



Charity Name:	Luna's Fund
Registered Charity in England & Wales:	1184371
Charitable Incorporated Organisation:	(CIO)
Accounting Period:	1st August 2020–31st July 2021
Registered Address:	24 Dartmoor View, Saltash, Cornwall, PL12 6WF
Trustees:	7

Luna's Fund Chair Report 2020/2021

What a year! A global pandemic, months of lockdown and limited face to face interaction – the year of 2020/2021. It's definitely been an unsettling year not only on a personal level but also for the charity sector. For 8 of the 12 month accounting period we have been in and out of lockdowns with varying local restrictions and testing implications.

We have been faced with the country's increased demand and subsequent inflation for 'staycations' in Cornwall; the lack of freedom to be able to leave our homes and support parents face to face nor give them a warm embrace; and practically zero fundraising events or face to face interactions due to the risk of infection and spreading the virus.

Despite these unprecedented conditions and adversity, we are really proud of what we have managed to achieve. Our success is a result of our resilience and ability to navigate through unsettling times. Here is an overview of our second year as a registered charity:

Summary of the purposes of the charity: (Correct as of July 2021)

'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.'

Our services: (Correct as of July 2021)

1) Nursery Redecoration – Chosen to support parents financially and practically by redecorating or restoring their baby's nursery 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 day of birth.**

2) Relaxing Getaways – Offering parents respite through a relaxing getaway in a log cabin or hotel in Cornwall or an alternative destination the Trustees see fit depending on the individual's criteria and catchment area. We hope families can utilise this peaceful time to process the trauma of losing their baby whilst resting after the baby's birth or funeral. An immediate lifeline which we encourage parents to use **within the first 6 months** to truly benefit from the experience.

3) Food Hamper Deliveries – Offering a helping hand to parents who wish to avoid social environments in the early days of loss. We hope that our hampers can promote some nutritional goodness whilst reducing the lack of appetite to fuel parents as they experience the intense pressures of grief. We encourage this service to be used **within the first 6 weeks** of their loss.

4) The 'Story Raine Project' – Support for families experiencing a pregnancy after the loss of their baby. We offer up to **3** private antenatal scans for pregnant women and their partners to use in order to feel reassured in between their NHS scans. We have partnered up with Ultrasound Direct South West to secure a **10% discount** for all scans.

We believe that the immediate aftercare and the tangible support we provide, allows families to grieve in peace at such a devastating time and that the tangible antenatal support provides comfort and reassurance which supports **physical and mental wellbeing** at a very stressful and anxious time.

Uptake of our services: (Correct as of July 2021) Total uptake of our services: (March 2018 –July 2021)

- 1) Nursery Redecoration – 0
- 2) Relaxing Getaways – **5 (4 attended)**
- 3) Food Hamper Deliveries – 0
- 4) Story Raine Project – **2 (Total 5 scans)**
- 5) Counselling Skills – 8

- 1) Nursery Redecoration – 0
- 2) Relaxing Getaways – **8**
- 3) Food Hamper Deliveries – 0
- 4) Story Raine Project – **2**
- 5) Counselling Skills – **10**

During this accounting period, we are so proud to have supported **6** families through baby loss.

- **4** families opted for relaxing getaways – They all stayed in log cabins at Deerpark, Cornwall
- **1** family opted for 1-2-1 support and no services due to the risk at the time in the height of the global pandemic.
- **1** family opted for a relaxing getaway but due to a change in their personal circumstances the family had to cancel.

During this time we helped **2** families through the '**Story Raine Project**'.

- **1** family had **3** antenatal scans
- **1** family had **2** antenatal scans

= Total **5** antenatal scans

The 'Story Raine Project' of offering pregnancy after loss support launched in **October 2020**. We were grateful to be able to support **2** families during a global pandemic and throughout lockdown.

Despite COVID-19 restrictions constraining the marketplace and inflating the cost of private scans, we were still able to deliver these to reassure those in need. It was fantastic to be able to help those **2** families see their babies on multiple occasions with their partners. At this time, the NHS had restrictions on partners and +1 guests being allowed to attend appointments to support mothers. This was a **proud** moment for the charity.

Although these figures may look small and relatively insignificant on paper, to know that we have brought comfort, peace and light into the broken lives of **8** families this year, in various ways during a global pandemic makes us feel extremely honored and proud of our achievements and resilience. We have had almost 10 referrals/enquiries from families who are unable to receive our help due to; their catchment area, COVID-19 restrictions (or their personal concerns of it), they are not within our criteria or they simply did not get back to us.

We are very proud of the **feedback** received from the families we have supported with relaxing getaways. This feedback is published (with permission) on our social media platforms and website to allow transparency for the donors to see how their generous donations are utilised.

Family feedback:

"Thank you so very much for such a beautiful weekend. It was exactly what we didn't really know we needed! We instantly felt so calm & settled from the minute we arrived.

We'll never be able to thank you enough for what you've done for us. We were both so overwhelmed at your generosity & the extra touches you provided were so very much appreciated. We felt so spoilt!

We absolutely loved the gifts & the personalised card left on the bed, it meant the world to us to receive that & especially to include Ayla's name. The cabin was really lovely, it was really homely and the hamper was also fabulous.

Thank you again from the bottom of our hearts for your help & support. It really has meant the absolute world to us."

"We both wanted to thank you from the bottom of our hearts, it was the perfect weekend and exactly what we needed, especially the weekend it was.

It was the most beautiful place and we could not get over how peaceful it was. We were so sad to leave.

The cabin was breath taking and we loved it, as soon as we arrived. The weekend was just breath taking and we could not have been able to go anywhere without your support.

I cannot express how appreciated it was. We even took Alfie's photo with us. Thank you again."

"Huge thank you to both of you! Thank you so much! So sweet and thoughtful.

It was incredible and we had such a fantastic time! The sea view from our room was beautiful. The food was out of this world. The spa and massage, so relaxing.

The surf lessons were fun and we were so inspired we bought a surf board and wet suits.

Thank you so much to you both! Luna's Fund is such a wonderful charity."

"It was really nice. Thank you so much. The card, bear and candle are amazing. We had the candle on at night on the decking, it smells amazing.

It was nice not to have the phones ringing and just pure peace. We did archery, bikes and the in cabin spa treatment was amazing as well. It was nice to see Leon and Sean smile and chill out.

We constantly had Robins on the decking and loads of other birds, squirrels and hedgehogs. Every morning the horses went past which was really peaceful.

Sitting at night and seeing all the stars was so relaxing. You don't get to see them that clear in Plymouth. It was so peaceful. x"

Our volunteers:

Our volunteers and **ambassadors** are the core of our charity and they are our driving force for how we have been able to be so successful within the last few years. From the Trustees who set the strategic direction and plan, and deliver the support for our beneficiaries, to the organisers and participants of fundraising and awareness events. All of them are invaluable.

Despite the disruption caused by the COVID-19 pandemic, our volunteers positively contributed to our work, including:

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

Every minute of **volunteering** made a profound difference by contributing towards the charity's aims and objectives, helping to deliver and further enhance the volume, range and quality of our services, by giving freely their time, skills, knowledge, expertise and/or experience.

We currently have **6** ambassadors who each play a huge role in growing the charity and maintaining an income through their incredible efforts and passion.

Pipeline projects:

We have many ideas from our own experience that we aim to utilise in order to shape the future of the incredibly complex world of 'life after loss.' In time, we plan to bring these projects to life:

- **'Daddies Grieve Too'** – Monthly podcasts and/or videos led by Luna's Dad, Ryan Conroy, who has a passion for bettering the lives of others and life coaching. A dad's perspective is mostly overlooked and undervalued. We hope Ryan will be able to educate, unite and lead the dad's through loss.
- **'The Grey Area'** – A support system for the grandparents, playing on the 'grey haired era' of the baby loss world. Focusing on the generation who suffer a double loss by losing a piece of their own child when they lose their grandchild. A support group for a friendly chat, social events and encouragement for the grandparents to feel less helpless and more helpful.
- **'Messaging service'** – A confidential messaging service to help families reach out in an accessible and informal manner to initiate contact and support.
- **'Online closed support group'** – Solely for the families of Luna's Fund that we have helped or that we are helping. Topic of the weeks featuring varying discussions, conversations and photos to build a community. A dedicated safe space to allow families to offload, reach out and form connections with others who understand.
- **'Counselling sessions'** – To ensure every family that we help has access to free, confidential counselling support from trained professionals. We aim for this to broaden our support package for baby loss and beyond and equally to give consistency to those who experience baby loss and continue through their pregnancy after loss journey.
- **'Volunteer Recruitment Programme'** – To create a welcome pack with key information about our charity along with a free branded t-shirt or hoody to thank the volunteers for their commitment and time to make them feel part of 'Team Luna.' They will commit to helping with either certain events or by raising a certain amount of funds per year. We will create a support system for them and reward them for their efforts at our larger events. We believe it is always important to recognise the efforts of our volunteers. Without them, we are nothing!

- **'Promotional video'** – To showcase our services in a promotional video which will be published on our website and social media platforms for families to gain a visual idea of which service is most suitable for them.
- **'Mentor Me'** – For families to have the opportunity to meet virtually with one of the team via Zoom/MS Teams/Facetime to have an informal consultation and chat. It has been proven that families are more likely to speak up when they gain personal connections with those who truly understand. The team can then help identify what service is best suited for the family. Monthly 'check in' calls to keep in touch with the family and bridge the gap between leaving the hospital after the NHS 6 week check up/discharge and life after loss.

Referrals:

- We rely heavily on cost effective ways to raise our profile in the baby loss community and spread the word about our services so it will reach those who need us. Social media and through word of mouth accounts for the majority of our referrals.
- Continuous successful referral process with University Hospital Plymouth Trust (Derriford Hospital) to ensure every family who fits our criteria is given a 'Love Luna' candle in a descriptive box which encompasses our charity details and services upon losing their baby. We see this as a gentle introduction to our charity so that families will reach out to us directly when they are ready.
- Families are always signposted to other baby loss charities, nationally and specifically to the individual's location if we are unable to support them for various reasons.

Advertising & Marketing:

- We always invest in branded and personalised t-shirts for any event a person undertakes, as the gain of awareness heavily outweighs the cost of the t-shirts. The cost of the t-shirts is generally more than recuperated by the individual themselves or through the fundraising amount they have raised.
- We have invested in a new laptop to manage the website and administer the charity as a personal laptop has been used since the offset which is no longer suitable.
- Our website is our hub for downloadable fundraising material, information about the charity and our services, it includes a 'meet the team' section for supporters and potential donors to get to know us, a transparent policies and designated accounts section which is linked to the official Charity Commission website, a 'contact us' section for enquiries and it is the home of our charity shop.
- We receive coverage in the local newspapers to advertise our services, to increase awareness of them, to inform the public of any expansion to our charity and for promotion of large events.
- We often receive publication of our services, any extraordinary events and of the launch of the Story Raine Project.
- We have started attending monthly Street Markets in Torpoint to ensure we are embedded in our community. This is great to network with other local businesses, for supporters to get to know us and for families to come and meet us.

Events & Fundraising:

We are extremely fortunate to be surrounded by fundraising activists with the passion and drive to raise awareness and funds for our charity. Having started this accounting year with **£58,649** we are over the moon to be closing on **£89,903**. We never thought in a million years we would be able to walk away at the end of the year **£31,254** better off during a global pandemic.

This figure is purely down to the innovation, dedication and love we have channeled into this charity in order to establish our name and reputation within the community. Our supporters and donors are **INCREDIBLE!** Our efforts have created an abundance of sustainable funds which will support families who need us for many years to come.

Fundraising Events: (August 2020 – July 2021)

- Marathons/Half Marathons/ 10K & 5K Runs
- Skydive
- Monthly Challenges via our online supporters group
- Luna Rox – 'Hide & Find' Pebble painting – To spread awareness through lockdown on daily walks
- Football Match – Against fellow baby loss charity Little Things & Co.
- 1000 burpee challenge – Virtual event
- March 100K in March – This was our most successful event!
- Mother's Day – Gift packs were donated and distributed to all of the mums we have helped
- May Challenge – 'May You Be Kind' – Baby loss affects 1 in 4 – 4 random acts of kindness in the community
- June Challenge – 'Say no more to 1 in 4' – Awareness challenge, each invite a friend to like our page on FB, share a Luna Rox pebble, write Luna's Fund in the sand at the beach
- July Challenge – '7 in 7' – 7 runs or walks in the month dedicated to a family whose baby was born on 07/07/2020
- Hope 24 – 24 hours of continuous running within teams
- Street Markets
- Bake Sales
- Quiz Nights – We are so grateful to our ambassadors who plan, organise and execute these perfectly. They are always sell out events!
- Baby Loss Awareness Week 2020

There has most definitely been a selection of fundraising activities to choose from, suitable for all abilities and interests.

We are so proud to have participated in 'Baby Loss Awareness Week' for the first time during the 9th–15th October 2020. The most poignant event of this week was from Luna's Dad. He pushed himself out of his comfort zone and delivered an incredible Facebook Live discussing the topic of 'Dad's Grieve Too – Life After Loss from a Dad's Perspective.' This video has been our most shared video of the year and it's had 5,000 views. We received incredibly moving feedback from males commenting on how powerful it was by witnessing Ryan being so vulnerable and honest.

DONATION BREAKDOWN	
£0	A share on social media to raise awareness
£3	A card to commemorate a baby's angelversary
£5	A 'Love Luna' candle to signpost parents to our services
£10	A branded event t-shirt to increase awareness
£25	A welcome bundle for families to receive on their getaway
£50	Advertising & marketing resources to showcase services
£100	A food hamper delivery for one family for one week
£200	Story Raine Project sponsorship for one family
£500	A nursery redecoration for one family
£750	A 3 night relaxing getaway in a log cabin for one family
£1,000	Life after loss support package – Baby loss & beyond

Baby Loss Awareness Week – 9th–15th October	
Friday 9th –	Facebook Live @ 7pm
Saturday 10th –	Moonlight Walk @ 7:30pm
Sunday 11th –	An evening of Self Care
Monday 12th –	Recharge YOUR batteries – No phones allowed
Tuesday 13th –	'Love Luna' Giveaway
Wednesday 14th –	Rest, relax, reflect & remember
Thursday 15th –	Little Things & Co. virtual Wave of Light @ 7pm

'Love Luna' – Online Charity Shop: (October 2020)

The purpose of the shop was to create a brand for our charity. To grow it in a way that will raise awareness, help local businesses and provide the charity another income stream at the same time. We also wanted to bring Luna into the home of others.

All merchandise apart from the pin badges, were sourced, created or purchased through local suppliers or small businesses to ensure we give back to our local community or support small. The items we sell are all in keeping with our theme of 'what Luna loves' and they are affordable for all budgets as the stock ranges from £3.50 – £20.00. The customers enjoy the satisfaction of purchasing an item that they love whilst knowing all of their money will benefit us at the same time!

We wish to rebrand this area in the coming months and replenish the shop with new products to ensure the charity is continuously evolving.

Merchandise:

- Pin Badges
- Face Masks
- Candles
- Reed Diffusers
- Wax Melts
- Bracelets/Anklets
- Bears
- Children's Headbands
- Nursery Prints



Charity Goals:

The dream has always been for us to own 'Luna's Lodge.' A comfortable, peaceful and safe space for families to grieve in peace and return in future with their rainbow babies for respite during their pregnancy after loss as part of the 'Story Raine Project.'

In the near future we aim to:

- Expand our services to support families in Devon and Cornwall through Royal Devon & Exeter Hospital, Torbay Hospital & Treliske Hospital in Truro
- Launch the 'Daddies Grieve Too' & 'Grey Area' Grandparents Projects

Thank you:

A word that is so simple but means so much. **Thank you.**

Thank you to the person who clicked 'share' on social media, a mutual friend now knows about us. **Thank you** to the person who mentioned us to a colleague in conversation, their relative now knows about us. **Thank you** to the local businesses who have our purple charity pot sat next to their till collecting the pounds and pennies that all add up. **Thank you** to the person who decided to wear their purple hoody to the shops, the lady behind you at the till now knows about us. **Thank you** to the person who woke up an hour early to train for their first physical event for our charity. **Thank you** to our Trustees who shape the future of the charity

on a voluntary basis. **Thank you** to our ambassadors who advocate our charity on a daily basis. **Thank you** to our local community for embracing us for who we are in the baby loss world. **Thank you** to our families who bravely reach out for our support when they are simply focusing on surviving minute by minute. **Thank you** to the public for speaking about us with pride. **Thank you** for writing our name in the sand at the beach with your family, the dog owner behind you now knows about us. **Thank you** for participating in our monthly challenges and spreading our message of love and kindness to the world. **Thank you** to every single one of you who **believes** in us and continues to break barriers in the world of baby loss.

Thank you Luna for inspiring us *every single day*.

Thank you for empowering us with the belief that anything is possible. **Thank you** for welcoming babies with open arms as we welcome their parents and family members into ours. **Thank you** for providing us with the answers to our questions. **Thank you** for sending us brainwaves for events at 11pm and ideas for projects at 1am. **Thank you** for choosing us.

Thank you for being our daughter, our purpose, our everything.



Aimee Conroy
Chair & Luna's Mum
