



Luna's Fund
Love & Unity for Neonates And Stillborns

Luna's Fund

A guide to fundraising

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.

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. 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 Green
Chief Executive Officer



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 to fundraise for Luna's Fund, 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 support 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

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.

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



From Delilah's Mummy & Daddy

We are incredibly grateful that Luna's Fund gave us this opportunity for myself and my partner to pause for a couple of days and not have the constant grief we were feeling.

The lodge was absolutely breathtaking and we are already planning on booking our own get away with friends to the lodge. Luna's Fund have been nothing but incredible from the very beginning. We will never be able to thank them enough for everything!



From Ugonna's Mummy & Daddy

My husband and I chose to contact Luna's Fund for support, and the rest was a breath of fresh air.

We didn't forget our grief, nor did everything go away, but it felt like a new beginning for us.

Thank you for giving my husband and I a glimmer of optimism and sunlight. Luna's Fund charity, you are so greatly appreciated.



From Alyssia's Mummy & Daddy

The getaway was absolutely wonderful! Absolutely incredible kindness from all the team and so appreciated.

A food hamper and a Luna's Fund hamper were at the lodge for us with lots of goodies and things to remember our beautiful baby.

We cannot thank the team enough, they went above and beyond and made sure we got there safely. The absolute best!



From Emie's Mummies & Big Sister

Our weekend away was beautiful, it was so calm and peaceful and just exactly what we all needed.

We got to see some beautiful wildlife there and had a tiny little Robin who visited us constantly which was lovely.

In a time where everything feels heavy, it was nice to just be in a different environment and take a breather, thank you!



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."

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.





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.





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.



Bloom Ultrasound,
Torbay



Window to the Womb
Plymouth & Exeter



The Baby Skan Studio,
Truro



Ultrasound Direct,
Plymouth & Exeter

"We can never thank Luna's Fund enough for everything they have done for our family. After the devastating loss of our son, Oakley, Aimee, Madie and Emma supported us through some of the darkest days of our lives and continued to stand beside us throughout our rainbow pregnancy with Cooper.

Their support went far beyond what we ever expected. They regularly checked in through messages, offered to meet with us, called us when we needed someone to talk to, arranged extra scans for reassurance, and even paid for us to have a 3D gender scan. That scan was one of the happiest and most special days of my life, and a memory we will treasure forever.

They understood the constant fear, anxiety and worry that comes with pregnancy after loss. We never had to explain those feelings because they had compassion, empathy and understanding every step of the way.

They also supported my husband, Harry, giving him a safe space to turn to when he felt he had to stay strong for everyone else. Knowing he had people who understood and cared about his wellbeing made such a difference to our family.

Aimee, Madi and Emma have genuinely changed our lives. Their kindness, support and friendship carried us through unimaginable grief and helped us find hope again. They will always be honorary aunties to Oakley and Cooper. I honestly don't know where we would be without them, and we will be forever grateful for everything they have done for us."

Oakley & Cooper's Mummy & Daddy

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

£750

Relaxing Getaway

A 2 night relaxing getaway for a family to escape in Devon or Cornwall

£1,000

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