



Decision-making on member opportunities

We are working hard to identify and secure media, funding and gift in kind opportunities for our members - but how do we decide who receives which benefit? Here is some more information about how we make these decisions.

Our aims and process

Our ambition is to provide benefits to as many members as possible across the UK.

We aim to be equitable in sharing these opportunities, prioritising smaller baby banks who might struggle more to access opportunities elsewhere. We record which baby banks receive which opportunities, to enable us to manage distribution fairly.

Any offers the Baby Bank Alliance has access to are primarily provided to our members, but if members can't take advantage of the offer (for example if it requires accepting large quantities of products), we may offer these to other non-member baby banks.

We aim to ensure that offers have a UK-wide distribution across the network.

Our approach for future offers and opportunities

For all future opportunities, we will select baby banks on the basis of:

1. Whether the baby bank has received a benefit from the Alliance previously (we will prioritise those who haven't benefitted yet)
2. Whether the opportunity is appropriate for the baby bank (e.g. do they have the storage space to absorb a large donation?)
3. Their location in the UK (ensuring as far as possible that there is a good geographical spread of opportunities)
4. Their size (prioritising smaller baby banks where possible)
5. Any restrictions imposed by the donor/the organisation offering the opportunity (e.g. a celebrity visit is restricted to the locations that the celebrity is willing to travel to, the number of drop offs of donations might be limited by a donor)

If you'd like to discuss this approach with us, please get in touch at info@babybankalliance.org