

WILLOW'S RAINBOW BOX

England & Wales · Charity number 1186779

Details

Status Registered

Legal form CIO

Registered 2019-12-05

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

Contact

Address 3 Orchid Crescent
Morpeth
Northumberland
NE61 3FA

Phone 07796383755

Email hello@willowsrainbowbox.co.uk

Website www.willowsrainbowbox.co.uk

Activities

Objects: THE OBJECT OF THE CIO IS: TO RELIEVE THE NEEDS OF PERSONS WHO ARE PREGNANT, AND HAVE PREVIOUSLY EXPERIENCED PREGNANCY LOSS, AND THEIR FAMILIES IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF SUPPORT, ITEMS AND SERVICES TO REDUCE ANXIETY AND PROMOTE POSITIVITY DURING THEIR PREGNANCY.

Activities: Support for women, birthing people and families experiencing pregnancy following loss through miscarriage, stillbirth or neonatal death. Primary activity is provision of a comfort box for families pregnant again after loss to help reduce anxiety and promote positive mental health and wellbeing.

Classification

- **How:** Provides Services
- **What:** Disability
- **Who:** Other Defined Groups

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£3,794	£3,041	-	-
2024-06-30	£1,017	£3,657	-	-
2023-06-30	£6,439	£4,323	-	-
2022-06-30	£771	£428	-	-
2021-06-30	£552	£240	-	-

Trustees

Name	Role	Appointed
Amneet Kaur Graham	Chair	2019-05-14
Bridget Clare Langford		2023-01-31
JENNIFER RUTH DOWSON		2019-09-29
Leeanne Wanless		2019-05-14
Lucy Ann Willis		2023-01-31

WILLOW'S RAINBOW BOX

England & Wales - Charity number 1186779

Accounts

DECEMBER 2025

WILLOW'S RAINBOW BOX

CHARITABLE INCORPORATED ORGANISATION:
(REGISTERED NUMBER 1186779)

ANNUAL REPORT

Including Receipts and Payments Accounts for the Period from 1 July 2024 to 30 June 2025.



Section 1: The Charity

Willow's Rainbow Box is a registered CIO that aims to support women, birthing people and families going through a new pregnancy following a pregnancy loss or neonatal loss. The charity's focus is to help reduce anxiety and promote positive mental health and wellbeing for families going through this journey, through the provision of online support throughout the UK and physical goods/services throughout England and Wales. The charity has six dedicated Trustees - all of whom bring different angles and experience to the work of the charity. The Trustees work to the highest standards and represent the three Charity values: empathetic, approachable, supportive.



Willow's Rainbow Box table display at Gravesend Gurdwara

Section 2: Message from Chairperson and Founder - Amneet Graham

Willow's Rainbow Box has grown, thrived and strengthened during 2024/2025. It has been an excellent calendar year for the charity - with collaboration playing a key role. This report will cover the **accounts for financial year 2024/2025 (year ending 30 June 2025)** and **activities from the calendar year of 2025**.

After the financial year end, the charity received an amazing £16,147 in August 2025 from The National Lottery Community Fund - securing the next couple of years of activities and stock into hospitals across the UK. Our team are busy working away getting boxes into hospital units on our waiting list - and have completed the first 100 boxes across 3 NHS Trusts this calendar year.

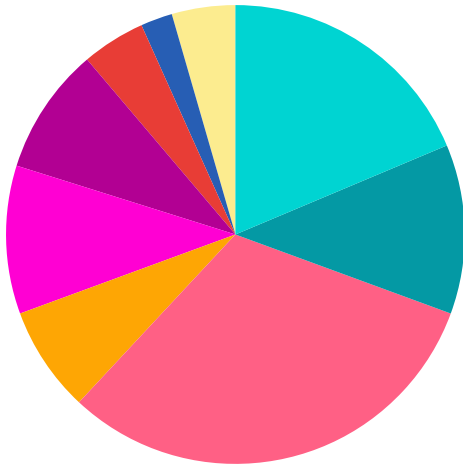
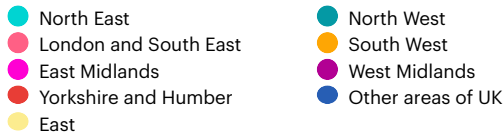
This financial year also saw our first large collaboration project - an art exhibition about baby loss and pregnancy after loss. This exhibition was co-created with Abigail's Footsteps charity and The Worst Girl Gang Ever Foundation. You can see photos and more information further on in this report.

It has been a really exciting year and an important year in our development. We remain as committed as ever to supporting families through pregnancy after loss and we are grateful for all support given to us to help our beneficiaries this calendar year.

Section 3: Activities from the past calendar year

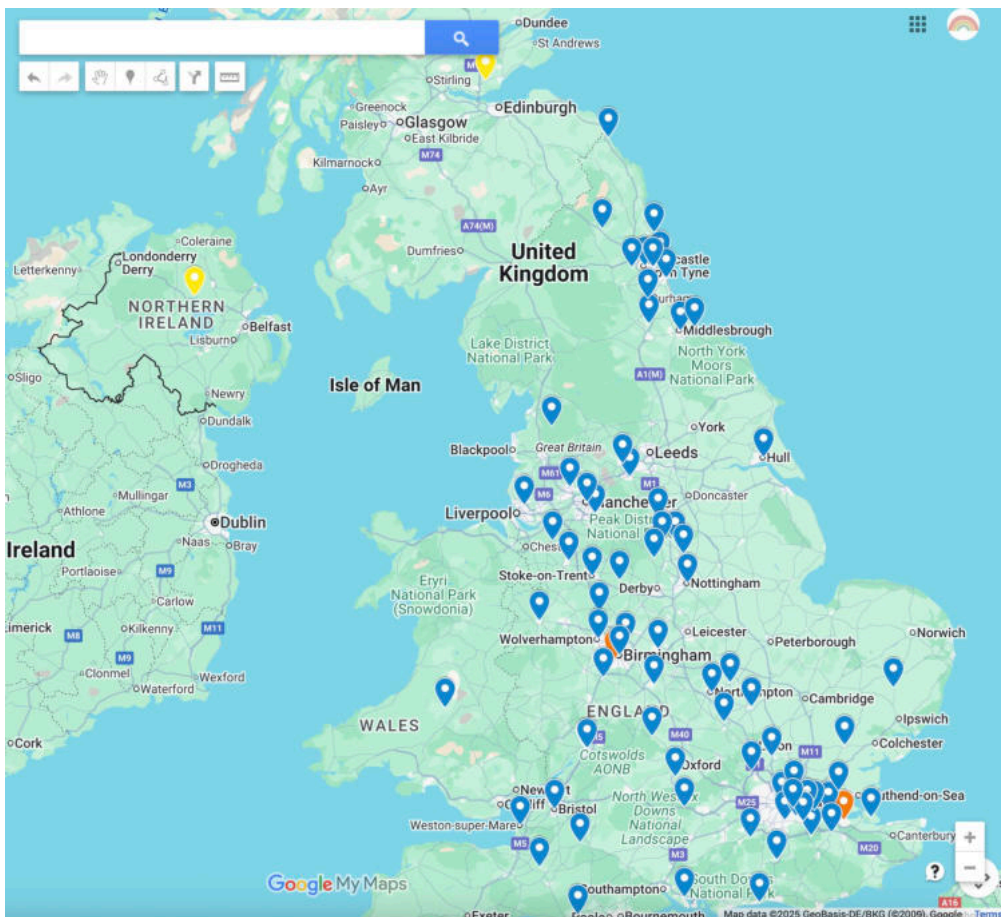
Boxes:

Since January 2025, the charity has sent out 134 boxes via self referral and 100 boxes directly to NHS Trusts. This data was recorded on 17/11/2025.



Geographical spread in 2025

This chart illustrates the geographical spread of box provision from 2025. The most popular region for our boxes continues to be the South East - followed by the North East. These figures are for our self referral boxes. NHS stock for 2025 was sent to the South East, South West and West Midlands. With the charity's continued relationship with NHS trusts across the country, it is expected that geographical spread will widen over the next calendar year.



Snapshot of the spread of boxes across England and Wales in 2025. Blue markers are self referral, orange markers are NHS stock and yellow are purchased boxes.



Amneet (chair/founder) at Gravesend Gurdwara Health and Wellbeing Fair November 2025

As part of the charity’s ongoing commitment to being an inclusive organisation, breaking barriers and improving access to their services, they took the decision this calendar year to record some pieces of demographic data from beneficiaries. The charity now records ethnicity, sexual orientation and gender as part of their data collection. The reason behind this is to understand beneficiaries and where the charity can improve reach and build more relationships. There should be sufficient data for reporting by the 2025/2026 Annual Report.

Collaborations in 2025

Baby Loss and Pregnancy After Loss Art Exhibition

The ‘We Remember’ art exhibition was a big collaboration project with charities Abigail’s Footsteps and The Worst Girl Gang Ever Foundation. The project started in June 2024 with creative workshops for bereaved families and culminated in a beautiful exhibition in March 2025.

The charities secured £1000 of funding from Kent Community Foundation to fund the artist workshops. The workshops were facilitated by local artist Sonnia Montes. Families created decoupaged shoes with messages about baby loss.

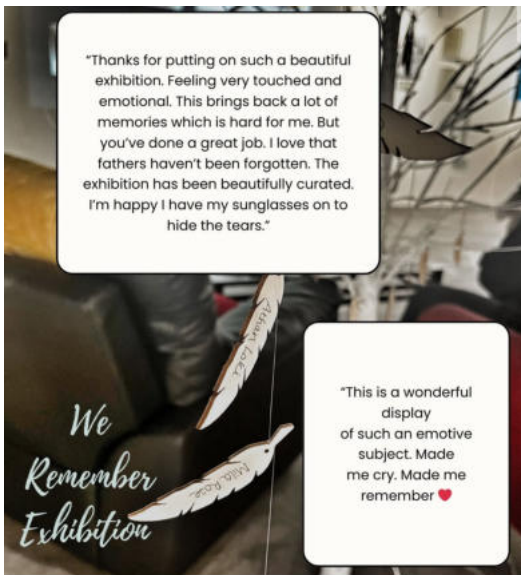


'Walk in our shoes' installation



Bridget (Treasurer) and Amneet (Founder/Chair) with 'Rays of Hope' installation

The exhibition was well attended and provided valuable support for families in the area. For the charities, it provided a space to raise awareness of their services and develop networks.



Feedback from attendees



Hidden Grief - the forgotten fathers

Baby loss art exhibition aims to 'break barriers'



BBC News Article

My husband realising that if I did miscarry when he was deployed, then I'd have no support as the midwifery team and GP had shown no kindness or care so far.

Pregnancy after loss for military families
Rainbow Baby Week
16-22 August 2025



Quote from 'Pregnancy After Loss for Military Families'

Pregnancy after loss for Military Families

In August 2025, the charity worked with Dandelion Military Families - a grassroots organisation working to improve military parental mental health and early parenthood experiences. Together, they released the 'Pregnancy After Loss for Military Families' booklet during Rainbow Baby Week 2025.

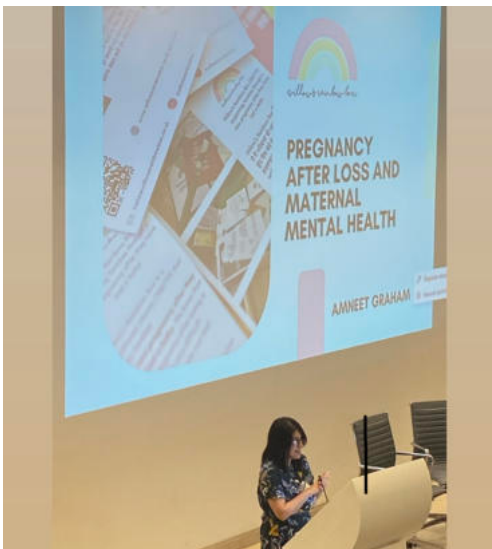
The resource brought together stories from military families about their experiences of pregnancy after loss. These families have unique challenges that they face - along with the stress and anxiety that already comes with pregnancy after loss. The charity felt it was important to provide a platform to highlight these stories. This work provided an excellent opportunity to create new networks and to raise awareness of the charity's services to families who may not have known about them before.

The resource can be found [here](#).

Research involvement, conferences and stakeholder groups

This calendar year, the largest project that the charity had involvement in was the Stillbirth Priority Setting Partnership steering group. The group met monthly to discuss and prioritise a set of questions about stillbirth that were provided by families. The charity contributed to this important work alongside other charities and professionals.

The charity began work with the MATREP study team in 2024. This study was led by Professor Alexander Heazell and a team of researchers at University of Manchester and Oxford University. The study aimed to investigate family experiences of review tools used when a baby has died or been seriously injured at birth. The charity's role in this work was to help promote the survey amongst families in its network. The chair attended the results meeting in Westminster earlier this calendar year.



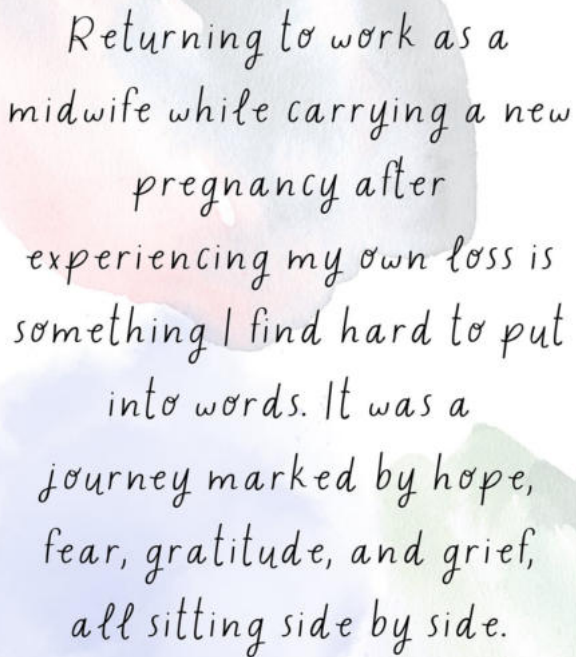
In April 2025, the chair spoke at the Maternal Mental Health Summit about the charity and the impact of pregnancy after loss on Maternal Mental Health. The talk was well received and attracted new followers and supporters for the charity.

The charity continues to attend meetings for the All Parliamentary Group for Baby Loss where possible. The chair also attended the Motherhood Group's Black Maternal Health Conference this year.

Founder/chair Amneet Graham speaking at the Maternal Mental Health Summit 2025

Rainbow Baby Week 2025

Rainbow Baby Week is the charity's annual campaign week that takes place 16th August - 22nd August. This calendar year, the week consisted of a mix of video content, guest blogs and resources co-created with the community.



Returning to work as a midwife while carrying a new pregnancy after experiencing my own loss is something I find hard to put into words. It was a journey marked by hope, fear, gratitude, and grief, all sitting side by side.

Quote from "Caring for you and caring for me"

As already mentioned, the charity released its booklet of stories from military families. The charity also released 'Caring for you and caring for me' - a booklet of stories from midwives and healthcare professionals who have been pregnant after loss whilst caring for pregnant families. The collection can be viewed [here](#).

The chair also hosted pregnancy after loss video chats with:

Professor of Obstetrics, Professor Alex Heazell

Co- founder of India's first baby loss support space, Swagata Majumda

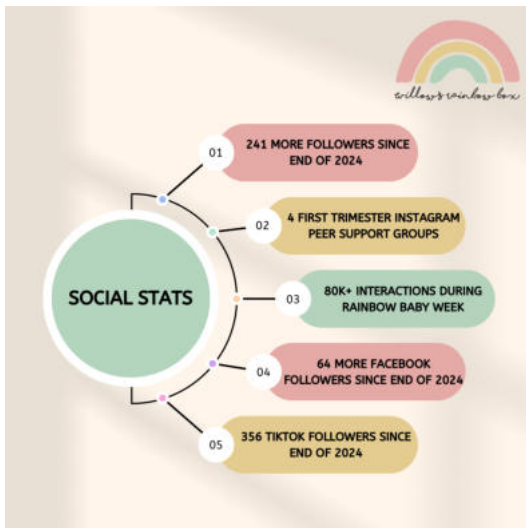
Counsellor Manisha Sheth

Founder of The Vilomah Foundation, Catherine Maclennan.

During Rainbow Baby Week, the charity also took its next step in service expansion. The charity opened up their boxes for free to families in Wales. The week was a huge success -

attracting over 60 new followers on Instagram and generating over 80K views. The charity received recognition and post shares from a number of organisations, including Royal College of Midwives.

Social Stats from calendar year 2025



The charity's most popular platform continues to be Instagram.

The charity posted across Instagram, Facebook and TikTok during Rainbow Baby Week. The charity also posted across her LinkedIn.

The charity created a series called 'Stats Sunday' this year. They asked questions to the public about pregnancy after loss, shared responses and created articles to share on LinkedIn. The topics covered in 2025 were:

Did pregnancy after loss impact your relationship?

Did pregnancy after loss impact on your decision to use antenatal support services such as hypnobirthing, classes and doulas?

Did pregnancy after loss impact on your postnatal journey?

Did being a UK benefit/welfare recipient impact on your experience of baby loss or pregnancy after loss?

Does pregnancy after loss impact on life at work?

Does pregnancy after loss impact on your decision to use private scanning services?

Does pregnancy after loss impact on a person's choice of how/where to birth their baby?

PR

This calendar year, the charity have had some media features. BBC South East covered the 'We Remember' exhibition and also did a feature on the charity after a supporter completed a fundraising campaign, travelling from Medway Hospital in Kent to RVI Newcastle via public bus services only. This story was also featured by The Chronicle.



The charity are working with their PR consultant, Kiara Patrick, to keep growing their media presence.

Fundraising:

Fundraising in 2025 has been a success. The charity planned for 2025 to be a year of income generation and becoming more sustainable and they have achieved this through funding this calendar year.

In December 2024 - this financial year, the charity launched its 'Raise for Rainbows' campaign. The focus of this campaign is to encourage people in the community to take part in any challenge to raise money for a stock of boxes at an NHS unit on the charity's waiting list.

Two people completed a challenge this calendar year. Charity Trustee, Jen, completed 6 half marathons (ending with the Great North Run). Jen raised an amazing £650 towards funding boxes for the RVI in Newcastle.



The second challenge that took place was an epic bus challenge. In September 2025, Daniel Graham (husband of founder/chair, Amneet) travelled from Medway Hospital in

Gillingham, Kent to the RVI in Newcastle via public bus services only. The journey took just over 18 hours and raised funds for boxes for the RVI in Newcastle and for Medway Hospital.



The charity was awarded National Lottery funding in August 2025 - outside of this financial year, but within the calendar year, securing box provision across England over the next 2 calendar years. The funding also supports the provision of boxes to 8 NHS Trusts in England from the charity's waiting list.

The charity was also awarded £1000 this financial year from Kent Community Foundation to support the work on the 'We Remember' exhibition.

£1000 of funding was also received from ShareGift in April 2025.

Trustees and volunteers:

Nicola Govindan stepped down as a Trustee in February 2025. The charity thank Nicola for her support throughout her time as Trustee.

There have been no further volunteer or trustee changes this calendar year.

Section 4: Plans for the next calendar year

The funding provided by The National Lottery Awards For All provides an exciting calendar year ahead for Willow's Rainbow Box. The charity's main focus will be distributing boxes to those NHS Trusts on their waiting list. The charity will also be more active in marketing their boxes - and attending events and opportunities to do so where possible.

The boxes have regularly had new items added to them. The charity has made funds available to add an additional resource within the next 2 calendar years. There will be work done within the next calendar year with the community to research and understand further resources that would help our beneficiaries.

Although the charity has funds to support its activities over the next 2 calendar years, they will still be applying for funding to help support their longer term fundraising strategy. Trustees will also engage with training provided by a consultant to help with strengthening the charity as it grows.

The increase in box demand, as well as the quantity of boxes being shipped to the NHS units, means that the charity needs to focus on building resource. There are plans in 2026 to hold some 'box making' events in the area local to the chair. The idea is to gather volunteers in the community together to help create the boxes - bringing people together to support the charity.

The charity hopes to work on more collaboration projects in 2026. A big project is the 'Migrant families baby loss mini series' which they will focus on and work in partnership with other organisations.

PR and media coverage need to grow for the charity in 2026 to help raise awareness of the charity's activities. The charity also aims to to be a verified account on Instagram within the next 12 months. As well as this, the charity's board recognises the importance of attending

events and conferences to network with others in the community. This will be a focus area for the next calendar year.

The charity needs to look to the future and its sustainability. This will inevitably involve paid positions at the charity. To get to this point, the charity needs guidance and to develop the policies/structures needed for employment. This may not happen in the next 12 months, but it is a goal that the team are working towards within the next 2 calendar years.

There are plans to hold another Rainbow Baby Week in August 2026, following the success of the previous campaigns.

Section 5: Accounts - covering the financial year 2024/2025

From the period 01/07/2024 - 30/06/2025.

	Unrestrict ed funds 2024/25	Restricted funds 2024/25	Total funds 2024/25	Total funds 2023/24
	To nearest £	To nearest £	To nearest £	To nearest £
Receipts				
Donations	1,638	180	1818	338
Fundraising receipts	948	-	948	365
Income from charitable activities	28	-	28	44
Grant income	-	1,000	1000	270
Total receipts	2,614	1,180	3,794	1,017

Payments				
Materials	458	178	636	2465
Shipping	397	394	791	607
Insurance	268	-	268	224
Marketing and promotion	66	73	139	181
Fundraising costs	47	-	47	57
Administrative costs	81	-	81	123
Other charitable activities (baby loss art exhibition)	0	1079	1079	-
Total payments	1317	1724	3041	3657
Net receipts for the period	1297	-544	753	-2640
Transfers between funds	-60	60	-	
Cash funds June 2024	2267	510	2777	5415
Cash funds June 2025	3504	26	3530	2777

Statement of Assets and Liabilities as at 30 June 2025				
	Unrestricted funds	Restricted funds	Total funds	Total funds
	2025	2025	2025	2024
	To the nearest £	To the nearest £	To the nearest £	To the nearest £
Cash funds				
Cash at bank	3504	26	3530	2777
Total cash funds	3504	26	3530	2777

The accounts were approved by the Board of Trustees and authorised for issue on 17th December 2025.

Section 6: Trustees, volunteers and acknowledgements.

The charity would like to thank the Trustee Board for financial year 2024/2025:

Amneet Graham - Trustee and Chair

Jennifer Dowson - Trustee and Secretary

Katherine Hatley - Trustee

Leeanne Wanless - Trustee

Lucy Willis - Trustee

Bridget Langford - Trustee and Treasurer

Nicola Govindan - Trustee and Communications (Resigned February 2025).

Charity Volunteers in financial year 2024/2025

Elly Roper - Website Co-ordinator

Gemma Morris - Social Media Admin

Chris Weaver - Website donation

Lisa Stephenson - Fundraising Manager

Kiara Patrick - PR Consultant

Meghan Butler - Box packing operations

Partners/corporate in financial year 2024/2025

Box items partners :

Kicks Count

Action on Postpartum Psychosis

NDL Visual (printing)

Fundraising:

Paula Alionyte - appointed in March 2025 as Fundraising Consultant to support trustees with training in 2026.

Baby Loss and Pregnancy After Loss Art Exhibition

Abigail's Footsteps

The Worst Girl Gang Ever

Sonia Montes (artist)

St George's Art Gallery, Gravesend

House of Leyla, Gravesend

Kent Community Foundation



Contact details:

Website: www.willowsrainbowbox.co.uk

Email: hello@willowsrainbowbox.co.uk

Facebook: @willowsrainbowboxproject

X: @Willowsrainbow

Instagram: @willowsrainbowbox

WILLOW'S RAINBOW BOX

England & Wales - Charity number 1186779

Accounts

DECEMBER 2024

WILLOW'S RAINBOW BOX

CHARITABLE INCORPORATED ORGANISATION:
(REGISTERED NUMBER 1186779)

ANNUAL REPORT

Including Receipts and Payments Accounts for the Period from 1 July 2023 to 30 June 2024.



Section 1: The Charity

Willow's Rainbow Box is a registered CIO that aims to support women, birthing people and families going through a new pregnancy following a pregnancy loss or neonatal loss. The charity's focus is to help reduce anxiety and promote positive mental health and wellbeing for families going through this journey, through the provision of online support throughout the UK and physical goods/services throughout England. The charity has seven dedicated Trustees - all of whom bring different angles and experience to the work of the charity. The Trustees work to the highest standards and represent the three Charity values: empathetic, approachable, supportive.



Section 2: Message from Chairperson and Founder - Amneet Graham

2023/2024 has been an incredible year for Willow's Rainbow Box! Following our expansion in 2023 to cover the whole of England with our box provision, we have gone from strength to strength. We released our very first impact report this year, detailing how our National Lottery funding was spent and illustrating the amazing impact of our work. We put stocks of boxes into some NHS hospitals this year thanks to National Lottery Funding. We now have a waiting list of NHS Trusts who would like stocks of boxes from us! It has been an exciting and productive year for us and we are thankful to all of our supporters.

This report will cover the activities of the charity from the last 12+ months, as well as planned activities for the future and accounts for the year.

Section 3: Activities from the past year

Boxes:

Last year, 132 boxes were shipped out throughout England to families pregnant after losing a baby. Since January 2024, the charity have shipped out 213 boxes to families throughout

England. These charts illustrate the geographical spread of box provision from 2023 (cream) and the geographical spread of box provision from 2024 (black). There is a great geographical spread and the majority of boxes this year were sent to the South East, followed by the West Midlands.





In April 2024, charity also held an application process for NHS Maternity units, Perinatal Mental Health Teams and Rainbow Clinics - for two units to receive 50 boxes each. The charity were overwhelmed with applications of a very high standard and the board decided to allocate boxes to three units -

25 boxes to Royal Victoria Infirmary, Newcastle

25 boxes to Croydon University Hospital, Croydon

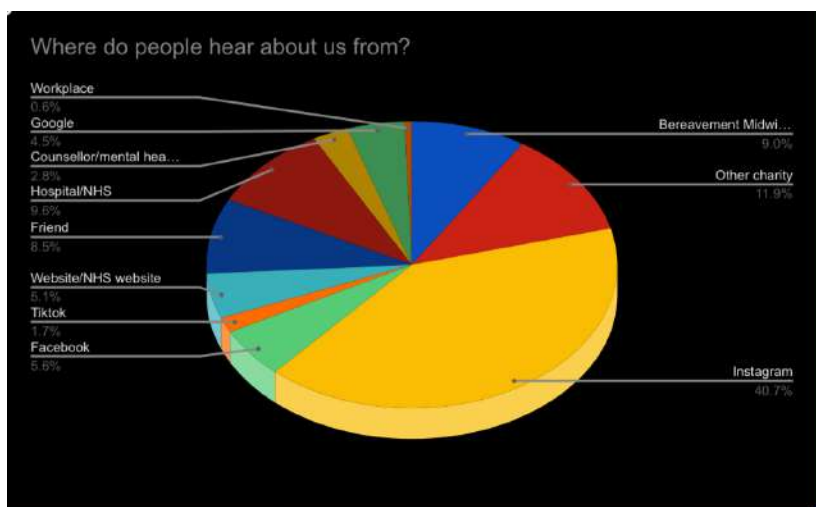
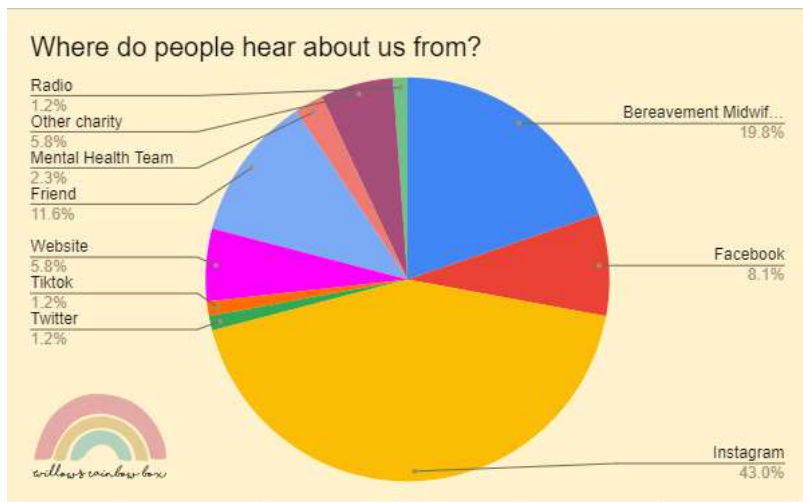
50 boxes to James Cook University Hospital, Middlesbrough



The remaining Trusts that applied (and those who had stock and have used it all) have been added to a waiting list of organisations who would like to be considered for stock when the charity is able to secure funding.

Where do people hear about Willow's Rainbow Box?

In 2023 (cream) most people heard about the charity from Instagram. This hasn't changed in 2024 (white) and it continues to be the most popular way people hear about Willow's Rainbow Box. People are now starting to hear about the charity via their hospital too, which could be down to the increased networking with NHS Trusts and the charity's involvement in various research projects this year.



The provision of boxes for families, sample boxes and boxes into NHS Trusts has been made possible through achieving funding from The National Lottery Awards For All in 2023. This funding has now come to an end and the charity will be preparing more funding bids and fundraising plans for the coming 12 months.

Research involvement, conferences and stakeholder groups.

Willow's Rainbow Box has been involved in a few projects over the last year. In June 2024, the charity attended the inaugural South Asian Maternal Health conference. The charity was also involved in sharing and raising awareness of the MATREP study - understanding family experiences of review tools that have been used when a baby has died or been seriously injured at birth. This work was led by Professor Alexander Heazell and a team of researchers at University of Manchester and Oxford University.

Willow's Rainbow Box has also been involved in the creation of an MBRRACE document 'Comparing the care of Asian and White women whose babies died.' The charity features on the document's signposting page.

The charity has also been involved in the CONNECT stakeholder group. This project is looking at creating a community support pathway for families after a second trimester loss. The charity sit on the stakeholder group with a variety of other charities and professionals and the project is funded by the NIHR (National Institute for Health and Care Research). This is a 5 year project which started mid-2024.

Willow's Rainbow Box has also joined the Stillbirth Priority Setting Partnership Steering Group. The group will be approaching families to understand important unanswered questions in stillbirth prevention, management, bereavement and post-natal care and looking at which research questions are priorities to be studied in this area.

The charity's increased presence in the world of research has enhanced its visibility and increased healthcare professional knowledge of the charity's activities. This has been vital in the growth of the charity and shows the charity's continued commitment to improving experiences and knowledge of baby loss and pregnancy after loss.

Baby Loss and different communities:

In May 2024, the charity launched the 'Neurodiversity Baby Loss Mini Series.' This series is part of the charity's ongoing work on raising awareness of baby loss in different cultures and communities. The charity shared stories from neurodivergent people telling their experiences of baby loss and/or pregnancy after loss. This was a really key community that is underrepresented when it comes to baby loss and the charity were keen to give space to hear voices from this community. The series was shared via socials and made into a PDF format and shared directly with other charities and organisations who found it extremely useful.

Social media, media and awareness raising:

The charity has grown on social media - in particular with Instagram. The following on X is 1228, which is not a huge increase on last year. The charity have reduced their presence on X due to connections deciding to use other platforms more.

The charity ended 2023 on around 1400 Instagram followers. The amount of followers is now nearly 1900 and has grown as a result of social media campaigns and ongoing projects. The charity also re-introduced 'First Trimester' peer support groups on Instagram in October 2024. The current group is very active and has been well received and as a result, the team have decided to run new quarterly groups and keep groups open and monitored until birth.

Facebook following remains fairly static in comparison to Instagram - growing from 720 to 778 over the last 12 months.

The charity also started using more of TikTok and some beneficiaries found out about the charity's work through this platform.

The charity held its annual Rainbow Baby Week in August 2024. The week was heavily led by Social Media Admin, Gemma Morris. The campaign week this year followed a diary entry style - following the journey of pregnancy after loss through a series of fictional (based on true accounts) diary entries. The week was very well received by the community and engagement high.

During Baby Loss Awareness Week, the charity created a 'White Pumpkin' reel with baby names from the community, shared alongside the 'White Pumpkin' poem. This was a soft and gentle acknowledgment of baby loss awareness week - a week which can sometimes be difficult and triggering for those pregnant after loss.

The charity have been raising awareness of their work in different ways, including the Easter treat campaign and October Halloween crochet pumpkin campaign. Both campaigns involved hiding treats around local areas for people to find - with information about the charity.

In July 2024, the charity spoke at an Abigail's Footsteps bereavement study day for professionals at Medway Hospital. This was another excellent opportunity to raise awareness of the support offered and around the topic of pregnancy after loss.

The charity has also started holding a space at the wellbeing fairs at Guru Nanak Darbar Gurdwara in Gravesend. The charity have posters and information on display and engage with families visiting the Gurdwara to raise awareness of the support on offer.

The charity is still growing their media presence. It recruited its first PR consultant this year who has been working with the charity to increase their exposure in wider media. The PR Consultant, Kiara Patrick, has been working on out reach to media outlets and also other organisations that could signpost to Willow's Rainbow Box. An article was published in The Chronicle Newcastle at the time of the boxes going into James Cook, RVI and Croydon. The charity is now also signposted for families via the Royal College of Obstetricians and Gynaecologists website.

The charity have recently revised the way they collect and use others' images by implementing a consent form prior to any images being used/taken.



Baby Loss and Pregnancy After Loss Art Exhibition

In June 2024, Willow's Rainbow Box entered an exciting collaboration with 2 charities - Abigail's Footsteps and The Worst Girl Gang Ever Foundation. The project is an art exhibition called 'We Remember' - all about baby loss and pregnancy after loss. It is set to take place from 3rd-16th March 2025 at St George's Art Gallery, Gravesend, Kent. The charities secured £1000 of funding from Kent Community Foundation to help with this exhibition. They are also running 2 in person creative workshops for bereaved parents (18+) to create works for the exhibition. The first of these sessions took place in November 2024 and it was a beautiful, poignant workshop filled with creativity, conversation and support for others. The sessions are being led by Kent artist Sonnia Montes.

The charities also plan to run an online poetry workshop and they have planned to create a baby loss art installation and a pregnancy after loss art installation. All works will be collated and displayed at the exhibition in 2025.



Fundraising:

The charity was awarded National Lottery funding in May 2023 which was used to fund the provision of 300 boxes

throughout England. There was still some funding left to fund limited stocks to hospitals via an application process. The charity are in the process of applying for more grant funding to help secure provision of boxes both in the community and into hospitals in 2025 and the following years.

Individual giving and community fundraising are still very important and critical for unrestricted funds. In September 2024, the charity had 2 Great North Run runners who collectively raised £1000 for the charity.

The charity also received an order in 2024 from charity Abigail's Footsteps - to fund the provision of 25 boxes into Medway Hospital, Kent.

December 2024 reveals new fundraising campaigns for the charity. In recognition of the charity's 5th birthday and Christmas, there will be a campaign to encourage families to donate to the charity in place of purchasing regular Christmas cards.

To celebrate the charity's 5th birthday, they will be launching their biggest fundraising campaign yet - 'Raise for Rainbows.' The campaign will encourage people in the community to raise enough funds for 25 boxes or 50 boxes to be provided for one of the units on their waiting list.

The charity also signed up to 'Benevity' which is a platform for employees to give donations to charity through their workplace.

There is a continued focus on community fundraising to support work around the grant-funded work.



Trustees and volunteers:

The last 12 months have been steady for Trustees and there have been no new appointments or resignations. The charity recruited 2 new volunteers to the team -

Kiara Patrick - PR Consultant

Meghan Butler - Box Packing Operations

Section 4: Future plans for the next year

The last 12 months have been extremely busy for the charity - with one month alone yielding 46 box applications! The charity's focus for the next year is securing more funding to make the charity's current activities sustainable. The charity will be applying for new pots of funding for self referral boxes, but also now including some stock for NHS trusts on their waiting list in the funding bids. The charity has words of support by NHS Trusts interested in their work and those who have received boxes already. The 2024 impact report was a fantastic illustration of the amazing impact their work has had over the last year. The plan would be to fund at least 25 boxes for 10 NHS maternity units, rainbow clinics or perinatal mental health teams over the next 12 months. This would be additional to the boxes sent out to the community via self referral.

Funding and sustainability has to be a big priority in 2025. The charity will be putting out a tender late 2024 for a Fundraising Consultant to join the team and to help find opportunities

to make the charity more sustainable. The appointment of the Fundraising Consultant will be dependent on achieving funding for the position.

The baby loss and pregnancy after loss exhibition in Spring 2025 will be a big activity for the charity next year. This will be the charity's first project in collaboration with other charities and it's also a fantastic opportunity to raise awareness and increase profile for the charity.

PR and media coverage will be another big focus for the charity in 2025. With the help of the PR consultant, the hope is to raise the charity's profile nationally and to reach local and national media outlets. The charity recently approached BBC support helplines to discuss the possibility of being listed as a signposted charity. This is not something the charity can go ahead with in present capacity, but will be an aim for the future. The charity also aims to be a verified account on Instagram within the next 12 months. The PR Consultant will also be working on a content calendar for the next 12 months to ensure the charity are accessing every opportunity to discuss pregnancy after loss and generate content.

In 2023, the charity was planning to seek a new Co-Chair to join the team. This is currently on hold as the charity explores its growth and plans for the future. They plan to explore next steps for growing the charity - including the possibilities of paid workers in the future.

The charity will be looking at introducing another baby loss mini series in 2025 and will engage with communities to decide on the main focus.

It has been a great year for engagement with research, conferences and raising awareness. Willow's Rainbow Box plans to continue this into 2025 by attending at least one conference, continuing to engage with relevant research opportunities and continuing to hold information stands in the community and in particular with diverse communities.

There are plans to hold another Rainbow Baby Week in August 2025, following the success of the previous campaigns.

Community fundraising will continue to be a priority and the board and volunteers will continue discuss new ideas to raise funds.

The charity will continue to build its website with more digital forms of support and resources for beneficiaries.

Section 5: Accounts

	Unrestrict ed funds 2023/4	Restricted funds 2023/4	Total funds 2023/4	Total funds 2022/3
	£	£	£	£
Receipts				
Donations	338		338	588
Fundraising receipts	365		365	1044
Income from charitable activities	44		44	432
Grant income		270	270	4375
Total receipts	747	270	1017	6439
Payments				
Materials	0	2465	2465	1286
Shipping	7	600	607	390
Insurance	0	224	224	223
Marketing and promotion	1	180	181	93
Fundraising costs	57	0	57	83
Administrative costs	123	0	123	23

DBS Checks	0	0	0	18
Total payments	188	3469	3657	2116
Net receipts for the period	559	-3199	-2640	4323
Cash funds June 2023	1706	3709	5415	
Cash funds June 2024	2267	510	2777	5415

Statement of Assets and Liabilities as at 30 June 2024				
	Restricted funds	Unrestricted funds	Total funds	Total funds
	2024	2024	2024	2023
	£	£	£	£
Cash funds				
Cash at bank	510	2267	2777	5415
Total cash funds	510	2267	2777	5415

The accounts were approved by the Board of Trustees and authorised for issue on 3rd December 2024.

Section 6: Trustees, volunteers and acknowledgements.

The charity would like to thank the Trustee Board for 2023/2024:

Amneet Graham - Trustee and Chair

Jennifer Dowson - Trustee and Secretary

Katherine Hatley - Trustee

Leeanne Wanless - Trustee

Lucy Willis - Trustee

Bridget Langford - Trustee and Treasurer

Nicola Richards - Trustee and Communications and PR Manager

Charity Volunteers:

Elly Roper - Website Co-ordinator

Gemma Morris - Social Media Admin

Chris Weaver - Website donation

Lisa Stephenson - Fundraising Manager

Kiara Patrick - PR Consultant

Meghan Butler - Box packing operations

Partners/corporate in 2023/2024

Box items partners:

Kicks Count

Action on Postpartum Psychosis

NDL Visual (printing)

Fundraising:

Tied The Knot Creations

Claire Stewart (GNR T shirts)

Kent Community Foundation (baby loss exhibition funding)

Baby Loss and Pregnancy After Loss Art Exhibition

Abigail's Footsteps

The Worst Girl Gang Ever

Sonia Montes (artist)

St George's Art Centre



Contact details:

Website: www.willowsrainbowbox.co.uk

Email: hello@willowsrainbowbox.co.uk

Facebook: @willowsrainbowboxproject

X: @Willowsrainbow

Instagram: @willowsrainbowbox

BlueSky: @willowsrainbowbox.bsky.social

WILLOW'S RAINBOW BOX

England & Wales - Charity number 1186779

Accounts

DECEMBER 2023

WILLOW'S RAINBOW BOX

CHARITABLE INCORPORATED ORGANISATION:
(REGISTERED NUMBER 1186779)

ANNUAL REPORT

Including Receipts and Payments Accounts for the Period from 1 July 2022 to 30 June 2023.



Section 1: The Charity

Willow's Rainbow Box is a registered CIO that aims to support women, birthing people and families going through a new pregnancy following a pregnancy loss or neonatal loss. The charity's focus is to help reduce anxiety and promote positive mental health and wellbeing for families going through this journey, through the provision of online support throughout the UK and physical goods/services throughout England. The charity has seven dedicated Trustees - all of whom bring different angles and experience to the work of the charity. The Trustees work to the highest standards and represent the three Charity values: empathetic, approachable, supportive.



Section 2: Message from Chairperson and Founder - Amneet Graham

The last 12 months have been very exciting and eventful for the charity. We expanded our box service to cover the whole of England and we were successful in our application for funding from The National Lottery Awards For All to support our growing work.

This report will cover the activities of the charity from the last 12+ months, as well as planned activities for the future and accounts for the year.

Section 3: Activities from the past year

Boxes:

In February 2023, the charity expanded the provision of comfort boxes to cover the whole of England. This has been a successful and key move for the charity.

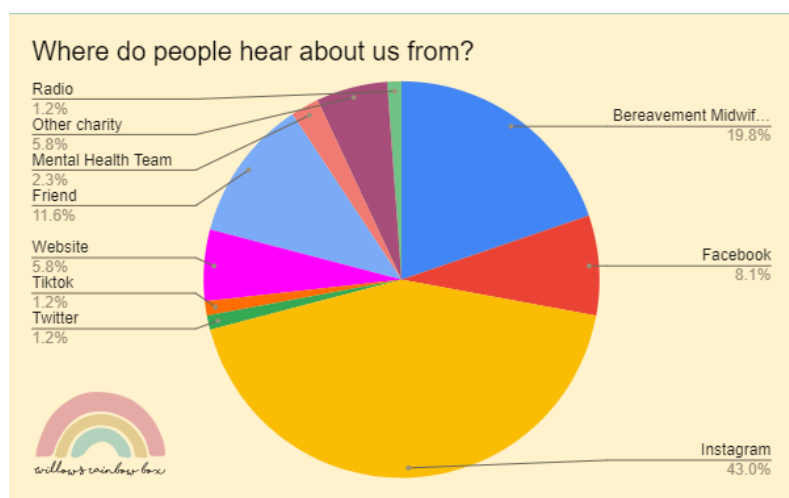


The charity shipped 132 boxes since January 2023. This chart illustrates the geographical spread of box provision. Since May 2023, they have also shipped 17 sample boxes and signposting posters to NHS Bereavement Midwife clinics, Early Pregnancy Units, Perinatal Mental Health Units and charities/organisations throughout England.

In October 2023, two new additions

were made to the boxes. The first was a crochet kit which provides a useful and mindful activity for families to try. The second addition was an information leaflet from the charity 'Action on Postpartum Psychosis.' The purpose of this leaflet is to normalise conversation, inform and educate families on the signs to look out for with postpartum psychosis. Many families that benefit from Willow's Rainbow Box services are also experiencing anxiety in their pregnancy. The team felt it was important to the well-being of families to keep them informed regarding difficulties that may arise during pregnancy and following birth and are pleased to share this life saving information with families.

There is a growth in the amount of beneficiaries hearing about the charity and being signposted via hospitals and midwives, but the majority of beneficiaries still continue to hear about services through social media channels.



The provision of boxes for families, sample boxes and additional items in 2023 has been made possible through achieving funding from The National Lottery Awards For All.

10 week pilot mindfulness programme with Mindful Therapies CIC:

In January 2023, the charity launched a 10 part mindfulness programme in conjunction with Mindful Therapies CIC in Newcastle upon Tyne. This was a pilot programme which has not been continued due to capacity and resource. The programme took beneficiaries through weeks of mindfulness focussed sessions to help promote positive mental health and well-being for them during their pregnancy after loss. The programme attracted few attendees, but could be launched again in future (most likely online) if resource becomes available.

Baby Loss and different communities:

The charity did not launch a new mini series for different communities in 2023, but did highlight previous series and the board's continued commitment to providing platforms for communities to tell their stories during Rainbow Baby Week in August 2023. The team have also engaged with other organisations and campaigns such as Black Baby Loss Awareness Week. With resource and capacity, they plan to expand the mini series and focus on different communities in 2024. The chair has also been involved with the MBRRACE Stakeholder group looking at ethnicity and baby loss reports.

Social Media and Media:

The charity has grown on social media, with over 1200 Twitter followers, over 1400 Instagram followers and over 720 followers on Facebook. In August 2023, the charity ran their biggest social media event so far - Rainbow Baby Week. This year was different as the charity collaborated with other organisations in the bereavement and baby loss community. This was a week full of content. There were pre recorded sessions with Dr Petra about research in pregnancy after loss and Dr Pavan about trying after loss from an Obstetrician perspective. They held Instagram Live sessions with Sarina from Himmat Collective about trying after loss and coping using faith and we also spoke with Pregnancy After Loss Support in the US about their support and mental health in pregnancy after loss. The campaign shared pregnancy after loss stories and content from people in the community. The team also launched a new resource to support conversations with employees in the workplace around pregnancy after loss. They also launched a Google Drive for people to drop links to support in their area and links to research for families going through pregnancy after loss. The campaign week was a big success that increased engagement and reach.

The Instagram peer support groups are still running, with introduction to a first trimester support group too.

In May 2023, the chair was awarded with a 'Coronation Champion' award from HRH King Charles and HRH Queen Camilla - in recognition of work for Willow's Rainbow Box. This boosted awareness of the charity's work. In October 2023, the chair took part in an episode podcast series with charity 'Abigail's Footsteps' for Baby Loss Awareness Week.

Fundraising:

In May 2023, the charity secured its first funding grant from The National Lottery Awards For All. They were awarded £4375 to fund provision of comfort boxes throughout England and to fund marketing (including sample boxes for units throughout England). Individual giving and community fundraising are still very important and critical for unrestricted funds. In June 2023, trustee and treasurer Bridget Langford completed a fundraising challenge that raised £1020. In September 2023, trustee and secretary Jennifer Dowson ran the Great North Run and raised £295. The charity also added more items to the web shop and collaborated with a card creator to create a 'rainbow baby' greetings card. They ran a rainbow hearts campaign during Rainbow Baby Week, where people could buy knitted and crochet hearts from the web store to help raise money. There is a continued focus on community fundraising to support work around the grant-funded work.

Zoom support groups:

The charity re-launched the Zoom support sessions, but these are currently on pause due to volunteer capacity. They hope to see these return in 2024.

Trustees:

In the last 12 months, the charity recruited 2 new Trustees to the Willow's Rainbow Box team. Bridget Langford joined as treasurer and trustee and Lucy Willis joined as a trustee. The charity sadly said goodbye to former Treasurer Tony Wardle and in October 2023 co-chair Stephanie Phillips stepped down from her position.

Section 4: Future plans for the next year

The charity's focus for next year continues to be on the provision of boxes throughout England and on collecting feedback from families about the service. The team want to continue to increase awareness of the charity and will be looking at increasing media engagement and improving PR.

The charity will be seeking a new co-chair and trustee to join the team and take the charity forward further. They plan to explore next steps for growing the charity - including the possibilities of paid workers in the future.

The charity will be looking at introducing another baby loss mini series in 2024 and will engage with communities to decide on the main focus.

There are plans to hold another Rainbow Baby Week in August 2024, following the success of the 2022 and 2023 awareness campaigns.

The chair has been invited to take part in a research stakeholder group for a PHD project looking at how the NHS care's for women and partners who have experienced a stillbirth or second trimester miscarriage after they had been discharged from hospital. This is a 5 year funded project which the charity will be involved in from the middle of 2024.

In terms of fundraising, the charity will be looking at applying for further funding grants following the success of National Lottery funding. Community fundraising will continue to be a priority and the board and volunteers will discuss new ideas to raise funds.

The charity will continue to build its website with more digital forms of support and resources for beneficiaries.

Section 5: Accounts

	Unrestrict ed funds 2023	Restricted funds 2023	Total funds 2023	Total funds 2022
	£	£	£	£
Receipts				
Donations	588		588	520
Fundraising receipts	1044		1044	251
Income from charitable activities	432		432	
Grant income		4375	4375	
Total receipts	2064	4375	6439	771
Payments				
Materials	666	620	1286	191
Shipping	373	17	390	44
Insurance	223		223	183
Marketing and promotion	64	29	93	10
Fundraising costs	83		83	
Administrative costs	23		23	
DBS Checks	18		18	
Total payments	1450	666	2116	428
Net receipts for the period	614	3709	4323	343

Statement of Assets and Liabilities as at 30 June 2022				
	Restricted funds	Unrestricted funds	Total funds	Total funds
	2023	2023	2023	2022
	£	£	£	£
Cash funds				
Cash at bank	1706	3709	5415	1092
Total cash funds	1706	3709	5415	1092

The accounts were approved by the Board of Trustees and authorised for issue on 4th December 2023.

Section 6: Trustees, volunteers and acknowledgements.

The charity would like to thank the Trustee Board for 2023/2024:

Amneet Graham - Trustee and Chair

Jennifer Dowson - Trustee and Secretary

Anthony Wardle - Trustee and Treasurer (Resigned)

Katherine Hatley - Trustee

Leeanne Wanless - Trustee

Ruth Kelly - Trustee (creative and design) (Resigned)

Steph Phillips - Trustee and Co-Chair (Resigned)

Lucy Willis - Trustee

Bridget Langford - Trustee and Treasurer

Nicola Richards - Trustee and Communications and PR Manager

Charity Volunteers:

Elly Roper - Website Co-ordinator

Gemma Morris - Social Media Admin

Chris Weaver - Website donation

Lisa Stephenson - Fundraising Manager

Partners/corporate in 2023

Mindful Therapies CIC

Rainbow Baby Week partners:

Pregnancy After Loss Support

Dad Matters

Leo's Neonatal

Zephyrs Nottingham

Let's Talk About Loss

Hannah's House

Box items partners:

Kicks Count

Action on Postpartum Psychosis

Fundraising:

Tied The Knot Creations



Contact details:

Website: www.willowsrainbowbox.co.uk

Email: hello@willowsrainbowbox.co.uk

Facebook: @willowsrainbowboxproject

Twitter: @Willowsrainbow

Instagram: @willowsrainbowbox

WILLOW'S RAINBOW BOX

England & Wales - Charity number 1186779

Accounts

DECEMBER 2022

WILLOW'S RAINBOW BOX

CHARITABLE INCORPORATED ORGANISATION:
(REGISTERED NUMBER 1186779)

ANNUAL REPORT

*Including Receipts and Payments Accounts for the Period from 1 July 2021 to
30 June 2022.*



Section 1: The Charity

Willow's Rainbow Box is a registered CIO that aims to support women and families going through a new pregnancy following a pregnancy loss or neonatal loss. The charity's focus is to help reduce anxiety and promote positive mental health and wellbeing for families going through this journey, through the provision of online support throughout the UK and physical goods/services in Newcastle upon Tyne and surrounding areas. The charity has seven dedicated Trustees - all of whom bring different angles and experience to the work of the charity. The Trustees work to the highest standards and represent the three Charity values: empathetic, approachable, supportive.



Section 2: Message from Chairperson and Founder - Amneet Graham

The last 12 months have been about recovery after Covid and being able to properly re-start our services. We were fortunately able to resume our box service in April 2021 and since then we have also worked on growing our team and developing our strategy and planning for the coming years.

This report will cover the activities of the charity from the last 12+ months, as well as plans for the future and accounts for the year.

Section 3: Activities from the past year

Boxes:

We resumed our comfort box service in April 2021. To help reduce contact and spread of the virus, we moved to box postage rather than collection. We have posted 30 boxes since we started our service again. We opened up our box service to Northumberland, North Tyneside, South Tyneside, Gateshead, Newcastle, Sunderland and Durham. We have been able to successfully financially sustain this service. We also opened up our rainbow boxes survey again to the public to find out what items they would find useful for a comfort box in pregnancy after loss. As a result of this survey, we added in a new adults colouring book page with coloured pencils. We also created a new business card resource for people to hand to anyone giving them care, which simply says 'Hello! I am pregnant after loss. This journey might be difficult for me. Please keep this in mind whilst supporting me.'

Language:

We took some feedback from people in our community about the term 'dads and partners' describing a new resource we created last year. There was some pushback on this term from people in LGBTQ+ communities who felt that 'partners' was othering. We put out a few

polls via social media and have settled on 'Resources for the other parent' to describe this important resource. We hope this will improve the inclusivity of our resource.

We also took the decision to change the language used about our service provision to include both 'women and birthing people.'

Private scanning vouchers:

The board of trustees decided to stop going ahead with the private scan vouchers due to lack of uptake. We are keen to support any work in the baby loss community that actively campaigns for further scans and support for people pregnant after loss.

Baby Loss and different communities:

We started our work into highlighting baby loss in different communities by creating our South Asian baby loss mini series in 2020. In November 2021, we released our second series which was our 'Black baby loss mini series.

In 2022, we launched our LGBTQ+ baby loss mini series - highlighting stories from people in these communities and amplifying voices. The series was well received and we thank contributors for sharing their stories.

It's important to us that we hear from a diverse range of communities about baby loss - as this also helps to break silence and cultural taboo around loss and increase support for subsequent pregnancy.

Social Media:

The charity has grown on social media, with over 1080 Twitter followers, over 1080 Instagram followers and over 600 followers on Facebook. We have stopped Rainbow Baby Hour temporarily whilst we discuss new themes and ideas. In August 2022, we ran our biggest social media event so far. We ran a week long social media campaign 'Rainbow Baby Week.' This was a week full of interviews and messages from Trustees about how Willow's Rainbow Box began, Instagram Live sessions with special guests such as Kicks Count CEO Elizabeth and Dad Matters Operational Manager Kieran Anders. We also launched our new business card resource, created a giveaway of our box to someone in any area of the country, opened our web shop and created a series of engaging content throughout the week. The purpose of the campaign was to raise awareness of our work and we gained a good social media following during the campaign. The whole team worked so hard on this week, but a particularly big thank you to Gemma our Social Media admin who



created much of the content and schedule. There is appetite from the community for us to run this week again in 2023 and there are other charities interested in being involved next year.

Our Instagram peer support groups are still going too with regular new participants.

Fundraising:

The charity continues to be funded on the generosity of individual giving and from our own small fundraising events. In October 2022, we started working on applications for funding to assist us with our activities. We are also actively recruiting an online community fundraising volunteer to help us with creating fundraising events.

Trustees:

In the last 12 months, we recruited 2 new Trustees to the Willow's Rainbow Box team. Steph joined us as the Willow's Rainbow Box Co-Chair and Nicola joined us as our new Communications and PR manager. Both have joined the charity as Trustees. We sadly said goodbye to Ruth from our Trustee board.

Section 4: Future plans for the next year

At present, our boxes are still only available for people in certain areas of the North East. We did some social media research to find out how people felt about us expanding our boxes to other areas of the country and the idea was well received. Our plan is to try and secure funding for our work in the North East. We then plan to open our boxes in Nottingham and Sheffield by mid 2023. We have 2 members of the team with good links in these areas and feel this would be a good place to trial an expansion of our services.

We have exciting plans in conjunction with CiC Mindful Therapies in Newcastle upon Tyne. Mindful Therapies has a team of therapists who offer donation based counselling and mindfulness groups. We have been working with them to create a 10 part mindfulness programme for people pregnant after loss. Initially this will take place in Newcastle at the Mindful Therapies venue, but we do plan to create an online programme that will be open to people all over the UK.

In the previous Annual Report, we talked about launching regular Zoom support sessions for pregnancy after loss. We did a couple of these but due to ill health we weren't able to do anymore. We do plan to launch these again in 2023, facilitated by our Chair Amneet who has facilitation experience and is safeguarding trained with DBS.

In terms of fundraising, we will look at grants and bids as a source of income over the coming year. We will also plan for more virtual fundraising such as another virtual race. We will explore more virtual community fundraising ideas.

The charity plan to expand on the 'Baby loss in different cultures and communities' section of the website, covering more communities and cultures. There may also be plans to get involved with other organisations working in different communities and cultures and to link up with some digital work and podcast opportunities.

The charity will continue to build its website with more digital forms of support and resources for beneficiaries.

Section 5: Accounts

Receipts and Payments for the Year Ended 30 June 2022		
	Unrestricted Funds 2022	Total funds 2021
	£	£
Receipts		
Donations	520	379
Fundraising receipts	251	23
Other income	-	150
Total receipts	771	552
Payments		
Materials	191	20
Shipping	44	37
Insurance	183	183
Promotions	10	
Total payments	428	240
Net receipts for the period	343	312

Statement of Assets and Liabilities as at 30 June 2022		
	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Cash funds		
Cash at bank	1092	749
Total cash funds	1092	749

The accounts were approved by the Board of Trustees and authorised for issue on 28th December 2022

Section 6: Trustees, volunteers and acknowledgements.

The charity would like to thank the Trustee Board for 2021/2022:

Amneet Graham - Trustee and Chair

Jennifer Dowson - Trustee and Secretary

Anthony Wardle - Trustee and Treasurer

Katherine Hatley - Trustee

Leeanne Wanless - Trustee

Ruth Kelly - Trustee (creative and design) (Resigned)

Steph Phillips - Trustee and Co-Chair

Nicola Richards - Trustee and Communications and PR Manager

Charity Volunteers:

Elly Roper - Website Co-ordinator

Gemma Morris - Social Media Admin

Chris Weaver - Website donation

Lisa Stephenson - Fundraising Manager

Partners/corporate in 2022

Mindful Therapies CiC



Contact details:

Website: www.willowsrainbowbox.co.uk

Email: hello@willowsrainbowbox.co.uk

Facebook: @willowsrainbowboxproject

Twitter: @Willowsrainbow

Instagram: @willowsrainbowbox

WILLOW'S RAINBOW BOX

England & Wales - Charity number 1186779

Accounts

NOVEMBER 2021

WILLOW'S RAINBOW BOX

CHARITABLE INCORPORATED ORGANISATION:
(REGISTERED NUMBER 1186779)

ANNUAL REPORT

Including Receipts and Payments Accounts for the Period from 1 July 2020 to 30 June 2021.



Section 1: The Charity

Willow's Rainbow Box is a registered CIO that aims to support women and families going through a new pregnancy following a pregnancy loss or neonatal loss. The charity's focus is to help reduce anxiety and promote positive mental health and wellbeing for families going through this journey, through the provision of online support throughout the UK and physical goods/services in Newcastle upon Tyne and surrounding areas. The charity has six dedicated Trustees - all of whom have experienced the loss of a baby and all of whom bring different angles and experience to the work of the charity. The Trustees work to the highest standards and represent the three Charity values: empathetic, approachable, supportive.



Section 2: Message from Chairperson and Founder - Amneet Graham

The last 12 months have been a challenge for many people and many charities. After Covid-19 arrived, people and organisations have had to adapt their way of life and business. We have had to make changes to how we operate. Lockdown gave us an opportunity to explore and research new ideas and projects. Although our primary activities remained on hold for most of the year, we used the time in the best way possible and were still able to offer some form of support to beneficiaries.

This report will cover the activities of the charity from the last 12+ months, as well as plans for the future and accounts for the year. The charity, like many others, paused some services during 2020 and early 2021 due to the Covid-19 pandemic.

Section 3: Activities from the past year

Boxes:

We resumed our comfort box service in April 2021. To help reduce contact and spread of the virus, we moved to box postage rather than collection. We have posted 17 boxes since we started our service again, averaging at around 2 boxes per month. We opened up our box service to Northumberland, North Tyneside, South Tyneside, Gateshead and Newcastle. We have been able to successfully financially sustain this service.

Dads and Partners:

We spent a lot of time researching and virtually engaging with dads and partners during 2020. This helped to inform the creation of our dads and partners resource. The resource went live in March 2021. There is an online resource on our website - with practical tips, self care tips, a hypnobirthing track of partners, a couples' birth plan template and signposting. The resource was produced as a result of discussions we had with dads and partners who have been on the journey themselves. We also have a physical leaflet in our comfort boxes which signposts to the website resource.

Private scanning vouchers:

The pandemic made it really tough for families who wanted to be together for scans. We asked our beneficiaries if they made use of private scanning facilities and if they would benefit from a voucher to help towards this. Families were overwhelmingly in favour, although we haven't had anyone take up any of the 10 vouchers that have gone live. We are unsure if we will continue this service next year due to lack of demand.

Baby Loss and different communities:

We started our work into highlighting baby loss in different communities by creating our South Asian baby loss mini series in 2020. In November 2021, we released our second series which was our 'Black baby loss mini series.' This series highlights a series of stories from Black families who have experienced baby loss and in some cases - pregnancy after loss. Our aim with these series is to give a platform to hear from different communities about their experiences. It's important to us that we hear from a diverse range of communities about baby loss - as this also helps to break silence and cultural taboo around loss and increase support for subsequent pregnancy.

Social Media:

The charity has grown on social media, with over 960 Twitter followers, over 930 Instagram followers and over 590 followers on Facebook. We continue to run #RainbowBabyHour but during the last 12 months we have moved this to Instagram stories. This was following discussions that most engagement was happening on Instagram and people appreciated the anonymity.



Fundraising:

The charity continues to be funded on the generosity of individual giving and from our own small fundraising events. In the last 12 months, we have taken on a new volunteer fundraising manager who has experience working with grants and bids so this is something we could explore in the future. We used to rely on in person fundraising at fairs and community groups events. We have adapted during the pandemic and this year we hosted our first virtual charity race - the 'Rainbow 7K'.

Section 4: Future plans for the next year

At present, our boxes are still only available for people in certain areas of the North East. It is a long term aim for the charity to expand our services to other areas in the UK. At our upcoming AGM, we will be discussing and voting on this and will be planning our next steps regarding consultation with current beneficiaries and conducting surveys to understand demand.

As well as looking at geographical expansion, we also plan to review the items in our boxes and to look at what more items we can include or what items we want to change. As always, this will be done after consultation with our beneficiaries and review of our available funds.

We plan to launch our regular Zoom support sessions for pregnancy after loss in January. These will be facilitated by our Chair Amneet who has facilitation experience and is safeguarding trained with DBS. The idea for this came after we asked beneficiaries if they would benefit from this support and there was overwhelming support for it.

In terms of fundraising, we will look at grants and bids as a source of income over the coming year. We will also plan for more virtual fundraising such as the virtual race we organised this year. We are keen to get an online store set up on our website so that we can also sell merchandise as a fundraiser too.

The charity plan to expand on the 'Baby loss in different cultures and communities' section of the website, covering more communities and cultures. There may also be plans to get involved with other organisations working in different communities and cultures and to link up with some digital work and podcast opportunities.

The charity will continue to build its website with more digital forms of support and resources for beneficiaries.

The charity would also like to appoint a Media and PR volunteer in the next 12 months to help with boosting coverage and raising profile.

Section 5: Accounts

Receipts and Payments for the Year Ended 30 June 2021		
	Unrestricted Funds 2021	Total funds 5 Dec 2019 to 30 Jun 2020
	£	£
Receipts		
Donations	379	818
Fundraising receipts	23	87
Other income	150	-
Total receipts	552	905
Payments		
Materials	20	258
Shipping	37	-
Fundraising expenditure	-	36
Insurance	183	82
DBS checks	-	92

Receipts and Payments for the Year Ended 30 June 2021		
Total payments	240	468
Net receipts for the period	312	437
Cash funds at 30 June 2021	312	

Statement of Assets and Liabilities as at 30 June 2021		
	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Cash funds		
Cash at bank	749	437
Total cash funds	749	437

The accounts were approved by the Board of Trustees and authorised for issue on 25 November 2021.

Section 6: Trustees, volunteers and acknowledgements.

The charity would like to thank the Trustee Board for 2020/2021:

Amneet Graham - Chair

Jennifer Dowson - Secretary

Anthony Wardle - Treasurer

Katherine Hately - Trustee

Leeanne Wanless - Trustee

Ruth Kelly - Trustee (creative and design)

Charity Volunteers:

Elly Roper - Website Co-ordinator

Gemma Morris - Social Media Admin

Chris Weaver - Website donation

Lisa Stephenson - Fundraising Manager

Lucy Hallimond - Fundraising Assistant

Partners/corporate in 2021

Baby I Love You Scan Studio South Shields



Contact details:

Website: www.willowsrainbowbox.co.uk

Email: hello@willowsrainbowbox.co.uk

Facebook: @willowsrainbowboxproject

Twitter: @Willowsrainbow

Instagram: @willowsrainbowbox