

# Luna's Fund

'Love & Unity for Neonates And Stillborns'



contact@lunasfund.com



07498599888



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

## CEO Report 2023/2024

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

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

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

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

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

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

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

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



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## Our Services: (Correct as of July 2024)

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

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## Baby Loss Services (Correct as of July 2024)

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

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

## Pregnancy After Loss Services (Correct as of July 2024)

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

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

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

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

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

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

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

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## Family Feedback

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

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

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

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

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

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

Ava's Parents



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

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

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

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



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

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

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

Daisy's Parents

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## Family Feedback

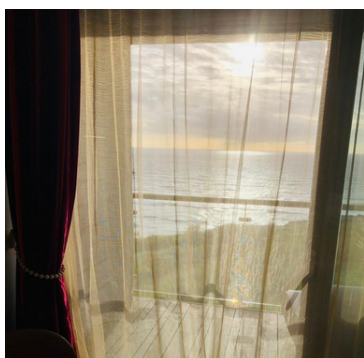
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Thank you so much to both of you and your lovely Luna for our precious gift. I received my beautiful Luna's Fund box the day before we went so we were able to use some of the goodies in Cornwall, such a treat!

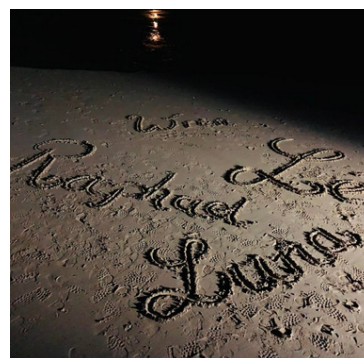
We cherished every moment in Cornwall, and our stay brought us a lot of joy and peace. Listening to the waves and admiring the sea from our bedroom was bliss.

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

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



Leo's Parents



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

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



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

Thank you so much ♥♥ xxx

Órla-Rae's Parents



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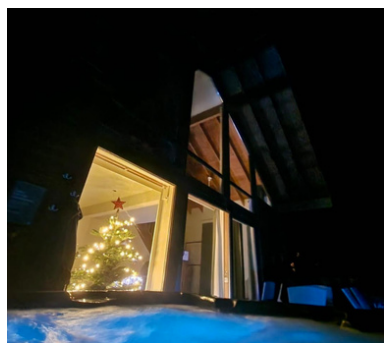
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## Family Feedback

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

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



Many thanks again from the bottom of our hearts.

Bobby's Parents



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

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

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

Luca & Mia's Parents



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## Family Feedback

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

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

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

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

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

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

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

Rowan's Parents



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

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

Blerina's Mummy



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## Family Feedback

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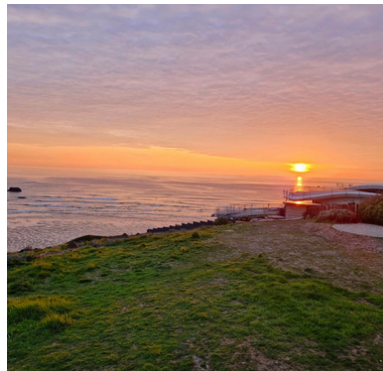
"A huge huge thank you, from the bottom of our (rather empty) hearts for supporting us to get away from reality for a few days to the Scarlet hotel!

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

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

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

Chandler & Iris' Parents



"We just received your package. ❤️

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

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

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

Honey's Parents



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## Family Feedback

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

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

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

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

Thank you again.

Luke's Parents



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

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

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

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

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

Thank you again.

Theo's Parents

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

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

Logan & Jaxon's Mum x

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

Cid & Lulu's Mum x

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

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

### Volunteers:

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

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

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

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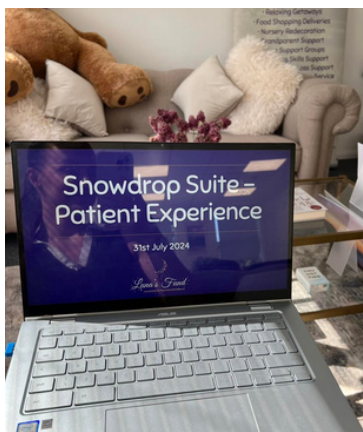
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## Professional Relations:

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



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## New Trustee:

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

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



## Connecting Beneficiaries:

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

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



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



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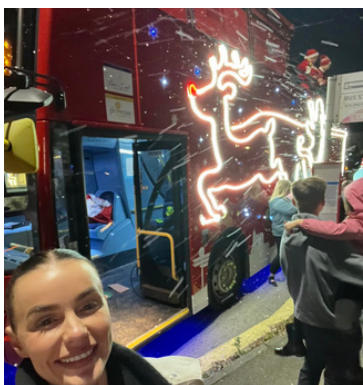
## Awareness Campaigns:

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

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

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

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



[Watch the awareness campaign](#)



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

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

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

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



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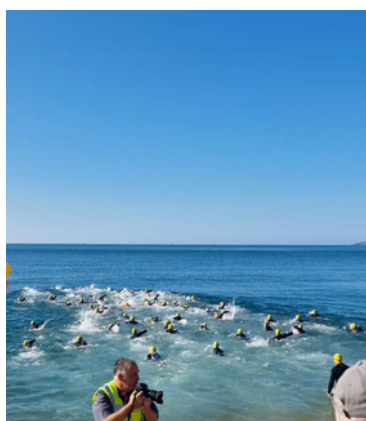
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## Events & Fundraising:

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

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

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



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## Fundraising Events:

(August 2023 – July 2024)

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

## Further beneficiary developments:

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



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## Social Media/Radio/Press Releases:

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

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

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

## Corporate:

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

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



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## Charity Goals:

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

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

By 2030 we aim to:

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

## Thank you!

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

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

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

*A Green*

Aimee Green  
Chief Executive Officer & Luna's Mum



## Trustees' Annual Report for the period

From 01 Aug 2023 To 31 July 2024

Charity name: Luna's Fund

Charity registration number: 1184371

## Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1:17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>This support is not provided by the NHS and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1:17 and 1:19	<p>Services offered during this period include:</p> <ul style="list-style-type: none"><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 from baby loss – the 'Story Raine Project'.</li><li>- Providing support for wider family members such as grandparents</li></ul>

		<p>within our closed online support group</p> <p>We are proud to have provided immediate support to <b>13</b> families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> <li>• <b>10</b> families opted for relaxing getaways <ul style="list-style-type: none"> <li>– <b>3</b> of these opted for hotel stays at the Scarlet hotel, Cornwall</li> <li>– <b>6</b> of these opted for stays at Deepark log cabins, Cornwall</li> <li>– <b>1</b> of these opted for Finlake lodges, Devon</li> </ul> </li> <li>• <b>1</b> family opted for food shopping deliveries for a total of 1 week</li> <li>• <b>2</b> families opted for 1-2-1 support and no services</li> </ul> <p>Total = <b>13</b> families</p> <p>Furthermore, we have also helped <b>9</b> families through the 'Story Raine Project':</p> <ul style="list-style-type: none"> <li>• <b>18</b> scans in total</li> <li>• <b>2</b> scans were also won through an online giveaway to celebrate 1 year of this new service and to raise awareness to reach more families</li> </ul> <p>Total = <b>20</b> 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:

	SORP reference	
Policy on grant making	Para 138	Not applicable
Policy on social investment including program related investment	Para 138	Not applicable
Contribution made by volunteers	Para 138	<p>Our volunteers are the ones who make our charity a success. From the Trustees who set the strategic direction and plan and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events.</p> <p>Our volunteers positively contributed to our work, including:</p> <ul style="list-style-type: none"> <li>• Fundraising</li> <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.</p> <p>Every minute of volunteering made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement, so, in some specific circumstances, it may be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the mileage rate of 40p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide</p>

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

## Achievements and Performance

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

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

You may choose to include further statements where relevant about:

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

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

## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Reserves held by the charity as at the close of the July 2024 accounting period total £130,965. This is compared to reserves held at the close of July 2023 of £135,436, representing a decrease in reserves of £4,471.</p> <p>This has primarily been driven by the acquisition of new items of office and computer equipment for the charity's new premises, which have been obtained for the purpose of allowing the charity to expand its services to cover a greater geographic area and better support those in need. Cash funds at the year-end remain high, totalling £127,821 for the period, and represent the majority of available reserves.</p> <p>The main areas of expenditure within the accounting period continue to be delivery of services to beneficiaries, and increasing</p>
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		<p>awareness of baby loss via targeted events and regular fundraising activities.</p> <p>The charity also collaborated with local small businesses within the period, to offer a curated selection of merchandise to supporters of the charity to help raise awareness and break the taboo around baby loss through branded merchandise, the proceeds from which are used by the charity to further facilitate the provision of its services.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 1:22	<p>The charity continues to maintain significant cash reserves in order to allow for the delivery and expansion of services within the local area. One of the charity's long-term aims is the acquisition of a lodge, which will provide a tranquil and restorative space for grieving parents.</p> <p>Trustees reviewed the charity's reserves policy agreed the following policy:</p> <ul style="list-style-type: none"> <li>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;</li> <li>b. Longer-term – build to £200K year on year to acquire Luna's Lodge;</li> <li>c. Invest surpluses in excess of working capital in low-risk (FSCS protected), reputable organisations to combat their erosion in real terms through inflation.</li> </ul>
Amount of reserves held	Para 1:22	£130,965
Reasons for holding zero reserves	Para 1:22	Not applicable
Details of fund materially in deficit	Para 1:24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1:23	<p>Following review of the charity's financial position as at the close of the July 2024 accounting period, and at the time of signing this TAR, the trustees remain confident that the charity is a going concern. Reserves remain high, and there are comprehensive plans in place to further fundraising opportunities for the charity.</p>

### Additional information (optional)

You may choose to include further statements where relevant about:

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

### Structure, Governance and Management

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

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

### Additional information (optional)

You may choose to include further statements where relevant about:

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

### Reference and Administrative details

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

Registered Charity in England & Wales 1184371

## Names of the charity trustees who manage the charity

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

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

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

## Funds held as custodian trustees on behalf of others

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

### Additional information (optional)

#### Names and addresses of advisers (Optional information)

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

#### Exemptions from disclosure

Reason for non-disclosure of key personnel details

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#### Other optional information

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### 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)

Position (eg Secretary,  
Chair, etc)

	
Stephen Paul Green	Ryan James Conroy
Treasurer	Chair

Date

10 May 2025
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CHARITY COMMISSION  
FOR ENGLAND AND WALES

Charity Name  
Luna's Fund

No (if any)  
1184371

## Receipts and payments accounts

CC16a

For the period  
from

Period start date  
01/08/2023

To

Period end date  
31/07/2024

### 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	35,656	-	-	35,656	43,991
Donations	23,209	-	-	23,209	15,947
GiftAid Income	12,861	-	-	12,861	4,472
Corporate Income	8,813	2,295	-	11,108	4,300
Merchandise Income	3,830	-	-	3,830	-
Interest Income	1,274	-	-	1,274	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>85,643</b>	<b>2,295</b>	<b>-</b>	<b>87,938</b>	<b>68,710</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>85,643</b>	<b>2,295</b>	<b>-</b>	<b>87,938</b>	<b>68,710</b>
<b>A3 Payments</b>					
Support for Beneficiaries	17,908	2,975	-	20,883	16,609
Direct Wages	28,761	-	-	28,761	13,482
Cost of Merchandise	7,811	-	-	7,811	-
Cost of Fundraising Events	3,882	-	-	3,882	10,499
Advertising & Marketing	1,218	-	-	1,218	1,416
Audit & Accountancy Fees	1,164	-	-	1,164	1,584
General Expenses	128	-	-	128	657
Insurance	286	-	-	286	118
Legal Expenses	13,289	-	-	13,289	-
Printing, Postage & Stationery	462	-	-	462	325
IT Software and Consumables	2,314	-	-	2,314	73
Rent	7,895	-	-	7,895	525
Repairs and Maintenance	647	-	-	647	-
Employer's National Insurance Contributions	2,069	-	-	2,069	572
Employment Allowance	2,069	-	-	2,069	572
Staff Training	714	-	-	714	-
Pensions Costs	508	-	-	508	97
Subscriptions	753	-	-	753	1,407
Telephone & Internet	610	-	-	610	137
Travel - National	386	-	-	386	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>88,736</b>	<b>2,975</b>	<b>-</b>	<b>91,711</b>	<b>46,929</b>
<b>A4 Asset and investment purchases, (see table)</b>					
Office Equipment	2,975	-	-	2,975	-
Computer Equipment	867	-	-	867	-
<b>Sub total</b>	<b>3,842</b>	<b>-</b>	<b>-</b>	<b>3,842</b>	<b>-</b>
<b>Total payments</b>	<b>92,578</b>	<b>2,975</b>	<b>-</b>	<b>95,553</b>	<b>46,929</b>
<b>Net of receipts/(payments)</b>	<b>- 6,935</b>	<b>- 680</b>	<b>-</b>	<b>- 7,615</b>	<b>21,781</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>134,756</b>	<b>680</b>	<b>-</b>	<b>135,436</b>	<b>113,655</b>
<b>Cash funds this year end</b>	<b>127,821</b>	<b>-</b>	<b>-</b>	<b>127,821</b>	<b>135,436</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	22,821	-	-
	United Trust Bank Charity 180D Notice Account	105,000	-	-
		-	-	-
	<b>Total cash funds</b>	<b>127,821</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK

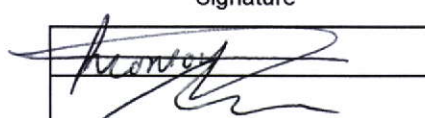
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

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

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

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

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

Signature	Print Name	Date of approval
	RYAN CANRO	10.05.25
	STEVE GREEN	10.05.25



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

Luna's Fund

**On accounts for the year  
ended**

31 July 2024

**Charity no  
(if any)**

1184371

**Set out on pages**

3 - 4

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

**Responsibilities and  
basis of report**

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

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

**Independent  
examiner's statement**

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

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

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

**Signed:**

**Date:**

12 May 2025

**Name:**

Graham Roberts

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

Fellow of the Institute of Chartered Accountants in England and Wales

**Address:**

Blackwell Bate Ltd

Brunel Court, 122 Fore Street

Saltash, PL12 6JW

**Section B**

**Disclosure**

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

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

No issues to report.