



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 **coping 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:

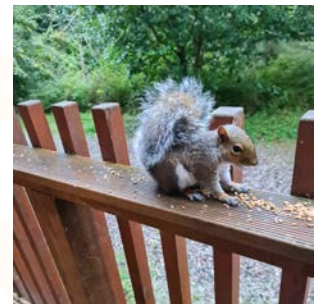
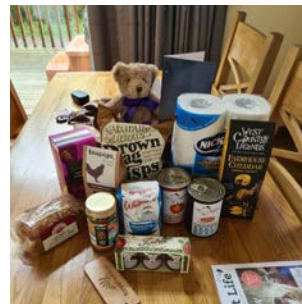
(All feedback has been shared with permission from the parents)

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"



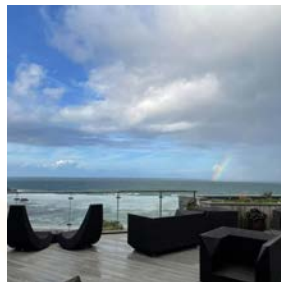
Lilly's Parents

"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!!

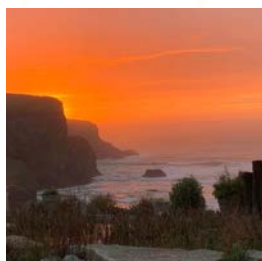
This place is perfect!!! Aimee my lovely, you're an amazing lady and I consider myself really lucky to now call you my friend!!!!"



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."



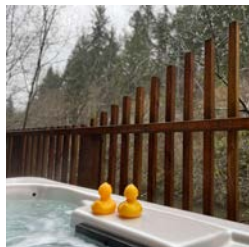
Ralph's Parents

"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."



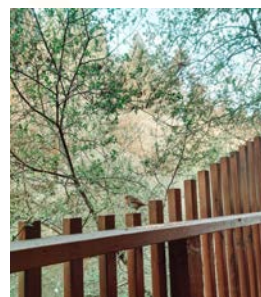
Cora's Parents

"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!"



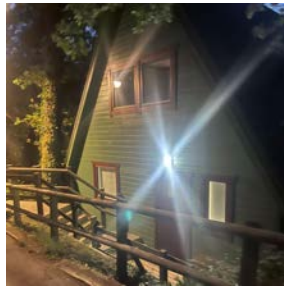
Olivia's Parents

"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."



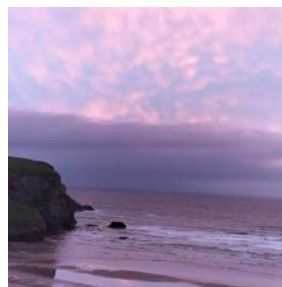
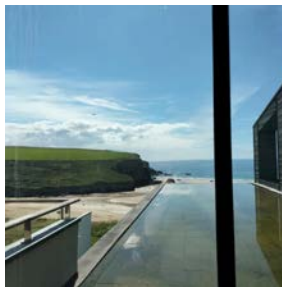
Lottie's Parents

"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"



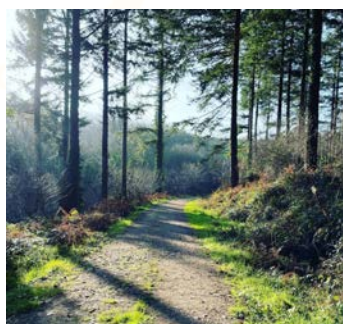
Samuel's Parents

"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.

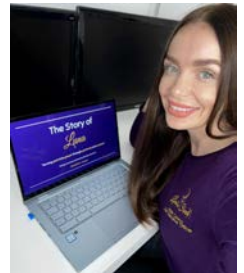
To launch a 'Grandparent's project' to support the wider family

- 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:

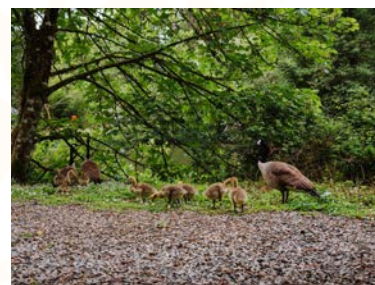
Promotional Photos/Videos:

- 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.

DONATION BREAKDOWN	
£0	A share on social media to raise awareness
£3	A personalised card to commemorate a baby's anniversary
£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



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



CHARITY COMMISSION
FOR ENGLAND AND WALES

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

Registered Charity in England & Wales 1184371

		<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 Deepark 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	<p>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.</p>

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	
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 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	<p>Trustees are 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.</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 1.51	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 1.51	<p>The charity's Trustees direct the work of the Chief Executive Officer</p> <p>The charity secured membership with the Fundraising Regulator during this period.</p>
Relationship with any related parties	Para 1.51	<p>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.</p> <p>This employee is a related party to certain Trustees and decisions between the charity</p>

		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

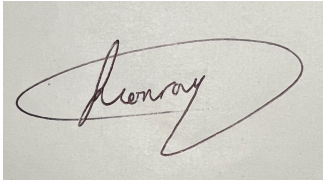

Reason for non-disclosure of key personnel details

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"

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IP address: 185.254.148.29, 172.31.27.102

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CHARITY COMMISSION
FOR ENGLAND AND WALES

Luna's Fund

1184371

Receipts and payments accounts

CC16a

For the period
from

Period start date
01.08.2021

To

Period end date
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.