



Certified Breastfeeding Friendly Employers Package

Helping HR teams and senior managers create workplaces that welcome
and support women returning to work while breastfeeding



CERTIFIED BY FAB
REGISTERED CHARITY NUMBER 1136594

Did You Know?

80% of breastfeeding mothers stop feeding before they want to.

This is often due to returning to work and believing that breastfeeding/expressing whilst working is not a realistic option.

This in turn can lead to disengagement, low mood, depression, sick leave and even resignation.

The cost of recruitment and onboarding of replacement of a staff member can range from £10,000 for a low-lever worker up to in excess of £150,000 for senior management.

About FAB

At Families and Babies (FAB), we've supported over 250,000 families since 2004 often with very limited funding. Traditionally, we've relied on grants and donations to continue our work.

But we knew it was time for a better model. One that empowers employers to lead the change where it matters most inside the workplace while also funding grassroots community support for the mothers who need it most.

This programme creates a full-circle impact. When your organisation funds one place on the FAB Certified Breastfeeding Friendly Scheme, you also fund one mother in the community to receive direct breastfeeding support through our peer programmes, drop-ins and helplines.

It's real impact. For your team. And for hers.



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Are you an HR Director, Diversity & Inclusion Lead, or Wellbeing Manager responsible for a team of 250+ employees aged 20–50 in a UK-based organisation?

If you're driven by the goal of retaining top female talent, building a family-friendly culture, and strengthening your employer brand to become a recognised great place to work—this package is for you.

You're likely a corporate decision-maker, a champion of equality, diversity, and employee wellbeing. You're a progressive, people-first leader—and an ally to working mothers.

You care deeply about your team's mental and physical wellbeing. But perhaps you're facing challenges like high attrition after maternity leave or low engagement from returning parents. You might not yet have the policies, facilities, or cultural awareness needed to support breastfeeding at work.

FAB (Families and Babies) is here to help you change that. We support organisations to build inclusive, family-friendly workplaces where breastfeeding employees feel valued and supported.

Together, we can create a culture that leads by example—retaining women in key roles and making a meaningful impact for working parents.



The Current Problem

Many of the HR leaders we have spoken to have told us they face a key challenge: how to better support new mothers returning to work—especially those who want to continue breastfeeding.

Without the right policies, facilities, and inclusive culture in place, organisations often see valued employees leave after maternity leave, or return feeling isolated, disengaged, and under-supported. The impact on retention, wellbeing, and team performance is significant—but entirely preventable.



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The Current Problem

Additionally, employers frequently struggle with knowing how to train managers effectively or implement practical support systems, leaving a significant gap in the overall employee experience for new mothers. This can be incredibly risky for companies.

Breastfeeding mothers are protected under the law Equality Act 2010 and failing to make reasonable adjustments can lead to a sexual discrimination claim which carries unlimited fines.

In 2021 an NHS trust were ordered by a tribunal to pay £90,000 for failing to provide a lockable room for a breastfeeding mother to express her breastmilk in.

What is The Solution?

Become a Certified Breastfeeding Friendly Workplace

Join the UK's only employer programme that turns inclusive policy into lasting support for new mother's at work.

The solution to these challenges is the FAB Certified Breastfeeding Friendly Employer Package, a comprehensive programme designed to help employers create supportive, inclusive environments for new mothers.

Over the course of six weeks, clients receive expert coaching tailored to their specific needs. The process includes a thorough internal review to assess current practices, providing an overview of legal and HR requirements, and the development of effective, compliant policies.



How Does it Work?

By partnering with FAB, businesses gain access to a comprehensive package of support designed to create a truly breastfeeding-friendly workplace.

This includes the development of tailored breastfeeding support plans and policies, manager training to build awareness and confidence, and strategic planning for suitable environments—such as dedicated rooms and flexible scheduling.

Organisations will see improved outcomes for mothers returning from maternity leave, alongside measurable progress in diversity, equity, inclusion (DEI), and employee wellbeing.



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How Does it Work?

FAB also offers expert insight and practical solutions that may not be available in-house, delivering not only compliance with legal and diversity requirements but also enhancing brand reputation and social impact.

As a trusted and long-standing organisation, FAB provides a credible and values-driven partnership for forward-thinking employers.

You will receive a detailed premises and facilities audit ensuring the physical environment is equipped to support breastfeeding, while best practice examples are shared to inspire and guide implementation.

This structured, supportive experience empowers organisations to make meaningful, lasting change ensuring a positive experience for parents who choose to continue giving breastmilk to their infants.



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Exclusive Founding Partner Package

During the pre-launch period this offer is limited to the initial 15 visionary employers committed to creating breastfeeding friendly workplaces.

This is a time limited offer and only available to the first 15 business to sign up before the end of August 2025.

Our groundbreaking 6-Week FAB Certified Breastfeeding Friendly Employers Package will normally be £25,000 but, our founding 15 can sign up at 50% discount for just £12,500 and unlock more than £17,000 of additional value completely free.

Founding 15 partners get free benefits worth £17,000:

Complimentary Families and Babies charity patron package for one year (worth £15,000)

FAB Employers Supporting Breastfeeding Scheme (FAB ESuB Scheme) access (worth £2,000)



Exclusive Founding Partner Package

Free benefits:

- You will be part of our FAB Corporate Patronage (Value: £15,000 per annum): including public recognition through PR features, and the use of our FAB Patron badge. You will have a regular spotlight feature on Social Media, a Diamond certificate of recognition and an individual plaque to display in your organisation, presented by our Chair of Trustees.
- Our ESuB (Employers Supporting Breastfeeding) package is included (an additional £2,000 of added value for free) allowing your staff and their families to access antenatal education, breastfeeding support from a trained peer supporter and online support group.



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Exclusive Founding Partner Package

You will gain Premium Brand Visibility:

- Your logo and company profile will be featured in the FAB Employer of Impact and Partner showcase.
- Your company bio and a direct link to your website from our website.

By collaborating with FAB, your organisation can receive FAB Partnership Certification, showcasing your leadership in social impact. This certification serves as a testament to your dedication to supporting working mothers and fostering a family-friendly workplace culture.



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CSR & ESG Impact and Social Metrics

CSR & ESG Impact:

Partnering with FAB, a nationally recognised maternal health charity with over 21 years of frontline impact, allows your organisation to align with a values-driven initiative. This partnership demonstrates a genuine commitment to gender equity, inclusion, and employee wellbeing, enhancing your reputation as a socially responsible employer.

Social Metrics:

FAB provides clear, report-ready social value metrics to include in your ESG reports and tenders. We track manager engagement in development and CPD focused on supporting returners and measure employee satisfaction following maternity leave. These insights enable you to demonstrate the tangible benefits of your CSR initiatives to stakeholders



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Exclusive Business Roundtable Access:

As a valued FAB partner, you'll receive exclusive access to our quarterly invite-only Business Roundtable sessions—a curated space for HR, DEI, and CSR leaders to connect, collaborate, and create meaningful change

These sessions offer a unique opportunity to, share best practices and challenges in a trusted, high-impact setting and network with like-minded leaders, including facilitated introductions to other FAB patrons. With a mix of daytime and evening events, we tailor the experience to fit your schedule and business needs. Whether you're driving gender equity, supporting working parents, or enhancing your ESG efforts, this is where leadership meets action.



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Testimonial

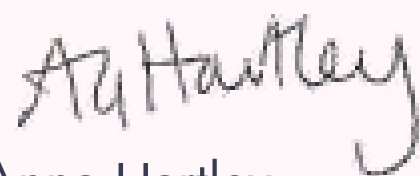
I am writing to commend Families and Babies on a fantastic Annual Report, which really made my day! I have shared this with key colleagues across Wakefield Council and Wakefield CCG, including the Chief Executive and Corporate Directors, as I feel that it encapsulates many of our values and the Council's Wakefield Way.

The service demonstrates real commitment to many Public Health ways of working – from building community capacity through social media, volunteering, and running accredited training courses to employing different strategies to working with businesses and partners.

The Service inspires vision and purpose for the breastfeeding agenda and I loved reading the testimonials. Staff are clearly passionate about supporting women and their families throughout their breastfeeding journeys; and contributing to improving the health of Wakefield residents.

I wish the service every success moving forwards and want to congratulate you again on your brilliant work!

Yours sincerely



Anna Hartley
Director of Public Health, Wakefield Council



Frequently Asked Questions

Who is this for?

HR Directors, Wellbeing Managers, and DEI Leads in UK-based organisations with 250+ employees.

What kind of impact will we make?

You'll improve return-to-work retention, compliance, and team culture — while also funding direct community breastfeeding support.

Is this legally required?

Breastfeeding support is protected under the Equality Act 2010. Failing to make reasonable accommodations can lead to claims of sex discrimination. This programme ensures you're protected and progressive.

What's the time commitment?

Just 1–2 hours per week from key internal leads. All templates and support are provided.

We're a small team with no HR department. Can we still apply?

Yes. We support organisations of all sizes and structures.

Can we join after the deadline?

Possibly, but the discounted Founding Partner offer is only valid until 15th August for 15 organisations.

Next Steps

1

Complete the booking form and become part of our Exclusive Founding Partner Package

2

Once payment is received, we will be in touch to conduct your initial audit

3

Identify your key people and introduce them to us to arrange your training schedule



Thank You

CONTACT US

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