

PRESS RELEASE
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Local charity launches campaign to raise money to buy lifesaving neonatal equipment for 12 hospitals

A Bromsgrove based, family-run charity is launching their 'Little Angels Big Appeal' this Mother's Day to help support little lives in neonatal units across the region. The campaign, which aims to raise £500,000, will be used to purchase state-of-the-art incubators for 12 hospitals in the West Midlands that will give vulnerable babies the best possible start in life.

Libby Mae's Little Angels was formed in 2013 by Richard and Charlotte Sharratt who tragically lost their daughter, Libby Mae, at just two weeks old. Since then Charlotte and Richard, together with their team of volunteers and patrons, have worked tirelessly to fundraise for and provide the necessary medical equipment needed to look after babies on neonatal units across the Midlands.

Charlotte Sharratt, founder of Libby Mae's Little Angels, said "We may be a small, family-run charity, but we have big ambitions and have already made a big impact since forming our charity in 2013. We're really proud of the help we have been able to provide to babies and neonatal units across the Midlands and I'm so excited, to not only see the difference our latest appeal will make, but also to raise awareness of the specialist equipment needed to assist in helping babies, and the memory of our daughter".

Libby Mae's Little Angels' 'Little Angels Big Appeal' aims to raise funds to purchase 12 cutting-edge incubators for the region's hospitals, which cost £26,000 each. The incubators use ground-breaking technology to regulate body heat, maximise efficiency for clinical staff, and integrate families in their babies' care. Using three heat sources, the incubators help to keep tiny patients at their ideal body temperature at all times, which is vital because a baby's energy is directed towards growth and development, rather than keeping warm. The incubators also feature low sound and light levels to create a womblike atmosphere and have advanced safeguards against infection. The 'kangaroo mode' allows parents to closely interact with their baby too. All this technology helps premature babies to stay healthy, to better bond with their parents, and to ultimately go home sooner.

Consultant Neonatologist, Vishna Rasiah, commented, "Incubators are an essential component of the neonatal intensive care unit used to support babies born too soon, too small or too sick. They help nest and home these vulnerable babies during their stay on the intensive care unit. They provide a safe environment for these babies by regulating the temperature, humidity, light and sound so that they can be care for by the staff. Libby Mae's Little Angel's current appeal will ensure that the units have the most recent state of the art incubators to help look after these babies during their stay on the intensive care units when they need it most. It not only benefits the babies but also the staff and the families looking after them."

Libby Mae's Little Angels charity has raised £350,000 to date, which has enabled them to: sponsor a nurse to go back to University to become an Advanced Neonatal Nurse Practitioner, donate £35,000 to Birmingham Women's Hospital – used to fund a transport incubator for the region and new infusion pumps, purchase an extra ventilator for Hereford Hospital costing £16,500, makeover Heartlands Hospital's parent rooms, provide two parent recliner chairs for Warwick Hospital, offer a new breastfeeding chair for Good Hope Hospital, buy new comfortable parent seating at Worcester Royal, invest in iPad technology for neonatal units across the Midlands, and deliver Mother's Day and Christmas presents to those with babies in Neonatal care.

To support the appeal, visit <https://www.justgiving.com/campaign/littleangelsbigappeal>

For more information on the Libby Mae's Little Angels charity, visit www.libbymaeslittleangels.com.

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