller items such as phototherapy incubator covers, to large items such as a brand new Ultrasound Scanner. Staff on the ward can request medical items that they believe will improve neonatal care and we'll do our best to help. Some of these items are very expensive, such as the scanner (which cost over £40,000), so we rely on our community of amazing fundraisers to help us raise these vital extra funds.

Bereavement Fund

This fund is accessed by families who are going through one of the toughest times of their lives and helps them to make memories with their baby in the short time they may have together. The fund allows the Bereavement Team to supply a memory box filled with items such as hand and foot prints, locks of hair and photographs. It also allows for gowns and rompers to be made and funds a selection of keepsake bath products and a hairbrush, so that the family can take the chance to bathe their baby and say goodbye. We also fund high-spec digital cameras for the team, helping parents to capture precious final moments.

Find out more...

You can find out more about items funded by Tiny Lives and the work of the charity by visiting our website www.tinylives.org.uk, emailing info@tinylives.org.uk or calling 0191 230 2112. You can also get in touch on social media:

Facebook: [TinyLivesRVI](https://www.facebook.com/TinyLivesRVI)

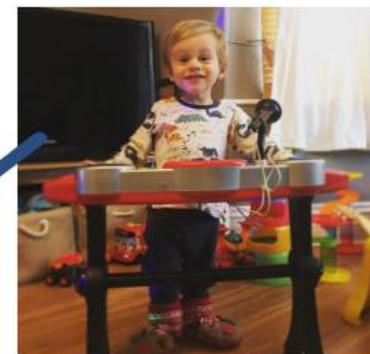
Twitter: [@TinyLivesTrust](https://twitter.com/TinyLivesTrust)

Instagram: [@tinylivestrust](https://www.instagram.com/tinylivestrust)

JustGiving Support us on JustGiving: www.justgiving.com/tinylives



Charlie, born at 31 weeks
weighing 2lbs 6oz



Charlie, aged 3

COVID-19: OUR RESPONSE



Like everyone, Tiny Lives and the babies and families we support on Ward 35 at the RVI have been affected by COVID-19. We have been working quickly and closely with the NHS staff team and social care team at the RVI to ensure that we are providing vital support for the changing needs on the Neonatal Unit. In these challenging times, Tiny Lives will continue to be there for babies and families both on and off the unit. Right now, we need your support more than ever.



SINCE APRIL 2020 WE HAVE CO-FUNDED

244 Taxi Journeys



TO HELP PARENTS SAFELY VISIT THEIR BABY IN THE NEONATAL UNIT

IN PARTNERSHIP WITH



SINCE APRIL 2020 WE HAVE SUPPORTED

4 Families with Emergency Accommodation



ALLOWING THEM TO STAY NEAR THEIR BABY WHEN USUAL HOUSING OPTIONS WERE NOT AVAILABLE

SINCE APRIL 2020 WE HAVE MADE

26 Financial Assistance payments, totalling £1010

PAID DIRECTLY TO NEONATAL FAMILIES IN NEED



SINCE APRIL 2020 WE HAVE SUPPORTED

the provision of 3 additional iPads to extend the vCreate service



ALLOWING FAMILIES TO STAY CONNECTED TO THEIR BABY WHEN VISITING WAS RESTRICTED DUE TO COVID-19.

SINCE APRIL 2020 WE HAVE FACILITATED OVER

50 Online baby classes

SUPPORTING THE DEVELOPMENT OF BABIES POST DISCHARGE FROM THE NEONATAL UNIT.



AND WITH YOUR HELP WE CAN CONTINUE THIS VITAL SUPPORT.

COVID-SAFE FUNDRAISING IDEAS

Get your fundraising started, email rachel@tinylives.org.uk

Socially-Distanced Afternoon Tea

If you're a dab hand in the kitchen, why not consider putting together afternoon tea boxes and selling them to colleagues, friends or family for a small donation to Tiny Lives? These could be safely delivered or picked up through contactless drop-off on doorsteps, or you could host a smaller afternoon tea within your Bubble!



Hair Dye Challenge

We've seen an increase in *hair-raising* fundraisers during Lockdown! Why not get sponsored to shave your head, perm those locks or dye your tresses a funky colour? Before-and-after pics are a must! If you're visiting a professional salon to get this done, make sure to wear your PPE!

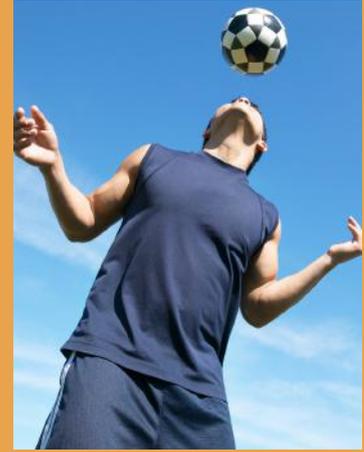
Doorstep Bingo

Why not organise a game of doorstep Bingo? This can be done in a residential street or office (remember to social distance!). Arrange a time for everyone to take part, charge an entry fee and have someone as the nominated Bingo caller. You could even approach local business to donate prizes! This can also be done via Zoom!



Help us Thrive with 35!

Support Ward 35 by coming up with a fundraiser based around the number 35! Could you run 35k across a month? Complete 35 keepy-uppys? Do 35 squats a day? You get the idea. This flexible fundraising option is a great idea to use across offices, you could spur each other on and share your challenges via Teams!



Waxing Challenge



This is always a popular fundraiser! Could you persuade your boss to wax his legs for Tiny Lives? This can be a sponsored event, or funds can be raised by employees donating per wax strip applied! If you're visiting a professional salon to get this done, make sure to wear PPE!

Golf Day

A golf day is a great fundraising event to hold whilst socially distancing. Gather together a team and charge an entry fee, or book out a golf course and we can help you to find players! You could also offer prizes on the day (Best and worst golfer, any hole-in-ones etc.) to encourage some healthy competition!

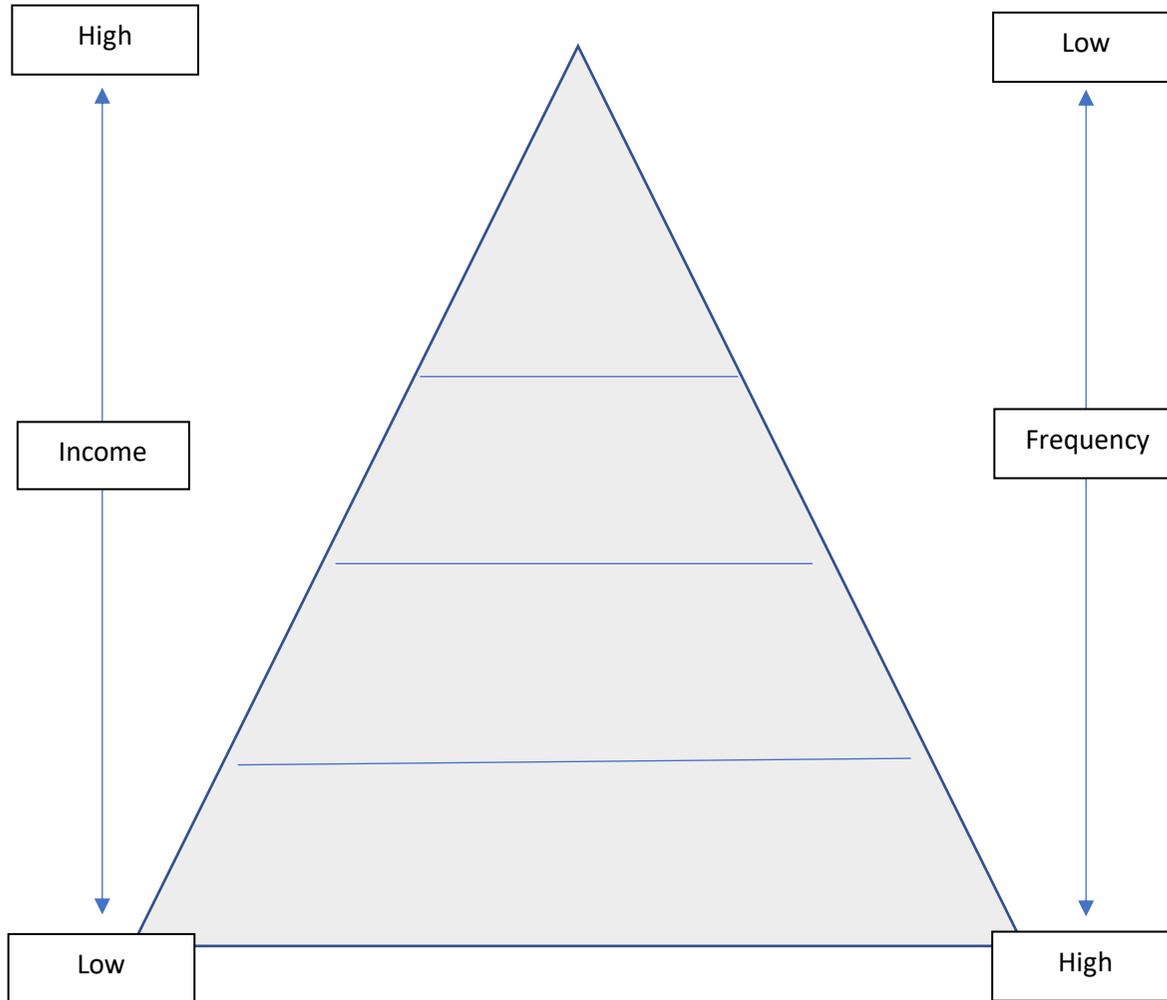


Virtual Coffee Morning



A great solution for teams who are not yet back in the office, a virtual coffee morning is a great excuse for the team to socialise online, whilst raising money at the same time. Why not encourage donations and hold a cake competition (best bake wins!), or have an entry fee for a Zoom fancy dress coffee morning?

Creating your Fundraising Plan



E.g. Golf Day, Shave your head!

E.g. Virtual Cycle Challenge, Personal Half Marathons.

E.g. Christmas jumper day

E.g. Bonus ball competitions.

WHAT ARE YOU BEST AT?

Could you help us to deliver our work by kindly gifting us with the goods or services that you specialise in, often referred to as 'Gifts in Kind'



Storage for our Nearly New Sale Items

Due to our spring and summer sales being cancelled we are struggling to store our precious stock and we do not want to turn away items that could be turned into vital donations. Could you help source some suitable storage?



Transport support to and from the Neonatal unit



Equipment to support our work



Could you help grow the Tiny Lives team knowledge base by providing training or advice in your area of expertise.



Examples in action...

As the world locked down, we were still working to support families on the RVI Neonatal Unit.

We're proud to have co-funded 244 taxi journeys to help parents safely visit their babies since April 2020, in partnership with L A Taxis



Be Found Be Chosen are a Newcastle based Google Ads agency, who specialise in mathematical marketing and the analytics of Google Ads (PPC).

They are supporting Tiny Lives by providing free training to our team in Google Ads and supporting us with their expertise.



KNOW YOUR STUFF



The Neonatal Unit takes care of **sick full-term babies** too, not just premature babies



More than **2/3 of mums** and **1/3 of dads** identified they required mental health support at some point during their neonatal journey.*



The average length of a stay on the Neonatal Unit for a baby born between 28 to 31 weeks is **44 days****



Families face unexpected costs of **£282 a week*****

It is a sad truth that not all babies make it home from the Neonatal Unit. Tiny Lives works with the Ward 35 Bereavement Team to offer support to parents, should the worst happen.

Stages of the RVI Neonatal Unit

-  **Red** - Intensive Care (ICU), for the smallest and sickest babies
-  **Blue** - High Dependency (HDU), for babies who still need a high-level of support, but not one-to-one care
-  **Green** - Low Dependency (SCBU), for babies who are stable, getting ready for home

After their baby, most parents say that **work issues are their biggest concern** during their time on the Neonatal Unit, for example, **money worries, possible benefit claims and paternity/maternity leave******



**Tiny Lives Parent Survey (2018)'*

***NDAU. (2017). NDAU 2016 report. Retrieved from:
[https://www.imperial.ac.uk/media/imperial-college/medicine/dept-medicine/infectious-diseases/neonatology/NDAU-2016-Report-v1.1-\(002\).pdf](https://www.imperial.ac.uk/media/imperial-college/medicine/dept-medicine/infectious-diseases/neonatology/NDAU-2016-Report-v1.1-(002).pdf)*

****[1] BLISS 'Its not a game' [online] [viewed
22/10/2019] Available <https://s3.eu-west-2.amazonaws.com/files.bliss.org.uk/images/lts-not-a-game.pdf?mtime=20180409153209>*

****Tiny Lives Parent Survey (2018)'*