

LUNA'S FUND

England & Wales · Charity number 1184371

Details

Status Registered

Legal form CIO

Registered 2019-07-11

Register [View on the Charity Commission register](#)

Contact

Address Suite 2
First Floor
Argosy House
Longbridge Road
Plymouth
Devon

Phone 07498599888

Email contact@lunasfund.com

Website www.lunasfund.com

Activities

Objects: TO PRESERVE AND PROTECT THE HEALTH OF PARENT/S SUFFERING FROM THE LOSS OF A BABY THROUGH A STILLBIRTH OR NEONATAL DEATH IN PARTICULAR BUT NOT LIMITED TO DERRIFORD HOSPITAL, PLYMOUTH IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF PERSONAL AND FINANCIAL SUPPORT WHICH IS NOT PROVIDED BY THE NHS AND SUCH OTHER SUPPORT AS THE TRUSTEES MAY FROM TIME TO TIME DETERMINE.

Activities: Offering practical services and emotional support to bereaved parents after baby loss and anxious parents enduring pregnancy after loss in Devon in Cornwall.

Classification

- **How:** Provides Services
- **What:** General Charitable Purposes, Disability, Other Charitable Purposes
- **Who:** Other Defined Groups

Geography

- Cornwall
- Devon
- Plymouth City

Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31	£132,990	£118,561	-	-
2024-07-31	£87,938	£95,553	-	-
2023-07-31	£68,710	£46,929	-	-
2022-07-31	£43,757	£20,006	-	-
2021-07-31	£42,156	£10,902	-	-
2020-07-31	£71,129	£12,480	-	-

Trustees

Name	Role	Appointed
Sally Taylor	Chair	2025-11-26
Helena Jane Campbell		2024-03-26
Jessica Ann Wiggins		2026-04-29
Lloyd Wright		2025-11-26
Stephen Paul Green		2020-02-06

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Accounts

Luna's Fund

'Love & Unity for Neonates And Stillborns'

✉ contact@lunasfund.com

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📍 Suite 2, First Floor, Argosy House, Longbridge Road, Plymouth, Devon, PL6 8LD

CEO Report 2024/2025

Over the past year, Luna's Fund has continued to evolve our services, ensuring that every support we offer is responsive, compassionate, and designed to meet the unique needs of bereaved parents and their families.

We have refined existing services and introduced ways for families to engage at their own pace, empowering them to take control of their healing journey. We recruited an additional and incredible part-time Events Coordinator, which enabled us to begin focused, in-person events with purpose.

Summary of the purposes of the charity:

(Correct as of July 2025)

'To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.

In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.

This support is not provided by the NHS and such other support as the Trustees may from time to time determine.'

Luna's Fund has provided direct, compassionate support to families affected by stillbirth and neonatal loss, helping to safeguard both their mental and physical wellbeing at one of the most critical and traumatic times in their lives.

We have nurtured an online community where parents can connect, share experiences, exchange advice, and find comfort in knowing they are not alone.

These digital connections have been brought to life through in-person events, giving grieving parents and their wider families the chance to stand together with others who truly understand their experience.

This year, the charity has strengthened its presence across Cornwall, enabling us to support even more families, while maintaining healthy reserves to achieve our long term vision: the creation of our very own Luna's Lodge.

A dedicated space for rest, reflection, and community.



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Our Services:

(Correct as of July 2025)

- 1) Nursery Redecoration** – Supporting parents financially and practically by redecorating or restoring their baby's nursery to an alternative use or to its original use if they find this room is too painful for them to endure on a daily basis. Parents have 12 months to choose this service from their baby's date of birth.
- 2) Relaxing Getaways** – Our relaxing getaways continue to provide parents with a vital period of respite. Families can enjoy stays in serene log cabins or carefully selected hotel destinations across Devon, Cornwall, or alternative locations suited to their needs. These experiences are designed to allow parents to process grief, reflect, and recover in a calm and supportive environment. We actively encourage families to take part within the first 12 months after their loss, maximising the restorative impact of these breaks.
- 3) Food Shopping Deliveries** – Understanding that grief can make everyday tasks overwhelming, we have refined our food shopping delivery service. By bringing groceries directly to parents, we reduce the need to navigate social environments during the early days of bereavement, while encouraging nutrition and self-care. Families are encouraged to start this support within the first six weeks of their loss, ensuring they receive vital sustenance during the most challenging period.
- 4) The 'Story Raine Project'** – In 2024–2025 we strengthened support for parents experiencing pregnancy after loss through our Story Raine Project. Families can access three private antenatal scans throughout their pregnancy, scheduled at times that suit them, bridging the gap between NHS appointments and reducing anxiety. This service empowers parents with choice and reassurance, while partnerships with Ultrasound Direct South West and The Baby Skan Studio, Truro, allow us to offer discounts and professional support.
- 5) Support & Signposting** – We continue to provide compassionate peer led support to bereaved parents, helping them navigate both emotional and practical challenges. Our dedicated online communities and tailored signposting connect families to specialist organisations when needed, ensuring that every parent has access to the right care at the right time.
- 6) Confidential Messaging Support Service** – To remove barriers to support, our private messaging service allows parents to share their thoughts and feelings at any time, with responses within 48 hours. This flexible approach has created strong, meaningful connections, allowing us to track evolving needs and adapt our services strategically. Over the year, this service has deepened our relationships with families, strengthened trust, and informed the development of our ongoing support and strategic planning.
- 7) Grandparent Support – The Double Loss** – We have expanded opportunities for grandparents to participate in our events, recognising their unique experience of grief. Peer-to-peer support among grandparents helps break the taboo around baby loss in this generation, fosters connection, and strengthens the wider family network.
- 8) Awareness Campaigns – Breaking the Baby Loss Taboo** – Luna's Fund continues to champion the importance of raising awareness around stillbirth and neonatal loss. Through targeted campaigns, we aim to support those who have experienced baby loss, while also educating the wider public. By fostering open conversations, challenging stigma, and sharing personal stories, these campaigns help break the taboo, ensure families feel seen and heard, and create a more understanding and compassionate community.
- 9) Awareness & Education – Supporting Frontline Staff** – We also focus on educating professionals who are often the first point of contact for families experiencing loss. Working with universities, hospitals, and bereavement midwives, we provide training and guidance to help staff respond with empathy, knowledge, and practical support. By equipping frontline professionals, we ensure families receive sensitive, informed care from the very start of their journey.
- 10) Beneficiary Events – Connecting Families in Person** – Luna's Fund hosts purposeful, engaging events designed to bring families, couples, mums, dads, and grandparents together in supportive, in-person settings. Activities include pottery painting, yoga sessions, wreath making, pram walks for rainbow mums, and dads' meet-ups. These events are carefully designed to foster human connection, allowing families to share experiences, build peer support networks, and navigate life after loss together. By creating safe, inclusive spaces, we help participants feel seen, understood, and supported while forming meaningful relationships that strengthen their resilience and wellbeing.

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Baby Loss Services

(Correct as of July 2025)

During this accounting period, we are extremely proud to have supported **38 families** through baby loss and pregnancy after loss:

17 families opted for relaxing getaways:

7 of these opted for hotel stays at the Scarlet hotel, Cornwall

10 of these opted for stays at Deerpark log cabins, Cornwall

Pregnancy After Loss Services

(Correct as of July 2025)

We have helped **21 families** throughout the arduous experience of pregnancy after loss, via the 'Story Raine Project':

36 private antenatal scans have been booked

1 scan was part of a giveaway to celebrate Rainbow Baby Day to help raise awareness of pregnancy after loss

11 families were also supported with 1-2-1 support or signposted to other charities

A total of **49 families** benefited from our unwavering support and guidance this year.

Guiding parents through the journey and transition of grief is an honour that we approach with humility, compassion, and respect. Every family we support has a unique story, and their experiences shape how we deliver our services and evolve as a charity. While the numbers illustrate the reach of our work, it is the voices of the families themselves, their reflections, insights, and honest feedback that truly bring our impact to life.

Hearing directly from those we support not only validates our efforts but also inspires us to continue improving and tailoring our services to meet the real, lived needs of bereaved parents and their families.

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Family Feedback

(All family feedback has been shared with permission from the families)

My partner and I had an amazing 3 night stay at Deerpark in a wild, lakeside cabin with a hot tub. A wild forest in the valley surrounded by green, the rustling of trees, the fall of rain, frequent visits from the friendly squirrels, ducks and robins.

I have found a new calm when out on walks in the forest over the weekend from morning walks to midnight walks, it's something I have brought home with me and will continue to do.

It was amazing to just be together after such a hectic time, having two children to care for despite our loss we are all feeling as a family. We were both blown away at the welcome pack paid and provided by Luna's Fund. We will treasure the box and gifts within forever. Not only this we will treasure Deerpark as our special place from now on, all thanks to Luna Fund. ❤️

Only living 20 minutes from this wild magical forest but feeling like you are in another world is exactly what we needed after our November was born an angel 🌸🌻

I'd like to thank Emma for such clear and reassuring communication with me during my time with this charity which I never thought we would ever need. But none the less I am blown away by the care and attention you have all put into Luna's Fund ❤️

Baby November's Family 🌸🌻



The forest holiday getaway was so relaxing and peaceful. I went alone but even then I enjoyed every second.

Having a cabin overlooking a lake and watching the ducks go by whilst sat in the hot tub was needed. I've been so lost in my head and I was able to spend a weekend without feeling lost or lonely. I felt at peace.

I was able to set aside everything and not worry about anyone around me. I've spent so much time since losing my boys having my every move watched and tracked so it was lovely having a weekend away.

Thankyou to Luna's Fund for giving me a chance to breathe x

Baby Boy's Grayson-Leigh and Austin-Jace's Mummy

We had a lovely weekend away in a beautiful forest with a hot tub next to a lake with ducks and geese and lots of little birds.

We spent time in the hot tub while I food was cooking on the BBQ, it was the best weekend and I will definitely be going back. Thank you for sending us there we had the best weekend.

Baby Dolly's Parents



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Family Feedback

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We wanted to say a massive thank you for organising the Deerpark cabin for us this weekend. It was a big step for us to be away from home for a whole weekend, but the way it was organised and set up made us feel really comfortable. The welcome pack from Luna was really special and allowed us to feel close to Marcie during the experience.

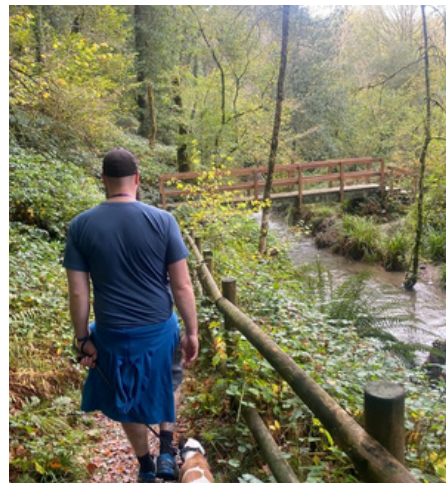
When we lost Marcie, we hoped we could one day find some kind of happiness together again, this weekend allowed us small moments of peace which gave us hope for our future. We were able to walk for hours in the beautiful woods with our dogs and relax in the cabin, in a peaceful setting without the worry of being surrounded by lots of people.

I'm am completely blown away by your story and commitment to helping others in memory of Luna, and we look forward to being part of the community you have created.

Next year, my husband Mark and some close friends are attempting a marathon in memory of Marcie and we would love to raise some money for Luna's Fund so you can continue to do amazing work.

Thank you again.

Baby Marcie's Parents



I really don't know where to start, something that no-one should ever have to go through as a parent by losing your children that you always wished for.

Lunas Fund treated us to a stay at Scarlet Hotel, Cornwall for the weekend. It was what we both needed and more, following the funeral and we had the most relaxing time.

We can't thank Luna's Fund enough for everything they have done for us and we can't wait to raise money for them in future to help more families through a tough time.

Baby Girl's Primrose & Kathleen's Parents

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Family Feedback

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Thank you so much to Luna's Fund for kindly sending us to a lodge in the woods to try and recuperate a little from the awful month we have had.

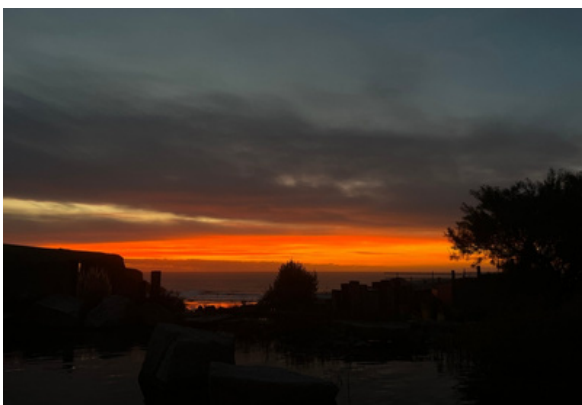
Although we didn't get out a huge amount as we'd wanted to the time in a quiet setting and absolutely beautiful location has been much needed.

So much love and thought was put into this for us, the added extras of a beautiful package of food so we didn't have to stress about getting groceries straight away.

Along with a beautiful box with keepsakes and things to make you feel better. I really hope we can help give back to this incredible cause.

Thanks again we do really feel the love and support xxx

Baby Luna-Karen's Parents



It was so easy to reach out to everyone at Lunas Fund, and I was welcomed with open arms.

My getaway at the Scarlet Hotel was arranged very promptly and so much detail was made into making it as stress free for us as possible.

The hotel was beautiful, with gorgeous views from everywhere. A few days before I received a beautiful box filled with lots of lovely items, (which smelled beautiful), and a lovely handwritten card.

Everything was perfect. ❤️👉👉👉

Baby Romi's Mummy

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Family Feedback

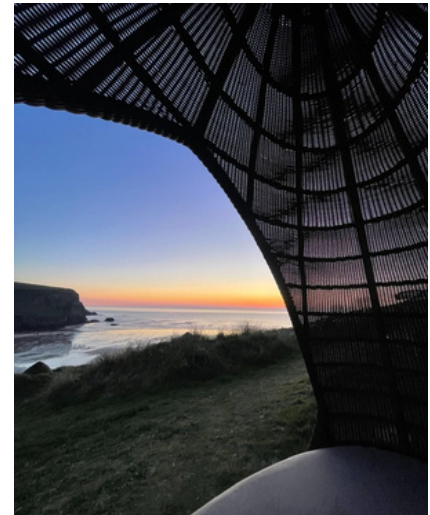
(All family feedback has been shared with permission from the families)

We lived near the hospital, so I didn't realise that my husband and I needed to be away from home. The atmosphere was gloomy, and we made a concerted effort to feel like ourselves.

I also thought I would be fine on my own, but I ultimately chose to contact Luna's Fund, and the rest was a breath of fresh air. We didn't forget or do everything to go away, but it felt like a new beginning for us.

For giving Chidi and I a glimmer of optimism and sunlight, the Luna's Fund charity and Scarlet Hotel are greatly appreciated.

Baby Ugonna's Parents



We are profoundly grateful Luna's Fund Charity for granting us a weekend getaway after the loss of our little angel, Leah Paige Berkley.

Initially, we were overwhelmed by grief and sceptical that a brief escape would impact our feelings, but we chose to go anyway.

In the midst of our heartache, we found moments of relief surrounded by a tranquil atmosphere, stunning views, and a chance to step away from our sorrowful thoughts.

The journey to Scarlet Hotel served as a reminder that even in our darkest moments, beauty exists around us, and the potential for enjoyment and gratitude in life remains.

We also enjoyed one of the best night's sleep following our spa treatment, which was desperately needed. We will forever be thankful to Luna Fund and all their partnering agencies for their support, whether through thoughtful gifts received by post, a text message full of understanding and compassion, our lovely getaway, and so much more during a time that feels impossibly heavy in our lives.

Baby Leah's Parents

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Family Feedback

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We just wanted to say the biggest thank you for the most beautiful and thoughtful time away. Our weekend at The Scarlet Hotel was everything we could have hoped for and more, peaceful, restorative, and full of precious moments together.

We truly came away feeling relaxed and unwound after everything that has happened. Your kindness and generosity mean the world to us.

From the moment we arrived, we were struck by the calm, welcoming atmosphere and the hotel's beautiful setting of Mawgan Porth beach. The attention to detail, and the warm and attentive service, made the stay feel truly special. We felt relaxed, cared for, and incredibly grateful to be able to enjoy such a peaceful environment.

The time away gave us space to rest, reflect, and recharge and just be together. It was more than just a break, it was a chance to breathe and reconnect, something that has been so valuable to us after losing our son and the future we wished we could of had with him.

Thank you again for everything. We feel so grateful to have been supported by you.

With love and appreciation,

Baby Rowan's Parents



Thank you Luna's Fund for allowing us to have such a lovely time away.

We are very grateful to you Luna's Fund for the support and a chance for me and my daughter to make some memories together.

Thank you x

Baby Lyra-Mae's Mummy & Sister

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Family Feedback

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We needed some convincing to accept a getaway from Luna's Fund. There was a strange sensation of feeling like 'we were doing ok', we weren't as 'deserving as others might be' and because the retreats were in Cornwall near where we lived it felt like we weren't using it them for what they were designed for.

How wrong were we!

After talking openly with Emma and Aimee they encouraged us to consider taking some time for ourselves, that we were deserving of a break and that even if we are doing OK at the moment, we can still give ourselves some time together. There's no expectation to be at a particular 'stage' in order to need a break.

The getaway was so smoothly organised, we did nothing.

Luna's Fund have clearly put lots of thought into the retreats they have chosen and have chosen them from a place of knowledge and deep understanding of what bereaved parents could be experiencing.

The adult only space offered a real break after losing our son Bran, and subsequently miscarrying our second pregnancy shortly after. We watched the most incredible sunsets, allowed all the tears but also lots more laughing than we've had for a while.

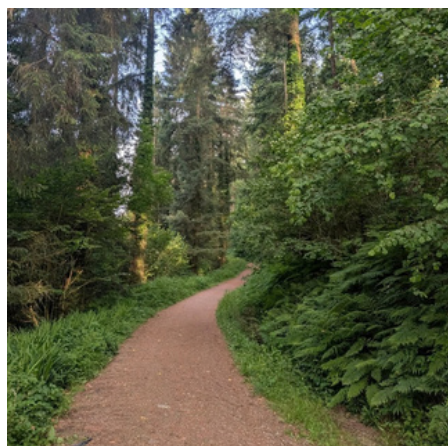
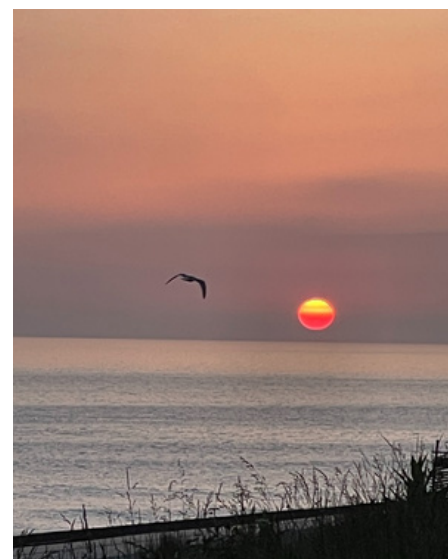
Emma and Aimee were completely understanding of our need to be near home so I could nip home to put on a night light, in fact making me feeling completely at ease when I shared this requirement.

Our beautiful gift box was an amazing surprise that helped us to feel part of the community of Luna's Fund Mums and Dads in Devon and Cornwall.

No regrets about letting go and letting Emma and Aimee take over for the weekend. The best decision for our brains and the hot tub and outdoor pool were pretty good for physical recovery too.

Thank goodness for Luna's Fund!

Baby Bran's Parents



I cannot express my gratitude enough to the amazing team at Luna's Fund for the most helpful contact throughout our getaway before and after.

We have and continue to receive so much kindness, support and care. The getaway itself was beyond beautiful. We felt so pampered and relaxed throughout the whole of it.

Just amazing people doing amazing things for all of us who have lost a huge part of ourselves. I cannot explain how much I needed this and I can't thank them enough.

Thankyou ladies. Absolute superheroes.

Gianna Luna's Mummy & Partner

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Pregnancy After Loss (Story Raine Project) Feedback

(All family feedback has been shared with permission from the families)

Having the support from this charity helped ease some of the anxieties we had during our pregnancy and being able to show our daughter her "new baby brother" as she called him was something truly special. It gave us all an opportunity to bond with him before he arrived. We had 2 scans which were both 4D and it really showed Elio in true form.

We then received a message sending us love and the care from the team is something else we will be forever grateful for the team.

Only a week after Elio arrived we received the most beautiful care package which was so thoughtful and special!

I don't intend to have anymore children now we have our 2 living and 1 angel baby but we will be forever grateful to you all for all your kind words and support during such a scary time.

Rainbow Baby Elio's Parents



Pregnancy after two losses (for very different reasons), was something so difficult but necessary for us to embrace.

Throughout, Luna's Fund were there. Offering comfort, support and words of wisdom. Emma and Aimee helped us keep the faith that all would be OK. We benefitted from a 4D bonding scan with our little guy and I loved looking at the images and videos everyday before his arrival.

It's still so surreal Clark is here and we are so incredibly grateful for the team at Luna's Fund who have still been checking in. Receiving our rainbow baby box felt so special, we got there in the end!

This wasn't an easy journey but being part of this community made us feel seen and heard by people who genuinely understand. It was lovely to have the opportunity to attend Cornwall Family's Day during our pregnancy too, a heart warming day full of hope and love. Thank you!

Rainbow Baby Clark's Parents

You guys have been so helpful and supportive since I lost my first born son and been even more grateful for the support since having Oakley so thank you so much for your support.

Rainbow Baby Oakley's Mummy



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Pregnancy After Loss (Story Raine Project) Feedback

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Luna's Fund have been absolutely amazing during our pregnancy with our rainbow baby Eden-Rose.

With verbal and written support from Aimee and the team, they also provided 3 free private ultrasound scans which were vital in curbing our anxieties with our rainbow pregnancy.

When Eden-Rose was born, Aimee and the team were some of the first people to meet her, as we feel they had made the journey all the way from the loss of our baby Freddie and supported us through that, all the way to the birth of Eden-Rose.

I cannot recommend this charity enough to parents who have suffered through baby loss and all the way to possibly having another baby afterwards. Aimee and her team have a real care and need to reach out to provide support and have such a human touch.

Thank you so much to everyone involved with Lunas Funs and we will happily help the cause when its appropriate!

Rainbow Baby Eden-Rose's Parents



The support we have received from Luna's Fund has been, quite honestly vital to us navigating losing Daisy and then being pregnant again after loss.

Just to have someone at the end of a text message who actually understands the fear of the DAU corridor or the crippling anxiety of the in-between scan time and the continued knowledge they are there and they get it is comfort beyond measure or words.

We were lucky enough to have three private scans and it was so important to us to be able to see Evelyn together as a family with her big brother Lenny as well.

After losing Daisy, it was really important to us and felt like the right thing to involve Lenny as much as we could. He even got to press the button for the gender reveal scan to turn the room pink, a moment we will treasure forever.

The box of gifts we received was completely unexpected and so beautiful and heartfelt and the card is getting a frame of its own as well. So much love for all of the Luna's Fund family, we cannot thank you enough for what you do Xxxxx 🌻💜

Rainbow Baby Evelyn's Parents

Our scan was very special as it meant Oakley's siblings were able to come and see him. The hospital had provided quite a few scans, but they felt they missed out and had been on the journey with us when we lost their brother Luca. It was also nice to go somewhere less clinical to see our baby. The lady doing the scan was so understanding and made it such a memorable experience.

We also want to say a big thank you for the gorgeous rainbow gift box we received when Oakley arrived. There were some lovely thoughtful gifts to connect our rainbow with Luca.

Rainbow Baby Oakley's Mummy

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Pregnancy After Loss (Story Raine Project) Feedback

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During my pregnancy with my rainbow baby, I was helped by the Story Raine Project. I truly believe that this is the one of the only reasons I was able to get through my pregnancy with the extra scans, I had these scans as reassurance between all my NHS ones.

They're such a vital tool for any parents expecting their rainbow baby/babies as I know how much they settled my anxiety.

Also, the constant check-in's from all the Luna's Fund team meant that I didn't feel alone in what I found to be a pregnancy that I couldn't enjoy as I was constantly on edge about whether anything would happen.

I am so grateful that I was signposted to Luna's Fund as they're an amazing support network during these times.

If anyone finds themselves in a tough place, please reach out. I'm so glad I did.

Thank you for all your support.

Rainbow Baby Luca's Mummy



We honestly can't thank Luna's Fund enough for everything they did for us during our pregnancy. It was such an anxious and emotional time, and their kindness and support meant the world to us. Through the Story Raine Project, we were gifted three beautiful scans, and each one brought us so much comfort and peace of mind.

Every time we saw our baby on the screen, we felt a wave of relief and reassurance that everything was okay. Those moments helped ease our worries and allowed us to enjoy the pregnancy in a way we didn't think we could.

The team were so warm, compassionate, and understanding. They made us feel safe, supported, and truly cared for. We'll always be grateful for their generosity and the precious memories they helped us create. Luna's Fund will always hold a very special place in our hearts. ❤️

Rainbow Baby Remy's Parents

Oh my goodness me 🥹🥹 thank you soooooo much for our BEAUTIFUL box. It brought tears to my eyes, honestly it is so so thoughtful and absolutely gorgeous thank you 🥹🥹

We are absolutely over the moon and still functioning from adrenaline and zero sleep 🥹

We wanted to say such a massive thank you for helping us through this really triggering journey. We appreciate all the check ins and the scans, more than we can say! We will forever be grateful from the bottom of our hearts. ❤️

Rainbow Baby Boy's Parents



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We also want to say a big thank you for the gorgeous rainbow gift box we received when Oakley arrived. There were some lovely thoughtful gifts to connect our rainbow with Luca.

Rainbow Baby Oakley's Mummy

Hi Emma, I hope you have had a lovely weekend. Just wanted to say thank you for the wonderful parcel we received and for all the support along our journey xx

Rainbow Baby Emma Rose's Mummy



Thank you so much. Her hair is amazing isn't it. She was born on the 6th November and then we had a week in hospital and are just waiting to be released home. She was small but mighty and didn't need much help



Thank you so much for my lovely gift box for Arabella. She is one lucky girlie and we both truly appreciate it. You guys do awesome work and I really hope we can attend one of your events in the near future.

Rainbow Baby Arabella's Mummy

We did it! ❤️❤️ forever grateful for the love and support u provided in getting her here. ❤️❤️❤️

Freya waited a long time for that moment! It's so special! thank you Emma, what a journey! But we made it!

Rainbow Baby Girl's Mummy



These beautiful rainbow babies are a testament to the courage, hope, and resilience of families after baby loss. They mark journeys that were once filled with uncertainty and moments that families could only imagine at one point, never knowing it would be possible. It is a profound privilege for us to walk alongside families through pregnancy after loss and to celebrate with them as they reach their long awaited rainbows.

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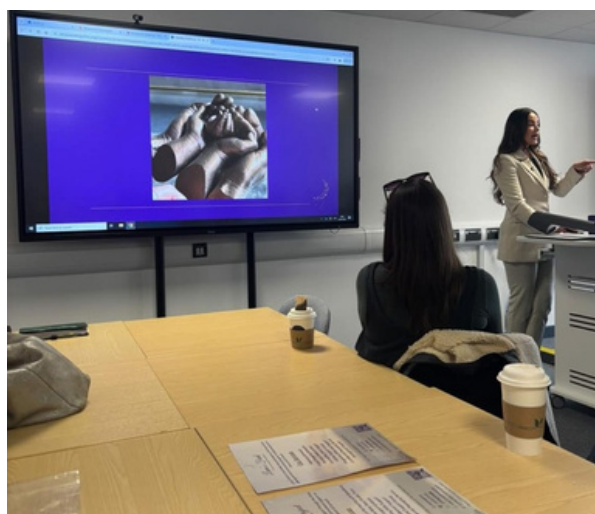
☎ 07498599888

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Professional Relations:

Luna's Fund continued to strengthen and diversify its professional relationships, extending our influence across healthcare, education, business and community settings throughout Devon and Cornwall. These partnerships ensure that families affected by baby loss receive compassionate, informed support not only from us, but from the professionals and organisations they encounter along the way.

- We were honoured to have our Trustee, and Ayla's mum, Kate, deliver her Snowdrop Suite Patient Experience feedback to the NHS Trust Board at Derriford Hospital, giving a powerful first hand insight into the realities of baby loss and the importance of sensitive, responsive care in such a purpose built setting.
- Our commitment to education grew through our ongoing collaboration with Plymouth University. Lauren, Belle's mum, joined us to speak with second year midwifery students, helping to shape the next generation of healthcare professionals by sharing how families need to be supported during baby loss and in subsequent pregnancies. We were also invited back to the annual midwifery conference to showcase our work to trainee midwives across the South West.



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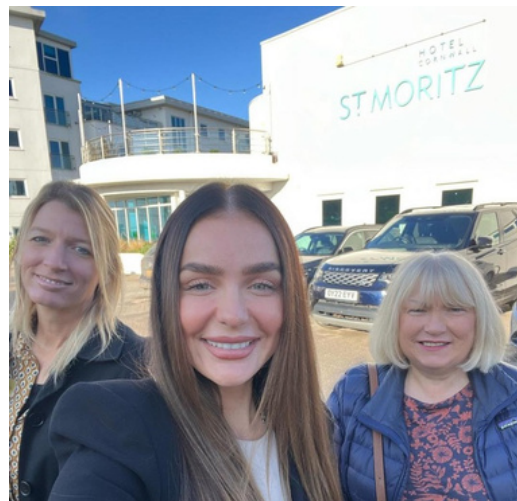
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Professional Relations:

- Luna's Fund was also invited to speak at the annual Waterbabies conference, sharing our work with their panel and room of swimming teachers from across the South West, highlighting how families affected by baby loss and pregnancy after loss can be supported within the wider community.
- We continued to build relationships within the business community through a business workshop led by Business Coach Jess Wiggins. Joined by Trustee Helena, Luna's Fund connected with like minded individuals and businesses keen to contribute to meaningful, purpose led fundraising and partnerships.
- Trustee Helena provided negligence advice and support through dedicated 'legal clinics', giving beneficiaries access to specialist guidance at a time when many felt unable to navigate complex legal processes alone. This service proved invaluable in helping families understand their rights and options following their loss.
- In addition, we expanded our Relaxing Getaway service by partnering with the St Moritz Hotel in Cornwall, and Eco Lodges, Cornwall, allowing us to offer more local, high quality respite options for families at a time when rest and reflection are most needed.

Together, these professional relationships not only extend the reach of Luna's Fund, but also help to create a wider culture of understanding, compassion, and practical support for families navigating life after baby loss.



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Volunteers:

Our volunteers, Trustees, supporters and ambassadors remain the heart of Luna's Fund. Everything we have been able to achieve this year, from expanding our services to deepening the way in which we support families, has been made possible through their commitment, compassion and generosity of time. During this year we created a Volunteer WhatsApp Group to centralise support and communication for upcoming events which has proved successful.

From Trustees who provide strategic leadership and help shape our long term direction, to those organising and delivering events, fundraising, supporting beneficiaries, and keeping the charity running behind the scenes, every volunteer plays a vital role!

Their combined efforts have strengthened our ability to reach more families, raise awareness of baby loss, and provide meaningful, responsive support when it is needed most.

Volunteers have supported Luna's Fund throughout the year by:

Raising vital funds

Organising and delivering events

Helping to deliver services to beneficiaries

Providing administrative and organisational support

Sharing skills, ideas and lived experience

Every hour given has helped build a stronger, more connected charity. Together, our volunteers bring energy, expertise and empathy that allow Luna's Fund to grow, adapt and continue improving the care we offer to bereaved families. We are deeply grateful for everything they contribute.



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Connecting Beneficiaries

Each year, we host events designed to bring parents, grandparents, and siblings together, creating opportunities to connect, share experiences, and support one another through their journey of loss.

Families Day is our annual celebration, held each July to mark another year of Luna's Fund as a registered charity. In 2025, we were so honoured to host our very first Cornwall Families Day, uniting all the beneficiaries and their wider family members who we have supported.

We held it at Cardinham Woods, Cornwall, where families enjoyed the peace of nature while toasting marshmallows around a campfire, building dens, and playing freely outdoors. This immersive and inclusive experience gave parents the chance to connect with each other, share moments of joy and reflection, and strengthen the supportive network that is so vital to life after baby loss.

In addition, our Plymouth Families Day in July welcomed over 80 attendees to Manadon Sports Hub, with indoor and outdoor space for food, drinks, games, and activities, providing another space for families to come together, relax, and celebrate resilience.



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Connecting Beneficiaries

The Wave of Light is a global commemoration held each October to honour and remember all babies gone too soon. Taking place on the final day of Baby Loss Awareness Week (15th October), Luna's Fund traditionally hosts a gathering for families, inviting them to attend with loved ones and friends to reflect, connect, and find solace in shared remembrance.

During this year, due to unforeseen weather, we were unfortunately unable to hold the event outdoors. Learning from this, we have since secured an indoor venue to ensure families can safely come together regardless of the conditions.

In addition, Luna's Fund offers personalised candles, allowing families to inscribe their babies' names and create private, meaningful moments of reflection and remembrance at home. These candles serve as a lasting symbol of love, remembrance, and presence of their angel babies.



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Awareness Campaigns – Breaking the Baby Loss Taboo

Luna's Fund continues to lead the way in the South West by raising awareness of stillbirth and neonatal loss, supporting bereaved families while challenging societal stigma. Through a combination of public campaigns, creative initiatives, and community partnerships, we aim to break the taboo around baby loss, giving families the space to be seen, heard, and supported.

This year, our awareness work included:

- **Baby Names on Buses in Cornwall** – In partnership with GoCornwall, we proudly displayed the names of babies born in Cornwall across Cornwall. This was so widely received and appreciated in the community.
- **Launch of New Baby Loss Awareness Week Campaign: "I am 1 in 4"** – Highlighting the prevalence of baby loss, this campaign encouraged open conversation and shared experiences across social media and community channels using 'cups' to represent the impact baby loss has on the whole family.



[Watch the awareness campaign](#)



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Awareness Campaigns – Breaking the Baby Loss Taboo

- **Dads' Perspective** – Recognising that fathers' experiences of grief are often overlooked, we held our first event for dads and granddads, where a relaxed evening of pool led to open conversations, the sharing of experiences, the start of friendships and, most importantly, peer-to-peer support. This event has helped the planning of future activities and it sowed the seed for our next Baby Loss Awareness Week campaign to bring their voices to the forefront.
- **Christmas Trees of Remembrance** – Families were invited to add their babies' names to our Christmas Angel Tree and Rainbow Tree, celebrating angel babies and rainbow babies alike. For the first time, we also had the opportunity to host our very own Christmas tree in the Luna's Fund office with baby names on baubles. Offering staff and visitors a personal space for reflection, remembrance, and connection during the festive season.

Through these initiatives, Luna's Fund continues to foster community, understanding, empathy, and dialogue, while creating meaningful ways for families to honour their babies and feel supported in their grief.



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Seasonal Remembrance

For Mother's Day 2025, we were delighted to create and send boxes of wax melts to all angel mums, offering a gentle, thoughtful gesture to acknowledge and honour their babies. The response was incredibly moving, with families expressing how meaningful and comforting this small gift was. In addition, we hosted a small reflective walk, providing a quiet, supportive space for new mums to come together, share, and be held in the care of the Luna's Fund community.

For Father's Day 2025, we invited mothers to share messages of love and remembrance for the dads in their lives, which we then collated and shared across our social media platforms. It was incredibly moving to witness the depth of love and admiration expressed for these amazing angel dads. In addition, we created e-cards that families could send to the special men in their lives, and hosted our first fathers only event, 'Pool and a Pint', bringing together local dads and grandads for connection, reflection, and shared support.

Through these initiatives, Luna's Fund honoured both mothers and fathers, ensuring that all parents who have experienced loss feel seen, remembered, and supported during these special, but often triggering occasions.



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Enhancing Beneficiary Support

At Luna's Fund, we are continually striving to enhance the support we provide to our beneficiaries, ensuring that families don't simply access a service and leave, but instead become lifelong members of the Luna's Fund family as we walk with them through their evolving journey of life after loss.

We honour the babies who have touched their lives with an annual card, which this year has been enhanced to a 'cake card', allowing families to reflect with a slice of cake in memory of their baby.

Families are invited to participate in a wide range of events, including reflective walks, couples' gatherings, and rainbow pram walks, creating opportunities for connection, shared experiences, and peer support.

We continue to offer gift packs tailored for both baby loss and rainbow babies, as well as coffee mornings, research projects, and volunteering opportunities, ensuring that families can engage at their own pace and in ways that feel meaningful to them.

Through these initiatives, we foster a sense of belonging and community, helping bereaved parents, grandparents, and siblings feel supported, seen, and connected throughout their journey.



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Events & Fundraising

During 2024–2025, Luna's Fund saw significant growth in both the number and variety of fundraising and awareness events, strengthening our income streams while deepening engagement with supporters, businesses, and the wider community.

Alongside our established events, we welcomed an increasing number of corporate led fundraisers, community groups, and individuals choosing to support Luna's Fund in creative and meaningful ways.

Supporters took on everything from the London Marathon and personal endurance challenges to golf days, quiz nights, band concerts, and supermarket collections, each contributing to both vital fundraising and awareness of baby loss. We also saw beneficiaries themselves bravely take on their own challenges in memory of their babies, creating powerful moments of tribute, connection, and shared purpose.



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Events & Fundraising

Luna's Fund was further represented at conferences and community events, helping to raise our profile, build professional relationships, and ensure that more people understand the support available to families affected by baby loss.

Together, these activities not only generated crucial funds, but also expanded our reach, strengthened partnerships, and created a growing community of people committed to supporting bereaved families across Devon and Cornwall.



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Developments

During 2024–2025, Luna's Fund took an important step forward in how we share our story and amplify the voices of the families we support. Working in partnership with Plymouth University, we created a professional introduction video to clearly communicate who we are, what we do, and how we support families through baby loss and beyond.

We were proud to release our first beneficiary awareness video, giving a parent the opportunity to speak in their own words about how Luna's Fund supported them through loss, pregnancy after loss, and parenting after loss. This powerful piece of storytelling brings our work to life in a deeply authentic way, helping both professionals and the wider public better understand the long term impact of baby loss and the importance of ongoing, compassionate support.

As part of strengthening our foundations for future growth, we also developed a new Corporate Brochure to help attract and engage potential corporate partners, clearly setting out our mission, impact, and opportunities for meaningful collaboration. Alongside this, we created a Volunteering Guide, giving new and existing volunteers a clear, welcoming overview of how they can get involved, the roles available, and how their time and skills can support families affected by baby loss.

This year we also launched 'Leave a Legacy of Love', a new initiative enabling supporters to leave a gift to Luna's Fund in their will. Through our charity partnership with Woolcombe Yonge, families can access a professional will writing service at a reduced fee, making it easier and more accessible to create a lasting legacy in memory of a loved baby.

We also enjoyed learning more about creating monthly Newsletters 'Luna's Latest' is now available to showcase our work each month, to advertise events, and connect with the community.

Together, these developments strengthen Luna's Fund not only in how we tell our story, but in how we grow, sustain, and protect the support we provide for families now and into the future.



[Watch the video here](#)



[Corporate Partnership Guide](#)



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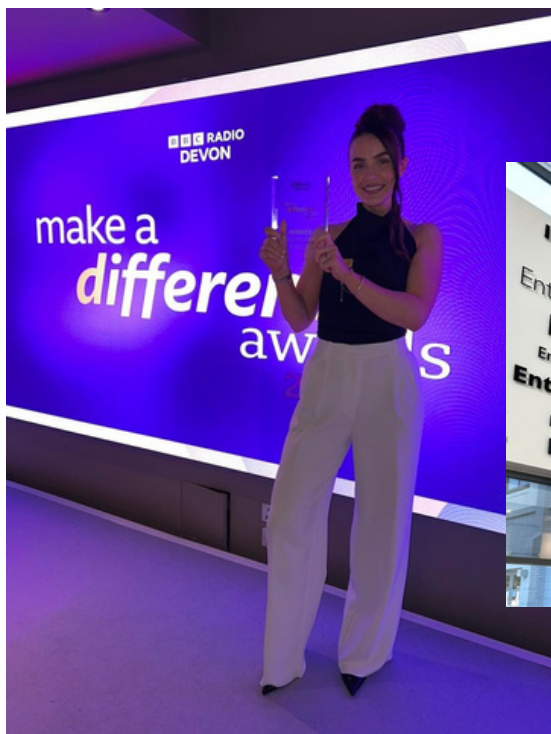
Achievements & Recognition

Luna's Fund was honoured to receive recognition that amplified both our work and the voices of the families we support. We were proud to be named a finalist and winner in the Bravery category at the BBC Make a Difference Awards, acknowledging the courage of bereaved families and the impact of our charity within the community.

This recognition led to multiple appearances on BBC Radio throughout the year, where we shared our story, discussed baby loss awareness, marked key moments such as Mother's Day, and encouraged nominations for the following year's BBC Make a Difference Awards.

In addition, Luna's Fund attended the first All-Party Parliamentary Group (APPG) for Baby Loss at Parliament, representing the South West and standing alongside families nationwide to advocate for justice, equality, and improved care within maternity services.

These milestones reflect not only the growing reach of Luna's Fund, but our ongoing commitment to ensuring that the voices of bereaved parents are heard, respected, and acted upon at every level.



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Corporate Support

This year, Luna's Fund has been incredibly fortunate to benefit from the generosity and engagement of a wide range of corporate partners. Through initiatives such as charity pots, workshops, professional advice, charity of the year opportunities, and collaborative projects, these organisations have played a vital role in helping us reach and support more families than ever before.

We genuinely could not provide the level of care, services, and events that we do without this invaluable corporate support.

We would like to extend our heartfelt thanks to all our partners, including:



NatWest Torquay
Waterbabies
Plymouth Community Homes
Sainsbury's
Coop Community Fund
Citybus Plymouth
GoCornwall South West
Woolcombe Yonge
South West Water
Plumbase
NFU Mutual



Their generosity, expertise, and commitment to our mission have not only helped fund vital services but have also raised awareness of baby loss within the wider community, enabling us to create lasting impact for families across Devon and Cornwall.



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Charity Goals – The Future of Luna's Fund

The dream of Luna's Fund has always been, and will always be, to establish 'Luna's Lodge.'

A comfortable, peaceful, and homely safe space where families can grieve, reflect, and breathe. Luna's Lodge will provide an environment where parents can find solace in the immediate aftermath of loss, and also return in the future with their rainbow babies for respite during pregnancy as part of our Story Raine Project.

Looking ahead to 2030, our key goals are to:

- Expand our baby loss services into the Royal Devon & Exeter Hospital, Exeter, and Torbay Hospital, reaching more families when they need support most.
- Secure Luna's Lodge, creating a beautifully decorated, safe haven for bereaved parents and their families.
- Develop new services within Luna's Lodge, including 'babymoon breaks' mid pregnancy as part of our pregnancy after loss Story Raine Project.
- Enhance and uplift the regularity of beneficiary events and support in Devon & Cornwall.

Through these ambitions, Luna's Fund aims to provide continuity, comfort, and community for bereaved families, empowering them to navigate grief with dignity and to experience hope, healing, and connection in the years ahead.

Thank you!

As always, no words could ever fully express the depth of our gratitude. From the bottom of our hearts, we thank every single person who supports Luna's Fund and our vision of bringing light, hope, and comfort to those navigating life after loss.

Every contribution, no matter how small it may seem, plays a vital part in helping us make a difference. Each act of support, whether through time, expertise, donations, or simply spreading awareness, helps us continue our mission and reach more families when they need it most.

And, as always, our deepest thanks are to Luna. My inspiration, purpose, guidance, and most importantly, my daughter. Her memory shapes everything we do, and her legacy continues to light the path for all the families we support.

Aimee Green

Aimee Green
Chief Executive Officer & Luna's Mum



Trustees' Annual Report for the period

From 01 Aug 2024 to 31 July 2025

Charity name: Luna's Fund

Charity registration number: 1184371

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1:17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>This support is not provided by the NHS and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1:17 and 1:19	<p>Services offered during this period include:</p> <ul style="list-style-type: none"> - Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge) - Food shopping deliveries - Nursery redecoration or restoration - Counselling skills and signposting - Confidential messaging support service - 'We hear you. We are here for you.' - Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered from baby loss - the 'Story Raine Project'. - Providing support for wider family members and social networks of the bereaved parents, such as siblings, parents, brothers, sisters,

		<p>grandparents, aunts, uncles, friends and work colleagues, including through our closed online support group, through wellbeing activities and awareness events</p> <p>In total, 49 families benefited from our unwavering support and guidance this year.</p> <p>We are proud to have provided immediate support to 17 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> ● All families opted for relaxing getaways <ul style="list-style-type: none"> - 7 opted for hotel stays at the Scarlet hotel, Cornwall - 10 opted for stays at Deerpark log cabins, Cornwall <p>Total = 17 families</p> <p>Furthermore, we have also helped 21 families through their pregnancy after loss via our 'Story Raine Project':</p> <ul style="list-style-type: none"> ● 36 scans in total ● 1 scan was won through an online giveaway to commemorate Rainbow Baby Day in order to raise awareness to reach more families <p>Total = 21 families 37 scans</p> <p>11 families received 1-2-1 support and/or signposting to other charities</p> <p>Total = 11 families</p> <p>We believe that the immediate aftercare and tangible support we delivered, allowed families to grieve in peace at such a devastating time and that the unique antenatal services provided comfort and reassurance, which supported physical and mental wellbeing at an extremely stressful, anxious and emotional time.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity	Para 1-18	Luna's Fund is a public benefit entity and, in delivering our services, the Trustees were mindful of, and had due regard towards,

Commission on public benefit		public benefit, as defined in the guidance issued by the Charity commission.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 138	Not applicable
Policy on social investment including program related investment	Para 138	Not applicable
Contribution made by volunteers	Para 138	<p>Our volunteers continued to make our charity a success. From the Trustees who set the strategic direction and plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events.</p> <p>Our volunteers positively contributed to our work, including:</p> <ul style="list-style-type: none"> ● Fundraising ● Organising and running events ● Helping to deliver our services to meet the specific needs of our beneficiaries ● Providing administrative and/or organisational support <p>In return, our volunteers developed new skills and broader perspectives.</p> <p>Every minute of volunteering made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement, so, in some specific circumstances, it may be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the</p>

		<p>mileage rate of 40p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide transparency that the charity's funds have been properly appropriated). However, due to the generosity of our amazing Trustees and volunteers, no claims were made in this period.</p>
Other		Not applicable

Achievements and Performance

	SORP reference	
<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	<p>Para 1.20</p>	<p>The charity supported the physical and mental wellbeing of families that suffered from stillbirth or neonatal death, both in the initial aftermath, and through the journey of life after loss.</p> <p>Through events, TV/radio interviews and online campaigns, the charity has increased awareness around the sensitive topic of stillbirth and neonatal death to reduce the taboo nature and association of baby loss, allowing healthy discussion between those have lost and those that have not.</p> <p>The charity further developed its online support network for baby loss families to connect with one another and share their experiences, advice and coping mechanisms.</p> <p>Away from the online space, we supported bereaved parents and their wider family members through our Families Day events in Plymouth and Cornwall and new wellbeing events, each facilitating peer-to-peer support while developing new and strengthening established friendships.</p> <p>The charity provides online mindfulness and meditation videos, so that they can be accessed 24/7. These are particularly accessible and helpful to those that cannot sleep or suffer from disrupted sleep.</p>

	<p>We continued our worked with NHS professionals and meet regularly with the midwifery team to champion and advocate for the baby loss community, including attendance at the All Party Parliamentary Group focussing on baby loss. We made further presentations during midwifery training, sharing our personal experience to provide the bereaved parents' perspective, so that we can positively shape the care during future loss through the next generation of midwives.</p> <p>Our long term aim is to raise sufficient funds to procure a lodge, 'Luna's Lodge' so that the charity can support grieving parents and wider family members through carefully crafted respite packages and with baby moon breaks for those that navigate their pregnancy after loss.</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 141</p>	<p>During this accounting period, 49 families benefited from our unwavering support and guidance.</p> <p>Immediate support for 17 families helped them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> ● All families opted for relaxing getaways <ul style="list-style-type: none"> - 7 opted for hotel stays at the Scarlet hotel, Cornwall - 10 opted for stays at Deerpark log cabins, Cornwall <p>Total = 17 families</p> <p>21 families were supported through their pregnancy after loss via our 'Story Raine Project':</p> <ul style="list-style-type: none"> ● 36 scans in total ● 1 scan was won through an online giveaway to commemorate Rainbow Baby Day in order to raise awareness to reach more families <p>Total = 21 families 37 scans</p>
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		<p>11 families received 1-2-1 support and/or signposting to other charities</p> <p>Total = 11 families</p>
Performance of fundraising activities against objectives set	Para 1.41	<p>We set an ambitious, stretched target that exceeded the previous year's income. While we did not achieve it, we did exceed the income of the prior year by an incredible 51% (£45,051), which reinforces the Trustees' judgement that the charity's support was both well-established and expanding.</p> <p>Due to another year of fantastic support for our services, we had an income stream that funded all of our annual expenditure, adding a further £13,935 to our reserves;</p> <p>Income target: £150,000 (23/24 = £100,000) (22/23 = £50,000)</p> <p>Actual income: £132,990 (an increase of £45,051 over 23/24's total of £87,939)</p> <p>Shortfall against target: £17,010</p>
Investment performance against objectives	Para 1.41	<p>With a healthy reserve that is earmarked for our future expansion and the long-term goal of acquiring "Luna's Lodge", the Trustees invested in reputable FSCS accredited fixed notice bank accounts that accrued £5,448 in interest.</p>
Other		Not applicable

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Reserves held by the charity as at the close of the July 2025 accounting period total £144,900. This is compared to reserves held at the close of July 2024 of £130,965, representing an increase in reserves of £13,935.</p> <p>This has primarily been driven by through delivering our ambitious 3-year plan that saw the acquisition of our first office and the employment of staff, that facilitated the expansion to Cornwall, which in turn generated a broader supporter base.</p>
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		<p>Cash funds at the year-end remain high, totalling £142,250 for the period, and represent the majority of available reserves.</p> <p>The main areas of expenditure within the accounting period continue to be delivery of support to beneficiaries from our office via our staff and our tailored services, as well as increasing awareness of baby loss via targeted events and regular fundraising activities.</p> <p>The charity also collaborated with local small businesses within the period, to offer a curated selection of merchandise to supporters of the charity to help raise awareness and break the taboo around baby loss through branded merchandise, the proceeds from which are used by the charity to further facilitate the provision of its services.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 122	<p>The charity continues to maintain significant cash reserves in order to allow for the delivery and expansion of services within the local area. One of the charity's long-term aims is the acquisition of a lodge, which will provide a tranquil and restorative space for grieving parents.</p> <p>Trustees reviewed the charity's reserves policy agreed the following policy:</p> <p>a. Short-medium term – minimum of £30K to ensure we can provide key services, at the time of need, in future years, including expansion across Devon and Cornwall;</p> <p>b. Longer-term – build to £200K year on year to acquire Luna's Lodge;</p> <p>c. Invest surpluses in excess of working capital in low-risk (FSCS protected), reputable organisations to combat their erosion in real terms through inflation.</p>
Amount of reserves held	Para 122	£144,900
Reasons for holding zero reserves	Para 122	Not applicable

Details of fund materially in deficit	Para 124	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 123	Following review of the charity's financial position as at the close of the July 2025 accounting period, and at the time of signing this TAR, the trustees remain confident that the charity is a going concern. Reserves remain high, and there are comprehensive plans in place to further fundraising opportunities for the charity.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 147	Donations and fundraising activities remain the key source of income, but we have successfully secured small grants and have developed relationships with local businesses who want to focus their support towards our charity.
Investment policy and objectives including any social investment policy adopted	Para 146	To invest reserves in excess of working capital in low-risk, reputable organisations to combat their erosion in real terms through inflation.
A description of the principal risks facing the charity	Para 146	<p>The top 3 prevailing risks and issues affecting the Charity are:</p> <ul style="list-style-type: none"> a. cyber threat, with potential to impact on our ability to utilise technology and on our data; b. cost of living crisis, with potential to impact through constraints on donor disposable income; c. cost of living crisis, with potential to impact through rising costs for providing our services. <p>However, amidst the risks, there are also opportunities that could benefit the Charity, such as accessing grants or utilising AI, which is yet to be fully explored.</p> <p>The full risk, issues and opportunities register can be found on the Compliance page of our website.</p>
Other		Not applicable

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Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 125	Foundation CIO constitution (Constitution of a Charitable Incorporated Organisation whose only voting members are its charity trustees)
How is the charity constituted? (e.g unincorporated association, CIO)	Para 125	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 125	<p>New Trustees are appointed by a resolution passed at a properly convened meeting of the Charity's Trustees.</p> <p>In selecting individuals for appointment as a Trustee, the Charity's Trustees have due regard to the skills, knowledge and experience needed for the effective administration of the CIO, as identified via our skills audit.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 151	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 151	Not applicable
Relationship with any related parties	Para 151	Not applicable
Other		Not applicable

Reference and Administrative details

Charity name	Luna's Fund
Other name the charity uses	N/A
Registered charity number	1184371
Charity's principal address	Suite 2, First Floor Argosy House Longbridge Road Plymouth Devon PL6 8LD

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1				
2	Sally Green	Secretary	3 rd term expired 22 Mar 26	Trustees
3	Jonathan Pidgen		Resigned 25 Feb 26	Trustees
4	Debra Ann Conroy		Resigned 7 Jan 25	Trustees
5	Catherine Elizabeth Vincent		Resigned 25 Feb 26	Trustees
6	Ryan James Conroy	Chair	Resigned 25 Sep 25	Trustees
7	Stephen Paul Green	Treasurer		Trustees
8	Helena Campbell			Trustees
9	Sally Taylor	Chair	From 26 Nov 25	Trustees
10	Lloyd Wright		From 26 Nov 25	Trustees

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
---	----------------

Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Accountant	Blackwell Bate Ltd	Brunel Court, 122 Fore Street, Saltash, Cornwall, PL12 6JW

Name of chief executive or names of senior staff members (Optional information)

Aimee Conroy

Exemptions from disclosure

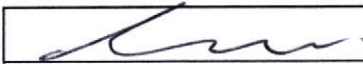
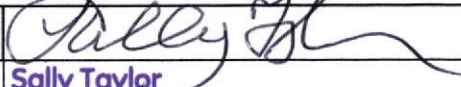
Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Stephen Paul Green	Sally Taylor
Position (eg Secretary, Chair, etc)	Treasurer	Chair

Date



Section A Independent Examiner's Report

**Report to the trustees/
members of**

Luna's Fund

**On accounts for the year
ended**

31 July 2025

**Charity no
(if any)**

1184371

Set out on pages

3 - 4

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/07/2025**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

13 May 2026

Name:

Graham Roberts

**Relevant professional
qualification(s) or body
(if any):**

Fellow of the Institute of Chartered Accountants in England and Wales

Address:

Blackwell Bate Ltd

Brunel Court, 122 Fore Street

Saltash, PL12 6JW

Section B Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No issues to report.



Receipts and payments accounts

For the period from	Period start date 01/08/2024	To	Period end date 31/07/2025
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Fundraising Income	44,821	-	-	44,821	35,656
Donations	50,999	-	-	50,999	23,209
GiftAid Income	5,874	-	-	5,874	12,861
Corporate Income	17,675	5,832	-	23,507	11,108
Merchandise Income	2,341	-	-	2,341	3,830
Interest Income	5,448	-	-	5,448	1,274
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	127,158	5,832	-	132,990	87,938
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	127,158	5,832	-	132,990	87,938
A3 Payments					
Support for Beneficiaries	18,825	5,832	-	24,657	20,883
Direct Wages	53,524	-	-	53,524	28,761
Cost of Merchandise	9,491	-	-	9,491	7,811
Cost of Fundraising Events	2,934	-	-	2,934	3,882
Advertising & Marketing	1,055	-	-	1,055	1,218
Audit & Accountancy Fees	1,164	-	-	1,164	1,164
General Expenses	-	-	-	-	128
Insurance	289	-	-	289	286
Legal Expenses	-	-	-	-	13,289
Printing, Postage & Stationery	612	-	-	612	462
IT Software and Consumables	3,967	-	-	3,967	2,314
Rent	15,458	-	-	15,458	7,895
Repairs and Maintenance	494	-	-	494	647
Employer's National Insurance Contributions	4,290	-	-	4,290	2,069
Employment Allowance	-	4,290	-	4,290	2,069
Staff Training	527	-	-	527	714
Pensions Costs	906	-	-	906	508
Subscriptions	795	-	-	795	753
Telephone & Internet	1,428	-	-	1,428	610
Travel - National	589	-	-	589	386
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	112,058	5,832	-	117,890	91,711
A4 Asset and investment purchases, (see table)					
Office Equipment	372	-	-	372	2,975
Computer Equipment	299	-	-	299	867
Sub total	671	-	-	671	3,842
Total payments	112,729	5,832	-	118,561	95,553
Net of receipts/(payments)	14,429	-	-	14,429	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	127,821	-	-	127,821	135,436
Cash funds this year end	142,250	-	-	142,250	127,821

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	NatWest Business Current Account	92,250	-	-
	United Trust Bank Charity 180D Notice Account	50,000	-	-
		-	-	-
	Total cash funds	142,250	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

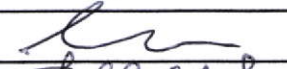
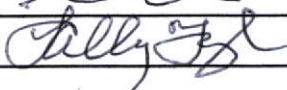
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Office Equipment	Unrestricted	3,907	2,478
	Computer Equipment	Unrestricted	1,166	731
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	V12 Retail Finance Fixed Sum Loan Agreement	Unrestricted	558	Nov 2025
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	STEPHEN PAUL GILZEN	29 04 26
	SALLY TAYLOR	29 04 26

LUNA'S FUND

England & Wales - Charity number 1184371

Accounts

Luna's Fund

'Love & Unity for Neonates And Stillborns'

✉ contact@lunasfund.com

☎ 07498599888

📍 Suite 2, First Floor, Argosy House, Longbridge Road, Plymouth, Devon, PL6 8LD

CEO Report 2023/2024

It's been an honour to support the charity during its pivotal year of expansion! Our first office, new employees and our services expanding to a new catchment area... what a year of growth and progress.

Summary of the purposes of the charity: (Correct as of July 2024)

'To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.

In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.

This support is not provided by the NHS and such other support as the Trustees may from time to time determine.'

The charity has directly supported families that have suffered the impact of stillbirth or neonatal death, positively aiding the mental and physical health of its beneficiaries at a critical point in their lives.

We have created and maintained an online support network for baby loss families to connect with one another and to share their experiences, advice and coping mechanisms. We have brought these connections in person through face to face events to allow grieving parents and their wider family members to stand shoulder to shoulder with one another and others who 'get it.'

The charity has expanded its catchment area to support more beneficiaries while maintaining healthy reserves to help achieve our long term aim of raising sufficient funds to procure our very own, 'Luna's Lodge.'



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Our Services:

(Correct as of July 2024)

- 1) Nursery Redecoration** – Supporting parents financially and practically by redecorating or restoring their baby's nursery to an alternative use or to its original use if they find this room is too painful for them to endure on a daily basis. Parents have 12 months to choose this service from their baby's date of birth.
- 2) Relaxing Getaways** – Offering parents respite through a relaxing getaway in a log cabin or hotel destination in Devon or Cornwall, or an alternative destination the Trustees see fit, depending on the individual's criteria and catchment area. We hope parents and families can utilise this peaceful time to process their traumatic experience whilst resting after the baby's birth or funeral. An immediate lifeline which we encourage parents to use within the first 12 months to truly benefit from the experience.
- 3) Food Shopping Deliveries** – Offering a helping hand to parents who wish to avoid social environments in the early days of loss. We aim for our food shopping deliveries to encourage an increase in appetite to fuel them during the intense pressures of grief. For maximal impact we suggest parents begin the first week of this service during the first 6 weeks after their loss.
- 4) The 'Story Raine Project'** – Supporting parents experiencing pregnancy following the loss of their baby. We offer 3 private antenatal scans for pregnant women and their partners to use during the duration of their pregnancy in order to feel reassured and to bridge the gap between NHS scans and midwifery appointments. Parents can choose when they feel they need these e.g. 8 weeks, 16 weeks and 24 weeks or 18 weeks, 30 weeks, 35 weeks. This gives the mother an element of control during an anxious time. We have partnered up with Ultrasound Direct South West to secure a 10% discount for all scans and The Baby Skan Studio, Truro.
- 5) Support & Signposting** – Supporting parents through open communication and shared experience as well as signposting to other charities when they fall outside our criteria. We encourage bereaved parents to join our online support groups for baby loss and pregnancy after loss for peer to peer support.
- 6) Confidential Messaging Support Service** – 'We hear you. We are here for you.' We wanted to reduce and eliminate any barriers parents may face when accessing our support such as lengthy emails or formal 'contact us' forms. Our private messaging service has successfully achieved this. Parents can use it to offload their thoughts at all hours of the day or night and they will be responded to within 48 hours. We are not a helpline but we have noticed a greater depth and strength to the relationships we have formed with our enquiries. Meaningful connections build trust and longevity to the support we can offer them during baby loss and beyond. It helps us to feel connected to our beneficiaries and as their grief changes over time, it gives them an open avenue to ask questions and to offload as their feelings change and evolve. As a charity we are able to see the common trends or their new need of help further down the line. This knowledge then helps us to shape our ever growing services and tweak our strategic plan. We are very proud of the relationships we have with our beneficiaries and we will continue to nurture these.
- 7) Grandparent Support** – Grandparents are welcome to join in our events, we thrive off connection. Peer to peer support within the community of grandparents is crucial to break the baby loss taboo within this generation and foster connections.

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Baby Loss Services (Correct as of July 2024)

During this accounting period, we are extremely proud to have supported **30 families** through baby loss and pregnancy after loss:

- 14 families opted for relaxing getaways:
- 5 of these opted for hotel stays at the Scarlet hotel, Cornwall
- 9 of these opted for stays at Deerpark log cabins, Cornwall
- 2 families opted for food shopping deliveries

Pregnancy After Loss Services (Correct as of July 2024)

We have helped **14 families** throughout the arduous experience of pregnancy after loss, via the 'Story Raine Project':

- 21 private antenatal scans have been booked
- 1 scan was also won through an online promotional giveaway to celebrate Rainbow Baby Day of this service and to raise awareness to help us reach more families

12 families were also supported with 1-2-1 support or signposted to other charities

Guiding parents through the journey and transition of grief is an honour.

A total of **30 families** benefited from our unwavering support and guidance this year.

To date (as of July 2024), we have supported:

- Nursery Redecoration = 0
- Relaxing Getaways = 50
- Food Shopping Deliveries = 5
- Story Raine Project (Pregnancy After Loss) = 25 (41 scans)
- 1-2-1 support (no services) & signposting = 57

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Family Feedback

(All family feedback has been shared with permission from the families)

"We had the most wonderful weekend away at Scarlet – it truly felt like a retreat and a chance for Miles & I to reflect on the year. After a stormy day on Saturday, we experienced the most magical sunset from our room.

It felt so special as we step into the next half of the year with hope. The arrival of the gorgeous gift box had me in tears – in a good way! What a lovely touch.

We took a lot of photos, and I would be so happy to put together something to showcase what an incredible service this was and how it gave us a much-needed boost during what has been an awful year.

We've also set up a monthly donation to Luna's Fund moving forward – we would love to be able to contribute and pass the goodwill on. ❤️

Again, thank you so very, very much. We've been overwhelmed with the kindness and generosity. It really has been a lifeline xxxx"

Ava's Parents

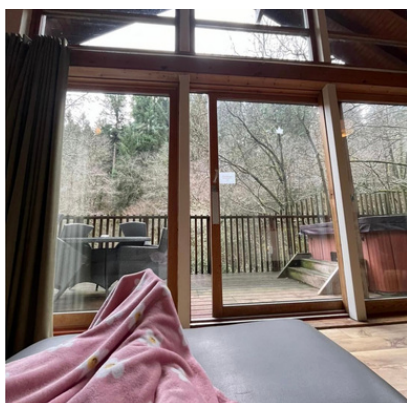


"We will forever be so thankful for our getaway from Luna's Fund! ❤️

Our getaway to forest holidays, Deerpark last weekend will always be so special to us, it was the first time we have felt truly relaxed since December! The cabin was incredible! When we arrived there was a parcel full of goodies for us both, they were all so thoughtful.

There was the most beautiful hand written card from Aimee, which made me emotional in the best way possible! We really cannot thank you enough for all of your support. There was also a food hamper full of treats and on our first morning we had a delivery of fresh pastries! The staff were so caring and friendly too! ☺

The forest was so peaceful, we kept the patio door open most of the time so that we could hear the river and the birds singing. Dennes loved watching the wildlife, it was so refreshing to be somewhere different for a moment ❤️...



We spent the whole weekend being cozy, watching movies, dipping in the hot tub and going on walks on the trails with our dog Belle, who absolutely loved it! It was so lovely to have some time away to ourselves to reflect on the last few months. There were so many signs that our sweet Daisy was there with us! ❤️

We felt so close to her, we brought her teddy with us who came along for all of the walks too. On our first morning there was a robin sat on the fence by the hot tub, we knew that our angel was there too.

Pink sunsets have meant so much to me and Dennes, and on our last night after a weekend of rain, there was a pink sunset! ❤️ We just wanted to say thank you so, so much! 🌸

Daisy's Parents

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Family Feedback

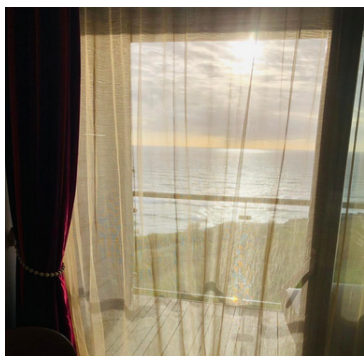
(All family feedback has been shared with permission from the families)

Thank you so much to both of you and your lovely Luna for our precious gift. I received my beautiful Luna's Fund box the day before we went so we were able to use some of the goodies in Cornwall, such a treat!

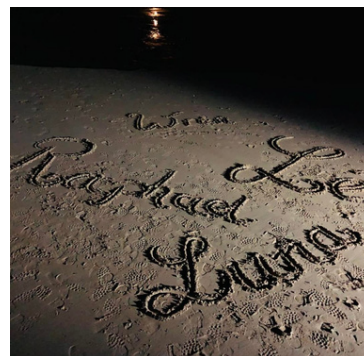
We cherished every moment in Cornwall, and our stay brought us a lot of joy and peace. Listening to the waves and admiring the sea from our bedroom was bliss.

On Leo's due date we went to the Japanese Garden, had Pimms in the hot tub (with the beautiful view of the sea), had a delicious dinner and went for a moonlit walk on the beach. It was a Super Blue Moon!

It meant a lot to us both to be able to do something so special on 30th August. It is a day we will always remember and that will help us for all of the anniversaries to come. We are so grateful.



Leo's Parents



"We both just wanted to thank you so so so much again for everything you have arranged for us and also your kind words. Joe and I received your parcel, that was ever so thoughtful of you thank you so much. Joe was a bit speechless and it brought a tear to my eye! 💜"

This last weekend has really helped us, we took some bits of Órla-Rae's and made the weekend solely dedicated to remembering her and having that time to reflect on everything, something we haven't been able to do until now.



Honestly, we can't put into words how grateful we are, you are amazing people.

Thank you so much 💜💛 xxx

Órla-Rae's Parents



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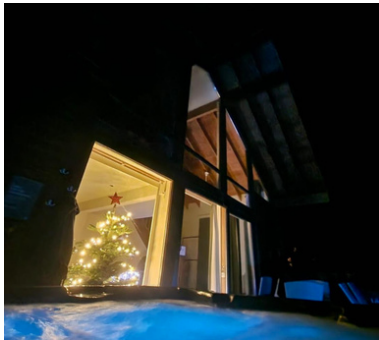
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Family Feedback

(All family feedback has been shared with permission from the families)

I had to write to send thanks for providing us with such a beautiful weekend. We were blown away by the cabin and all the extra's Luna's Fund provided. From the hamper of food to all of the fresh pastries delivered on Saturday morning.

We spent quality time in nature during my favourite time of the year, in front of the fire with our puppy and watching the birds. It was the most relaxed we'd felt in a long time. The shadow of sadness still follows us and it will for some time, but it felt easier to bare for a time.



Many thanks again from the bottom of our hearts.

Bobby's Parents

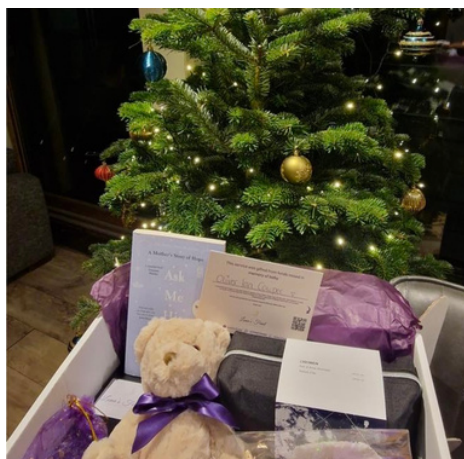


We cannot thank everyone at Luna's Fund enough for all they have done for our family.

We were completely blown away by the cabin getaway, such a peaceful location and beautiful cabin with everything we needed. It was just perfect for just after our Luca's funeral to reflect and be together as a family.

The food hamper and festive hamper was such a lovely touch and really appreciated. The first thing we did was decorate the Christmas tree for Luca's twin sister to enjoy looking at the twinkly lights throughout our stay. We will forever be grateful for everything you've done for us.

Luca & Mia's Parents



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Family Feedback

(All family feedback has been shared with permission from the families)

Firstly we just wanted to thank you for all of your support and everything you have done for us and other families.

We just wanted to reach out as we have now returned from our 3 night stay in Deer Park, Cornwall.

We absolutely loved our stay away, all of the small touches really touched our hearts. We are eternally grateful for the time that you gave me and Lucy to relax, enjoy ourselves with no distractions.

Lucy made a daily thing of feeding the birds, ducks and other wildlife in the morning, she loved it. Unbelievably her first time in the hot tub, trying to get her out was difficult. Sitting with the log burner going while having the back door open listening to the water was so peaceful.

We know how important this is to people and without your support it honestly wouldn't be possible for some families. Although we find ourselves in this difficult space, we pictured little Rowan with us and thought about him the whole time.

When the Robins came to see us every morning, we knew it was our little man sending his message. Thank you so much, having the time to connect is so important. Me and Lucy luckily are stronger than ever and tried to enjoy it as much as we could, even though knowing the circumstances why we were there in the first place were abnormal.

Thank you so much again. Looking forward to our next coffee and conversation. Lots of love,

Rowan's Parents



Luna's Fund has supported me so much when I needed it the most.

They have given me the strength to go on and helped with shopping when I couldn't do it myself. Forever grateful..

Blerina's Mummy

Luna's Fund

'Love & Unity for Neonates And Stillborns'

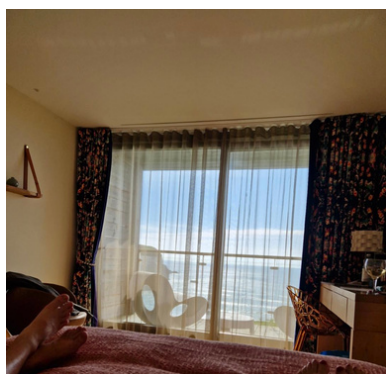
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Family Feedback

(All family feedback has been shared with permission from the families)



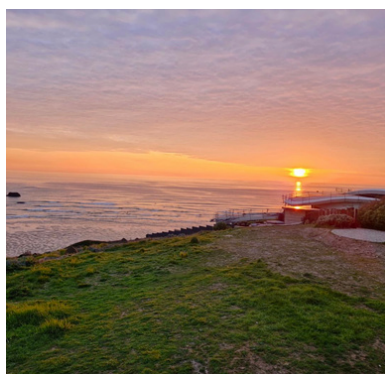
"A huge huge thank you, from the bottom of our (rather empty) hearts for supporting us to get away from reality for a few days to the Scarlet hotel!

The change in scenery was really needed and the lead up to it gave us something to focus on in our darkest hours.

It being adult only, helped to ease any anxiety about coming across babies and children. The food, facilities, service and view were incredible!

It made me feel like I was, in the words of the L'Oreal advert, "worth it" again.

Chandler & Iris' Parents



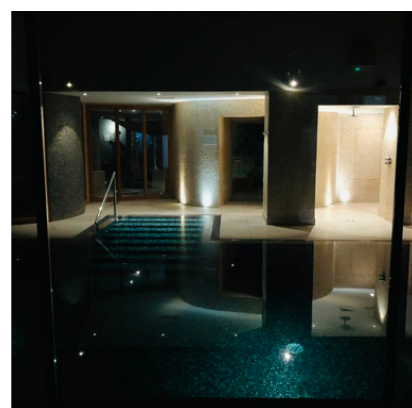
"We just received your package. ❤️

The kids and I have just opened it and looked through it all. It's so beautiful and the gifts are so thoughtful. ❤️

I've got the bracelets on already. They are so lovely and feel like I've got you guys close to me. When I saw this at the Scarlet I immediately thought it was a sign.

We had such a lovely time. We can't thank you enough. ❤️🐝

Honey's Parents



Luna's Fund

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☎ 07498599888

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Family Feedback

(All family feedback has been shared with permission from the families)

"There are no words in our vocabulary to thank you enough for such a wonderful weekend. We truly mean it when we say that, and we cannot think of anything that could've been better.

Since being a military family, unfortunately we don't have a lot of time together as a family, especially since losing Luke. This weekend was incredible and definitely what we needed. My husband had to leave early on Monday morning for work, but it was so lovely to have us together for the weekend and spend some much needed quality time together, including Meg too.

We would like to thank you again, from our family to you all at Luna's Fund. What you do is absolutely incredible and we cannot fault your charity!

I have attached some photos of our weekend and would be happy for you to share these with others, as we know it made us feel better when reaching out for help. Also, a little robin came to say goodbye on our last day, and I believe that it was Luke telling us he was there with us ❤️

Thank you again.

Luke's Parents



"I just wanted to send a message to say thank you so much for everything. This break was definitely a godsend.

It was absolutely beautiful, and so very kind. It couldn't have come at a better time.

It was so lovely to get away for a few days in the forest and bond/reconnect. It was lovely to run away for a little and concentrate on our family. Theo was with us. ❤️

Also, the box that was there when we arrived was so thoughtful, you really thought of everything and it broke the cycle of being indoors. We've been out a few times since, walking in the woods and feeding squirrels.

We're very grateful and we hope to donate/fundraise for the charity soon to help another family that needs it.

Thank you again.

Theo's Parents

Luna's Fund

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✉ contact@lunasfund.com

☎ 07498599888

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Pregnancy After Loss (Story Raine Project) Feedback (All family feedback has been shared with permission from the families)

It was an amazing experience so thank you, we appreciate it so much. He looks so much like our angel. Thank you so much for the Luna box it really made me tear up, we really appreciate it and to be the first ones to receive one makes it really special.

Logan & Jaxon's Mum x

I just wanted to start by saying thank you so much for your support throughout my pregnancy! It was a very difficult journey and it is still very hard and emotional now but your kind words, positivity and support with the scans truly helped me through a difficult time. I will be forever thankful, touched and I will always hold you all deep in my heart.

Cid & Lulu's Mum x

We are incredibly proud of the feedback received from the families we have supported with our practical services. This feedback is published (with permission) on our social media platforms and website to give transparency to our donors. They can see where their generous donations are utilised and how impactful and priceless these lifelines are to the parents we help.

It also encourages future beneficiaries who may not feel deserving to read first hand experiences from other bereaved parents who have previously asked for our help. We hope this will give them confidence to reach out for support.

Volunteers:

Our volunteers, trustees, supporters and ambassadors are at the core of our charity. They are our driving force for how we have been able to be so successful within the last few years. From the Trustees who set the strategic direction and who plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events. All of them are invaluable to us! Our volunteers positively contributed to our work by:

- Fundraising
- Organising and executing events
- Helping to deliver our services to meet the needs of our beneficiaries
- Providing administrative and/or organisational support
- Developing new skills and offering ideas and perspectives

Every minute of volunteering has made a profound difference. Each volunteer collectively contributes towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving their time, skills, knowledge, expertise and/or experience freely. Thank you!

Luna's Fund

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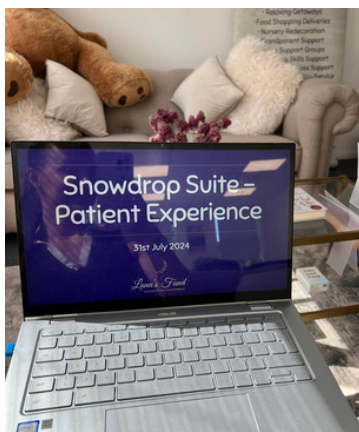
✉ contact@lunasfund.com

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Professional Relations:

- We are so pleased to share that during this period, we expanded our services and support to cover the Royal Cornwall Hospital, Truro and we have increased our demographic to cover the **whole of Cornwall!**
- This was a huge milestone moment for our small charity and an exciting opportunity to connect with more families, professionals and businesses in the area which in turn, has supported our growth and awareness far beyond our usual realms of Plymouth, Devon.
- Our pregnancy after loss support in Cornwall saw us collaborate with the private scanning centre BabyScan, Truro. They are offering tailored and compassionate service which replicates our service provision in Plymouth to give reassurance to anxious expectant parents when they need it the most.
- We had the privilege of attending **Children's Hospice SW** to deliver a presentation about our services and referral process as well as seeing their fantastic and much needed services in Cornwall.
- We connected with the local child bereavement charity **Jeremiah's Journey**, Plymouth to facilitate a referral process for siblings of angel baby's to help them with their understanding of loss and household grief.
- Our Trustee, **Kate Vincent**, delivered a heartfelt and moving presentation about her personal experience of baby loss and beyond to the Board of Directors at Derriford Hospital.
- Myself and Helena Campbell attended the **Devon Child Bereavement** event in Exeter to deliver information about our charity and to network with future professional links in Exeter and Torbay.



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New Trustee:

In March 2024, we appointed a new Trustee Helena Campbell. Armed with her professional experience as a Medical Negligence Lawyer, coupled with her passion and devotion to help bereaved families in a compassionate way, Helena was the perfect addition to the team and has added so much value and perspective to the board.

Helena and I filmed a short series of Q&A's regarding 'making a medical negligence claim following the loss of a baby' to support our families and directly refer them to her care.



Connecting Beneficiaries:

Each year we focus on two events to bring parents, grandparents and siblings together to unite through shared loss.

Families Day is a yearly event held in July to celebrate each year of becoming a registered charity. This year we chose Manadon Sports Hub with indoor and outdoor space to host over 80 attendees. This event was kindly sponsored by Tozers and provided food, drinks, games and activities for all attendees and their families.



The **Wave of Light** is a global celebration to commemorate all babies gone too soon. Hosted on the last day of baby loss awareness week, we hold a gathering for families to attend each year with their family members and friends. We create our own personalised candles that families can purchase and personalise with their babies names. We took a moonlight walk along Plymouth Hoe before gathering in the quiet garden to light candles at 7pm. The lighthouse was lit in pink and blue to recognise this significant and important event. **Together we are stronger.**



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Awareness Campaigns:

As a bereaved parent, it's not often you see your baby's name written down. At Luna's Fund we are committed to remembering and sharing every baby at any given opportunity. We like to be creative with some of our 'remember me' projects and we like to scale up other awareness campaigns.

During this period we enjoyed being creative with ways we could incorporate babies names, not only ones of the families we have helped, but from the public too from all time frames of loss. We incorporated babies names onto 50 buses in Plymouth to give families the chance to see their baby's name displayed, an opportunity that decreases when babies die.

We took 50 rocks to the top of Mount Snowdon, each with a babies name on them and we filmed an amazing awareness campaign using cups to symbolise the family members who are all affected by baby loss.

To end the year, our charity was chosen to appear on the Santa Bus for Plymouth City Bus!



[Watch the awareness campaign](#)



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For Mother's Day in 2024, we had the pleasure of creating 50 boxes of wax melts which were sent to all angel mum's wishing them a gentle day. It was a special gift, priceless to those who received them and we received incredible feedback.



For Father's Day in 2024, we messaged every mother and asked if they would like to send a message by either text or video that we could collate and share on Father's Day. It was beautiful to see all of the love dedicated to these amazing angel dads! The feedback we received was outstanding.

We continuously strive to update our giftpacks to add, refine or update the thoughtful pieces that are included. We enhanced the items within the box and the boxes they are contained within.

We upgraded from our standard cardboard boxes to magnetic ones which fit the items with more of a luxurious feel as well as sourcing more local gifts to include.

Oliver's mum helped us develop the bracelets we add to the giftpacks, including one for each parent and baby for their memory box, plus replicating for rainbow boxes with a rainbow baby bracelet to keep.



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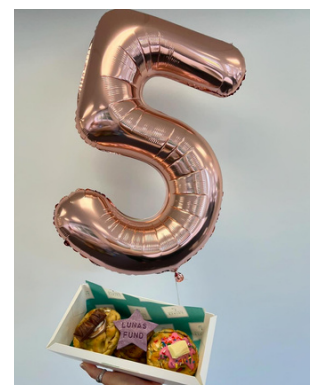
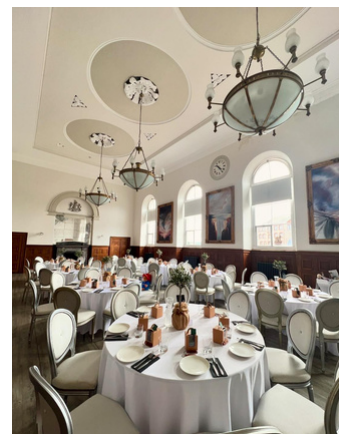
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Events & Fundraising:

It's safe to say we've been kept very busy with our fundraising events for this year!

We have loved seeing the increase in engagement and the ongoing dedicated support and love for our charity within the community and online. We continually strive to give people from all walks of life and of all abilities a chance to get involved.

We particularly enjoy seeing the growth and fundraising journey of the parents we support. From the early days when they are unable to leave the house and the mother's are recovering from labour, to seeing them training for runs, completing skydives and raising money through various events in memory of their baby, it makes us very proud and inspired.



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Fundraising Events:

(August 2023 – July 2024)

- Runs – Marathon, Half marathon, 10K and 5K in various cities
- Skydive
- Golf days
- Wave of Light event and personalised candles
- Facebook birthday fundraisers
- Mother's Day wax melts
- Quizzes
- Sahara Dessert trek
- Bliss Yoga event
- Triathlon
- HMS Raleigh Health Fair
- Matched funding
- Christmas Tree Competition
- Afternoon tea event for Oliver
- Euro 2024 Sweepstakes
- Wear purple days
- Corporate events
- City Bus Plymouth Luna's Fund bus
- Gymathon
- Business workshops

Further beneficiary developments:

We created a Mindfulness Hub on our website and collaborated with local yoga teacher Megan, Bliss Yoga, to create some gentle breathing techniques for parents to watch when they feel overwhelmed or unable to sleep. We hope to expand this in the near future with more holistic and wellness based videos and create a hub of help and healing.



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Social Media/Radio/Press Releases:

During this time we have had lots of media attention surrounding our fundraising events, press releases, parent stories, local radio station features and BBC Radio Devon & BBC Cornwall interviews.

We have been grateful to feature in local and national news and on the BBC Sounds app as we continue to be the voice for the parents we support to break the baby loss taboo, one conversation at a time.

Our social media following has increased as we continue to maintain a **positive and uplifting space** to attract donors, fundraisers and beneficiaries. We are focused on remaining transparent with our following with incoming donations, how these funds are spent and updating regularly.

Corporate:

This year we have been very fortunate to have had lots of Corporate support through charity pots, workshops, advice, charity of the year opportunities and collaborations! We genuinely couldn't support the amount of families we do without this support. A special thanks to the following companies who supported us during 2023/2024.

- NatWest Torquay
- Waterbabies
- Plymouth Community Homes
- Starbucks
- Costa
- Glanville environmental
- LUSH
- Sainsbury's
- Coop Community Fund
- Citybus Plymouth
- Royal Mail



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Charity Goals:

The dream has always been and will always be for us to own 'Luna's Lodge.'

A comfortable, peaceful, homely safe space for families to grieve in peace with the opportunity to return in the future with their rainbow babies for respite during their pregnancy as part of the 'Story Raine Project.'

By 2030 we aim to:

- Expand our baby loss services into the Royal Devon & Exeter Hospital, Exeter and Torbay Hospital
- Secure 'Luna's Lodge,' a beautifully decorated safe haven
- Use Luna's Lodge to facilitate a new service under our pregnancy after loss project offering 'babymoon breaks' mid pregnancy
- Offer our baby loss and pregnancy after loss services to the whole of the South West through Luna's Lodge

Thank you!

As always, a word that will never be enough to express the true meaning of our gratitude. We are incredibly grateful from the bottom of our hearts to every single person who supports us and our vision of bringing light, hope and a smile to those who are navigating life after loss in the darkness.

We genuinely couldn't do what we do without every single person who has supported us. Each of you equates to something bigger no matter how insignificant your part may seem to you, to us, it is **everything**.

Thank you **Luna** for being our inspiration, our purpose, our guidance and most importantly, **our daughter**.

A Green

Aimee Green
Chief Executive Officer & Luna's Mum



Trustees' Annual Report for the period

From 01 Aug 2023 To 31 July 2024

Charity name: Luna's Fund

Charity registration number: 1184371

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1:17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>This support is not provided by the NHS and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1:17 and 1:19	<p>Services offered during this period include:</p> <ul style="list-style-type: none">- Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge)- Food shopping deliveries- Nursery redecoration or restoration- Counselling skills and signposting- Confidential messaging support service – 'We hear you. We are here for you.'- Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered from baby loss – the 'Story Raine Project'.- Providing support for wider family members such as grandparents

		<p>within our closed online support group</p> <p>We are proud to have provided immediate support to 13 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> ● 10 families opted for relaxing getaways <ul style="list-style-type: none"> - 3 of these opted for hotel stays at the Scarlet hotel, Cornwall - 6 of these opted for stays at Deerpark log cabins, Cornwall - 1 of these opted for Finlake lodges, Devon ● 1 family opted for food shopping deliveries for a total of 1 week ● 2 families opted for 1-2-1 support and no services <p>Total = 13 families</p> <p>Furthermore, we have also helped 9 families through the 'Story Raine Project':</p> <ul style="list-style-type: none"> ● 18 scans in total ● 2 scans were also won through an online giveaway to celebrate 1 year of this new service and to raise awareness to reach more families <p>Total = 20 scans</p> <p>We believe that the immediate aftercare and tangible support we delivered, allowed families to grieve in peace at such a devastating time and that the unique antenatal services provided comfort and reassurance, which supported physical and mental wellbeing at an extremely stressful, anxious and emotional time.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Luna's Fund is a public benefit entity and, in delivering our services, the Trustees were mindful of, and had due regard towards, public benefit, as defined in the guidance issued by the Charity commission.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Not applicable
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	<p>Our volunteers are the ones who make our charity a success. From the Trustees who set the strategic direction and plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events.</p> <p>Our volunteers positively contributed to our work, including:</p> <ul style="list-style-type: none"> ● Fundraising ● Organising and running events ● Helping to deliver our services to meet the specific needs of our beneficiaries ● Providing administrative and/or organisational support <p>In return, our volunteers developed new skills and broader perspectives.</p> <p>Every minute of volunteering made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement, so, in some specific circumstances, it may be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the mileage rate of 40p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide</p>

		transparency that the charity's funds have been properly appropriated). However, due to the generosity of our amazing volunteers, no claims were made in this period.
Other		Not applicable

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1:20	<p>The charity supported the physical and mental wellbeing of families that suffered from stillbirth or neonatal death, both in the initial aftermath, and through the journey of life after loss.</p> <p>Through events, radio interviews and online campaigns, the charity has increased awareness around the sensitive topic of stillbirth and neonatal death to reduce the taboo nature and association of baby loss, allowing healthy discussion between those have lost and those that have not.</p> <p>The charity further developed its online support network for baby loss families to connect with one another and share their experiences, advice and coping mechanisms.</p> <p>Away from the online space, we supported bereaved parents and their wider family members through our Families Day event, enabling peer-to-peer support while developing new and strengthening established friendships.</p> <p>The charity introduced online mindfulness and meditation videos, so that they can be accessed 24/7. These are particularly accessible and helpful to those that cannot sleep or suffer from disrupted sleep.</p> <p>We continued our work with NHS professionals and meet regularly with the midwifery team to champion and advocate for the baby loss community. We made further presentations during midwifery training, sharing our experience to provide the bereaved parents' perspective, so that we can positively shape the care during</p>

		<p>future loss through the next generation of midwives.</p> <p>Our long term aim is to raise sufficient funds to procure a lodge, 'Luna's Lodge' so that the charity can support grieving parents and wider family members through carefully crafted respite packages and with baby moon breaks for those that navigate their pregnancy after loss.</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p>During this accounting period, we are proud to have provided immediate support to 13 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> ● 10 families opted for relaxing getaways <ul style="list-style-type: none"> - 3 of these opted for hotel stays at the Scarlet hotel, Cornwall - 6 of these opted for stays at Deerpark log cabins, Cornwall - 1 of these opted for Finlake lodges, Devon ● 1 family opted for food shopping deliveries for a total of 1 week ● 2 families opted for 1-2-1 support and no services <p>Total = 13 families</p> <p>Furthermore, we have also helped 9 families through the 'Story Raine Project':</p> <ul style="list-style-type: none"> ● 18 scans in total ● 2 scans were also won through an online giveaway to celebrate 1 year of this new service and to raise awareness to reach more families <p>Total = 20 scans</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>We set an ambitious, stretched target that was double that of the previous year. While we did not achieve it, we did exceed the income of the prior year by nearly £20,000 which reinforces the Trustees' judgement that the charity's support was both well-established and expanding.</p>

		<p>Due to another year of fantastic support for our services, we had an income stream that almost funded all of our annual expenditure, requiring less than £4,500 to be drawn from reserves, despite acquiring and kitting out our first office space, and employing additional staff to cope with the expansion to Cornwall from April 2024:</p> <p>Income target: £100,000 (22/23 = £50,000)</p> <p>Actual income: £87,973 (an increase of £19,263 over 22/23's total of £68,710)</p> <p>Shortfall against target: £12,027</p>
Investment performance against objectives	Para 1.41	<p>With a healthy reserve that is earmarked for our future expansion and the long term goal of acquiring "Luna's Lodge", the Trustees invested in reputable FSCS accredited fixed notice bank accounts that accrued £1,274 in interest.</p>
Other		Not applicable

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Reserves held by the charity as at the close of the July 2024 accounting period total £130,965. This is compared to reserves held at the close of July 2023 of £135,436, representing a decrease in reserves of £4,471.</p> <p>This has primarily been driven by the acquisition of new items of office and computer equipment for the charity's new premises, which have been obtained for the purpose of allowing the charity to expand its services to cover a greater geographic area and better support those in need. Cash funds at the year-end remain high, totalling £127,821 for the period, and represent the majority of available reserves.</p> <p>The main areas of expenditure within the accounting period continue to be delivery of services to beneficiaries, and increasing</p>
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		<p>awareness of baby loss via targeted events and regular fundraising activities.</p> <p>The charity also collaborated with local small businesses within the period, to offer a curated selection of merchandise to supporters of the charity to help raise awareness and break the taboo around baby loss through branded merchandise, the proceeds from which are used by the charity to further facilitate the provision of its services.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 1:22	<p>The charity continues to maintain significant cash reserves in order to allow for the delivery and expansion of services within the local area. One of the charity's long-term aims is the acquisition of a lodge, which will provide a tranquil and restorative space for grieving parents.</p> <p>Trustees reviewed the charity's reserves policy agreed the following policy:</p> <p>a. Short-medium term – minimum of £30K to ensure we can provide key services, at the time of need, in future years, including expansion across Devon and Cornwall;</p> <p>b. Longer-term – build to £200K year on year to acquire Luna's Lodge;</p> <p>c. Invest surpluses in excess of working capital in low-risk (FSCS protected), reputable organisations to combat their erosion in real terms through inflation.</p>
Amount of reserves held	Para 1:22	£130,965
Reasons for holding zero reserves	Para 1:22	Not applicable
Details of fund materially in deficit	Para 1:24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1:23	<p>Following review of the charity's financial position as at the close of the July 2024 accounting period, and at the time of signing this TAR, the trustees remain confident that the charity is a going concern. Reserves remain high, and there are comprehensive plans in place to further fundraising opportunities for the charity.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Donations and fundraising activities remain the key source of income, but we have successfully secured small grants and have developed relationships with local businesses who want to focus their support towards our charity.
Investment policy and objectives including any social investment policy adopted	Para 1.46	To invest reserves in excess of working capital in low-risk, reputable organisations to combat their erosion in real terms through inflation.
A description of the principal risks facing the charity	Para 1.46	<p>The top 3 prevailing risks and issues affecting the Charity are:</p> <ul style="list-style-type: none"> a. cyber threat, with potential to impact on our ability to utilise technology and on our data; b. cost of living crisis, with potential to impact through constraints on donor disposable income; c. cost of living crisis, with potential to impact through rising costs for providing our services. <p>However, amidst the risks, there are also opportunities that could benefit the Charity, such as accessing grants or utilising AI, which is yet to be fully explored.</p> <p>The full risk, issues and opportunities register can be found on the Compliance page of our website.</p>
Other		Not applicable

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation CIO constitution (Constitution of a Charitable Incorporated Organisation whose only voting members are its charity trustees)

How is the charity constituted? (e.g unincorporated association, CIO)	Para 1:25	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1:25	New Trustees are appointed by a resolution passed at a properly convened meeting of the Charity's Trustees. In selecting individuals for appointment as a Trustee, the Charity's Trustees have due regard to the skills, knowledge and experience needed for the effective administration of the CIO, as identified via our skills audit.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1:51	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 1:51	Not applicable
Relationship with any related parties	Para 1:51	Not applicable
Other		Not applicable

Reference and Administrative details

Charity name	Luna's Fund
Other name the charity uses	N/A
Registered charity number	1184371
Charity's principal address	Suite 2, First Floor Argosy House Longbridge Road Plymouth Devon PL6 8LD

Registered Charity in England & Wales 1184371

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1				
2	Sally Green	Secretary		Trustees
3	Jonathan Pidgen			Trustees
4	Debra Ann Conroy			Trustees
5	Catherine Elizabeth Vincent			Trustees
6	Ryan James Conroy	Chair		Trustees
7	Stephen Paul Green	Treasurer		Trustees
8	Helena Campbell		26 th March – 31 st July	Trustees
9				
10				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

	Type of adviser	Name	Address
	Accountant	Blackwell Bate Ltd	Brunel Court, 122 Fore Street, Saltash, Cornwall, PL12 6JW
Name of chief executive or names of senior staff members (Optional information)			
	Aimee Conroy		

Exemptions from disclosure


Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Stephen Paul Green	Ryan James Conroy
Position (eg Secretary, Chair, etc)	Treasurer	Chair

Date

10 May 2025



Receipts and payments accounts

For the period from	Period start date 01/08/2023	To	Period end date 31/07/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Fundraising Income	35,656	-	-	35,656	43,991
Donations	23,209	-	-	23,209	15,947
GiftAid Income	12,861	-	-	12,861	4,472
Corporate Income	8,813	2,295	-	11,108	4,300
Merchandise Income	3,830	-	-	3,830	-
Interest Income	1,274	-	-	1,274	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	85,643	2,295	-	87,938	68,710
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	85,643	2,295	-	87,938	68,710
A3 Payments					
Support for Beneficiaries	17,908	2,975	-	20,883	16,609
Direct Wages	28,761	-	-	28,761	13,482
Cost of Merchandise	7,811	-	-	7,811	-
Cost of Fundraising Events	3,882	-	-	3,882	10,499
Advertising & Marketing	1,218	-	-	1,218	1,416
Audit & Accountancy Fees	1,164	-	-	1,164	1,584
General Expenses	128	-	-	128	657
Insurance	286	-	-	286	118
Legal Expenses	13,289	-	-	13,289	-
Printing, Postage & Stationery	462	-	-	462	325
IT Software and Consumables	2,314	-	-	2,314	73
Rent	7,895	-	-	7,895	525
Repairs and Maintenance	647	-	-	647	-
Employer's National Insurance Contributions	2,069	-	-	2,069	572
Employment Allowance	2,069	-	-	2,069	572
Staff Training	714	-	-	714	-
Pensions Costs	508	-	-	508	97
Subscriptions	753	-	-	753	1,407
Telephone & Internet	610	-	-	610	137
Travel - National	386	-	-	386	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	88,736	2,975	-	91,711	46,929
A4 Asset and investment purchases, (see table)					
Office Equipment	2,975	-	-	2,975	-
Computer Equipment	867	-	-	867	-
Sub total	3,842	-	-	3,842	-
Total payments	92,578	2,975	-	95,553	46,929
Net of receipts/(payments)	- 6,935	- 680	-	- 7,615	21,781
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	134,766	680	-	135,436	113,655
Cash funds this year end	127,821	-	-	127,821	135,436

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	NatWest Business Current Account	22,821	-	-
	United Trust Bank Charity 180D Notice Account	105,000	-	-
		-	-	-
	Total cash funds	127,821	-	-

(agree balances with receipts and payments account(s))

OK

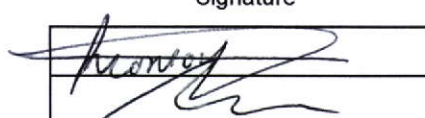
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Office Equipment	Unrestricted	3,907	3,304
	Computer Equipment	Unrestricted	867	771
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	V12 Retail Finance Fixed Sum Loan Agreement	Unrestricted	931	Nov 2025
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	RYAN CANROY	10.05.25
	STEVIE GREEN	10.05.25



Section A Independent Examiner's Report

**Report to the trustees/
members of**

Luna's Fund

**On accounts for the year
ended**

31 July 2024

**Charity no
(if any)**

1184371

Set out on pages

3 - 4

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/07/2024**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

12 May 2025

Name:

Graham Roberts

**Relevant professional
qualification(s) or body
(if any):**

Fellow of the Institute of Chartered Accountants in England and Wales

Address:

Blackwell Bate Ltd

Brunel Court, 122 Fore Street

Saltash, PL12 6JW

Section B Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No issues to report.

LUNA'S FUND

England & Wales - Charity number 1184371

Accounts

Luna's Fund

'Love & Unity for Neonates And Stillborns'

✉ lunasfund@outlook.com

☎ 07498599888

📍 24 Dartmoor View, Saltash, Cornwall, PL12 6WF

CEO Report 2022/2023

This year has been **exceptional!**

The growth of the Charity continues to surpass my wildest dreams. This, coupled with the feedback we continually receive from our beneficiaries and supporters, makes me incredibly proud and grateful to be in this privileged position; supporting and advocating for parents and the wider baby loss community during their darkest days.

Summary of the purposes of the charity: (Correct as of July 2023)

'To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.

In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.

This support is not provided by the NHS and such other support as the Trustees may from time to time determine.'

The charity has directly supported families that have suffered the impact of stillbirth or neonatal death, positively aiding the mental and physical health of its beneficiaries at a critical point in their lives.

We have created and maintained an online support network for baby loss families to connect with one another and to share their experiences, advice and coping mechanisms. We have brought these connections in person through face to face events to allow grieving parents and their wider family members to stand shoulder to shoulder with one another and others who "get it."

The charity has increased its reserves to help achieve our long term aim of raising sufficient funds to procure our very own, 'Luna's Lodge', so the charity can more expand its support to grieving parents and wider family members through baby loss respite and through 'babymoon' breaks for parents enduring pregnancy after loss.

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Our Services: (Correct as of July 2023)

- 1) Nursery Redecoration** – Supporting parents financially and practically by redecorating or restoring their baby's nursery to an alternative use or to its original use if they find this room is too painful for them to endure on a daily basis. Parents have 12 months to choose this service from their baby's date of birth.
- 2) Relaxing Getaways** – Offering parents respite through a relaxing getaway in a log cabin or hotel destination in Devon or Cornwall, or an alternative destination the Trustees see fit, depending on the individual's criteria and catchment area. We hope parents and families can utilise this peaceful time to process the trauma of losing their baby whilst resting after the baby's birth or funeral. An immediate lifeline which we encourage parents to use within the first 6 months to truly benefit from the experience.
- 3) Food Shopping Deliveries** – Offering a helping hand to parents who wish to avoid social environments in the early days of loss. We aim for our food shopping deliveries to encourage an increase in appetite to fuel them during the intense pressures of grief. For maximal impact we suggest parents begin the first week of this service during the first 6 weeks after their loss.
- 4) The 'Story Raine Project'** – Supporting parents experiencing pregnancy following the loss of their baby. We offer 3 private antenatal scans for pregnant women and their partners to use during their pregnancy in order to feel reassured and to bridge the gap between NHS scans and midwifery appointments. Parents can choose when they feel they need these e.g. 8 weeks, 16 weeks and 24 weeks or 18 weeks, 30 weeks, 35 weeks. This gives the mother an element of control during an anxious time. We have partnered up with Ultrasound Direct South West to secure a 10% discount for all scans.
- 5) Counselling Skills & Signposting** – Two members of Luna's Fund are 'counselling skills' trained, meaning they have a professional qualification to back up their personal experience from a mother's and a grandparent's perspective. We are keen to signpost parents to other charities when they fall outside our criteria, our most common referral being to fellow local baby loss charity Pregnancy Crisis Care who support all gestations of loss. We also encourage parents to join our online support group if they need additional support but fall outside of our criteria. They are never alone.
- 6) Confidential Messaging Support Service** – 'We hear you. We are here for you.' We wanted to reduce and eliminate any barriers parents may face when accessing our support such as lengthy emails or formal 'contact us' forms. Our 24/7 messaging service has successfully achieved this. As it's open 24/7, it means parents can use it to offload their thoughts at all hours of the day or night and they will be responded to within 24 hours (if not sooner). We have noticed a greater depth and strength to the relationships we have with enquiries and parents. They are sustained, meaningful connections as opposed to short-term encounters, which builds the longevity to the support we can offer them during baby loss and beyond. It helps us to feel connected to our beneficiaries and as their grief changes over time, it gives them an avenue to ask questions, and to offload as their feelings change. As a charity we are able to see the common trends or their new need of help further down the line. This knowledge then helps us to shape our ever growing services and tweak our strategic plan. We are very proud of the relationships we have with our beneficiaries and we will continue to nurture these.

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7) **Grandparent Support** – Grandparents have the option to be added to our support group (if the parents are comfortable with this) to include them and acknowledge that we understand the impact baby loss has on the entire family. Often, grandparents endure a double loss. The loss of part of their son/daughter and also their grandchild. This group is to allow them to connect with other grandparents in similar situations and feel part of a community of people who 'get it' within their generation and differing outlook on a famously taboo subject.

Baby Loss Services (Correct as of July 2023)

During this accounting period, we are extremely proud to have supported **37 families** through baby loss and pregnancy after loss:

16 families opted for relaxing getaways:

- 9 of these opted for hotel stays at the Scarlet hotel, Cornwall
- 6 of these opted for stays at Deerpark log cabins, Cornwall
- 1 of these opted for Finlake lodges, Devon
- 1 family opted for food shopping deliveries for a total of 4 weeks
- 6 families opted for 1-2-1 support and no services

Total = 23 families

Pregnancy After Loss Services (Correct as of July 2023)

We have also helped **14 families** through pregnancy after loss, via the 'Story Raine Project':

- 7 families opted for private antenatal scans
(10 scans booked in total)
- 7 families opted for 1-2-1 support without scans
- 1 scan was also won through an online promotional giveaway to celebrate 1 year of this new service and to raise awareness to help us reach more families

Total = 14 families

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Helping so many incredible parents through the journey and transition of grief is the most rewarding aspect of my role. I get to guide them through the surviving days of intense grief, before mentoring them during transitions, such as returning to their places of work, changing their jobs, becoming pregnant with their rainbow babies and as their grief morphs and changes over time.

I then get to repeat this during their pregnancies after loss, parenting after loss and also conceiving after loss. The journey and the change I see in them as they navigate life after loss is the greatest **privilege**.

A total of **37** families benefited from our unwavering support and guidance.

We have also signposted **8** enquiries to other charities and support services that are outside of our catchment area to support families.

To date (as of July 2023), we have supported:

Nursery Redecoration = **0**
Relaxing Getaways = **34**
Food Shopping Deliveries = **3**
Story Raine Project (Pregnancy After Loss) = **11 (20 scans)**
Counselling Skills = **45**

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Family Feedback

(All family feedback has been shared with permission from the families)

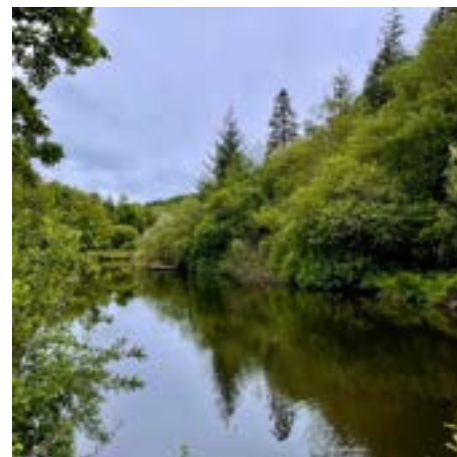
I just wanted to start by saying thank you so much for everything you have done and our gifts when we arrived, this was so lovely. Your note and gifts were truly appreciated, we will wear our anklets and pins with pride and have added one to Cid's memory box. Aeris adores her bow and had it in her hair straight away. I had a very bittersweet feeling the day we left as I was so excited to make memories as a family but was very aware that Cid was not there to share it with us.

However, we had such an amazing time the cabin was beautiful. We went exploring in the forest and had such a relaxing time just being away from everything. All in all we have all said it was one of the best experiences of our lives and I truly thank you from the bottom of my heart. We have had so many bad things happen since Cid died and some really tough times so it was amazing to get away from all this for the weekend and not think about anything.

However, we had such an amazing time the cabin was beautiful. We went exploring in the forest and had such a relaxing time just being away from everything. All in all we have all said it was one of the best experiences of our lives and I truly thank you from the bottom of my heart. We have had so many bad things happen since Cid died and some really tough times so it was amazing to get away from all this for the weekend and not think about anything.

We will cherish your kindness and this trip for the rest of our lives. Luna's Fund has changed our lives and made dark times brighter. Thank you so much and we will be doing everything we can for the charity in the future. Take care and lots of love to you and your family.

Cid's Mum & Dad x



Alison and I had a really lovely break thank you. It felt as if we had been there for much longer. We felt totally relaxed and were able to 'switch off from the outside world and reflect on the loss of our baby boy. The accomodation was excellent and the site (although large) was generally quiet.

Even though the lodge was located alongside others, it was not noisy at all. The welcome pack was really lovely and contained everything needed for breakfast and also some treats like wine/cookies/crisps etc.

The hot tub was amazing and we spent many hours in it listening to the birds singing and watching the stars, thinking of our little baby boy up there in Heaven.

Thank you so much again for your incredible generosity, support and care. We have been very touched and have been truly blessed. It was difficult to return home with all the reminders of what had happened with losing our baby boy, but with all the support/care you have shown us, it has made it less painful and easier to bear.

Jacob's Mum & Dad x

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Family Feedback

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Thank you so very much for such a stunning weekend away. We were so overwhelmed with everything. It was the most perfect place to reflect, remember and just relax. It was truly magical and the forest was the most beautiful setting.

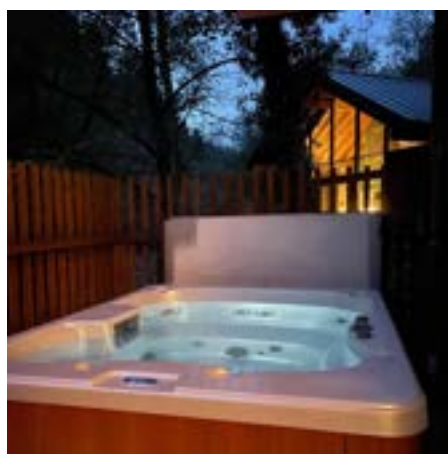
We went on beautiful walks and thankfully the weather was perfect too, an amazing rain storm at one point, George absolutely loved it! When we arrived we walked out onto the balcony, a robin appeared and sat on the fence just for a few moments but we knew Giles was there with us.

The staff were amazing too and especially our taxi driver, our dog teddy took a huge shine to him. The food parcels and fresh baked goods were such lovely touches as well as the beautiful things from Luna. We can't thank you all enough and to all the trustees.

Reflecting on the past 365 days since Giles' birth and then death we feel so honoured to have met you all and received such outpouring of love, support and understanding. It has made the darkest of times that little bit easier.

We move forwards with wonderful memories now thanks to you guys and hope, hope for change in maternity safety and justice for Giles. Our love and eternal gratitude we share with you all. Thank you Luna with love from Giles.

Giles' Mummies x



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Family Feedback

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We have just come back from the Scarlet hotel and we can't thank you and Ryan enough. We had a lovely time and it's the first time I've felt that I could breathe since we lost Oakley.

It has also given me some hope that we can be happy again. Everything was perfect, there is nothing that could have been better. We absolutely loved it, thank you so much.

Oakley's Mum & Dad x



Hello lovely, I was going to message you tonight to thank you and Ryan for the most amazing weekend at the Scarlet. I honestly hand on heart never wanted to leave, the hotel is so amazing I couldn't fault it one bit, the food, the location, the facilities. It was 10/10.

We are both going to be donating per month now to help other families, the support from you and Ryan has been so amazing Aimee. I was at one point laid on the bed and I actually laughed with Ben and forgot about life, albeit only 30 seconds but it was the most amazing moment which I haven't felt in 4 months.

Thank you for allowing us to escape reality, I will never forget your kindness xxx

Niya's Mum & Dad x

I can't write how grateful me and my husband are for funding us to have this amazing weekend away. It was absolutely amazing and we loved every single second of it.

When we read our card and looked at the beautiful gifts it brought tears to our eyes. I could honestly thank you a million times. This experience was truly special and we thought about our little boy Oliver everyday.

Everyone is so kind and the nature walks are so relaxed, especially the hot tub that was lovely.

You made everything perfect and we are so so grateful. Thank you so so much xx

Oliver's Mum & Dad x



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Family Feedback

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Hi Aimee, first of all thank you for the gift box full of goodies, appreciate that so much and then secondly...

Thank you for such an amazing weekend the hotel was perfect, felt like everyone went above and beyond which was so nice.

Me and Brad want to thank you and Ryan from the bottom of our hearts for such a perfect weekend away, where we could reflect on things and relax. We could watch the world go by without a worry in sight, it was so peaceful and lovely. We were able to forget about life for a split second, which we haven't done in 11 months.

We will be donating now to give other families the opportunity to do this. We will forever be thankful for your kind gesture xxx

Mylah's Mum & Dad x



Thank you so much for such a generous gift from your wonderful charity in memory of Luna. We're unbelievably grateful to you guys as this is not something we'd do usually. It has been really special.

We've had lots of space and time to talk and reflect on the last year, taking time to remember Ezra and consider the month ahead with it being the anniversary of his birth and death.

This has felt like a real chance to pause and exhale. The gift box you've sent us had me in tears. So unexpected after everything you guys have already done for us and so thoughtfully put together. Thank you so so much xxx

Ezrah's Mum & Dad x

Our weekend away at Forest Holidays was simply incredible, we can't thank Luna's Fund enough for allowing us this time to get away, reflect and be with nature.

The birds sang and visited us each day. We did Peter Rabbits nature trail, just as we would if Oliver was physically with us, instead he was above showing us the way, we even got a little prize for his bedroom.

I truly felt like Oliver was with us showing us signs that he was there! Thank you again for this time to be together to reconnect and talk about our beautiful little Oliver.

Oliver's Mum & Dad x



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Family Feedback

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Thank you so much to Luna's Fund for all the hard work you put in to making us feel ok again. It's so nice waking up here on Mother's Day and not dwelling on it.

We've had such an amazing weekend, its been a lovely way to relax and feel like a couple again. A weekend away was exactly what was needed, the Scarlet was so beautiful and it's amazing to feel spoilt and pampered.

Your charity has honestly made such a difference already.

Marliee-Mae's Mum & Dad x

Our trip was so good. It's such a beautiful place and was very peaceful and healing. So nice to wake up by the sea and to be able to hear the waves from the room was amazing.

It was definitely needed and I felt so much better being somewhere different. I think one of the main things that's scary for us is the idea of bumping into people all the time as we live in a town where we know a lot of people so it was so good to have a couple of days of being totally anonymous.

Thank you so much for giving us that.

Etta's Mum & Dad x



My husband and I really want to thank you for sending us on this holiday. I really liked the huge open plan living area of the cabin and how it goes all the way up to the roof - made it feel really spacious. My husband and I really want to thank you for sending us on this holiday. I really liked the huge open plan living area of the cabin and how it goes all the way up to the roof - made it feel really spacious and it had floor to ceiling windows overlooking the waterside.

The decking was ideal to look out over the wildlife without startling the animals, so if we were tired from the forest walks we could literally just sit on the decking and enjoy the wildlife from there. The forest walks were gorgeous, and we were really excited to see some kingfishers, not to mention use the hot tub.

We spent the evenings relaxing with a movie, ultimate relaxation.

Personally, I really liked how there was no phone signal and we were uncontactable for the duration of the holiday. Bliss! It was like wiping away all the stress and pressure of having to interact with the outside world. We could just take everything at our own pace and didn't even have to leave if we didn't want to. We want to really thank you and everyone who's helped at Luna's Fund."

Jasmine's Mum & Dad x

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Family Feedback

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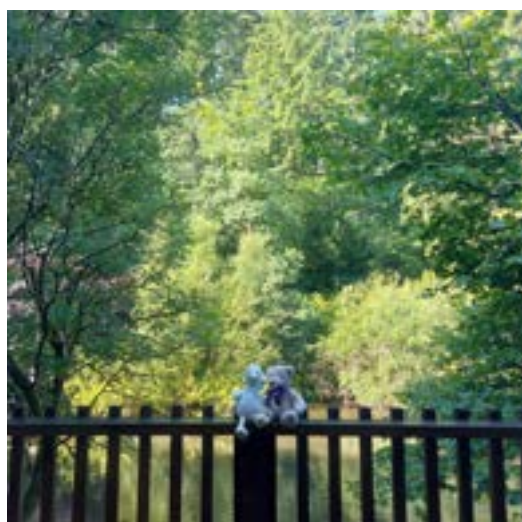
A massive thank you to the amazing Luna's Fund team for our much needed and impeccably timed getaway. There were a lot of "dates" all aligned within a week of each other & we knew we needed to plan in something as a distraction & also something to look forward too.

It was perfect – allowing us time to relax, recuperate and have a good cry when needed. We even had a little white feather appear which led to a few more tears! We feel so lucky to have the support of the support group & the charity.

It really is something special & that's because of you all. A huge thank you to Aimee, Kate & Grandparent support for perfectly timed messages & words of wisdom over the past few weeks.

& finally – a special thank you to Oliver's parents for our beautiful gift pack. You've raised an incredible amount in Oliver's memory and you're really helping to make a difference!

Belle's Mum & Dad x



Upon arriving we were just blown away. It's a hidden paradise! The staff were incredibly kind and attentive. I almost couldn't believe a place like that exists. It's just so peaceful and beautiful, even when the weather is miserable. We had the log burner to warm us in the evenings and we popped into the hot tub a couple of times.

We watched several movies while it rained in front of the fire too, and it was so cosy. The food package – what a treat! All local and independent brands, it's been delicious. I feel it was the most special and restorative getaway we've ever had, we can never thank you enough. I never thought I could feel hopeful again and yet here I am.

Oh, and your beautiful gift box. You made us cry again Aimee, you're very good at that it seems! Happy tears though! It was just amazing, you obviously put such care into the contents and we will treasure every part of it. You know, of course how much I love the scent of Luna's candle and so I was thrilled with all the lovely smellies you put in there.

I tie that smell so tightly to the memory of our first evening with August, it's like I'm taken back to looking at his little face every time I smell it. We're so grateful to you and Ryan for all your help and support, Aimee. And though I'm sure you're probably sick of hearing us say it – Thank you. We're so lucky to have you and owe you so much."

August's Mum & Dad x

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Family Feedback

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Luna's Fund has supported me so much when I needed it the most.

They have given me the strength to go on and helped with shopping when I didn't have the strength to do it myself.

Forever grateful.

Blerina's Mum x



Pregnancy After Loss (Story Raine Project) Feedback

(All family feedback has been shared with permission from the families)

It was an amazing experience so thank you, we appreciate it so much. He looks so much like our angel. Thank you so much for the Luna box it really made me tear up, we really appreciate it and to be the first ones to receive one makes it really special.

Logan & Jaxon's Mum x

I just wanted to start by saying thank you so much for your support throughout my pregnancy! It was a very difficult journey and it is still very hard and emotional now but your kind words, positivity and support with the scans truly helped me through a difficult time. I will be forever thankful, touched and I will always hold you all deep in my heart.

Cid & Lulu's Mum x

Hey, it was amazing. We are both so well and growing away. She's so beautiful. I received your beautiful card for Lara yesterday. Thank you so so much you're honestly so kind and caring.

Oliver & Lara's Mum x

I just wanted to say thank you again for our scan yesterday, it was yet another amazing experience, they are just brilliant there. The technician surprised us when she switched on the 4D scan for a few minutes... It was still pretty early to see well but it was amazing to see and so so special and unexpected, it made the whole experience even better.

Samuel & Robin's Mum x

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We are incredibly proud of the feedback received from the families we have supported with our practical services. This feedback is published (with permission) on our social media platforms and website to give transparency to our donors. They can see where their generous donations are utilised and how impactful and priceless these lifelines are to the parents we help.

It also encourages future beneficiaries who may not feel deserving to read first hand experiences from other bereaved parents who have previously asked for our help. We hope this will give them confidence to reach out for support.

Volunteers:

Our volunteers, trustees, supporters and ambassadors are at the core of our charity. They are our driving force for how we have been able to be so successful within the last few years. From the Trustees who set the strategic direction and who plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events. All of them are invaluable to us!

Our volunteers positively contributed to our work by:

Fundraising

Organising and executing events

Helping to deliver our services to meet the needs of our beneficiaries

Providing administrative and/or organisational support

Developing new skills and offering ideas and perspectives

Every minute of volunteering has made a profound difference. Each volunteer collectively contributes towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving their time, skills, knowledge, expertise and/or experience freely.

Thank you!



Luna's Fund

'Love & Unity for Neonates And Stillborns'

✉ lunasfund@outlook.com

☎ 07498599888

📍 Suite 2, First Floor, Argosy House, Longbridge Road, Plymouth, Devon, PL6 8LD

Hospital Relations:

The charity delivered another Patient Experience presentation to Derriford Hospital in September 2022 following an initial presentation in April 2022. This was delivered an array of healthcare professionals; HCA's, Midwives, Doctors, Matrons, Consultants and Administrative Support staff.

The feedback from the hospital was that it was invaluable for the team to be able to learn from the positive and negative experiences which were experienced by us in order to improve future bereavement care.

In June 2023, I was invited to join the interview panel at Derriford Hospital to recruit an additional bereavement midwife. I felt privileged to have been asked but also under pressure to secure the right candidate and advocate for the parents we have supported.

“Dear Aimee, Thank you for these considered questions and these do truly capture the parents' perspectives I envisaged you would bring to this process. I am so very grateful for your involvement and looking forward to seeing you.”

Maternity Matron for Inpatient Services

In the end, two new bereavement midwives were successful on a job share basis which was an incredible outcome. There are now three bereavement midwives in post to support our families.

We are very grateful to have the support and encouragement from the incredible maternity staff at Derriford Hospital who allow us to freely communicate, offer feedback and improvements and help us to improve the bereavement aftercare within hospitals.



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New Trustee:

In October 2022, we appointed a new Trustee Jonathan Pidgen. He has witnessed the growth of the charity from day one as a supporter and advocate. Jonathan is a calming and collected figure head, with a unique perspective having not experienced a loss to guide decision making and best practice for the charity without emotion clouding his judgement or input.

Connecting Beneficiaries:

Each year we focus on two events to bring parents, grandparents and siblings together to unite through shared loss.

Families Day is a yearly event held in July to celebrate each year of becoming a registered charity. We find a relaxing grassy location, invite all of the families we have helped, and provide food, games, laughter and music for everyone to enjoy. Each year it gets bigger and bigger but it's incredible to see siblings playing, grandparents chatting and parents laughing together despite all of our circumstances.



The Wave of Light is a global celebration to commemorate all babies gone too soon. Hosted on the last day of baby loss awareness week, we hold a gathering for families to attend each year with their family members and friends. We create our own personalised candles that families can purchase and personalise with their babies names. We light candles at 7pm and take a walk along Plymouth Hoe. The lighthouse is lit in pink and blue and it is the momentous meeting point to start and finish our moonlight walk.



Together we are stronger.



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Awareness Campaigns:

As a bereaved parent, it's not often you see your baby's name written down. At Luna's Fund we are committed to remembering and sharing every baby at every given opportunity. We like to be creative with some of our 'remember me' projects and we like to scale up other awareness campaigns.

During 2022/2023 we had great fun finding ways to incorporate babies names, not only ones of the families we have help, but from the public too.

In December 2022, Luna's nanny entered our charity into a Christmas Tree competition. Decorating the tree in all of the charity colours and adding purple painted angels to the tree with each baby's name on them!



In March 2023, we had the honour of working alongside Plymouth City Bus for an awareness campaign. We were given the opportunity to utilise the space on 50 buses. We asked the public for 50 babies names so we could make a poster for each bus, every baby had the chance to ride on the buses with Luna's Fund Passengers were inundating us with pictures as we hunted for each baby's bus until we found them all!



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In June 2023, we headed to the beach armed with all of the babies names and wrote their names in the sand to share online and to raise awareness at the beach. A simple and free way to raise awareness and bring a smile to the parents and family members of each baby!



For Mother's Day in 2023, I had the pleasure of hand writing a card to each angel mum wishing them a gentle day. We sent the cards with a couple of uplifting scented wax melts that they could pop into a wax burner and light. Our amazing Trustee and angel mum Kate, created the design by hand! It was a special gift, priceless to those who received them.



We also went one step further and organised a bath bomb making session in LUSH in April 2023. We split into two groups on different days to accommodate as many women as we could and enjoyed meeting each other, connecting and making some lovely bath bombs that we could take home with us and enjoy in our own time. LUSH made the event incredibly special and bespoke to the nature and sensitivity of our event. We has a LUSH time!



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For Father's Day in 2023, we messaged every mother and asked if they would like to send a message by either text or video that we could collate and share on Father's Day. It was beautiful to see all of the love dedicated to these amazing angel dads! The feedback we received was outstanding.

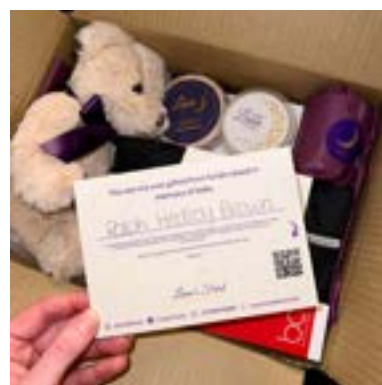
Having helped a family who lost their son to Group B Strep, we helped them on their mission to raise awareness of this deadly infection and shared online.

We set out the initial plan for our 'remember me' project which enables families to create their own legacy for their baby but without the overwhelming constraints of creating their own charity. They will be under the Luna's Fund brand, helping to fundraise towards our charitable objects, all in memory of their baby.

We re-branded our leaflets and created more stock for our shop, which went down a treat!



We continuously strive to update our giftpacks and add, refine or update the thoughtful pieces that are included. We added luxe notes inside with a QR code for parents to donate and pay forward support to the next family in memory of their baby.



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Events & Fundraising:

It's safe to say we've been kept very busy with our fundraising events for this year!

We have loved seeing the increase in engagement and the ongoing dedicated support and love for our charity within the community and online. We continually strive to give people from all walks of life and of all abilities a chance to get involved.

We particularly enjoy seeing the growth and fundraising journey of the parents we support. From the early days when they are unable to leave the house and the mother's are recovering from labour, to seeing them training for runs, completing skydives and raising money through various events.

Donors particularly enjoy and comment on how useful our donation breakdown is so they can see exactly how their donations impact our beneficiaries.



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Fundraising Events:

(August 2022 – July 2023)

- Runs – Marathon, Half marathon, 10K and 5K
- Skydive
- Golf Days
- 'All together August' online challenge
- Sea swim
- Battle of the bands
- Wave of Light
- Awareness stalls – Health fair, rugby club
- Step into September, Olivia's sunset
- Group B Strep awareness
- Facebook birthday fundraisers
- Mother's Day card and wax melts
- £250 amazon voucher giveaway
- Cake sales
- 100K Jurassic Coast walk by Ralph's mum
- HMS Raleigh Health Fair
- Monthly Challenges via our online supporters group
- Families Day
- Ayla's 2nd Birthday fundraiser
- Hope 24
- Matched funding
- Dinner and Dance
- Netball tournament
- Plympiration feature
- Christmas Tree Competition
- Afternoon tea event
- Easter egg hunt and raffle
- Samworth Brothers challenge
- Quizzes
- Wear purple for Luna days
- LUSH awareness day
- Bath bomb making for mums
- Starbucks charity pots
- TV raffle

Developments:

We are proud of our small evolving shop stock and giftpack essentials. We are renowned for our signature scent, moon shaped bath bombs, amazing wax melts, beautiful candles, bears, badges, reed diffusers and more! In 2023 we expanded our stock range and elevated the branding and quality of our products by changing our supplier.



Online Presence:

Our website is our evolving hub of information for our beneficiaries and donors. It has details about our upcoming fundraising events and activities; downloadable fundraising material, information about the charity and our services, a 'Meet the Team' section for supporters and potential donors to get to know us, a transparent policies and designated accounts section (which is linked to the official Charity Commission website), a 'Contact Us' section for enquiries and it is the home of our charity shop. Each year we build on our resources, refine the user friendliness of the site and invest in new processes.

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Social Media:

We are grateful for the loyal and supportive community who engage with us online. This free marketing tool has been invaluable for us since the charity began! We are looking at doing more Facebook Advertisements and paid online adverts in the future to reach potential beneficiaries from further into Devon and Cornwall when we look to expand. We like to give back to our supporters by holding giveaways and raffles to keep them engaged and we love to share all of our amazing work, events, family feedback and photos with them so they can feel that they are part of our journey too!

We rely heavily on cost effective ways to raise our profile in the baby loss community and spread the word about our services so it will reach those who need us. Social media and through word of mouth continues to account for the majority of our referrals.

Connections:

We nurture our referral process with Derriford Hospital to ensure every family who fits our criteria is given a Luna's Fund candle. It is enclosed in a descriptive box which encompasses our charity details and services on the outside of it. We check in regularly with the bereavement midwives and team to ensure this process is running smoothly and for their need of a replenishment of candles ahead of running low.

We also equip staff members across the maternity department of Derriford Hospital with the knowledge about our services and confidence to signpost by delivering training presentations.

Families are always signposted to other baby loss charities, nationally or locally based on their location. If we are unable to support them for any reason, they will be guided towards other professionals, counsellors or charities. The most common referral for us is to fellow local charity Pregnancy Crisis Care who offer free counselling for all gestational losses. We are very grateful to have their support and to work collaboratively. A lot of the parents we support are also supported through Pregnancy Crisis Care so this collaboration is vital.

Corporate:

Our first corporate company this year has been LUSH, It's been a pleasure to get to know such lovely team members who genuinely want to help us. The awareness day held in LUSH was the first step towards other successful corporate relations.

In June 2023, we were invited to Plymouth Community Homes Headquarters where we were interviewed for a 'Plymspitational' feature. Being recognised by a large local company was humbling. The magazine feature was shared to 16,000 homes in Plymouth.

Our local Starbucks reached out to us to ask if they could have 2 charity pots for their counter and drive-thru tills. This was the stepping stone towards securing the permission to collaborate on an awareness campaign in 2024!



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Charity Goals:

The dream has always been and will always be for us to own 'Luna's Lodge.'

A comfortable, peaceful, homely safe space for families to grieve in peace with the opportunity to return in the future with their rainbow babies for respite during their pregnancy as part of the 'Story Raine Project.'

In the next five years we aim to:

- Expand our baby loss and pregnancy after loss services into the Royal Cornwall Hospital, Truro
- Expand our baby loss services into the Royal Devon & Exeter Hospital, Exeter
- Secure 'Luna's Lodge,' a beautifully decorated safe haven
- Use Luna's Lodge to facilitate a new service under our pregnancy after loss project offering 'babymoon breaks' mid pregnancy

By 2030 we aim to:

- Offer our baby loss and pregnancy after loss services to the whole of the South West through Luna's Lodge
- Have an additional 'Rainbow Lodge' for pregnancy after loss breaks and memory making experiences for rainbow baby across Devon and Cornwall

Thank you!

As always, a word that will never be enough to express the true meaning of our gratitude. We are incredibly grateful from the bottom of our hearts to every single person who supports us and our vision of bringing light, hope and a smile to those who are navigating life after loss in the darkness.

We genuinely couldn't do what we do without every single person who has supported us. Each of you equates to something bigger no matter how insignificant your part may seem to you, to us, it is **everything**.

Thank you **Luna** for being our inspiration, our purpose, our guidance and most importantly, our daughter.

A Conroy

Aimee Conroy
Chief Executive Officer & Luna's Mum



Trustees' Annual Report for the period

From 01/08/2022 To 31/07/2023

Charity name: Luna's Fund

Charity registration number: 1184371

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>This support is not provided by the NHS and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Services offered during this period include:</p> <ul style="list-style-type: none">• Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge)• Food shopping deliveries• Nursery redecoration or restoration• Counselling skills and signposting• Confidential messaging support service – 'We hear you. We are here for you.'• Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered

		<p>from baby loss – the 'Story Raine Project'.</p> <ul style="list-style-type: none">• Providing support for wider family members such as grandparents within our closed online support group• Championing and advocating for bereaved parents to improve bereavement care <p>We are proud to have provided immediate support to 23 families during this period to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none">• 16 families opted for relaxing getaways• 9 of these opted for hotel stays at the Scarlet hotel, Cornwall• 6 of these opted for stays at Deerpark log cabins, Cornwall• 1 of these opted for Finlake lodges, Devon• 1 family opted for food shopping deliveries for a total of 4 weeks• 6 families opted for 1-2-1 support and no services <p>Total = 23 families</p> <p>Furthermore, we have also helped 14 families through pregnancy after loss, via the 'Story Raine Project':</p> <ul style="list-style-type: none">• 7 families opted for private antenatal scans• 10 scans booked in total• 7 families opted for 1-2-1 support without scans• 1 scan was also won through an online promotional giveaway to celebrate 1 year of this new service and to raise awareness to help us reach more families <p>Total = 14 families</p>
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		We believe that the immediate aftercare and tangible support we delivered, allowed families to grieve in peace at such a devastating time and that the unique antenatal services provided comfort and reassurance, which supported their physical and mental well-being at an extremely stressful, anxious and emotional time.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Luna's Fund is a public benefit entity and, in delivering our services, the Trustees were mindful of, and had due regard towards, public benefit, as defined in the guidance issued by the Charity Commission.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Not applicable
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	<p>Our volunteers continue to be the ones who make our charity a success. From the Trustees who set the strategic direction and plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events.</p> <p>Our volunteers positively contributed to our work, including:</p> <ul style="list-style-type: none"> • Fundraising

		<ul style="list-style-type: none"> • Organising and running events • Helping to deliver our services to meet the specific needs of our beneficiaries • Providing administrative and/or organisational support <p>In return, our volunteers developed new skills and broader perspectives as well as positive relationships with like-minded people.</p> <p>Every minute of volunteering made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement, so, in some specific circumstances, it may be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the mileage rate of 40p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide transparency that the charity's funds have been properly appropriated).</p> <p>However, due to the generosity of our amazing volunteers, no claims were made in this period.</p>
Other		Not applicable

Achievements and Performance

	SORP reference	
<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	<p>Para 1.20</p>	<p>The charity has been supporting families that have suffered from stillbirth or neonatal death.</p> <p>The charity has increased awareness around the sensitive topic of stillbirth and neonatal death to reduce the 'baby loss taboo' and its uncomfortable association within the community.</p> <p>The charity has created an online support network for baby loss families to connect with one another and share their experiences, advice and coping mechanisms.</p> <p>Luna's Fund hosts a 'Families Day' each year to connect other parents, grandparents and siblings together to enhance the support network in the baby loss community.</p> <p>The charity also hosts a 'Wave of Light' ceremony, commemorating all babies on the last day of Baby Loss Awareness Week.</p> <p>We have worked with NHS professionals and meet regularly with the midwifery team to champion and advocate for the baby loss community. We now present during midwifery training, share our experience to provide the bereaved parents' perspective, and positively shape the care during future loss through the next generation of midwives.</p> <p>Our long term aim is to raise sufficient funds to procure our own lodge, 'Luna's Lodge' so that the charity can support grieving parents and wider family members through respite and baby moon breaks during their pregnancy after loss as an additional service.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p>During this accounting period, we are proud to have provided immediate support to 23 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> • 16 families opted for relaxing getaways • 9 of these opted for hotel stays at the Scarlet hotel, Cornwall • 6 of these opted for stays at Deerpark log cabins, Cornwall • 1 of these opted for Finlake lodges, Devon • 1 family opted for food shopping deliveries for a total of 4 weeks • 6 families opted for 1-2-1 support and no services <p>Total = 23 families</p> <p>Furthermore, we have also helped 14 families through pregnancy after loss, via the 'Story Raine Project':</p> <ul style="list-style-type: none"> • 7 families opted for private antenatal scans • 10 scans booked in total • 7 families opted for 1-2-1 support without scans • 1 scan was also won through an online promotional giveaway to celebrate 1 year of this new service and to raise awareness to help us reach more families <p>Total = 14 families</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>Due to the fantastic support for our services, we had an income stream that significantly exceeded our target:</p> <p>Target = £50,000</p>

		Actual = £68,710 Exceeded by £18,710
Investment performance against objectives	Para 1.41	Not applicable
Other		Not applicable

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Despite the constraints of emerging cost of living crisis and high inflation, the Trustees are pleased to report that the Charity's reserves increased during this period by £21,781 from £113,655 to £135,436 which are held in the charity bank account.</p> <p>Income was secured from the generosity of donations and from those fundraising and raising awareness at events.</p> <p>The main expenditures were:</p> <ul style="list-style-type: none"> a. Delivering our services to beneficiaries; b. Raising awareness of baby loss via promotional materials and events; c. Maintaining an online presence so that we could advertise our services, signpost new beneficiaries and provide online support networks to new and existing families; d. Staff costs, to enable and facilitate all of the above activity.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	<p>The charity continues to hold reserves to deliver our services and to enable us to further expand our services by extending our reach to include other hospitals in the catchment of Devon and Cornwall.</p> <p>In the longer-term, we aim to acquire a lodge to provide a safe space of respite for grieving parents as well as short breaks for parents</p>

		<p>during pregnancy after loss to enable them to create new memories and 'enjoy' their pregnancy even for a couple of days away from their every day environment.</p> <p>Reserves policy – the Trustees reviewed our position and revised our policy:</p> <p>a. Short–medium term – minimum of £30K to ensure we can provide key services, at the time of need, in future years, including expansion across Devon and Cornwall;</p> <p>b. Longer–term – build to £200K year on year to acquire Luna's Lodge;</p> <p>c. Invest surpluses in excess of working capital in low–risk, reputable organisations to combat their erosion in real terms through inflation.</p>
Amount of reserves held	Para 1.22	£135,436
Reasons for holding zero reserves	Para 1.22	Not applicable
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Upon review, the Trustees are content that the charity has sufficient reserve funds, as well as robust plans to generate income that is expected to exceed expenditure, so the charity remains a going concerns.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Donations and fundraising activities
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Investment policy and objectives including any social investment policy adopted	Para 1.46	To invest surpluses in excess of working capital in low-risk, reputable organisations to combat their erosion in real terms through inflation.
A description of the principal risks facing the charity	Para 1.46	<p>The top 3 prevailing risks are:</p> <p>a. Cyber threat, with potential to impact on our ability to utilise technology and on our data;</p> <p>b. Cost of living crisis, with potential to impact through constraints on donor disposable income;</p> <p>c. Cost of living crisis, with potential to impact through rising costs for providing our services</p> <p>The full risk register can be found on our website.</p>
Other		Not applicable

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation CIO Constitution (Constitution of a Charitable Incorporated Organisation whose only voting members are its charity trustees)
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO)

Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are by a resolution passed at a properly convened meeting of the Charity's Trustees. In selecting individuals for appointment as a Trustee, the Charity's Trustees have due regard to the skills, knowledge and experience needed for the effective administration of the CIO.
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Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 1.51	Not applicable
Relationship with any related parties	Para 1.51	Not applicable
Other		Not applicable

Reference and Administrative details

Charity name	Luna's Fund
Other name the charity uses	N/A

Registered charity number	1184371
Charity's principal address	24 Dartmoor View Pillmere Saltash PL12 6WF

Names of the charity trustees who manage the charity			
Trustee name	Dates acted (if any)	Office (if any)	Name of person (or body) entitled to appoint trustee (if any)
Sally Green		Secretary	Trustees
Jonathan Pidgen			First charity trustee
Debra Ann Conroy			First charity trustee
Catherine Elizabeth Vincent			Trustees
Ryan James Conroy		Chair	First charity trustee
Stephen Paul Green		Treasurer	Trustees

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

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Names and addresses of advisers (Optional information)			
	Type of Advisor	Name	Address
	Accountant	Blackwell Bate Ltd	Brunel Court, 122 Fore Street, Saltash, Cornwall, PL12 6JW
Name of chief executive or names of senior staff members (Optional information)			
Aimee Conroy – Chief Executive Officer			

Exemptions from disclosure


Reason for non-disclosure of key personnel details


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Other optional information

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Declarations

	Treasurer	Steve Green	Signed 	Date 09 Apr 2024
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	Chair	Ryan Conroy	Signed 	Date 09 Apr 2024



Charity Name Luna's Fund	No (if any) 1184371
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Receipts and payments accounts

For the period from	Period start date 01/08/2022	To	Period end date 31/07/2023
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Fundraising Income	38,776	5,215	-	43,991	13,529
Donations	15,947	-	-	15,947	29,728
GiftAid Income	4,472	-	-	4,472	-
Corporate Income	4,300	-	-	4,300	-
Grant Income	-	-	-	-	500
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	63,495	5,215	-	68,710	43,757
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	63,495	5,215	-	68,710	43,757
A3 Payments					
Support for Beneficiaries	12,074	4,535	-	16,609	11,860
Direct Wages	13,482	-	-	13,482	2,016
Cost of Fundraising Events	10,499	-	-	10,499	3,654
Advertising & Marketing	1,416	-	-	1,416	831
Audit & Accountancy Fees	1,584	-	-	1,584	756
General Expenses	657	-	-	657	75
Insurance	118	-	-	118	118
Printing, Postage & Stationery	325	-	-	325	203
IT Software and Consumables	73	-	-	73	370
Rent	525	-	-	525	-
Employer's National Insurance Contributions	572	-	-	572	-
Employment Allowance	572	-	-	572	-
Pensions Costs	97	-	-	97	-
Subscriptions	1,407	-	-	1,407	-
Telephone & Internet	137	-	-	137	124
	-	-	-	-	-
Sub total	42,394	4,535	-	46,929	20,006
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	42,394	4,535	-	46,929	20,006
Net of receipts/(payments)	21,101	680	-	21,781	23,751
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	113,655	-	-	113,655	89,904
Cash funds this year end	134,756	680	-	135,436	113,655

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	NatWest Business Current Account	134,756	680	-
		-	-	-
		-	-	-
	Total cash funds	134,756	680	-

(agree balances with receipts and payments account(s))


Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets		-	-
		-	-
		-	-
		-	-
		-	-

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	RYAN CONROY	4/4/24



Section A

Independent Examiner's Report

Report to the trustees

Luna's Fund

On accounts for the year
ended

31 July 2023

Charity no
(if any)

1184371

Set out on pages

3-4

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/07/2023**.

Responsibilities and
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

29 April 2024

Name:

Graham Roberts, FCA of Blackwell Bate Limited

Relevant professional
qualification(s) or body
(if any):

Fellow of the Institute of Chartered Accountants in England and Wales

Address:

Blackwell Bate Ltd

Brunel Court, 122 Fore Street

Saltash, PL12 6JW

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No issues to report.

LUNA'S FUND

England & Wales - Charity number 1184371

Accounts



Charity Name: Luna's Fund
Registered Charity in England & Wales: 1184371
Charitable Incorporated Organisation: (CIO)
Accounting Period: 1st August 2021–31st July 2022
Registered Address: 24 Dartmoor View, Saltash, Cornwall, PL12 6WF
Trustees: 6

Luna's Fund Chief Executive Officer Report 2021/2022

Reflecting on another incredible year, this charity never fails to amaze me! I am incredibly **proud** of the hard work, **dedication** and adaptability the Trustees demonstrate year on year which enables us to deliver above and beyond services to our beneficiaries and **expands** our reach to even more parents than ever before.

As a bi-product of this success, we have managed to **cultivate** a passionate and loyal community that supports our ongoing efforts, **initiatives** and ideas in order to grow the Luna's Fund family. This is something which we are **forever grateful** for.

Summary of the purposes of the charity:

(Correct as of July 2022)

'To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.

In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.

This support is not provided by the NHS and such other support as the trustees may from time to time determine.'

The charity has directly supported families that have suffered the impact of stillbirth or neonatal death, benefiting the **mental and physical health** of its beneficiaries at a critical point in their lives. We have created and maintained an online support network for baby loss families to connect with one another and to share their experiences, advice and **copng mechanisms**, benefiting the mental and physical health of grieving parents and their wider family members.

The charity has increased its **reserves** to help achieve our long term aim, to raise sufficient funds to procure a lodge, '**Luna's Lodge**', so the charity can more directly support grieving parents and wider family members through baby loss respite and through 'babymoon' breaks during pregnancy after loss.

Our services:

(Correct as of July 2022)

- 1) Nursery Redecoration** – Chosen to support parents financially and **practically** by redecorating or restoring their baby's nursery if they find this room is too painful for them to endure on a daily basis. Parents have **12 months** to choose this service from their baby's date of birth.

- 2) Relaxing Getaways** – Offering parents respite through a relaxing getaway in a log cabin in Cornwall, in a hotel in Cornwall or an alternative destination the Trustees see fit depending on the individual's criteria and catchment area. We hope parents and families can utilise this **peaceful** time to process the trauma of losing their baby whilst resting after the baby's birth or funeral. An immediate lifeline which we encourage parents to use within the first **6 months** to truly benefit from the experience.

- 3) Food Shopping Deliveries** – Offering a helping hand to parents who wish to avoid social environments in the early days of loss. We hope that our food shopping deliveries can promote some **nutritional goodness** whilst reducing the **lack of appetite** parents can feel in order to fuel them during the intensive pressures of grief. We encourage this service to be used within the first **6 weeks** of their loss for maximal impact.

- 4) The 'Story Raine Project'** – Support for parents experiencing pregnancy after the loss of their baby. We offer up to 3 private antenatal scans for pregnant women and their partners to use during their pregnancy in order to feel **reassured** and to bridge the gap between NHS scans and midwifery appointments. Parents can choose when they feel they need these e.g. 8 weeks, 16 weeks and 24 weeks or 18 weeks, 30 weeks, 35 weeks. This gives an **element of control** back to the parents during a time when they feel least in control. We have partnered up with Ultrasound Direct South West to secure a **10% discount** for all scans.

- 5) Counselling Skills & Signposting** – Two members of Luna's Fund are 'counselling skills' trained, meaning they have a **professional** qualification to back up their **personal** experience from a mother's and a grandparent's perspective. We are keen to signpost parents to other charities when they fall outside our criteria, our most common referral being to fellow local baby loss charity Pregnancy Crisis Care who deal with **all gestations**. We also offer parents to join our online support group if they need additional support but fall outside of our criteria. They are **never alone**.

- 6) Confidential Messaging Support Service** – 'We hear you. We are here for you.' We wanted to reduce and eliminate any **barriers** parents may face when accessing our support such as lengthy emails or formal 'contact us' forms. Our **24/7 messaging service** has successfully achieved this. As it's open 24/7, it means parents can use it to offload their thoughts at all hours of the day/night and they will be responded to within 24 hours (if not sooner). This has seen a huge increase in the **quality** of the relationships we have with parents. They are now sustained, **meaningful** rapports as opposed to short-term encounters which lasted just past the initial enquiry or after their chosen service. It helps us to feel **connected** to our beneficiaries and as their grief changes over time, it gives them an avenue to ask questions, and to offload. As a charity we are able to see the common trends or needs of help further down the line. This can assist us with our strategic plans for the future of our services. We are very **proud** of the relationships we have.

- 7) Grandparent Support** – Grandparents have the option to be added to our support group (if the parents are comfortable with this) to include them and **acknowledge** that we understand the impact baby loss has on the entire family. Often, grandparents endure a double loss. The loss of part of their son/daughter and also their grandchild. This group is to allow them to **connect** with other grandparents in similar situations and feel part of a **community** of people who 'get it' within their generation and differing outlook on a famously taboo subject.

Baby Loss Services:

During this accounting period, we are extremely proud to have supported **21** families through baby loss and pregnancy after loss:

- **10** families opted for relaxing getaways
 - **3** of these opted for hotel stays at the **Scarlet** hotel, Cornwall
 - **6** of these opted for stays at **Deerpark** log cabins, Cornwall
 - **1** of these opted for **Finlake** lodges, Devon
- **1** family opted for food shopping deliveries for a total of **1 week**
- **2** families opted for 1-2-1 support and no services
- We are proud to share that we went **above and beyond** to support a family with online video calls and extensive support with organising the wake ceremony for their son. Luna's parents were so proud and invested in the journey for baby Finn, that they attended the beach ceremony with the family! It was very special.

Total = **13** families



Uptake of our services: (Correct as of July 2022)

- 1) Nursery Redecoration – 0
- 2) Relaxing Getaways – **10**
- 3) Food Hamper Deliveries – 1
- 4) Story Raine Project – **9 (Total 18 scans)**
- 5) Counselling Skills – 2

Total uptake of our services: (March 2018 – July 2022)

- 1) Nursery Redecoration – 0
- 2) Relaxing Getaways – **18**
- 3) Food Hamper Deliveries – 1
- 4) Story Raine Project – **11**
- 5) Counselling Skills – **32**

Pregnancy After Loss Services:

(Story Raine Project)

We have also helped **9** families through the 'Story Raine Project':

- **18** scans in total
- **2** scans were also won through an online giveaway to celebrate 1 year of this new service and to raise awareness so we could reach more families

Total = **20** scans

We also signposted **6** families to other charities which were local to their area. These were out of our local catchment area varying from Northolt, London to the West Midlands.

Family Feedback:

(All feedback has been shared with permission from the parents)

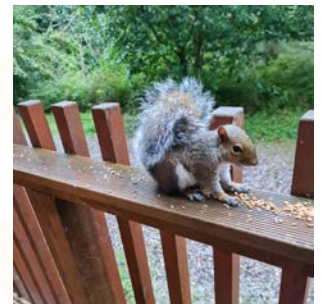
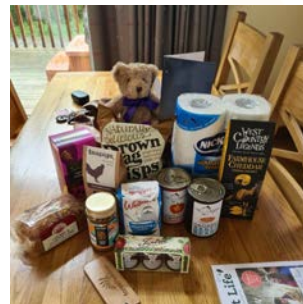
Finn's Parents

"Huge thank you to both of you! Thank you so much! So sweet and thoughtful. It was incredible and we had such a fantastic time! The sea view from our room was beautiful. The food was out of this world. The spa and massage, so relaxing. The surf lessons were fun and we were so inspired we bought a surfboard and wetsuits. Thank you so much to you both! Luna's Fund is such a wonderful charity."

Amelia's Parents

"It was really nice. Thank you so much. The card, bear and candle are amazing. We had the candle on at night on the decking, it smells amazing. It was nice not to have the phones ringing and just pure peace. We did archery, bikes and the in cabin spa treatment was amazing aswell. It was nice to see Leon and Sean smile and chill out. We constantly had Robins on the decking and loads of other birds, squirrels and hedgehogs. Every morning the horses went past which was really peaceful. Sitting at night and seeing all the stars was so relaxing. You don't get to see them that clear in Plymouth.

It was so peaceful. x"



Lilly's Parents

"It had to end at some point, but what an amazing few days we've had.

Thank you Luna's Fund for this trip and much needed relaxation and escape!! Your help and support is invaluable!!!

This has been the best break ever!!! It's just perfect and exactly what we needed. I'm sure the cabins are nice but this, I would highly recommend!!

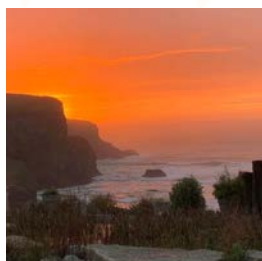
This place is perfect!!! Aimee my lovely, you're an amazing lady and I consider myself really lucky to now call you my friend!!!!"



Olwyn's Parents

"We had the most amazing time. ❤️ It was so lovely to not have to think about anything practical & domestic and just be with any thoughts at the time after the last 7 weeks of waiting for phone calls & planning the funeral. Our hot tub timing was incredible, the sun was just going down & the whole sky lit up. They said it was the best sunset they had seen in months. I could literally cry thinking about it. 😭

Thank you so so much for what you, Ryan & all of your supporters do. It was so nice to have time away to just stop & not have to think about cooking or even making a drink."



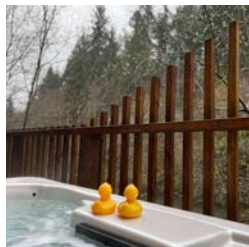
Ralph's Parents

"Thank you so much for the weekend away. It really was such a lovely and special time away, it was the best thing and we totally needed it. Whilst it was sad at times with the what could have been, it was good for us to reconnect as a couple again after everything that's happened. Thank you for the lovely card and well everything. I didn't know how important nature and healing really was until we went here and experienced it. I always need to be outside to feel better but the peace and quiet and being so near wildlife and nature was amazing and really helped."



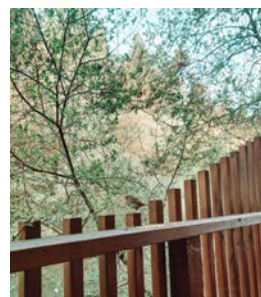
Cora's Parents

"Myself and Danni can't even begin to express our gratitude for everything that you have done for us. Thank you! The word thank you doesn't even feel big enough, you've made two people extremely happy with your kindness you've shown towards us. This has been an amazing weekend away for us, at the start I wasn't sure if it's what we needed but it definitely was, again with the kindness, it's all been very much appreciated and I will be forever thankful for what you and your wonderful charity has done for us in our time of need. We have been blessed to learn about this wonderful charity in your daughter's name! She must be so proud of her beautiful parents. Thank you for the experience, thank you for the gift bag(s), thank you for the food hamper, the card, thank you for everything! We have had the most amazing weekend away and was exactly what we needed to just cut off from reality for a while after such a hard time the past few months. Having this break to look forward to has really given us hope during these months, nothing can ever take our pain away but this has really helped us relax and get back a bit of happiness which we haven't been able to do. Without the work that you guys do this wouldn't have been possible and we honestly can't thank you enough for helping us. Lots of love and appreciation!"



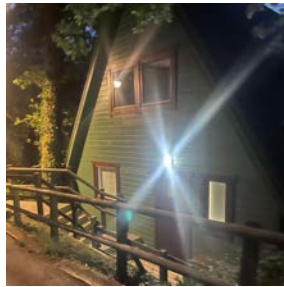
Olivia's Parents

*"Dan and I would like to say the biggest thank you to Luna's Fund for sending us on a weekend getaway to this beautiful log cabin in the forest, as a family to give us some much needed relaxed family time after the death & birth of our daughter, Olivia. The last few months have been a huge struggle for us both, battling all kinds of emotions and situations as well as trying to keep a smile on our faces for Finnley & Delilah. This weekend gave us the chance to focus on being a new family of 4, making lovely memories together, but also it let us peacefully grieve for our missing twin daughter who is always on our minds and in our hearts. We spent time together without any phones or distractions surrounded by peaceful nature, enjoying precious time together which is definitely something we needed. We stayed in the cabin most of the time enjoying the peace and quiet together, watched some films, enjoyed the hot tub in the sun & fed the birds! We didn't realise just how much we needed a break from everything and how much this has helped us just take a breather. You are an incredible charity, and your personal story touched my heart. Thank you so much for all that you do, for giving us so much support and getaway. ♥
We are forever grateful."*



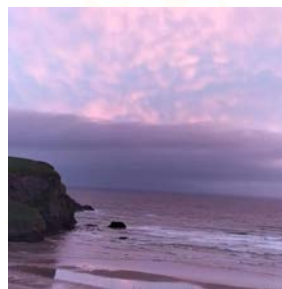
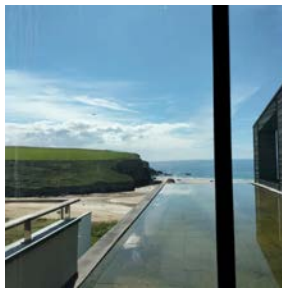
Lottie's Parents

"We had an amazing time! We had time to relax, have fun, and enjoy each other's time and that's the 3 things we had forgotten how to do. Most of all, it was time to be able to talk about our feelings and talk about Lottie, which we did all of the time but not in a sad way like we had before, but in a happy way. We cannot thank you enough for giving us that opportunity, thank you so so much! x x x x x"



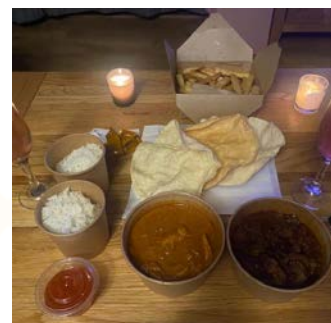
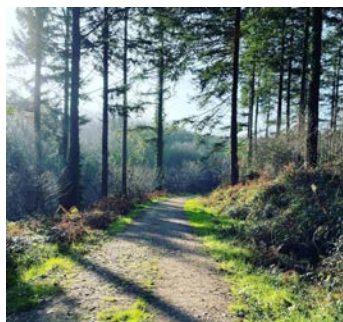
Samuel's Parents

"We had a wonderful time, an amazing experience. We cannot thank you guys enough for setting it up, it has done us both the world of good. Everything was perfect, especially those lovely gifts you had waiting for us, such a lovely, thoughtful touch. Thank you for our incredible break and for everything else that you do, it has meant the world to us to know there is support and people who understand and care."



Wren's Parents

"Hi Aimee & Ryan. We had a really lovely time even with the weather! Walks, hot tub, fire & food. We were actually pleasantly surprised that none of us felt the need to go anywhere at all! It was such a lovely cabin, it really was. Plus being on the woods side meant we could sit in the hot tub and listen to the birds. We took the time to reflect and think lots about our little Wren. ❤️💛 I even saved some pj's for Fleur to wear at the cabin as they matched the sleepsuits Wren had. A huge thank you for everything from the stay itself, to the cards, gifts and everything else. We really appreciate it."



Violet's Parents

"It was absolutely amazing, thank you so much! It was perfect, especially the gift basket and pastries in the morning. It was just what we needed, we felt like someone cared and acknowledged us. Waking up with a coffee on the decking with the sounds of the wildlife around us was like having a meditation soundtrack on, it was just what we needed to reconnect as a family. Thank you so much again, you really are amazing people. You've honestly been a lifeline."



We are incredibly proud of the **feedback** received from the families we have supported with our relaxing getaways. This feedback is published (with permission) on our social media platforms and website to give **transparency** to our donors. They can see where their hard earned money is utilised and how truly impactful and priceless the getaways are to the parents. It also **encourages** future beneficiaries who may not feel deserving to read first hand experiences from other bereaved parents who have previously asked for our help. We hope this will give them confidence to reach out for support.

Volunteers:

Our volunteers and **ambassadors** are at the core of our charity and they are our driving force for how we have been able to be so successful within the last few years. From the **Trustees** who set the strategic direction, plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events. All of them are **invaluable** to us.

Our volunteers **positively** contributed to our work by:

- Fundraising
- Organising and running events
- Helping to deliver our services to meet the needs of our beneficiaries
- Providing administrative and/or organisational support
- Developing new skills and perspectives

Every minute of **volunteering** made a profound difference. They are collectively contributing towards the charity's aims and objectives, helping to deliver and further **enhance** the volume, range and quality of our services, by giving freely their time, skills, knowledge, expertise and/or experience.

Goals 2021/2022:

The Trustees set certain **strategic objectives** for 2021/22. Our progress against these was:

To raise £30,000:

- An ambitious target, particularly in the COVID era, but one that we are proud to have exceeded, raising an amazing total of £43,757.

To expand our baby loss services to Cornwall/Exeter

- We are pleased to have been able to expand our support for grieving parents from beyond our current defined catchment area of Derriford Hospital, Plymouth, with Trustees approving vital support for one family served by Exeter hospital.

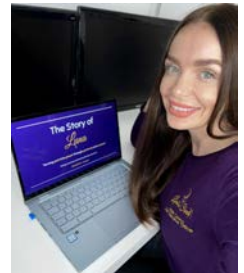
To launch a 'Grandparent's project' to support the wider family

- We were able to support grieving members of the wider family through an online (closed) support group and by running our first 'Families Day' event where beneficiaries and their extended families could socialise and support each other face to face. This was a very **special** day.

Achievements:

Hospital Presentations:

- The charity delivered a **Patient Experience presentation** to Derriford Hospital in April 2022 to HCA's, Midwives, Doctors, Matrons, Consultants and Administrative Support staff. The feedback from the hospital was that it was **invaluable** for the team to be able to learn from the positive and negative experiences which were experienced first handedly by Luna's parents. We were invited back in September 2022 to deliver another presentation of our work to the new intake of Midwives.



'You left everyone quite emotional and in awe of the brilliant work your Charity is doing. We really appreciate you coming along to share your journey. The comments in the chat bar were lovely and afterwards everyone was saying what a hard act to follow because you presented so beautifully and from the heart. Thank you again and see you soon. Kind regards, Charlotte Wilton, Head of Midwifery and Head of Nursing for Women's and Children's Services'

- We are very grateful to have the **support** and encouragement from the incredible maternity staff at Derriford Hospital. In order to challenge the taboo around baby loss and to **improve** the bereavement aftercare within hospitals, we are passionate about sharing our personal story and the stories of others to **increase awareness** of how the simplest actions coupled with appropriate dialogue and vocabulary exchanged can make the world of difference to parents.

'Dear Aimee, I just wanted to say a massive thank you. The presentation you shared today was so moving and really is just an incredible example of pain into positivity and purpose. Such a beautiful quote and so true to the work you have done born out of such sadness. You offer hope to so many families and I was so pleased to see this work shared today. Thank you for everything you do! Best wishes,, Helen Harling, Maternity Matron for Inpatient Services'

- The charity has increased **public awareness** around the sensitive topic of stillbirth and neonatal death via social media platforms. Raising awareness by using personal experiences to reduce the taboo nature associated with baby loss. This is a benefit to the wider members of the community that interact with those experiencing baby loss.

Pregnancy After Loss Support Group:

- Due to the success of the baby loss support group and the incredible feedback received, we quickly mirrored this with a dedicated 'Pregnancy After Loss' support group. This meant that parents could belong within a community of people who **understand** how it feels to no longer fit solely into angel parent groups nor in the mummy and daddy groups just yet. It also provided hope and an avenue for them to **express** their thoughts, coping mechanisms, and successful rainbow birth stories. This brings a lot of hope to those who are pregnant after loss.

New Trustee Kate:

- We have gained a new Trustee following the resignation of another. While thinking of the perfect person, Kate, who is Ayla's Mum, came to mind. Kate has been a **fantastic addition** to our team offering advice and ideas from not only a mother's perspective, but also as somebody who has been on the receiving end of our services which we believe is truly invaluable. Kate is a qualified nurse so her professional capacity coupled with her personal experience means she will be the perfect **hospital lead** for us in the future when we begin to expand our services into multiple hospitals.



Families Day:

- This day was incredibly **special** and a huge eye opener of just how important our charity is to so many people. Parents could informally mingle and exchange stories, siblings could play and make friends together, we had a big family game of rounders and ate sausage rolls and pasties in the sun! As the feedback for this day was so successful, the Trustees agreed that this will be a yearly event for our **ever-growing** community.



Advertising & Marketing:

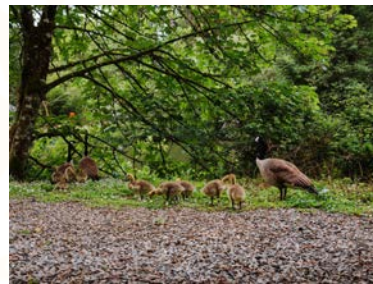
Promotional Photos/Videos:

- We have **invested** in professional photos and a promotional video for both of our getaway options. The new videos allow parents to gain an accurate **visual representation** and feel for which option would be most suited to them depending on how they feel. The relaxing hotel versus the tucked away log cabin retreat. These photos and videos have been shared on our website and social media platforms.

The Scarlet Hotel - Cornwall



Deerpark Forest - Cornwall



Personalised Branded T-shirts:

- We always invest in branded and **personalised** t-shirts for events as we understand the gain of **awareness** heavily outweighs the cost of the t-shirts. The cost of the t-shirts is generally recuperated by the individual themselves or through the fundraising amount they have raised.



Website:

- Our website is our information hub . It has details about our upcoming fundraising events and activities; downloadable fundraising material, information about the charity and our services, a 'Meet the Team' section for supporters and potential donors to get to know us, a transparent policies and designated accounts section (which is linked to the official Charity Commission website), a 'Contact Us' section for enquiries and it is the home of our charity shop.

Social Media:

- We are grateful for the **loyal** and supportive community who **engage** with us online. This free marketing tool has been invaluable for us since the charity began! We are looking at doing more Facebook Advertisements and paid online adverts in the future to reach potential beneficiaries from further into Devon and Cornwall when we look to expand.

Referrals:

- We rely heavily on **cost effective** ways to raise our profile in the baby loss community and spread the word about our services so it will reach those who need us. Social media and through word of mouth continues to account for the majority of our referrals.
- Continual **successful** referral process with University Hospital Plymouth Trust (Derriford Hospital) to ensure every family who fits our criteria is given a 'Love Luna' candle in a descriptive box which encompasses our charity details and services upon losing their baby. We see this as a **gentle introduction** to our charity so that families will reach out to us directly when they are ready.
- Equipping staff members in the maternity department of Derriford Hospital with knowledge about our services through **training** presentations.
- Families are always **signposted** to other baby loss charities, nationally and specifically to the individual's location if we are unable to support them for various reasons. The most common referral is to fellow local charity Pregnancy Crisis Care who offer free counselling for all gestations.

Treasurer Update:

Through **determined** hard work, an effective online presence, a **loyal** base of volunteers and extremely generous supporters, we have managed to achieve an income stream that has **exceeded** our previous year.

- Donations (£29,728) and fundraising (£13,529) were the main sources of income, but we were really pleased to have secured our **first grant** of £500, which will support 2 (or more) families through pregnancy after loss via our 'Story Raine Project'.
- In total we exceeded our £30,000 target by an amazing £13,757, which has further contributed to our strategic goal of **securing** 'Luna's Lodge'.
- Due to the volume of activity, the charity employed its **first member of staff** towards the very end of the period and the first staff costs feature in this year's accounts.

- Despite the post-COVID economic challenges, the Trustees are pleased to report that having supported beneficiaries and further **expanded our services**, the Charity's reserves increased during this period by £23,751 from £89,904 to £113,655 which are held in the charity bank account.
- Income was secured from the generosity of donations and from the pro-activity of fundraising and awareness events that could be safely undertaken within the prevailing COVID precautions. In addition, we secured our first grant funding.
- The main expenditure was delivering our services to **beneficiaries**.
- We have **invested** in materials, equipment and communications channels that help us to raise awareness of baby loss via promotional materials and events, and by maintaining a visible online presence so that we could advertise our services, signpost new beneficiaries and provide online support networks to new and existing families.
- We are **proud** to have helped our first family from the Exeter hospital catchment area, which is outside of our stated area. The Trustees determined that with our capacity and resources at the time, we would be able to support this request.
- The charity continues to hold **reserves** of £30K to deliver future services, the volumes of which are unpredictable, and to enable us to further expand our offer and to extend our reach to include other hospital catchment areas in Cornwall and Devon.
- In the longer-term, we aim to **acquire a lodge** to provide a safe space of respite for grieving parents as well as short respite breaks for parents during pregnancy after baby loss to enable them to escape their anxieties and worries during an intense time. We are building a reserve year on year to secure £200K to initiate this project.

Events & Fundraising

- It's safe to say we've been kept very busy with our fundraising events for this year! We have loved seeing the increase in **engagement** and fantastic support for our monthly challenges within our online challenge group. Giving people purpose whilst also making it accessible to all backgrounds, abilities and locations has been our aim from the offset and it's proving to be popular!
- We particularly enjoy the dedication towards a baby whose parents we have supported, if their first birthday falls during that month. This adds a very personal touch and encourages the family and their family members to get involved in the challenge and acknowledge their baby.
- There have been many incredible fundraising events but the highlight for us is seeing the parents whom we have supported and had conversations with from their darkest days, now beginning their fundraising journeys! Seeing them getting involved in the fundraising spirit with pride and a smile makes us so proud of how far they have come on their personal journeys. They are immensely proud to wear our personalised t-shirts with their baby's name and mum/dad on it too.
- We have received overwhelming feedback regarding our donation breakdown. It's evident that donors want transparency and visibility of where their hard earned money is utilised. It also gives people a target of what they would like to aim for when organising fundraising events!

DONATION BREAKDOWN	
£0	A share on social media to raise awareness
£3	A personalised card to commemorate a baby's angelversary
£5	A 'Love Luna' candle to signpost parents to our services from the hospital
£15	Two Luna Love Bear's - One for the angel and one for their sibling
£30	A cliff top hot tub experience for couples staying at the Scarlet Hotel
£40	A charity gift pack of love given to every family with every service
£70	A deluxe food hamper for families to receive on their log cabin getaway
£100	A week's worth of food shopping hand delivered to the family's door
£250	Story Raine Project sponsorship for one family - 3 private antenatal scans for pregnancy after loss
£500	A nursery redecoration/restoration for one family
£850	A 3 night relaxing getaway in a waterside log cabin for one family or a 2 night dinner, bed & breakfast stay in a hotel for parents
£1,200	Life after loss support package - One baby loss service, 3 pregnancy after loss antenatal scans and 1-2-1 support



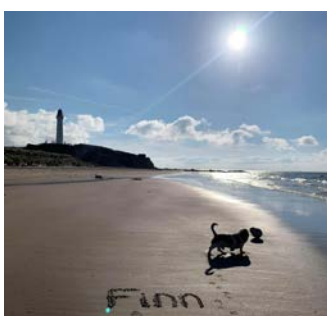
Registered Charity in England & Wales 1184371

Luna's Fund

Fundraising Events:

(August 2021 – July 2022)

- Marathons/Half Marathons/ 10K & 5K Runs
- Beach Clean
- Golf Days
- 'Step into September' online challenge
- Torpoint Street Market
- Baby Loss Awareness Week 2021 – Our first charity walk
- Random acts of kindness
- 4 Luna – Cakes
- Olwyn's Quiz – Organised by her parents
- Torpoint Quizzes
- Christmas Tree Competition
- 'Ralph's Two Kind'
- 'Let's get Marching'
- 'Share/Hide/Find' Easter eggs
- 'May you be kind'
- 100K Jurassic Coast walk by Ralph's mum
- Hope 24 – Awareness challenge by trustee Sam who took t-shirts with lots of babies names on that we've helped and who wanted them to be part of this special event
- HMS Raleigh Health Fair
- Monthly Challenges via our online supporters group
- Mother's Day – Soap roses to all angel mums to acknowledge them on a tough day
- Families Day
- Ayla's 2nd Birthday fundraiser



Charity Goals:

The **dream** has always been and will always be for us to own '**Luna's Lodge.**' A comfortable, peaceful and safe space for families to grieve in **peace** and return in future with their rainbow babies for respite during their pregnancy as part of the 'Story Raine Project.'

In the near future we aim to:

- **Expand** our services into the Royal Cornwall Hospital, Truro, or the Royal Devon & Exeter Hospital by **2024**, then consequently expanding into the other hospital by **2026**
- Our long term goal of 'Luna's Lodge,' a beautifully decorated **safe haven** located within walking distance of the sea or woods and surrounded by views of a lake or the sea will be secured by **2028**
- We aim to utilise our lodge for our '**Story Raine**' project – Offering babymoon breaks mid pregnancy
- We would like to offer our services to the **whole of the South West by 2030** through our lodge!

Thank you!

As always, a word that will never be enough to express the **true meaning of our gratitude.** We are incredibly grateful from the bottom of our hearts to every single person who supports us and our vision of bringing light, hope and a smile to those who are navigating their lives in the darkness.

We genuinely couldn't do what we do without every single person who has supported us. Each of you equates to **something bigger** no matter how insignificant your part may seem to you, to us, it is **everything.**

Thank you Luna for being our inspiration, our purpose, our guidance and most importantly, our daughter.



Aimee Conroy
Chief Executive Officer & Luna's Mum



Trustees' Annual Report for the period

From 01/08/2021 To 31/07/2022

Charity name: Luna's Fund

Charity registration number: 1184371

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>To provide services that are not delivered by and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Services offered during this period include:</p> <ul style="list-style-type: none">- Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge)- Food hamper deliveries- Nursery redecoration/restoration- Counselling skills and signposting- Confidential messaging support service – 'We hear you. We are here for you.'- Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered from baby loss – the 'Story Raine Project'.- Providing support for wider family members such as grandparents within our closed online support group

		<p>We are proud to have provided immediate support to 13 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> ● 10 families opted for relaxing getaways <ul style="list-style-type: none"> - 3 of these opted for hotel stays at the Scarlet hotel, Cornwall - 6 of these opted for stays at Deerpark log cabins, Cornwall - 1 of these opted for Finlake lodges, Devon ● 1 family opted for food shopping deliveries for a total of 1 week ● 2 families opted for 1-2-1 support and no services <p>Total = 13 families</p> <p>Furthermore, we have also helped 9 families navigate pregnancy after baby loss through the 'Story Raine Project':</p> <ul style="list-style-type: none"> ● 18 scans undertaken ● a further 2 scans were granted through an online giveaway to celebrate 1 year of this new service and to raise awareness in order to reach more families in need <p>Total = 20 scans</p> <p>We believe that the immediate aftercare and tangible support we delivered, allowed families to grieve in peace at such a devastating time and that the unique antenatal services provided comfort and reassurance, which supported physical and mental wellbeing at an extremely stressful, anxious and emotional time.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Luna's Fund is a public benefit entity and, in delivering our services, the Trustees were mindful of, and had due regard towards, public benefit, as defined in the guidance issued by the Charity Commission.

Additional information (optional)

You may choose to include further statements where relevant about:

Registered Charity in England & Wales 1184371

	SORP reference	
Policy on grant making	Para 1.38	<p>We aim to balance compassion and sensitivity at a time of loss and grief against our obligations to protect the charity against fraud or misappropriation so as to ensure that we comply with charity legislation.</p> <p>Our policy on grant making can be found on the compliance section of our website: Supporting Beneficiaries</p>
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	<p>Our volunteers continued to impress and to make our charity a success.</p> <p>From the Trustees who set the strategic direction and plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events.</p> <p>Despite the prevailing concerns and precautions around COVID-19, our volunteers further contributed to the charity's work, including by:</p> <ul style="list-style-type: none"> ● Fundraising ● Organising and running events ● Helping to deliver our services to meet the specific needs of our beneficiaries ● Providing administrative and/or organisational support <p>In return, our volunteers developed new skills and broader perspectives.</p> <p>Every minute of volunteering made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement,</p>

		<p>so, in some specific circumstances, it may be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the mileage rate of 45p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide transparency that the charity's funds have been properly appropriated).</p>
Other		Not applicable

Achievements and Performance

	SORP reference	
<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	Para 120	<p>The charity has directly supported families that have suffered the impact of stillbirth or neonatal death, benefiting the mental and physical health of its beneficiaries at a critical point in their lives.</p> <p>The charity has maintained an online support network for baby loss families to connect with one another and share their experiences, advice and coping mechanisms, benefiting the mental and physical health of grieving parents and their wider family members.</p> <p>The charity has increased public awareness around the sensitive topic of stillbirth and neonatal death, to reduce the taboo nature associated with baby loss, benefiting wider members of the community that interact with those experiencing baby loss.</p> <p>The charity has increased its reserves to help achieve our long term aim, to raise sufficient funds to procure a lodge, 'Luna's Lodge', so that the charity can more directly support grieving parents and wider family members through respite and through 'baby moon' breaks during pregnancy after loss.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p>In addition to the essential services provided to beneficiaries, as described in the “Summary of the main activities...” section above, the Trustees set certain strategic objectives for 2021/22. Our progress against these was:</p> <ul style="list-style-type: none"> ● To raise £30,000 <p>An ambitious target, particularly in the COVID era, but one that we are proud to have exceeded, raising an amazing total of £43,757</p> <ul style="list-style-type: none"> ● To expand our baby loss services to Cornwall/Exeter <p>We are pleased to have been able to expand our support for grieving parents from beyond our current defined catchment zone of Derriford Hospital, Plymouth, with Trustees approving vital support for one family served by Exeter hospital.</p> <ul style="list-style-type: none"> ● To launch a ‘Grandparent’s project’ to support the wider family <p>We were able to support grieving members of the wider family through an online (closed) support group and by running a ‘families day’ event where beneficiaries and their extended families could socialise and support each other face to face. This was a very special day.</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>Through determined hard work, an effective online presence, a loyal base of volunteers and enduringly generous supporters we have managed to achieve an income stream that exceeded the previous year.</p> <p>Donations (£29,728) and fundraising (£13,529) were the main sources of income, but we were really pleased to have secured our first grant of £500, which will support 2 (or more) families through pregnancy after loss via our ‘Story Raine Project’.</p>

		In total we exceeded our £30,000 target by an amazing £13,757, which has further contributed to our strategic goal of securing 'Luna's Lodge'.
Investment performance against objectives	Para 1.41	Not applicable
Other		Not applicable

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Despite the post-COVID economic challenges, the Trustees are pleased to report that having supported beneficiaries and further expanded our services, the Charity's reserves increased during this period by £23,751 from £89,904 to £113,655 which are held in the charity bank account.</p> <p>Income was secured from the generosity of donations and from the pro-activity of fundraising and awareness events that could be safely undertaken within the prevailing COVID precautions. In addition, we secured our first grant funding.</p> <p>The main expenditure was delivering our services to beneficiaries.</p> <p>The charity employed its first member of staff towards the end of the period and the first staff costs feature in this year's accounts.</p> <p>We invested in materials, equipment and communications channels that help us to raise awareness of baby loss via promotional materials and events, and by maintaining a visible online presence so that we could advertise our services, signpost new beneficiaries and provide online support networks to new and existing families.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity continues to hold reserves to deliver our services, the volumes of which are unpredictable, and to enable us to further expand our offer and to extend our reach to include other hospital catchment areas in Cornwall and Devon.

		<p>In the longer-term, we aim to acquire a lodge to provide a safe space of respite for grieving parents as well as short respite breaks for parents during pregnancy after baby loss to enable them to de-stress.</p> <p>We are proud to have helped our first family from the Exeter hospital catchment area, which is outside of our stated area. The Trustees determined that with our capacity and resources at the time, we would be able to support this request.</p>
Amount of reserves held	Para 1.22	£113,655
Reasons for holding zero reserves	Para 1.22	Not applicable
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Upon review and given the healthy financial position, the Trustees are confident that there are no uncertainties about the charity continuing as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Donations and fundraising activities
Investment policy and objectives including any social investment policy adopted	Para 1.46	Not applicable
A description of the principal risks facing the charity	Para 1.46	<p>During the period, the key financial risk was the potential curtailment of support activities and fundraising activities due to COVID 19 restrictions. However, through proactive management, the charity was not significantly affected.</p> <p>The current financial crisis poses today's key risks, both in terms of the reduction in the disposable incomes of our donors, and because of the increase in the cost of providing our services and managing the charity's activities. These will be mitigated through proactive management by way of</p>

		ensuring our prominence in the minds of donors and through prudent financial management.
Other		Not applicable

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation CIO constitution (Constitution of a Charitable Incorporated Organisation whose only voting members are its charity trustees)
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are by a resolution passed at a properly convened meeting of the Charity's Trustees. In selecting individuals for appointment as a Trustee, the Charity's Trustees have due regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity's Trustees direct the work of the Chief Executive Officer The charity secured membership with the Fundraising Regulator during this period.
Relationship with any related parties	Para 1.51	During the period and following approval by the Charity Commission, a former Trustee and co-founder of the Charity was appointed as a member of staff, having resigned as a Trustee prior to applying for the vacancy. This employee is a related party to certain Trustees and decisions between the charity

		and the related party employee are taken by those Trustees that are unconnected.
Other		<p>The charity appointed its first employee to the role of Chief Executive Officer during this period, in order to ensure that consistent, high quality services are delivered to its beneficiaries at their time of need, as the volume of activity had increased beyond what could reasonably be expected of our volunteers.</p> <p>Providing capacity to support those in our locality suffering the impact of baby loss or neonatal death became increasingly important to fill the void created through the cessation of a fellow baby loss charity, Little Things and Co.</p>

Reference and Administrative details

Charity name	Luna's Fund
Other name the charity uses	N/A
Registered charity number	1184371
Charity's principal address	24 Dartmoor View Pillmere Saltash PL12 6WF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Aimee Rose Conroy	Chair	Resigned 5 Apr 22	First charity trustee
2	Sally Green	Secretary		Trustees
3	Alex John Mitchell		Resigned 28 Jun 22	First charity trustee
4	Debra Ann Conroy			First charity trustee
5	Sam David Bruty			Trustees
6	Ryan James Conroy	Chair		First charity trustee
7	Stephen Paul Green	Treasurer		Trustees
8	Catherine Elizabeth Vincent	Trustee	Appointed 15 Jun 22	Trustees

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Accountant	Blackwell Bate Ltd	Brunel Court, 122 Fore Street, Saltash, Cornwall, PL12 6JW

Name of chief executive or names of senior staff members (Optional information)

Aimee Rose Conroy (CEO) – appointed 20 Apr 22

Exemptions from disclosure

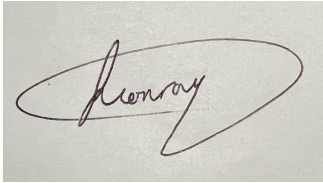

Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Ryan James Conroy	Stephen Paul Green
Position (eg Secretary, Chair, etc)	Chair	Treasurer
Date	23 March 2023	



Certificate of signing

Original document

Name: "ACC - Luna's Fund - Draft CC16a for the year ended 31 July 2022.pdf"

Number of pages: 2

Document size (bytes): 380532

Document seal: 41bba7ce0445f1e83dc64a2417b831ad

Issuer

Blackwell Bate Limited

Lauren Martin (lauren@blackwellbate.co.uk)

Electronic signature

Signer: Steve Green (SteveGreen30@outlook.com)

Signature: "steve green"

Browser: Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:109.0) Gecko/20100101 Firefox/111.0

IP address: 185.254.148.29, 172.31.27.102

Timestamp: Tue Mar 21 2023 12:38:09 GMT+0000 (Coordinated Universal Time)

Receipt seal: 29e9d79d93f5f53c3c3164b8a0146a48



CHARITY COMMISSION
FOR ENGLAND AND WALES

Luna's Fund	1184371
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CC16a

Receipts and payments accounts

For the period from	Period start date	To	Period end date
	01.08.2021		31.07.2022

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	29,728	-	-	29,728	35,901
Fundraising Income	13,529	-	-	13,529	6,255
Grant Income	500	-	-	500	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	43,757	-	-	43,757	42,156
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	43,757	-	-	43,757	42,156
A3 Payments					
Direct Wages	2,015	-	-	2,015	-
Cost of Fundraising Events	3,654	-	-	3,654	5,347
Support for Beneficiaries	11,860	-	-	11,860	3,217
Accountancy	756	-	-	756	720
Advertising and Marketing Cost	831	-	-	831	475
Insurance	118	-	-	118	118
IT Software	370	-	-	370	230
Stationery and Other Office Costs	203	-	-	203	656
Telephone and Internet Costs	124	-	-	124	11
General Expenses	75	-	-	75	128
Sub total	20,006	-	-	20,006	10,902
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	20,006	-	-	20,006	10,902
Net of receipts/(payments)	23,751	-	-	23,751	31,254
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	89,904	-	-	89,904	58,649
Cash funds this year end	113,655	-	-	113,655	89,903

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	NatWest Business Current Account	113,655	-	-
		-	-	-
		-	-	-
	Total cash funds	113,655	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		STEPHEN PAUL GREEN		



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Luna's Fund

**On accounts for the year
ended**

31 July 2022

**Charity no
(if any)**

1184371

Set out on pages

3 - 4

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 July 2022**.

**Responsibilities and
basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

19 May 2023

Name:

Graham Roberts, FCA of Blackwell Bate Limited

**Relevant professional
qualification(s) or body
(if any):**

Fellow of the Institute of Chartered Accountants in England and Wales

Address:

Blackwell Bate Ltd

Brunel Court, 122 Fore Street

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No issues to report.

LUNA'S FUND

England & Wales - Charity number 1184371

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Luna's fund	1184371
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CC16a

Receipts and payments accounts

For the period from	01/08/2020	To	31/07/2021
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Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	35,901	-	-	35,901	56,383
Fundraising events	6,255	-	-	6,255	14,691
Interest on account	-	-	-	-	55
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	42,156	-	-	42,156	71,129
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	42,156	-	-	42,156	71,129
A3 Payments					
IT costs	230	-	-	230	168
Website costs	475	-	-	475	941
Cost of fundraising events / marketing	5,347	-	-	5,347	9,478
Support to beneficiaries	3,217	-	-	3,217	-
Stationary / Equipment	656	-	-	656	175
Insurance	118	-	-	118	202
Accountancy	720	-	-	720	-
Advertising	-	-	-	-	747
Other expenses	139	-	-	139	769
	-	-	-	-	-
Sub total	10,902	-	-	10,902	12,480
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	10,902	-	-	10,902	12,480
Net of receipts/(payments)	31,254	-	-	31,254	58,649
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	58,649	-	-	58,649	-
Cash funds this year end	89,903	-	-	89,903	58,649

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	NatWest	89,903	-	-
		-	-	-
		-	-	-
	Total cash funds	89,903	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval

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Signature 1

Signed by Aimee Conroy using authentication code eVlly2s3Ym56lWR3 at IP address 90.241.121.202, on 2022/04/20 12:51:46 Z.

Aimee Conroy's e-mail address is: lunasfund@outlook.com.



Charity Name:	Luna's Fund
Registered Charity in England & Wales:	1184371
Charitable Incorporated Organisation:	(CIO)
Accounting Period:	1st August 2020–31st July 2021
Registered Address:	24 Dartmoor View, Saltash, Cornwall, PL12 6WF
Trustees:	7

Luna's Fund Chair Report 2020/2021

What a year! A global pandemic, months of lockdown and limited face to face interaction – the year of 2020/2021. It's definitely been an unsettling year not only on a personal level but also for the charity sector. For 8 of the 12 month accounting period we have been in and out of lockdowns with varying local restrictions and testing implications.

We have been faced with the country's increased demand and subsequent inflation for 'staycations' in Cornwall; the lack of freedom to be able to leave our homes and support parents face to face nor give them a warm embrace; and practically zero fundraising events or face to face interactions due to the risk of infection and spreading the virus.

Despite these unprecedented conditions and adversity, we are really proud of what we have managed to achieve. Our success is a result of our resilience and ability to navigate through unsettling times. Here is an overview of our second year as a registered charity:

Summary of the purposes of the charity: (Correct as of July 2021)

'To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.

In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.

This support is not provided by the NHS and such other support as the trustees may from time to time determine.'

Our services: (Correct as of July 2021)

1) Nursery Redecoration – Chosen to support parents financially and practically by redecorating or restoring their baby's nursery if they find this room is too painful for them to endure on a daily basis. **Parents have 12 months to choose this service from their baby's day of birth.**

2) Relaxing Getaways – Offering parents respite through a relaxing getaway in a log cabin or hotel in Cornwall or an alternative destination the Trustees see fit depending on the individual's criteria and catchment area. We hope families can utilise this peaceful time to process the trauma of losing their baby whilst resting after the baby's birth or funeral. An immediate lifeline which we encourage parents to use **within the first 6 months** to truly benefit from the experience.

3) Food Hamper Deliveries – Offering a helping hand to parents who wish to avoid social environments in the early days of loss. We hope that our hampers can promote some nutritional goodness whilst reducing the lack of appetite to fuel parents as they experience the intense pressures of grief. We encourage this service to be used **within the first 6 weeks** of their loss.

4) The 'Story Raine Project' – Support for families experiencing a pregnancy after the loss of their baby. We offer up to 3 private antenatal scans for pregnant women and their partners to use in order to feel reassured in between their NHS scans. We have partnered up with Ultrasound Direct South West to secure a **10% discount** for all scans.

We believe that the immediate aftercare and the tangible support we provide, allows families to grieve in peace at such a devastating time and that the tangible antenatal support provides comfort and reassurance which supports **physical and mental wellbeing** at a very stressful and anxious time.

Uptake of our services: (Correct as of July 2021) Total uptake of our services: (March 2018 -July 2021)

- 1) Nursery Redecoration – 0
- 2) Relaxing Getaways – **5 (4 attended)**
- 3) Food Hamper Deliveries – 0
- 4) Story Raine Project – **2 (Total 5 scans)**
- 5) Counselling Skills – **8**

- 1) Nursery Redecoration – 0
- 2) Relaxing Getaways – **8**
- 3) Food Hamper Deliveries – 0
- 4) Story Raine Project – **2**
- 5) Counselling Skills – **10**

During this accounting period, we are so proud to have supported **6** families through baby loss.

- **4** families opted for relaxing getaways – They all stayed in log cabins at Deerpark, Cornwall
- **1** family opted for 1-2-1 support and no services due to the risk at the time in the height of the global pandemic.
- **1** family opted for a relaxing getaway but due to a change in their personal circumstances the family had to cancel.

During this time we helped **2** families through the **'Story Raine Project'**.

- **1** family had **3** antenatal scans
- **1** family had **2** antenatal scans

= Total **5** antenatal scans

The 'Story Raine Project' of offering pregnancy after loss support launched in **October 2020**. We were grateful to be able to support **2** families during a global pandemic and throughout lockdown.

Despite COVID-19 restrictions constraining the marketplace and inflating the cost of private scans, we were still able to deliver these to reassure those in need. It was fantastic to be able to help those **2** families see their babies on multiple occasions with their partners. At this time, the NHS had restrictions on partners and +1 guests being allowed to attend appointments to support mothers. This was a **proud** moment for the charity.

Although these figures may look small and relatively insignificant on paper, to know that we have brought comfort, peace and light into the broken lives of **8** families this year, in various ways during a global pandemic makes us feel extremely honored and proud of our achievements and resilience. We have had almost 10 referrals/enquiries from families who are unable to receive our help due to; their catchment area, COVID-19 restrictions (or their personal concerns of it), they are not within our criteria or they simply did not get back to us.

We are very proud of the **feedback** received from the families we have supported with relaxing getaways. This feedback is published (with permission) on our social media platforms and website to allow transparency for the donors to see how their generous donations are utilised.

Family feedback:

"Thank you so very much for such a beautiful weekend. It was exactly what we didn't really know we needed! We instantly felt so calm & settled from the minute we arrived.

We'll never be able to thank you enough for what you've done for us. We were both so overwhelmed at your generosity & the extra touches you provided were so very much appreciated. We felt so spoilt!

We absolutely loved the gifts & the personalised card left on the bed, it meant the world to us to receive that & especially to include Ayla's name. The cabin was really lovely, it was really homely and the hamper was also fabulous.

Thank you again from the bottom of our hearts for your help & support. It really has meant the absolute world to us."

"We both wanted to thank you from the bottom of our hearts, it was the perfect weekend and exactly what we needed, especially the weekend it was.

It was the most beautiful place and we could not get over how peaceful it was. We were so sad to leave.

The cabin was breath taking and we loved it, as soon as we arrived. The weekend was just breath taking and we could not have been able to go anywhere without your support.

I cannot express how appreciated it was. We even took Alfie's photo with us. Thank you again."

"Huge thank you to both of you! Thank you so much! So sweet and thoughtful. It was incredible and we had such a fantastic time! The sea view from our room was beautiful. The food was out of this world. The spa and massage, so relaxing.

The surf lessons were fun and we were so inspired we bought a surf board and wet suits.

Thank you so much to you both! Luna's Fund is such a wonderful charity."

"It was really nice. Thank you so much. The card, bear and candle are amazing. We had the candle on at night on the decking, it smells amazing.

It was nice not to have the phones ringing and just pure peace. We did archery, bikes and the in cabin spa treatment was amazing as well. It was nice to see Leon and Sean smile and chill out.

We constantly had Robins on the decking and loads of other birds, squirrels and hedgehogs. Every morning the horses went past which was really peaceful.

Sitting at night and seeing all the stars was so relaxing. You don't get to see them that clear in Plymouth. It was so peaceful. x"

Our volunteers:

Our volunteers and **ambassadors** are the core of our charity and they are our driving force for how we have been able to be so successful within the last few years. From the Trustees who set the strategic direction and plan, and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events. All of them are invaluable.

Despite the disruption caused by the COVID-19 pandemic, our volunteers positively contributed to our work, including:

- Fundraising
- Organising and running events
- Helping to deliver our services to meet the needs of our beneficiaries
- Providing administrative and/or organisational support
- Developing new skills and perspectives

Every minute of **volunteering** made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely their time, skills, knowledge, expertise and/or experience.

We currently have **6** ambassadors who each play a huge role in growing the charity and maintaining an income through their incredible efforts and passion.

Pipeline projects:

We have many ideas from our own experience that we aim to utilise in order to shape the future of the incredibly complex world of 'life after loss.' In time, we plan to bring these projects to life:

- **'Daddies Grieve Too'** – Monthly podcasts and/or videos led by Luna's Dad, Ryan Conroy, who has a passion for bettering the lives of others and life coaching. A dad's perspective is mostly overlooked and undervalued. We hope Ryan will be able to educate, unite and lead the dad's through loss.
- **'The Grey Area'** – A support system for the grandparents, playing on the 'grey haired era' of the baby loss world. Focusing on the generation who suffer a double loss by losing a piece of their own child when they lose their grandchild. A support group for a friendly chat, social events and encouragement for the grandparents to feel less helpless and more helpful.
- **'Messaging service'** – A confidential messaging service to help families reach out in an accessible and informal manner to initiate contact and support.
- **'Online closed support group'** – Solely for the families of Luna's Fund that we have helped or that we are helping. Topic of the weeks featuring varying discussions, conversations and photos to build a community. A dedicated safe space to allow families to offload, reach out and form connections with others who understand.
- **'Counselling sessions'** – To ensure every family that we help has access to free, confidential counselling support from trained professionals. We aim for this to broaden our support package for baby loss and beyond and equally to give consistency to those who experience baby loss and continue through their pregnancy after loss journey.
- **'Volunteer Recruitment Programme'** – To create a welcome pack with key information about our charity along with a free branded t-shirt or hoody to thank the volunteers for their commitment and time to make them feel part of 'Team Luna.' They will commit to helping with either certain events or by raising a certain amount of funds per year. We will create a support system for them and reward them for their efforts at our larger events. We believe it is always important to recognise the efforts of our volunteers. Without them, we are nothing!

- **'Promotional video'** – To showcase our services in a promotional video which will be published on our website and social media platforms for families to gain a visual idea of which service is most suitable for them.
- **'Mentor Me'** – For families to have the opportunity to meet virtually with one of the team via Zoom/MS Teams/Facetime to have an informal consultation and chat. It has been proven that families are more likely to speak up when they gain personal connections with those who truly understand. The team can then help identify what service is best suited for the family. Monthly 'check in' calls to keep in touch with the family and bridge the gap between leaving the hospital after the NHS 6 week check up/discharge and life after loss.

Referrals:

- We rely heavily on cost effective ways to raise our profile in the baby loss community and spread the word about our services so it will reach those who need us. Social media and through word of mouth accounts for the majority of our referrals.
- Continuous successful referral process with University Hospital Plymouth Trust (Derriford Hospital) to ensure every family who fits our criteria is given a 'Love Luna' candle in a descriptive box which encompasses our charity details and services upon losing their baby. We see this as a gentle introduction to our charity so that families will reach out to us directly when they are ready.
- Families are always signposted to other baby loss charities, nationally and specifically to the individual's location if we are unable to support them for various reasons.

Advertising & Marketing:

- We always invest in branded and personalised t-shirts for any event a person undertakes, as the gain of awareness heavily outweighs the cost of the t-shirts. The cost of the t-shirts is generally more than recuperated by the individual themselves or through the fundraising amount they have raised.
- We have invested in a new laptop to manage the website and administer the charity as a personal laptop has been used since the offset which is no longer suitable.
- Our website is our hub for downloadable fundraising material, information about the charity and our services, it includes a 'meet the team' section for supporters and potential donors to get to know us, a transparent policies and designated accounts section which is linked to the official Charity Commission website, a 'contact us' section for enquiries and it is the home of our charity shop.
- We receive coverage in the local newspapers to advertise our services, to increase awareness of them, to inform the public of any expansion to our charity and for promotion of large events.
- We often receive publication of our services, any extraordinary events and of the launch of the Story Raine Project.
- We have started attending monthly Street Markets in Torpoint to ensure we are embedded in our community. This is great to network with other local businesses, for supporters to get to know us and for families to come and meet us.

Events & Fundraising:

We are extremely fortunate to be surrounded by fundraising activists with the passion and drive to raise awareness and funds for our charity. Having started this accounting year with **£58,649** we are over the moon to be closing on **£89,903**. We never thought in a million years we would be able to walk away at the end of the year **£31,254** better off during a global pandemic.

This figure is purely down to the innovation, dedication and love we have channeled into this charity in order to establish our name and reputation within the community. Our supporters and donors are **INCREDIBLE!** Our efforts have created an abundance of sustainable funds which will support families who need us for many years to come.

Fundraising Events: (August 2020 – July 2021)

- Marathons/Half Marathons/ 10K & 5K Runs
- Skydive
- Monthly Challenges via our online supporters group
- Luna Rox – 'Hide & Find' Pebble painting – To spread awareness through lockdown on daily walks
- Football Match – Against fellow baby loss charity Little Things & Co.
- 1000 burpee challenge – Virtual event
- March 100K in March – This was our most successful event!
- Mother's Day – Gift packs were donated and distributed to all of the mums we have helped
- May Challenge – 'May You Be Kind' – Baby loss affects 1 in 4 – 4 random acts of kindness in the community
- June Challenge – 'Say no more to 1 in 4' – Awareness challenge, each invite a friend to like our page on FB, share a Luna Rox pebble, write Luna's Fund in the sand at the beach
- July Challenge – '7 in 7' – 7 runs or walks in the month dedicated to a family whose baby was born on 07/07/2020
- Hope 24 – 24 hours of continuous running within teams
- Street Markets
- Bake Sales
- Quiz Nights – We are so grateful to our ambassadors who plan, organise and execute these perfectly. They are always sell out events!
- Baby Loss Awareness Week 2020

There has most definitely been a selection of fundraising activities to choose from, suitable for all abilities and interests.

We are so proud to have participated in 'Baby Loss Awareness Week' for the first time during the 9th–15th October 2020. The most poignant event of this week was from Luna's Dad. He pushed himself out of his comfort zone and delivered an incredible Facebook Live discussing the topic of 'Dad's Grieve Too – Life After Loss from a Dad's Perspective.' This video has been our most shared video of the year and it's had 5,000 views. We received incredibly moving feedback from males commenting on how powerful it was by witnessing Ryan being so vulnerable and honest.

Amount	Benefit
£0	A share on social media to raise awareness
£3	A card to commemorate a baby's angelversary
£5	A 'Love Luna' candle to signpost parents to our services
£10	A branded event t-shirt to increase awareness
£25	A welcome bundle for families to receive on their getaway
£50	Advertising & marketing resources to showcase services
£100	A food hamper delivery for one family for one week
£200	Story Raine Project sponsorship for one family
£500	A nursery redecoration for one family
£750	A 3 night relaxing getaway in a log cabin for one family
£1,000	Life after loss support package – Baby loss & beyond

Baby Loss Awareness Week – 9th–15th October	
Friday 9th –	Facebook Live @ 7pm
Saturday 10th –	Moonlight Walk @ 7:30pm
Sunday 11th –	An evening of Self Care
Monday 12th –	Recharge YOUR batteries – No phones allowed
Tuesday 13th –	'Love Luna' Giveaway
Wednesday 14th –	Rest, relax, reflect & remember
Thursday 15th –	Little Things & Co. virtual Wave of Light @ 7pm

'Love Luna' – Online Charity Shop: (October 2020)

The purpose of the shop was to create a brand for our charity. To grow it in a way that will raise awareness, help local businesses and provide the charity another income stream at the same time. We also wanted to bring Luna into the home of others.

All merchandise apart from the pin badges, were sourced, created or purchased through local suppliers or small businesses to ensure we give back to our local community or support small. The items we sell are all in keeping with our theme of 'what Luna loves' and they are affordable for all budgets as the stock ranges from £3.50 – £20.00. The customers enjoy the satisfaction of purchasing an item that they love whilst knowing all of their money will benefit us at the same time!

We wish to rebrand this area in the coming months and replenish the shop with new products to ensure the charity is continuously evolving.

Merchandise:

- Pin Badges
- Face Masks
- Candles
- Reed Diffusers
- Wax Melts
- Bracelets/Anklets
- Bears
- Children's Headbands
- Nursery Prints



Charity Goals:

The dream has always been for us to own 'Luna's Lodge.' A comfortable, peaceful and safe space for families to grieve in peace and return in future with their rainbow babies for respite during their pregnancy after loss as part of the 'Story Raine Project.'

In the near future we aim to:

- Expand our services to support families in Devon and Cornwall through Royal Devon & Exeter Hospital, Torbay Hospital & Trillick Hospital in Truro
- Launch the 'Daddies Grieve Too' & 'Grey Area' Grandparents Projects

Thank you:

A word that is so simple but means so much. **Thank you.**

Thank you to the person who clicked 'share' on social media, a mutual friend now knows about us. **Thank you** to the person who mentioned us to a colleague in conversation, their relative now knows about us. **Thank you** to the local businesses who have our purple charity pot sat next to their till collecting the pounds and pennies that all add up. **Thank you** to the person who decided to wear their purple hoody to the shops, the lady behind you at the till now knows about us. **Thank you** to the person who woke up an hour early to train for their first physical event for our charity. **Thank you** to our Trustees who shape the future of the charity

on a voluntary basis. **Thank you** to our ambassadors who advocate our charity on a daily basis. **Thank you** to our local community for embracing us for who we are in the baby loss world. **Thank you** to our families who bravely reach out for our support when they are simply focusing on surviving minute by minute. **Thank you** to the public for speaking about us with pride. **Thank you** for writing our name in the sand at the beach with your family, the dog owner behind you now knows about us. **Thank you** for participating in our monthly challenges and spreading our message of love and kindness to the world. **Thank you** to every single one of you who **believes** in us and continues to break barriers in the world of baby loss.

Thank you Luna for inspiring us *every single day*.

Thank you for empowering us with the belief that anything is possible. **Thank you** for welcoming babies with open arms as we welcome their parents and family members into ours. **Thank you** for providing us with the answers to our questions. **Thank you** for sending us brainwaves for events at 11pm and ideas for projects at 1am. **Thank you** for choosing us.

Thank you for being our daughter, our purpose, our everything.



Aimee Conroy
Chair & Luna's Mum

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Signature 1

Signed by Aimee Conroy using authentication code eVIY2s3Ym56IWR3 at IP address 90.241.121.202, on 2022/04/20 12:52:18 Z.

Aimee Conroy's e-mail address is: lunasfund@outlook.com.



Trustees' Annual Report for the period

From 01/08/2020 To 31/07/2021

Charity name: Luna's Fund

Charity registration number: 1184371

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>This support is not provided by the NHS and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Services offered during this period were expanded and now include:</p> <ul style="list-style-type: none">- Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge)- Food hamper deliveries- Nursery redecoration or restoration- Counselling skills and signposting- Confidential messaging support service – 'We hear you. We are here for you.'- Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered from baby loss – the 'Story Raine Project'.- Providing support for wider family members such as grandparents

		<p>within our closed online support group</p> <p>As part of our expansion, the 'Story Raine Project', which offers unique support during pregnancy after baby loss, was launched in October 2020.</p> <p>Despite COVID-19 restrictions during this accounting period, we were able to raise awareness of baby loss through events and social media. We continued to provide counselling skills, signposting and confidential support groups, which were accessed by new and existing beneficiaries and wider family members.</p> <p>In addition, we were so proud to have provided immediate support to 6 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> - 4 families opted for relaxing getaways – all staying in log cabins at Deerpark in Cornwall. - 1 family opted for 1-2-1 support, but no services due to the risk at the time in the height of the global pandemic. - 1 family opted for a relaxing getaway but due to a change in their personal circumstances the family had to cancel. <p>Furthermore, we also helped 2 families through the 'Story Raine Project':</p> <ul style="list-style-type: none"> - 1 family had 3 antenatal scans - 1 family had 2 antenatal scans <p>We believe that the immediate aftercare and tangible support we delivered, allowed families to grieve in peace at such a devastating time and that the unique antenatal services provided comfort and reassurance, which supported physical and mental wellbeing at an extremely stressful, anxious and emotional time.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity	Para 1.18	Luna's Fund is a public benefit entity and, in delivering our services, the Trustees were mindful of, and had due regard towards,

Commission on public benefit		public benefit, as defined in the guidance issued by the Charity commission.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Not applicable
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	<p>Our volunteers are the ones who make our charity a success. From the Trustees who set the strategic direction and plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events.</p> <p>Despite the disruption caused by COVID-19 pandemic, our volunteers positively contributed to our work, including:</p> <ul style="list-style-type: none"> - Fundraising - Organising and running events - Helping to deliver our services to meet the specific needs of our beneficiaries - Providing administrative and/or organisational support <p>In return our volunteers developed new skills and broader perspectives.</p> <p>Every minute of volunteering made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement, so, in some specific circumstances, it may</p>

		<p>be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the mileage rate of 45p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide transparency that the charity's funds have been properly appropriated).</p> <p>However, due to the generosity of our amazing volunteers, no claims were made in this period.</p>
Other		Not applicable

Achievements and Performance

	SORP reference	
<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	Para 1.20	<p>The charity has been supporting families that have suffered from stillbirth or neonatal death.</p> <p>The charity has increased awareness around the sensitive topic of stillbirth and neonatal death to reduce the taboo nature and association of baby loss.</p> <p>The charity has created an online support network for baby loss families to connect with one another and share their experiences, advice and coping mechanisms.</p> <p>Our long term aim is to raise sufficient funds to procure a lodge, 'Luna's Lodge' so that the charity can support grieving parents and wider family members through respite and baby moon breaks during their pregnancy after loss.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	During this accounting period, we are so proud to have supported 6 families through baby loss.
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		<p>4 families opted for relaxing getaways all staying at log cabins at Deerpark, Cornwall.</p> <p>1 family opted for 1-2-1 support and no services due to the risk at the time in the height of the global pandemic COVID-19.</p> <p>1 family opted for a relaxing getaway but due to a change in circumstances the family had to cancel.</p> <p>During this time we helped 2 families through the Story Raine Project.</p> <p>1 family had 3 antenatal scans and 1 family had 2 scans = Total 5 scans</p> <p>The 'Story Raine Project' of offering pregnancy after loss support launched in October 2020. We were grateful to be able to support 2 families during a global pandemic and throughout lockdown.</p> <p>Despite COVID-19 restrictions constraining the marketplace and inflating the cost of private scans, we were still able to deliver these to reassure those in need. It was fantastic to be able to help those 2 families see their babies on multiple occasions with their partners. At this time, the NHS had restrictions on partners and +1 guests being allowed to attend appointments to support mothers. This was a proud moment for the charity.</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>During the global pandemic we have managed to maintain our income stream to support the charity's objectives through donations and fundraising activities.</p> <p>For example, we used our initiative in March 2021. As the world was soon to be leaving lockdown, we 'Marched 100K in March.' This had a positive impact on the mental and physical wellbeing of our supporters and, at the same time, raised a significant amount of this year's income, which was fantastic due to the lack of fundraising we had been able to do during the height of the pandemic.</p>
<p>Investment performance against objectives</p>	<p>Para 1.41</p>	<p>Not applicable</p>

Other		Not applicable

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Despite the constraints of lockdowns and the global pandemic, the Trustees are pleased to report that the Charity's reserves increased during this period by £31,254 from £58,649 of £89,903 which are held in the charity bank account.</p> <p>Income was secured from the generosity of donations and from those fundraising and awareness events that could be safely undertaken within the prevailing restrictions.</p> <p>The main expenditures were on delivering our services to beneficiaries, on raising awareness of baby loss via promotional materials and events, and on maintaining an online presence so that we could advertise our services, signpost new beneficiaries and provide online support networks to new and existing families.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	<p>The charity continues to hold reserves to deliver our services and to enable us to further expand our offer and to extend our reach to include other hospitals catchment areas in Cornwall and Devon.</p> <p>In the longer-term, we aim to acquire a lodge to provide a safe space of respite for grieving parents as well as short breaks for parents during pregnancy after baby loss to enable them to de-stress.</p>
Amount of reserves held	Para 1.22	£89,903
Reasons for holding zero reserves	Para 1.22	Not applicable
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Upon review and given the healthy financial position, the Trustees are confident that there are no uncertainties about the charity continuing as a going concern.

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Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Donations and fundraising activities
Investment policy and objectives including any social investment policy adopted	Para 1.46	Not applicable
A description of the principal risks facing the charity	Para 1.46	Potential curtailment of support activities and fundraising activities due to COVID 19 restrictions. Potential financial loss due to any last minute cancellation of bespoke, pre-paid services by beneficiaries.
Other		Not applicable

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation CIO constitution (Constitution of a Charitable Incorporated Organisation whose only voting members are its charity trustees)
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are by a resolution passed at a properly convened meeting of the Charity's Trustees. In selecting individuals for appointment as a Trustee, the Charity's Trustees have due regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 1.51	Not applicable
Relationship with any related parties	Para 1.51	Not applicable
Other		Not applicable

Reference and Administrative details

Charity name	Luna's Fund
Other name the charity uses	N/A
Registered charity number	1184371
Charity's principal address	24 Dartmoor View Pillmere Saltash PL12 6WF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Aimee Rose Conroy	Chair		First charity trustee
2	Sally Green	Secretary		Trustees
3	Alex John Mitchell			First charity trustee
4	Debra Ann Conroy			First charity trustee
5	Sam David Bruty			Trustees
6	Ryan James Conroy			First charity trustee
7	Stephen Paul Green	Treasurer		Trustees
8				
9				
10				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Accountant	Blackwell Bate Ltd	Brunel Court, 122 Fore Street, Saltash, Cornwall, PL12 6JW

Name of chief executive or names of senior staff members (Optional information)			

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

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Full name(s)

Stephen Paul Green	Ryan James Conroy
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Position (eg Secretary, Chair, etc)

Treasurer	Trustee
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Date

10 April 2022	12 April 2022
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Signature 1

Signed by Aimee Conroy using authentication code eVIY2s3Ym56IWR3 at IP address 90.241.121.202, on 2022/04/20 12:52:03 Z.

Aimee Conroy's e-mail address is: lunasfund@outlook.com.