



Avalon Park • Woodlawn

### Chicago Charity Partnership Opportunity with HelloBaby – June 27, 2026, LOOP Tour Date

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**“HelloBaby is fun every day, but singing with the guitar is extra fun.”**

#### About HelloBaby

That joy—and impact—is what HelloBaby has been creating since 2017. We provide a free, drop-in play space in an underserved Chicago neighborhood where children ages 0–3 can safely explore **music, art, and books**, all delivered through their everyday play. Since opening, we’ve welcomed **nearly 7,000 different guests** for over **37,000 total play visits**, feeding young imaginations through early exposure to creative expression and developmental enrichment. Now, we are poised to expand to new communities:

#### Mission Alignment

Like the Ed Sheeran Foundation’s commitment to supporting organizations where access to music or creative education is limited, HelloBaby addresses **“play deserts”**—communities without safe, enriching spaces for children to play. And we know that access to play plants the seeds for growth and development.

The Ed Sheeran Foundation supports grassroots organizations expanding access to joy, creativity, and opportunity—especially where music or arts education is limited. HelloBaby’s mission closely reflects these values. As a **grassroots Chicago organization**, we work within neighborhoods to ensure our youngest children can experience music, art, and books as part of their well-being and early development. Just as importantly:

- We **introduce music** through daily singing, movement, rhythm, and instrument play.
- We help build **brighter futures** through **early creative expression**.
- We cultivate **confidence and imagination** through play.
- We strengthen **community bonds** by connecting caregivers.

While our toddlers and babies **experience music through play** rather than formal instruction, we are planting seeds for lifelong creativity, curiosity, and school readiness. Our model empowers families by providing a free, welcoming space where children build creative confidence from their earliest years.

#### Growth Opportunity: Play it Forward Campaign

HelloBaby recently launched a **Play it Forward** growth campaign to expand from **one to five play sites** in Chicago’s #playdeserts. This campaign directly aligns with the spirit of **PLAY—inviting children to be adventurous as they imagine, explore, and grow**. The connection between Ed’s album, **PLAY**, and our mission is natural and powerful. With Ed’s support, HelloBaby could bring music, play, creativity, and community to thousands more families.

#### Proposed Partnership: Chicago LOOP Tour, June 27, 2026

We would be honored to be considered as a **local charity partner** for Ed Sheeran’s June 27, 2026, Chicago LOOP tour date. A partnership could:

- **Expand music and creative access** for Chicago’s youngest children.
- **Strengthen grassroots work** in historically underserved neighborhoods.
- **Highlight the importance of early play, imagination, and music.**
- **Support the launch** of four new HelloBaby sites.

**Would you be open to a brief 15-minute call** to discuss the opportunity? We’d welcome the chance to share our impact, our growth goals, and how we can collaborate to break down barriers for young children and their families.

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