



Trustees' Annual Report for the period

From 01/08/2021 To 31/07/2022

Charity name: Luna's Fund

Charity registration number: 1184371

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>To preserve and protect the health of parent/s suffering from the loss of a baby through stillbirth or neonatal death.</p> <p>In particular but not limited to Derriford hospital, Plymouth, in particular but not exclusively by the provision of personal and financial support.</p> <p>To provide services that are not delivered by and such other support as the trustees may from time to time determine.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Services offered during this period include:</p> <ul style="list-style-type: none">- Relaxing getaways to a log cabin or hotel location (our long-term aim is to operate our own lodge)- Food hamper deliveries- Nursery redecoration/restoration- Counselling skills and signposting- Confidential messaging support service – 'We hear you. We are here for you.'- Providing up to 3 additional antenatal scans for pregnant women and their partners who have previously suffered from baby loss – the 'Story Raine Project'.- Providing support for wider family members such as grandparents within our closed online support group

		<p>We are proud to have provided immediate support to 13 families to help them navigate the devastating aftermath of baby loss:</p> <ul style="list-style-type: none"> ● 10 families opted for relaxing getaways <ul style="list-style-type: none"> - 3 of these opted for hotel stays at the Scarlet hotel, Cornwall - 6 of these opted for stays at Deerpark log cabins, Cornwall - 1 of these opted for Finlake lodges, Devon ● 1 family opted for food shopping deliveries for a total of 1 week ● 2 families opted for 1-2-1 support and no services <p>Total = 13 families</p> <p>Furthermore, we have also helped 9 families navigate pregnancy after baby loss through the 'Story Raine Project':</p> <ul style="list-style-type: none"> ● 18 scans undertaken ● a further 2 scans were granted through an online giveaway to celebrate 1 year of this new service and to raise awareness in order to reach more families in need <p>Total = 20 scans</p> <p>We believe that the immediate aftercare and tangible support we delivered, allowed families to grieve in peace at such a devastating time and that the unique antenatal services provided comfort and reassurance, which supported physical and mental wellbeing at an extremely stressful, anxious and emotional time.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Luna's Fund is a public benefit entity and, in delivering our services, the Trustees were mindful of, and had due regard towards, public benefit, as defined in the guidance issued by the Charity Commission.

Additional information (optional)

You may choose to include further statements where relevant about:

Registered Charity in England & Wales 1184371

	SORP reference	
Policy on grant making	Para 1.38	<p>We aim to balance compassion and sensitivity at a time of loss and grief against our obligations to protect the charity against fraud or misappropriation so as to ensure that we comply with charity legislation.</p> <p>Our policy on grant making can be found on the compliance section of our website: Supporting Beneficiaries</p>
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	<p>Our volunteers continued to impress and to make our charity a success.</p> <p>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.</p> <p>Despite the prevailing concerns and precautions around COVID-19, our volunteers further contributed to the charity's work, including by:</p> <ul style="list-style-type: none"> ● Fundraising ● Organising and running events ● Helping to deliver our services to meet the specific needs of our beneficiaries ● Providing administrative and/or organisational support <p>In return, our volunteers developed new skills and broader perspectives.</p> <p>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 of their time, skills, knowledge, expertise and/or experience.</p> <p>Although we are a small charity, we aim to ensure there are no barriers to involvement,</p>

		<p>so, in some specific circumstances, it may be possible for our Trustees to approve a contribution towards certain expenses incurred in the course of volunteering, such as travelling (at the mileage rate of 45p per mile) or reasonable subsistence.</p> <p>Each case is judged on its merits, needs to be approved in advance and must be supported by receipts and a signed declaration (so that we can provide transparency that the charity's funds have been properly appropriated).</p>
Other		Not applicable

Achievements and Performance

	SORP reference	
<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	Para 120	<p>The charity has directly supported families that have suffered the impact of stillbirth or neonatal death, benefiting the mental and physical health of its beneficiaries at a critical point in their lives.</p> <p>The charity has maintained an online support network for baby loss families to connect with one another and share their experiences, advice and coping mechanisms, benefiting the mental and physical health of grieving parents and their wider family members.</p> <p>The charity has increased public awareness around the sensitive topic of stillbirth and neonatal death, to reduce the taboo nature associated with baby loss, benefiting wider members of the community that interact with those experiencing baby loss.</p> <p>The charity has increased its reserves to help achieve our long term aim, to raise sufficient funds to procure a lodge, 'Luna's Lodge', so that the charity can more directly support grieving parents and wider family members through respite and through 'baby moon' breaks during pregnancy after loss.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p>In addition to the essential services provided to beneficiaries, as described in the “Summary of the main activities...” section above, the Trustees set certain strategic objectives for 2021/22. Our progress against these was:</p> <ul style="list-style-type: none"> ● To raise £30,000 <p>An ambitious target, particularly in the COVID era, but one that we are proud to have exceeded, raising an amazing total of £43,757</p> <ul style="list-style-type: none"> ● To expand our baby loss services to Cornwall/Exeter <p>We are pleased to have been able to expand our support for grieving parents from beyond our current defined catchment zone of Derriford Hospital, Plymouth, with Trustees approving vital support for one family served by Exeter hospital.</p> <ul style="list-style-type: none"> ● To launch a ‘Grandparent’s project’ to support the wider family <p>We were able to support grieving members of the wider family through an online (closed) support group and by running a ‘families day’ event where beneficiaries and their extended families could socialise and support each other face to face. This was a very special day.</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>Through determined hard work, an effective online presence, a loyal base of volunteers and enduringly generous supporters we have managed to achieve an income stream that exceeded the previous year.</p> <p>Donations (£29,728) and fundraising (£13,529) were the main sources of income, but we were really pleased to have secured our first grant of £500, which will support 2 (or more) families through pregnancy after loss via our ‘Story Raine Project’.</p>

		In total we exceeded our £30,000 target by an amazing £13,757, which has further contributed to our strategic goal of securing 'Luna's Lodge'.
Investment performance against objectives	Para 1.41	Not applicable
Other		Not applicable

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Despite the post-COVID economic challenges, the Trustees are pleased to report that having supported beneficiaries and further expanded our services, the Charity's reserves increased during this period by £23,751 from £89,904 to £113,655 which are held in the charity bank account.</p> <p>Income was secured from the generosity of donations and from the pro-activity of fundraising and awareness events that could be safely undertaken within the prevailing COVID precautions. In addition, we secured our first grant funding.</p> <p>The main expenditure was delivering our services to beneficiaries.</p> <p>The charity employed its first member of staff towards the end of the period and the first staff costs feature in this year's accounts.</p> <p>We invested in materials, equipment and communications channels that help us to raise awareness of baby loss via promotional materials and events, and by maintaining a visible online presence so that we could advertise our services, signpost new beneficiaries and provide online support networks to new and existing families.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity continues to hold reserves to deliver our services, the volumes of which are unpredictable, and to enable us to further expand our offer and to extend our reach to include other hospital catchment areas in Cornwall and Devon.

		<p>In the longer-term, we aim to acquire a lodge to provide a safe space of respite for grieving parents as well as short respite breaks for parents during pregnancy after baby loss to enable them to de-stress.</p> <p>We are proud to have helped our first family from the Exeter hospital catchment area, which is outside of our stated area. The Trustees determined that with our capacity and resources at the time, we would be able to support this request.</p>
Amount of reserves held	Para 1.22	£113,655
Reasons for holding zero reserves	Para 1.22	Not applicable
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Upon review and given the healthy financial position, the Trustees are confident that there are no uncertainties about the charity continuing as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Donations and fundraising activities
Investment policy and objectives including any social investment policy adopted	Para 1.46	Not applicable
A description of the principal risks facing the charity	Para 1.46	<p>During the period, the key financial risk was the potential curtailment of support activities and fundraising activities due to COVID 19 restrictions. However, through proactive management, the charity was not significantly affected.</p> <p>The current financial crisis poses today's key risks, both in terms of the reduction in the disposable incomes of our donors, and because of the increase in the cost of providing our services and managing the charity's activities. These will be mitigated through proactive management by way of</p>

		ensuring our prominence in the minds of donors and through prudent financial management.
Other		Not applicable

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation CIO constitution (Constitution of a Charitable Incorporated Organisation whose only voting members are its charity trustees)
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are by a resolution passed at a properly convened meeting of the Charity's Trustees. In selecting individuals for appointment as a Trustee, the Charity's Trustees have due regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Not applicable
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity's Trustees direct the work of the Chief Executive Officer The charity secured membership with the Fundraising Regulator during this period.
Relationship with any related parties	Para 1.51	During the period and following approval by the Charity Commission, a former Trustee and co-founder of the Charity was appointed as a member of staff, having resigned as a Trustee prior to applying for the vacancy. This employee is a related party to certain Trustees and decisions between the charity

		and the related party employee are taken by those Trustees that are unconnected.
Other		<p>The charity appointed its first employee to the role of Chief Executive Officer during this period, in order to ensure that consistent, high quality services are delivered to its beneficiaries at their time of need, as the volume of activity had increased beyond what could reasonably be expected of our volunteers.</p> <p>Providing capacity to support those in our locality suffering the impact of baby loss or neonatal death became increasingly important to fill the void created through the cessation of a fellow baby loss charity, Little Things and Co.</p>

Reference and Administrative details

Charity name	Luna's Fund
Other name the charity uses	N/A
Registered charity number	1184371
Charity's principal address	24 Dartmoor View Pillmere Saltash PL12 6WF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Aimee Rose Conroy	Chair	Resigned 5 Apr 22	First charity trustee
2	Sally Green	Secretary		Trustees
3	Alex John Mitchell		Resigned 28 Jun 22	First charity trustee
4	Debra Ann Conroy			First charity trustee
5	Sam David Bruty			Trustees
6	Ryan James Conroy	Chair		First charity trustee
7	Stephen Paul Green	Treasurer		Trustees
8	Catherine Elizabeth Vincent	Trustee	Appointed 15 Jun 22	Trustees

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Accountant	Blackwell Bate Ltd	Brunel Court, 122 Fore Street, Saltash, Cornwall, PL12 6JW

Name of chief executive or names of senior staff members (Optional information)

Aimee Rose Conroy (CEO) – appointed 20 Apr 22

Exemptions from disclosure

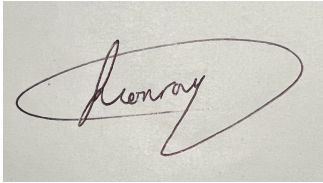

Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Ryan James Conroy	Stephen Paul Green
Position (eg Secretary, Chair, etc)	Chair	Treasurer
Date	23 March 2023	