



# Luna's Fund

Love & Unity for Neonates And Stillborns



# Luna's Fund

## Corporate Partnership

Luna's Fund is a lifeline for bereaved and expectant parents after baby loss; nurturing their mental, emotional, and physical well-being with compassion, care, and unwavering support across the South West.

A message from Aimee Green  
Founder of Luna's Fund  
Chief Executive Officer & Luna's Mum



We are a small but deeply determined charity, sustained by the kindness of fundraising, voluntary support, donations, corporate sponsorship and modest grants. Every service we offer exists because people choose to stand beside grieving families in their darkest moments.

Luna's Fund was born from unimaginable heartbreak, created in memory of my beautiful daughter, Luna Valentina Conroy, who was born sleeping on 29th November 2017.

At just 23 years old, I was a first time mum. I left the hospital not with my baby, but with a memory box, shattered dreams, and an overwhelming silence. There was no roadmap for survival, no guidance for the days ahead, only isolation, confusion, and a grief that felt impossible to carry.

I was on maternity leave, with empty arms and endless amounts of time that felt both endless and unbearable, I created Luna's Fund. What began as a way to feel like a mum to Luna became something far greater, a lifeline built from love, loss, and lived experience.

Everything we do is shaped by that reality. The support we provide reflects the needs I once had, the comfort I longed for, and the hope I so desperately searched for in the darkness.

Our aim is to positively impact the mental, emotional, and physical wellbeing of bereaved parents and expectant parents following the loss of their baby. Through partnership, shared community, and advocacy, we are a voice for those affected by baby loss, championing meaningful change and fostering connection.

By choosing Luna's Fund as your Corporate Charity Partner, you are choosing to be part of something profoundly meaningful. You are helping us reach more families across the South West, ensuring that no parent feels the same loneliness I once did.

Through our growing support networks, we are not only supporting individuals, but amplifying a collective voice. One that challenges the taboo, opens conversations, and builds understanding around baby loss. We are working to bridge the gap between those who have lived this experience and those who have not, creating a more compassionate world.

Your partnership will help shape a future where bereaved families are met with understanding, support, and care, not silence. Together, we can transform heartbreak into healing.

*Aimee Green*

Chief Executive Officer & Founder

# Our Vision

To create a community where no one has to face the baby loss journey alone.



# Our Mission

We create a safe space for people affected by baby loss through partnership and shared community. We are their voice, championing meaningful change. One step, one family, one story at a time.

# Our Values

**L**ove

We lead with love in every decision we make. We ask ourselves: Is this truly in the best interest of the families we serve? Love, to us, means reducing suffering, nurturing wellbeing, and acting with empathy at the heart of everything we do.

**U**nity

We believe in the strength of togetherness. Unity means fostering a sense of belonging, encouraging collaboration, and creating a compassionate community where no one walks this path alone.

**N**avigation

We support the entire journey, not just a moment in time. Navigating the journey of baby loss and beyond. Walking beside families as they face life after loss and offering resources and support that evolve with their needs.

**A**cceptance

Everyone's story is valid. We welcome all feelings, experiences, and stages of grief without judgment. Acceptance means honouring each individual's journey, creating space for remembrance, and embracing each family member exactly where they are.

**S**afety

Safety is our foundation. We are committed to creating emotionally and physically safe environments for the families we support, the venues we use, and the people we work with. From our support services to our workplace culture, we embed the feelings of safety, dignity, and trust.

# Our Team



Aimee – Luna's Mum  
Founder & Chief Executive  
Officer



Madie – Marty's Mum  
Events Coordinator



Nicki  
Fundraising Coordinator



Emma – Bradley's Mum  
Bereavement Specialist

# Our Trustees



Steve Green  
Treasurer



Sally Taylor  
Chair & Strategic Lead



Helena Campbell  
Medical Negligence



Lloyd Wright  
Dads Support



Jess Wiggins  
Business Development

# Why choose Luna's Fund?

By partnering with Luna's Fund, your company has the opportunity to create a lasting, meaningful impact for families facing the heartbreak of baby loss and the complex journey of pregnancy after loss.

It's more than a charitable gesture, it's a powerful statement of compassion, humanity, and purpose.

By aligning with Luna's Fund, your company does more than support grieving families in the community. You create a **compassionate workplace culture** that acknowledges the often unspoken reality of baby loss.

This silent grief touches more people than we realise.

With 1 in 4 pregnancies ending in loss, many employees are silently affected, either directly or through loved ones. Over 50% of employees say it impacts their work, and 60% say they feel isolated due to a lack of understanding from their employers.

Your partnership sends a powerful message: you see them, you care, and they are not alone.



Rooted in lived experience, our charity provides vital emotional and practical support; offering hope, healing, and care when it's needed most. This is a chance to go beyond charitable giving and embrace a shared purpose:

**One that reflects deep compassion, emotional intelligence, and true social responsibility.**

Your partnership not only helps us expand our reach across the South West, but also sends a clear message to your team and community.

**You see them, you care, and they are not alone.**

Together, we can break the silence around baby loss, create safer, more compassionate workplaces, and ensure no grieving parent is left to walk this path alone.

**Be more than a business. Be a lifeline after loss.**

# Our Services:

## Relaxing Getaways

Our relaxing getaway breaks are our most cherished offering.

Created from personal experience and deep understanding, we know how vital it is for families to have a safe, comforting space away from home, where parents and siblings can step back, process their grief, and begin to heal together.

These 2 or 3 night breaks offer more than rest; they provide a chance to reconnect, reflect, and find peace during the storm.

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

Being a military family, unfortunately we don't have a lot of time together as a family, especially since losing Luke. This weekend was incredible and definitely what we needed.

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

A little robin came to say goodbye on our last day, and I believe that it was Luke telling us he was there with us."

**Baby Luke's Mum & Dad**



Deerpark

Log Cabin Location,  
Looe/Liskeard

Peaceful millpond views, winding forest trails and a hidden valley to explore.



Scarlet Hotel

Hotel Location,  
Mawgan Porth

An eco sanctuary on the rugged Cornish clifftops, just for adults.



Pengelly Retreat

Waterside Cabin,  
Hayle

Award winning, self catering waterside cabin retreat.



Emerald Eco Lodges

Log Cabin Location,  
Truro

A serene ensemble of luxury eco hideaways nestled in the lush Cornish countryside.



St Moritz Cornwall

Hotel Location,  
near Polzeath

A family orientated hotel & spa, the ultimate coastal retreat on the stunning Cornish coast.



## Nursery Redecoration

For many bereaved parents, the nursery is a deeply emotional space. For some, it remains their favourite room in the home, a quiet place filled with memories and love. For others, it becomes a source of pain, left half-finished or untouched after the devastating loss of their baby.

We understand that facing this room can be an incredibly difficult step. That's why our Nursery Redecoration service was created, to offer sensitive, practical support during a time when even the smallest tasks can feel overwhelming.

Our team of friendly, compassionate painters and decorators work closely with each family, providing the care and professionalism needed to respectfully transform the room based on the parents' wishes. Whether restoring it to its original function or reimagining it entirely, we support families in making this space their own once again.

Some choose to turn the room into a peaceful reflective space, a home office, or a spare bedroom, each decision is guided by what feels right for the family. Our goal is not just to repaint walls or move furniture, but to help parents feel more at ease in their own homes, and to gently support the emotional process of reclaiming their surroundings after baby loss.

This unique service is both practical and healing, offering families the permission and support to take that next step when they feel ready.





## Food Shopping Deliveries

In the midst of unimaginable heartache, the thought of food often feels distant and unimportant. For grieving parents, the simple act of food shopping can become an overwhelming burden. One that brings with it the added weight of social interactions and the painful, unspoken questions about their baby.

Our food support service offers quiet relief. Families simply tick what they need from a checklist and we handle the rest, from ordering the items, to doorstep deliveries.

This gentle act of kindness creates space for families to grieve, to breathe, and to begin healing. Most meaningful in the first three months after loss, it brings comfort and nourishment when it's needed most.

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

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

Forever grateful.”

**Baby Blerina's Mummy**

Every family receives a lovingly curated gift pack alongside their chosen service.

Each box is filled with handpicked, hand poured items, each chosen with care to offer comfort, warmth, and a gentle reminder that they are not alone.

It is ready and waiting on the bed at their relaxing getaway destination or on their doorstep for food shopping deliveries and nursery redecoration.



# The Story Raine Project

'Supporting Through Our Rainbow Years'

Named in honour of Luna's baby brother, Story Raine, this project was born from lived experience to support families facing the emotional weight of pregnancy after loss.

We offer three additional antenatal scans at trusted clinics across Devon and Cornwall to create gentle moments of reassurance. They are used to complement NHS care and ease the anxiety of a long and uncertain journey.

For many parents, these scans are more than appointments. They are mini milestones designed to break up the long journey of pregnancy after loss into manageable, reassuring moments. They offer peace of mind, reduce anxiety, and positively supporting mental health and well-being.

The Story Raine Project offers a virtual hand to hold through one of life's most fragile chapters.

Together, we can ensure no parent walks this path alone.



Bloom Ultrasound,  
Torbay



Ultrasound Direct,  
Plymouth & Exeter



The Baby Skan Studio,  
Truro



"Luna's Fund has been such a big help and comfort. After suffering a devastating stillbirth to my daughter Lily in 2016 I really struggled with feeling anxious during my recent pregnancy. I was put in contact with Luna's Fund to see if there was any support they could offer me and was so relieved to find out I could get some extra scans provided to help relieve some of the anxiety I had.

I am so grateful for this as it really helped to make my pregnancy more of a positive experience, seeing our baby on the scan was when we felt most at ease. When I started to get worried about what was happening Aimee was quick to arrange a scan for me to help put me at ease.

The comfort and support throughout is something my partner and I are so grateful for and I would urge anyone else in this unfortunate position to reach out to the charity for help. We were also gifted a lovely hamper after our son was born which was such a lovely thoughtful thing for them to do."

Baby George's Mum & Dad

# Partnership Benefits



## Social Responsibility in Action

Showcase your commitment to emotional wellbeing, family support, and mental health causes that deeply matter to your customers, employees, and stakeholders.

## Stronger Brand Reputation

Build trust and goodwill by aligning your brand with a heartfelt, human centred mission that touches lives and inspires connection within the local community.

## Employee Engagement & Team Building

Empower your staff to make a difference through fundraising events, volunteering, or awareness campaigns, boosting morale and workplace unity.

## Recognition Across Multiple Platforms

Enjoy visibility through Luna's Fund social media, newsletters, website, press coverage, and event materials, raising your profile while showcasing your dedication and impact.

## Tailored Sponsorship Opportunities

Support a project that speaks to your values:

- Relaxing getaway breaks
- Food shopping deliveries
- Nursery redecorations
- Family giftpacks
- Pregnancy after loss scans
- Tailored beneficiary events
- Awareness campaign videos

## Emotional Impact That Matters

Your support creates real change. You are helping families feel less alone, more supported, and gently guided through their healing journey.



# Together, we can turn heartbreak into healing.



## Nominate us as your Charity of the Year – £0

- Champion Luna's Fund across your organisation, helping us reach new audiences, raise funds, and deepen awareness.

## Take Part or Host a Fundraiser

- Join one of our organised events; runs, or challenges.
- Host your own fundraiser to rally your team around a cause that truly matters to so many.

## Display a Collection Pot – £0

- Place a Luna's Fund collection pot in your reception or staff area. Small donations really do add up and have big impact and the branded pot increases the visibility of our charity.

## Create a Bespoke Partnership

- Whether it's through payroll giving, matched donations, or a unique CSR initiative, we'll work with you to shape a partnership that aligns with your personal goals and values.

## Payroll Giving – £0

- Give your employees the chance to support us free of charge to you

## Sponsor a Service That Changes Lives

Your sponsorship directly funds:

- Relaxing Getaway Breaks – £1,000 per family
- Bespoke Gift Boxes – £90 per box
- Private Antenatal Scans (Story Raine Project) – £250 for three scans

Your support brings practical and emotional relief to families in need.

## Support Our Beneficiary Events – £50-£750

Help us host meaningful experiences for families, such as:

- Activities for grieving parents, yoga, pottery painting, wreath making, children crafting sessions – Adults only or families up to 20 people per session
- Family Days for parents, siblings & grandparents – All family members around 80-120 people hosted in Plymouth and Cornwall once per year
- Local meet ups and walks for parents who are pregnant after loss or parenting rainbow babies up to 15 parents with their babies and children

These events create safe, supportive spaces where healing can begin.

## Storytelling Videos – £500

- Each year, we invite family members to share their story
- We give parents and family members who are ready to share their story, a voice and an opportunity to tell theirs and connect with others
- Sponsorship helps us share the voices of those we support to help us break the baby loss taboo



## Plymouth Community Homes said:

"It has been wonderful to work alongside Luna's Fund for the last 12 months, raising vital funds for such an important charity in the city of Plymouth.

The charity has been widely supported by our staff, contractors and their friends and families through attending our annual charity quiz and football match, by donating amazing prizes to our raffles and so much more.

We wish Luna's Fund every success for their future, and we look forward to following their charity journey as they continue to blossom and provide much needed support to individuals across Devon and Cornwall when they need it most."



## Chief Constable James Vaughan said:

"When Aimee asked me to join her to snorkel with sharks on Luna's special day, although a little nervous, I didn't hesitate because this is such an amazing cause. I know our support means so much to Aimee, the charity and the families they help across our counties. When choosing the charity of the year, I resonated with Luna's Fund and for all it's done to support our own people. The past 12 months has been a pleasure and I will endeavour to personally support in any way I can in the future."





With your help, we can continue our vital mission, supporting bereaved families through the heart breaking journey of life after baby loss. Your generosity allows us to extend our services and reach those who need us most. Thank you for your belief and support.

*Aimee Green*

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