

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 2024/2025

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

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

Summary of the purposes of the charity:

(Correct as of July 2025)

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

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

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

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

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

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

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

A dedicated space for rest, reflection, and community.



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Our Services:

(Correct as of July 2025)

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

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Baby Loss Services

(Correct as of July 2025)

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

17 families opted for relaxing getaways:

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

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

Pregnancy After Loss Services

(Correct as of July 2025)

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

36 private antenatal scans have been booked

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

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

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

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

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

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Family Feedback

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

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

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

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

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

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

Baby November's Family 🌸🌻



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

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

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

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

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

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

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

Baby Dolly's Parents



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Family Feedback

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

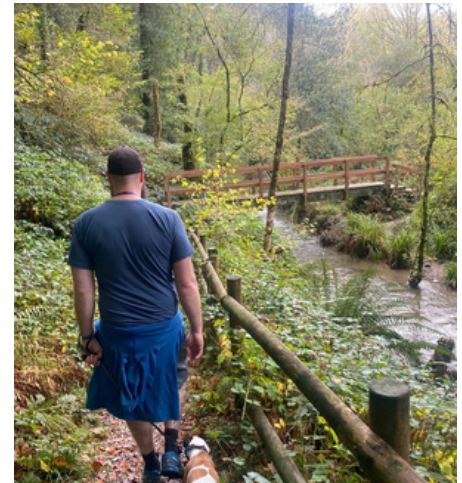
When we lost Marcie, we hoped we could one day find some kind of happiness together again, this weekend allowed us small moments of peace which gave us hope for our future. We were able to walk for hours in the beautiful woods with our dogs and relax in the cabin, in a peaceful setting without the worry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

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

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

Thank you again.

Baby Marcie's Parents



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

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

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

Baby Girl's Primrose & Kathleen's Parents

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Family Feedback

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

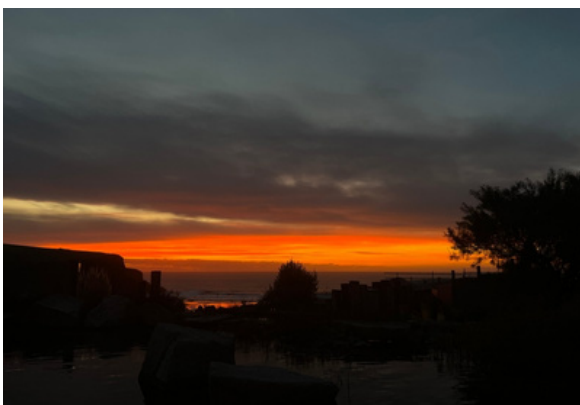
Although we didn't get out a huge amount as we'd wanted to the time in a quiet setting and absolutely beautiful location has been much needed.

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

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

Thanks again we do really feel the love and support xxx

Baby Luna-Karen's Parents



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

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

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

Everything was perfect. ❤️👉❤️👉

Baby Romi's Mummy

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Family Feedback

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

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

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

Baby Ugonna's Parents



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

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

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

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

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

Baby Leah's Parents

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Family Feedback

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

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

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

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

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

With love and appreciation,

Baby Rowan's Parents



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

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

Thank you x

Baby Lyra-Mae's Mummy & Sister

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Family Feedback

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

How wrong were we!

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

The getaway was so smoothly organised, we did nothing.

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

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

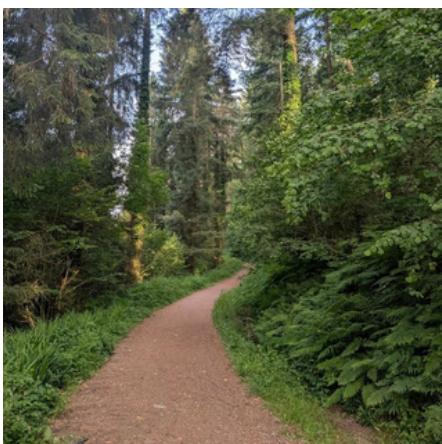
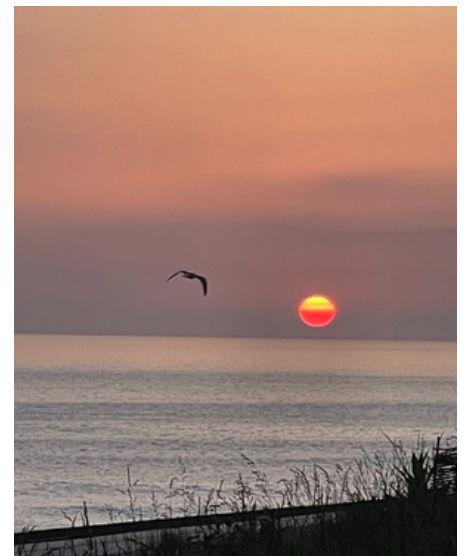
Emma and Aimee were completely understanding of our need to be near home so I could nip home to put on a night light, in fact making me feeling completely at ease when I shared this requirement.

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

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

Thank goodness for Luna's Fund!

Baby Bran's Parents



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

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

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

Thankyou ladies. Absolute superheroes.

Gianna Luna's Mummy & Partner

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Pregnancy After Loss (Story Raine Project) Feedback

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

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

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

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

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

Rainbow Baby Elio's Parents



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

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

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

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

Rainbow Baby Clark's Parents

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

Rainbow Baby Oakley's Mummy



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Pregnancy After Loss (Story Raine Project) Feedback

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

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

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

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

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

Rainbow Baby Eden-Rose's Parents



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

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

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

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

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

Rainbow Baby Evelyn's Parents

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

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

Rainbow Baby Oakley's Mummy

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Pregnancy After Loss (Story Raine Project) Feedback

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

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

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

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

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

Thank you for all your support.

Rainbow Baby Luca's Mummy



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

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

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

Rainbow Baby Remy's Parents

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

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

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

Rainbow Baby Boy's Parents



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

Rainbow Baby Oakley's Mummy

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

Rainbow Baby Emma Rose's Mummy



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



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

Rainbow Baby Arabella's Mummy

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

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

Rainbow Baby Girl's Mummy



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

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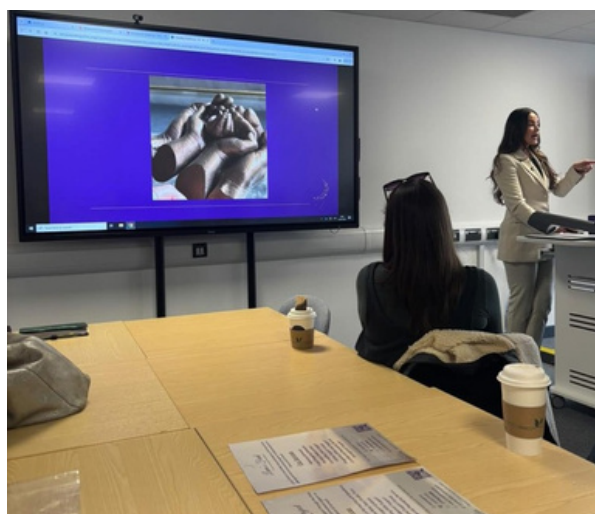
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Professional Relations:

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

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



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Professional Relations:

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

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



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

Volunteers:

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

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

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

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

Raising vital funds

Organising and delivering events

Helping to deliver services to beneficiaries

Providing administrative and organisational support

Sharing skills, ideas and lived experience

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



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Connecting Beneficiaries

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

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

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

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



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Connecting Beneficiaries

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

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

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



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Awareness Campaigns – Breaking the Baby Loss Taboo

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

This year, our awareness work included:

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



[Watch the awareness campaign](#)



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Awareness Campaigns – Breaking the Baby Loss Taboo

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

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



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Seasonal Remembrance

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

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

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



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Enhancing Beneficiary Support

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

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

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

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

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



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Events & Fundraising

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

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

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



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Events & Fundraising

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

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



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Developments

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

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

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

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

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

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



[Watch the video here](#)



[Corporate Partnership Guide](#)



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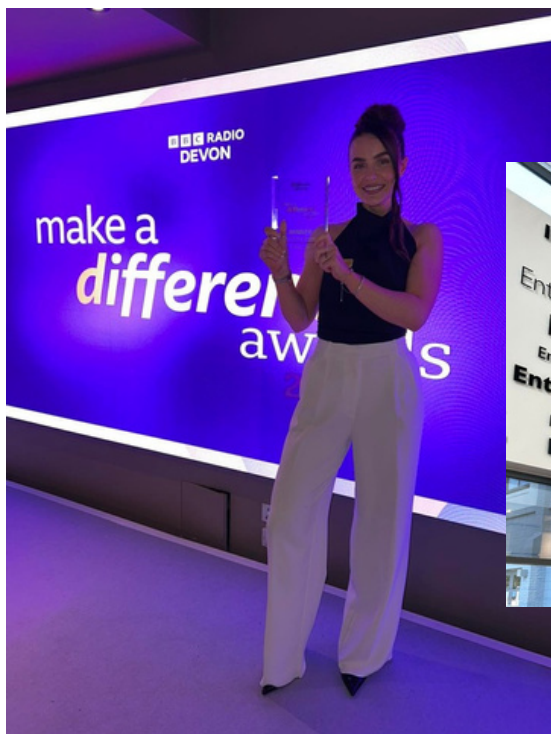
Achievements & Recognition

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

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

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

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



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Corporate Support

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

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

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



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



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



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Charity Goals – The Future of Luna's Fund

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

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

Looking ahead to 2030, our key goals are to:

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

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

Thank you!

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

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

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

Aimee Green

Aimee Green
Chief Executive Officer & Luna's Mum