



Luna's Fund

Love & Unity for Neonates And Stillborns

Luna's Fund

A guide to fundraising

Luna's Fund positively impacts the mental, emotional and physical health and well-being of bereaved parents and expectant parents following the loss of their baby in the South West.

Thank you for choosing Luna's Fund

This guide has been designed to give you inspiration, advice, ideas and tips on how you can raise funds and awareness for us and help us to make a difference to people's lives.

Luna's Fund was established in March 2018 and since then it has been helping bereaved families across Devon and Cornwall.



With your help we can continue to provide this vital lifeline to families. It doesn't matter how much you raise by whatever means. Your involvement means that we can continue to offer our services and grow our charity to help more people. Check out our upcoming events on our website to see other ways you can be involved!

What we do

We provide practical and emotional support to bereaved parents and expectant parents in Devon and Cornwall.

Our services include relaxing getaways, food shopping deliveries, nursery redecoration, grandparent support, online support groups, counselling skills support, pregnancy after loss support and a confidential messaging service.

We connect and cultivate a community of well-equipped parents facing baby loss and beyond and collaborate within the community to break the baby loss taboo through vulnerability and education.





A message from Aimee Conroy
Chief Executive Officer

“Luna’s Fund was created as a lasting legacy to our daughter Luna Valentina Conroy, who was born sleeping on 29 November 2017.

As 23 and 25 year old first time parents, we returned home with a memory box, empty arms and without any practical support or purpose.

I felt very early on that there was a huge void in the baby loss world for first time parents, so we took it upon ourselves to fill that gap and ensure our daughter’s life had purpose, which soon became my new purpose.

Luna’s Fund was created based on our lived experience. We aim to protect, empower and positively impact the mental and physical health and well-being of parents experiencing baby loss and pregnancy after loss by offering support to grieving parents via a number of services we felt were lacking in our time of need.

Thank you for supporting Luna’s Fund. Together we will ensure that no other parent in the South West feels as alone as we did.

It’s our mission to offer a lifeline after loss.”

Aimee Conroy
CHIEF EXECUTIVE OFFICER

Relaxing Getaways

Luna's parents, have designed their practical services following their lived experience. They escaped soon after they returned home from the hospital empty handed.

We understand how crucial it is to have a safe space away from home that **parents and siblings** can escape to, in order to process what has happened, grieve in peace and reconnect with their loved one.

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

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

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."

Luke's Mum & Dad



Deerpark, Cornwall

Log Cabin Location, Nr Looe/Liskeard

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



Scarlet Hotel, Cornwall

Hotel Location, Mawgen Porth

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



Pengelly Retreat

Waterside Cabin, Nr Hayle

Award winning, self catering waterside cabin retreat.



Food Shopping Deliveries

During devastation food is the last thing on grieving parents minds as this weekly task can feel overwhelming for them and they will want to avoid social situations and the awkward questions about their baby.

We send families a checklist, ask them to tick which items they need and we do the rest. We click, collect and drop off to their doorstep.

This service was designed to give families breathing space between themselves and the outside world. They are best utilised within the first three months for the maximum impact.

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

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

Forever grateful."

Blerina's Mummy

Each family receives a gift pack of love with their chosen service containing hand picked and hand poured items of love.



Baby Loss



Pregnancy After Loss



Nursery Redecoration

For some parents, this room is their favourite room in the house, others have left it half finished as their baby died prior to their due date and completion.

Our incredibly friendly painters and decorators help parents to restore the room to its original use or to a different use depending on the couples preference.

A reflective space, an office or a spare bedroom, we offer this practical support to help parents feel comfortable in their own homes again after the devastation of baby loss.





The Story Raine Project

'Supporting Through Our Rainbow Years'

The Story Raine Project, named after Luna's rainbow baby brother, Story Raine, has been created through lived experience to create hope and support with additional antenatal scans to compliment NHS scans.

We aim to virtually hold your hand, mentor, support and guide parents through this complex and life changing journey, with the reassurance of being able to see their baby an additional **three** times at private scanning centres.

The scans bring reassurance to anxious parents to positively impact their mental health and well-being and break up the arduous 9 months of pregnancy into mini milestone dates.



Ultrasound Direct Plymouth

Devonshire Villa,
52 Stuart Road,
Plymouth, PL3 4EE



Ultrasound Direct Exeter

Pearl Assurance House,
236 High Street,
Exeter, EX4 3NE



The Baby Skan Studio Truro

81 Kenwyn St,
Truro, TR1 3BZ

"Luna's Fund and the Story Raine Project for me during my recent pregnancy has really 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."

Rainbow Baby George's Mum & Dad

How will your donation help?



Here are a few examples of how your donation helps grieving parents and their families.

£0

Raise Awareness

A share on social media costs nothing but raises awareness of our charity

£3

Love Luna Candle

To signpost parents to our services from the hospital

£10

Luna Bear

To bring comfort and a cuddle

£15

Personalised Cake Card

To commemorate a baby's angelversary with two slices of cake and a card

£20

Two Love Luna Bears

One for angel baby and one for their sibling

£65

Deluxe Food Hamper

For families to receive at their log cabin getaway

£90

Charity Gift Pack

Given to every family with every service

£150

One Week's Food Shop

Delivered to the families doorstep, total of six weeks food shopping available for each family

£250

Story Raine Project

3 private antenatal scans for a family enduring pregnancy after loss

£500

Nursery Decoration

Nursery redecoration for one family

£1,000

Relaxing Getaway

A 2 or 3 night relaxing getaway for a family to escape in a hotel or log cabin in Cornwall

£1,400

Life after loss support

Baby loss and beyond – Sponsorship for one family to receive our support after baby loss and throughout their pregnancy after loss

Fundraising Ideas



Get involved at home, at work or with friends!

Here are some of our favourite ideas but the sky is the limit when it comes to fundraising.

Share your events with us via social media – We'd love to see what you're up to!

Auction

Encourage local businesses to donate items for a silent auction.

Wear Purple Day

Encourage your workplace, colleagues, schools or sports team to wear purple

Golf Day

Take to the green for a charity day.

Bake Sales

Get your work colleagues or friends baking to sell some mouth-watering treats.

Raffle

Obtain some prizes and sell tickets.

Break the Rules Day

Ask your school or workplace to allow students and colleagues to break the rules for a day in exchange for a 'fine'

Walk, Run or Hike

Get your friends and family to sponsor you

Quiz

Test your group's knowledge in a friendly quiz – Host it at your local pub and invite the public to join in

Birthdays

Ask your friends and family to make a donation rather than send gifts

Bake Off

Select a judge (your manager or CEO) and get your colleagues baking in different categories with a prize for the winner

Host an Afternoon Tea

Invite your family and friends to a traditional afternoon tea.

Cycle

Get on your bike and enter an event or cycle a distance of your choice.



Involve Your Employer

Asking your employer to get involved can be a great way to boost your fundraising.

Match Giving

Speak to your company to ask if they will match the money you are aiming to raise.

It's an easy way to increase your total and to get support from your bosses!

Talk About Us

People don't know, what they don't know!

Tell your work-colleagues, managers, clients, and customers about your event and why you have chosen to fundraise for us.

Speak about the support Luna's Fund provides for bereaved families to encourage donations.



Charity Pots

We are incredibly grateful to the local businesses, restaurants and shops that kindly host our charity pots!

Not only does it help us to advertise our Charity in the local area, but it allows customers and colleagues to help us to raise money through collecting spare change.

It's incredibly surprising how much the 2p, 5p, 10p coins all add up! A low maintenance way to support our charity and allow customers to give to a worthy cause.

If you own a shop, a restaurant, a business or if you know somebody who does, please email us and we will do the rest!

fundraising@lunasfund.com



Essential Advice

As well as enjoying your fundraising experience, it's also important to make sure everything is safe and above board.

The following information is intended to help you, but if you are unsure or if you have any further questions please email us:

contact@lunasfund.com



Health and Safety

The safety of you, and everyone else, who takes part in, or might be impacted by your fundraising event is paramount. Take a common sense approach, follow any equipment manufacturers instructions and take note of advice from Luna's Fund ahead of your event. If you are holding your event at your workplace, ask your Health and Safety team for guidance. First Aid advice is available from the St John Ambulance, www.sja.org.uk

Food Hygiene

If you are cooking or baking to raise funds, take care when handling food for public consumption. Follow the rules for preparation, cooking, storage and display, which are available at www.food.gov.uk

Raffles

Raffles are a great way to raise money. There are, however, some rules that you need to follow for raffles, lotteries and prize draws. Check out www.ciof.org.uk/events-and-training/resources/lotteries and please email us at contact@lunasfund.com after your raffle

Alcohol & Public Entertainment

Check with your venue if they already hold a licence so that you can sell alcohol, play live or recorded music, hold a dance or screen a film or sporting event. Your local council can advise if you need to apply for a licence yourself. We have public liability insurance for you to hold an event. Get in touch with us for our certificate.

Collecting Money

Permission is not required to have our collection tins and buckets at private venues, but you will need to ask whoever owns the premises, for example a pub or supermarket, if you decide to collect there. We advise that any cash is kept in a lockable box and counted with two people present. It should be recorded with the Luna's Fund team as soon as possible for collection or to be paid into the Charity bank account to safeguard yourself.

Fundraising Tools

Head to the relevant section of our website to download your Luna's Fund fundraising tools. If you need any additional branded items such as leaflets, buckets, bunting, balloons, banners etc. please let us know and we can arrange collection or postage of these items.

Data Protection

Information about your sponsors must not be kept for longer than is needed. Never share someone's data without their permission. Information of how we use the data we collect can be found at www.lunasfund.com under Compliance. More advice about fundraising events can be found on the events section of this website, www.institute-of-fundraising.org.uk

Using Our Logo

Please don't alter our logo in any way by stretching, distorting or altering the colours. For dark or busy backgrounds, please add a white box behind the logo. You can also use our 'In aid of' logo on your promotional material. This is different from our main logo and is designed to make it clear that you are fundraising for us, but you are not an employee or formal representative of the charity. The logo can be downloaded from www.lunasfund.com/fundraising-tools

Please ensure that when you are fundraising for us, the following words are displayed on any posters or literature:
Luna's Fund – Registered Charity in England & Wales 1184371.
You must also include Fundraising Regulator logo.



Registered with
**FUNDRAISING
REGULATOR**



Wear purple to school, work or get creative

Here are some of our favourite ideas, but you can get as creative as you like! We would love to see what you choose so be sure to tag us on social media!

At Work

Encourage the team to ditch the workwear for the day and wear something purple instead in exchange for a small donation – be sure to share to your work social media!

At School

A mufti day with a theme – pupils can get involved by wearing purple for the day for a small donation.

The Great Outdoors

Get together with friends for an all purple walk, run or sports event in the park.

Gyms, Fitness Classes

Wear purple to your gym or fitness classes to spark conversations or instructors can also get involved with purple themed sessions.

Remember Me

We have created our 'Remember Me' initiative to invite parents to celebrate their baby and to create their own enduring legacy under the Luna's Fund umbrella.

This means we will provide access to key resources and enablers, so that they can focus all of their energy on their special legacy project.

Families can celebrate their baby by undertaking their own campaigning and fundraising, in their baby's name, free from all the burdens and distractions of running a charity, whilst meeting the legal and regulatory compliance requirements.

In exchange, we ask that families and supporters help to preserve and enhance our reputation by subscribing to our vision, contributing to our mission and upholding our values so that we can collectively achieve our goal.



Tips for your online fundraising page

Start early

Create your own fundraising page through Enthuse and share with your family and friends. Your page will be linked to our charity bank account so you don't have to do a thing. Don't forget to tick the Gift Aid box if donors are eligible. Scan the QR code to get started.



Personalise

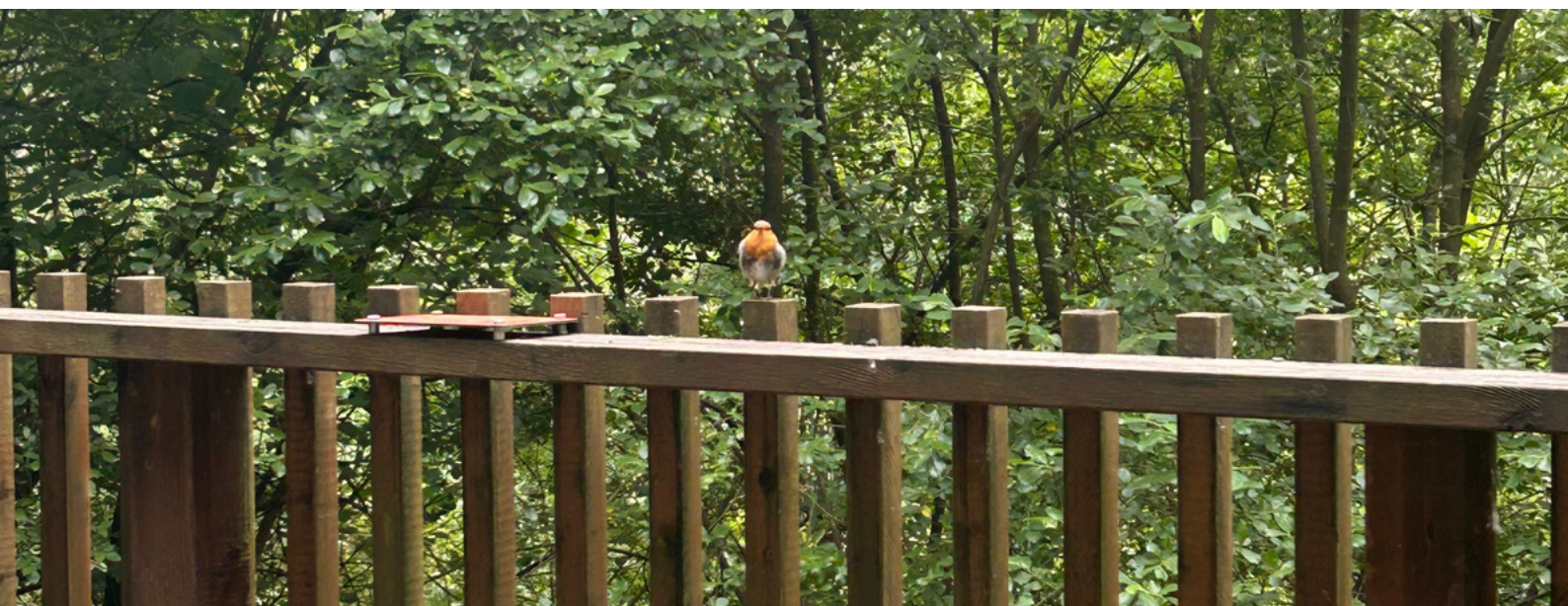
Explain why you have chosen to fundraise for us, share your story and add photographs.

Set Your Target

Make sure your target is realistic to encourage donors to be more generous. You can update your target if you reach it before your event.

Ask Your Family & Friends to Donate First

This helps to get the ball rolling. People usually match previous donations. Try to ask for donations around pay day.





Tell People How Your Donations Help Us

Use some of the examples from this guide or share the page on our website

Keep Updating Your Fundraising Page

Let people know how you are doing. Share pictures of your training and different milestones. The more you add, the more engaged your sponsors will become.

Share On Social Media

Share your page on your social media accounts. Don't forget to tag Luna's Fund.

Add Offline Donations

Update your page with offline donations to keep track of your progress towards your target.

Email

Send your fundraising page to all of your email contacts. Email fundraising@lunasfund.com for our signature banner to add to the bottom.



Thank you for your support!

With your help we can continue our crucial mission to help bereaved families facing baby loss and enduring pregnancy after loss and extend our services to reach those who need us.

Message: 07498599888
Email: contact@lunasfund.com
Website: www.lunasfund.com

Keep up-to-date with our news and events via Facebook and Instagram