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# Luna's Fund

'Love & Unity for Neonates And Stillborns'



lunasfund@outlook.com



07498599888



24 Dartmoor View, Saltash, Cornwall, PL12 6WF

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## 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

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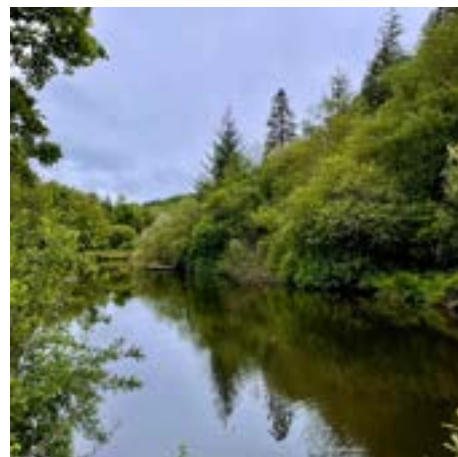
I just wanted to start by saying thank you so much for everything you have done and our gifts when we arrived, this was so lovely. Your note and gifts were truly appreciated, we will wear our anklets and pins with pride and have added one to Cid's memory box. Aeris adores her bow and had it in her hair 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.

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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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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.

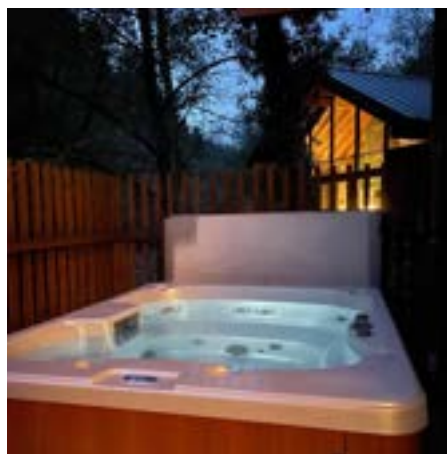
We went on beautiful walks and thankfully the weather was perfect too, an amazing rain storm at one point, George absolutely loved it! When we arrived we walked out onto the balcony, a robin appeared and sat on the fence just for a few moments but we knew Giles was there with us.

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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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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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

Ezra'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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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.

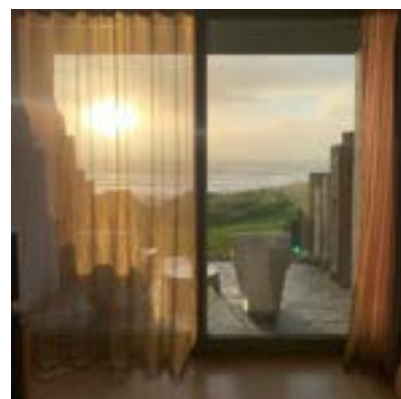
Marliee-Mae's Mum & Dad x

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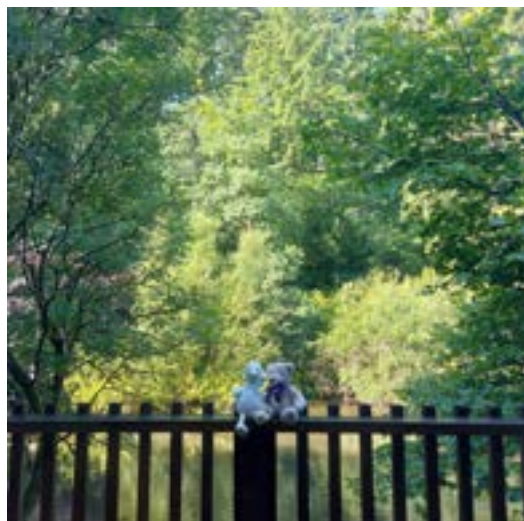
A massive thank you to the amazing Luna's Fund team for our much needed and impeccably timed getaway. There were a lot of "dates" all aligned within a week of each other & we knew we needed to plan in something as a distraction & also something to look forward too.

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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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!



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

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.



# 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

## 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



CHARITY COMMISSION  
FOR ENGLAND AND WALES

## 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"><li>• Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge)</li><li>• Food shopping deliveries</li><li>• Nursery redecoration or restoration</li><li>• Counselling skills and signposting</li><li>• Confidential messaging support service – 'We hear you. We are here for you.'</li><li>• Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered</li></ul>

		<p>from baby loss – the 'Story Raine Project'.</p> <ul style="list-style-type: none"> <li>• Providing support for wider family members such as grandparents within our closed online support group</li> <li>• Championing and advocating for bereaved parents to improve bereavement care</li> </ul> <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"> <li>• 16 families opted for relaxing getaways</li> <li>• 9 of these opted for hotel stays at the Scarlet hotel, Cornwall</li> <li>• 6 of these opted for stays at Deerpark log cabins, Cornwall</li> <li>• 1 of these opted for Finlake lodges, Devon</li> <li>• 1 family opted for food shopping deliveries for a total of 4 weeks</li> <li>• 6 families opted for 1-2-1 support and no services</li> </ul> <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"> <li>• 7 families opted for private antenatal scans</li> <li>• 10 scans booked in total</li> <li>• 7 families opted for 1-2-1 support without scans</li> <li>• 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</li> </ul> <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"> <li>Fundraising</li> </ul>

		<ul style="list-style-type: none"> <li>• Organising and running events</li> <li>• Helping to deliver our services to meet the specific needs of our beneficiaries</li> <li>• Providing administrative and/or organisational support</li> </ul> <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"> <li>• 16 families opted for relaxing getaways</li> <li>• 9 of these opted for hotel stays at the Scarlet hotel, Cornwall</li> <li>• 6 of these opted for stays at Deerpark log cabins, Cornwall</li> <li>• 1 of these opted for Finlake lodges, Devon</li> <li>• 1 family opted for food shopping deliveries for a total of 4 weeks</li> <li>• 6 families opted for 1-2-1 support and no services</li> </ul> <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"> <li>• 7 families opted for private antenatal scans</li> <li>• 10 scans booked in total</li> <li>• 7 families opted for 1-2-1 support without scans</li> <li>• 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</li> </ul> <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"> <li>a. Delivering our services to beneficiaries;</li> <li>b. Raising awareness of baby loss via promotional materials and events;</li> <li>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;</li> <li>d. Staff costs, to enable and facilitate all of the above activity.</li> </ul>
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	<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>
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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

Other optional information

Declarations

	Treasurer	Steve Green	Signed	Date
				09 Apr 2024

	Chair	Ryan Conroy	Signed 	Date  09 Apr 2024



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Charity Name <b>Luna's Fund</b>	No (if any) <b>1184371</b>
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**CC16a**


## Receipts and payments accounts

For the period from	Period start date <b>01/08/2022</b>	To	Period end date <b>31/07/2023</b>
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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 £
<b>A1 Receipts</b>					
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
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>63,495</b>	<b>5,215</b>	<b>-</b>	<b>68,710</b>	<b>43,757</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>63,495</b>	<b>5,215</b>	<b>-</b>	<b>68,710</b>	<b>43,757</b>
<b>A3 Payments</b>					
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
	-	-	-	-	-
<b>Sub total</b>	<b>42,394</b>	<b>4,535</b>	<b>-</b>	<b>46,929</b>	<b>20,006</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>42,394</b>	<b>4,535</b>	<b>-</b>	<b>46,929</b>	<b>20,006</b>
<b>Net of receipts/(payments)</b>	<b>21,101</b>	<b>680</b>	<b>-</b>	<b>21,781</b>	<b>23,751</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>113,655</b>	<b>-</b>	<b>-</b>	<b>113,655</b>	<b>89,904</b>
<b>Cash funds this year end</b>	<b>134,756</b>	<b>680</b>	<b>-</b>	<b>135,436</b>	<b>113,655</b>

## 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 £
<b>B1 Cash funds</b>	NatWest Business Current Account	134,756	680	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	134,756	680	-
	(agree balances with receipts and payments account(s))			
		OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>		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	
		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:

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**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.