



MISCARRIAGE
ASSOCIATION

The knowledge to help

Our Annual Review 2018/19



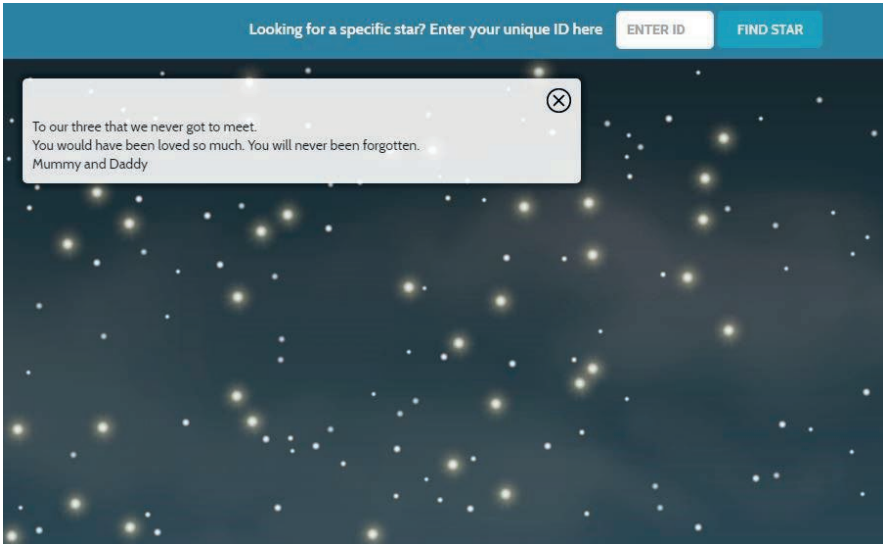
Welcome to the Miscarriage Association's annual review, where we share some of our activities and achievements over the last year and our plans for the future.

Above all we celebrate the contribution of all those who support the M.A.'s vision and the work of our staff and Trustees.

We benefit from the insight, wisdom and generosity of people with personal experience of pregnancy loss – women and men who provide peer support, help train healthcare staff, raise funds and increase public understanding.

We enjoy the support of health professionals and specialist organisations who work with us to improve care during and after pregnancy loss.

We are grateful too to those in the arts, media and digital world who help us to widen our reach, so that people know where to turn for support, information and understanding.



Stars of remembrance

Between us,
we have the
knowledge to help.

Our vision

Everyone affected by pregnancy loss receives the care, support and information that's right for them.

Why we're here

An estimated one in four pregnancies ends in miscarriage.

A further one in eighty pregnancies is ectopic – a potentially life-threatening condition.

And one in six hundred pregnancies is a molar pregnancy, requiring specialist care and follow up.

How we helped this year

1,003,677 website visits

We had 1,003,677 website visits from people seeking information and support

5,026 direct contacts

Our helpline team responded to 5,026 calls, emails, direct messages and live chat, with 56 volunteers offering additional telephone, group and online support

9 research studies

We represented patient voices in the design and implementation of 7 clinical and 2 qualitative research studies

1m people reached

Our social media activity marking Baby Loss Awareness Week reached over 1m people

Remembering every baby lost too soon.

#waveofflight
www.miscarriageassociation.org.uk

Wave of light during Baby Loss Awareness Week

Supporting others through personal experience

Following my missed miscarriage in 2013, I was struggling to deal with what had happened / was happening. I'd had complications and a great deal to deal with physically before I could even start to deal with the emotional side of my miscarriage.

Calling the M.A. helpline was my first step in acknowledging what was happening, and they told me how some people found the online forum helpful. I'm a private person and before I typed my first post on the forum I was so anxious. However, it's played a great part in my personal recovery.

Since the early days I have responded to members looking for support, and found this very helpful

for me too. It means a great deal to me to be a Forum Moderator now and I feel passionate about encouraging people to share, as I believe this (for some at least) is a way of working through grief and day to day life. I try to look out for posts from members who haven't had a response, and / or those who may need extra help.

I feel the forum is being used more effectively since changing style.



Zoe Prentice,
Miscarriage Association
Forum Moderator

Members can now have their posts online straight away, which can make a huge difference if you're needing support at that particular moment. I also feel there is more activity, which means people are talking, which is all part of the grieving process.

Online access to our support and resources is essential in enabling us to reach out to people affected by pregnancy loss, particularly as it's the way most people find and communicate with us.
Increased and improved online support and information is one of our most important goals.

What we did in 2018/19

- We launched a new forum, redesigned to ensure increased responsiveness without compromising safety and security. As a result we had more users and posts than ever before.
- By the year end, followers on our main Facebook page increased by 22% and on our Instagram account, by 79%.This improves our ability to engage with our supporters, share stories and research news and signpost people to our website.
- We shared a new film on our website and YouTube channel, 'Feelings and talking about miscarriage', in which one couple describe their feelings after a missed miscarriage and their experience of talking about it with others.
- We noted 1,003,667 visits to our website, a 10% increase on the previous year.



“I'm very proud to partner with the Miscarriage Association in providing a website that's user-friendly and easy to navigate and supports their fantastic work.”

Simon Wiffen, Web
Developer

“Your website has provided me with information and great comfort at a difficult time. Above all I know I'm not alone.”

Launching a new way to help

We launched Live Chat in March 2019. Since then, we've seen user numbers increase month by month, while the number of calls, emails and direct messages has remained steady.

As helpline support staff, Live Chat has taken some adapting to, especially the speed with which some conversations take place.

It's important for us to respond in short pieces of text, usually just two or three short sentences at a time, so that the service user feels supported by a swift reply. We also provide information in smaller chunks, including links to our web pages and leaflets.

The user can ask to receive a transcript of the conversation too, so they can look at this in more detail once the chat has ended.

Using warm and empathic language helps us to convey support and understanding in 'real-time', which is ideal for anyone who might find it too hard to call the helpline or where a language, time zone or disability such as deafness might be a barrier.

As with our helpline calls, some chats are short, with people wanting specific information or signposting. Others are longer, focused on feelings and more emotional. Whatever the reason people choose to use live chat, though, and whatever their needs, we are here to help.



Lisa Bruce, Helen Berry,
Juanita Charles, Ann Collier,
Helpline staff

While online services are vital, we offer support in other ways too, so people can access our help in the way that is right for them. That's why **appropriate direct personal support and information** is another of our goals.

What we did in 2018/19

- Launched our live chat service, which quickly became one of our most important methods of direct support.
- Made our leaflet *Your miscarriage* free to NHS hospitals and clinics and saw a significant increase in orders of this and other leaflets. Over 17,000 leaflets were ordered from 48 hospitals and clinics and a further 1,450 distributed at conferences.
- Carried out research into the mental health needs of people affected by pregnancy loss and started to develop new resources.
- Responded to 5,026 helpline calls, emails, direct messages and live chat. Provided further telephone and face to face support, thanks to 43 peer support volunteers and 17 support groups. An additional 13 volunteers contributed to our online support.



“My wife has had both an ectopic and two miscarriages in the last 12 months and your leaflets in the hospital have been more help to us than we can ever express.”

“I like this online chat. I don't think I could have called up on the phone.”

Promoting good practice through patient expertise

The first time it happened we were told it was a missed miscarriage at the 12 week scan, and it wasn't handled well at all, it was just horrible. The second time around, when I experienced a loss at 7 weeks, the health professionals were sensitive and compassionate, they pointed me in the direction for support and offered me aftercare.

I really wanted something good to come out of what happened to me, particularly the poor care after my first miscarriage. Through the M.A. I was put in touch with Dr Zartash Rehan to help her with a training session for health professionals at the Royal Glamorgan Hospital.

I bring the patient perspective to the sessions, talking about both

my good and bad experience of care, and there's always a lot of discussion. What's important to me is that it's about improvement, not laying blame. I believe care should be consistent everywhere and it should be better than it was for me the first time around. It's not about spending more time or money, but compassion on a human level, making people feel that their



Cerian Gingell, Miscarriage Association Volunteer

pregnancy mattered and making an awful time a little easier.

I think these sessions are brilliant. The professionals who attend are very receptive and feedback is that they find the patient experience element the most important. What started as a one off is now being rolled out in other hospitals.



Primary Care conference

The care you receive from a health professional – whether it's your GP, hospital doctor, sonographer, nurse or midwife – can make all the difference to your experience of pregnancy loss. Having **more health professionals able to provide good and sensitive care** is our goal.

What we did in 2018/19

- Represented patient perspectives in the design and implementation of 9 research studies and provided advice and support for another 4 potential studies; and served on the executive of the Association of Early Pregnancy Units.
- Contributed to study days and provided consultancy on caring for patients with pregnancy loss; and began development of a new online learning platform for health professionals, launched in August 2019.
- Maintained our involvement in the National Bereavement Care Pathway (NBCP) and extended this work to developing the early loss pathway for the NBCP in Scotland.
- Continued our advisory role on the possible registration of pre-24 week pregnancy loss in England and Wales; and joined the Scottish government team working on the same issue.

“ Having the M.A. on the executive is vital to the work of the Association of Early Pregnancy Units. They bring the voice of the patients, ensuring the focus on care always benefits the patient. ”

Rachel Small, Chair, Association of Early Pregnancy Units

Raising awareness across the globe

After our third miscarriage I just couldn't see what direction our lives were going in. My husband and I began watching a series called Nashville to take our minds elsewhere, and the songs in the programmes helped me to articulate the feelings I was struggling to express.

I started listening to one of the singers from Nashville, Charles Esten, while I ran. He was releasing a new song every week and adding these songs to my running playlist lifted me at the most difficult time.

And so an idea for a mass participation event evolved – ‘Strut Your Songs’, a sponsored run or walk for the length of your favourite playlist, raising money for the Miscarriage Association which had been so valuable in our recovery.

I never dreamed it would have the reach it's had – or that this year's second running of the event would be launched by Charles Esten himself! It has encouraged people to get involved and share stories around the world, and it's for this reason that I've done it again. My hope is that it spreads the word and provides a little bit of comfort. A big thing in my acceptance was knowing that other people had gone through miscarriage and that it was ok to feel sad. This can't be emphasised enough.



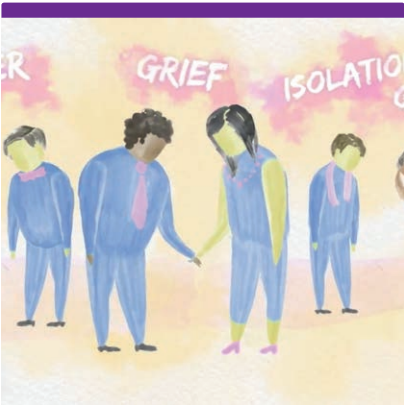
Vicky Treherne, Miscarriage Association Fundraiser



Many people find it hard to talk about pregnancy loss or worry about how to support someone they know. That's why **more public discussion, awareness and media coverage of pregnancy loss** is one of our goals.

What we did in 2018/19

- We are a core member of the group of more than 60 charities working together for Baby Loss Awareness Week (BLAW). Activities included parliamentary events in Westminster, the Scottish Parliament and the Welsh Assembly and promoting awareness-raising events and ribbon pin badges.
- We led on the production of the first animation for the BLAW group to reflect all kinds of pregnancy and baby loss. This was disseminated by all of the charities involved, generating 249,000 views.
- We began work on a brand new support and awareness raising campaign.
- With the help of our 83 Media Volunteers, we responded to over 78 media requests, including print, broadcast and online media.



Baby Loss Awareness Week animation

“ When I announced that I was running VLM for the Miscarriage Association, I was overwhelmed by the number of people who approached me to tell me that they too had suffered a miscarriage, and to thank me for being prepared to talk about it. ”

Lauren Garfield, London Marathon runner 2018

Abridged Financial Statements

1 April 2018 - 31 March 2019

	General funds £	Designated funds £	Restricted funds £	Total £
INCOME FROM:				
Donations and legacies	336,987	-	6,313	343,000
Other trading activities (fundraising & merchandise)	112,530	-	-	112,530
Charitable activities (leaflet sales)	17,017	-	-	17,017
Investment income	6,171	-	-	6,171
Other income	2,500	-	-	2,500
Total income	475,205	-	6,313	481,518
EXPENDITURE ON:				
Raising funds	40,882	5,153	-	46,035
Charitable activities	328,871	18,381	4,236	351,488
Total expenditure	369,753	23,534	4,236	397,523
Net income / (expenditure)	105,452	(25,534)	2,077	83,995
BALANCE SHEET				
Fixed assets				1,743
Current assets				600,523
Total liabilities				(12,264)
Net assets				590,002
Represented by:				
Brought forward from 2017/18	398,217	96,100	11,690	506,007
Net income / (expenditure) 2018/19	105,452	(23,534)	2,077	83,995
Transfer between funds	(78)	78	-	-
Balance carried forward	503,591	72,644	13,767	590,002

These abridged financial statements have been extracted from the full financial statements for the year ended 31 March 2019. The full financial statements were prepared in accordance with the Charities Statement of Recommended Practice Accounting and receive an independent examination report from Mazars LLP.

These abridged financial statements may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full financial statements, the independent examiner's report on those financial statements and the Trustees' annual report should be consulted. Copies of these can be obtained free of charge from the Miscarriage Association, 17 Wentworth Terrace, Wakefield WF1 3QW or from the Charity Commissioner's website.

The full financial statements were approved on 1 December 2019 and have been submitted to the Charity Commission, the Office of the Scottish Charity Regulator and Companies House.

Signed: 
P. Kerry (Hon Treasurer)

Independent Examiner
Mazars LLP, 5th Floor, 3 Wellington
Place, Leeds LS1 4AP

Principal Bankers,
Cooperative Bank, Providence
Street, Wakefield WF1 3BG

Reviewing our finances

The Miscarriage Association has had another sound financial year. Trustees and staff continued to manage the M.A.'s resources, and the public money donated to us, with great care and with commitment to best financial principles.

We succeeded in raising funds that were well above expenditure so that we have been able to sustain high quality services and to invest in further development of our work.

General income for the Miscarriage Association increased by 16% on the previous year. This reflected a substantial increase in individual donations, including nearly £75,000 received through Facebook's online fundraiser initiative – one that enables our Facebook followers not only to raise funds but also to raise awareness amongst their Facebook friends of both the charity and the subject of pregnancy loss.

We were pleased to note a small increase in income from leaflet sales, rather than the reduction we had anticipated from making our most widely-used leaflet free of charge; this was largely due to increased orders for other leaflet titles. We also saw increased income from sales of merchandise and from fundraising events, particularly due

to investing in charity places in the Royal Parks Half Marathon.

General expenditure increased by 21% on the previous year. We increased spending on our core charitable activities: our helpline and communications, a policy and public affairs project and website development and maintenance. We also invested in ensuring compliance with the new General Data Protection Regulation. General expenditure on raising funds increased only slightly.

Designated fund expenditure increased with the appointment of a fundraising manager towards the end of the financial year. Restricted fund expenditure largely reflects reduced spending of branch funds.

It is important to note the costs which were saved. The generously donated services of volunteers enable the Charity to keep the costs of providing direct charitable support relatively low. Gifts in kind

also combine to save funds. All these gifts are greatly appreciated, along with the financial and moral support provided by donors, members, supporters and friends.

The M.A. ended the year with a healthy fund balance. This enables us to maintain a reserves fund of six months' operational costs, while investing further in our work in line with our vision: that everyone affected by pregnancy loss gets the care, support and information that's right for them.



A gift from the South West Middlesex Crematorium and the ICCM

Our thanks to the companies and charitable trusts that supported us during 2018/19

Donations

Aventis Pharma
Duncan Norman Trust Fund
Farmfoods
Institute of Cemetery and Crematorium Management (ICCM)

Royal Institution,
c/o Steve McNeil

South West Middlesex
Crematorium
Stella Symons Charitable Trust
TripAdvisor
Westminster Foundation

Gifts in kind

Google for Nonprofits
MRM/McCann London

Thank you to our supporters

We would like to express our sincere thanks to everyone who contributed to the work of the Miscarriage Association during the year.

We are very grateful to our telephone support volunteers, support group leaders and helpers and to their mentors; and to those volunteers who administered and moderated our online support platforms. All people with personal experience of pregnancy loss, they helped to provide comfort and support to others going through difficult times.

We greatly appreciate all our media volunteers and others who shared their stories in the media and online, helping others to feel less alone.

And we are grateful too to all those who donate their time and expertise to inform and improve our services: health professionals, researchers, writers and colleagues from related charities and of course, those with lived experience of pregnancy loss.

We are deeply grateful to all those who contributed to our funds. Their support might have been the result of a fundraising event, or a donation in memory or in celebration; an anonymous online donation or an online raffle; support through payroll giving or an annual

membership fee; or a donation from a company or charitable trust.

Every donation is a gift that helps us make a difference. Every gift helps not only to fund our work but also to raise awareness of pregnancy loss and of the M.A. as a source of help. And during this year as every year, at least some of those supporting our fundraisers found that they too could finally talk about their own experiences of pregnancy loss, helping to reduce taboos. There is nothing more powerful.



The Miscarriage Association team

Patron

Nigel Martyn

Ambassador

Matthew Burton

Professional advisers

Mr Roy Farquharson

Ms Diana Hamilton-Fairley

Dr Marjory MacLean

Prof Lesley Regan

Prof James Walker

Trustees: at 31 March 2019

Sarah Fitzgerald, Chair

Barbara Hepworth-Jones, Vice-chair

Laura Norris, Vice-chair

Penny Kerry, Hon Treasurer

Jan Birrell

Meera Craston

Beena Lad

Natasha Necati

Newsletter editor

Peta Harrison

Staff: at 31 March 2019

Ruth Bender Atik, National Director

Lisa Bruce, Senior Support Worker

Helen Berry, Support Worker

Juanita Charles, Support Worker

Ann Collier, Support Worker

Alice Weeden, Communications Manager

Karn Dyson, Fundraising Manager

Freelance staff

Clare Foster

Natasha Judd



Trustees (left to right): Beena Lad, Meera Craston, Penny Kerry, Laura Norris, Natasha Necati, Sarah Fitzgerald, Barbara Hepworth-Jones. Missing from picture: Jan Birrell.

Plans for the future

We will continue working to our goals, as set out in our Strategic Plan 2015-2020:

- Increased online support and information
- Appropriate direct personal support and information
- More health professionals able to provide good and sensitive care
- More public discussion, awareness and media coverage of pregnancy loss
- Increased organisational capacity and skills

In 2019/20 we'll be:

- Sharing new resources to help people look after their mental health after pregnancy loss
- Launching new resources and activities to help improve the support people receive in the workplace after pregnancy loss
- Providing new online learning resources for health professionals
- Launching a new initiative to provide support as well as get people talking more openly about pregnancy loss
- Commencing an audit of bereavement care provision in gynaecology units, working in partnership with Sands, Antenatal Results and Choices and the Ectopic Pregnancy Trust
- Continuing work on a new long-term strategy to take the Miscarriage Association through to 2024.



I just wanted to thank you so much for your incredible website and wealth of information, advice and reassurance. I was diagnosed with a missed miscarriage at my routine 12-week scan and was devastated. I felt very confused and scared.

I soon found your website and I think I read every page and every pdf! When I saw another doctor 10 days later I knew my options for managing the miscarriage and knew what I wanted.

You hugely helped me to deal with the emotional turmoil during the first 10 days, which left me clear and ready to deal with the physical side of things. I am so grateful that people like you give up your time and energy to help others so much. You are making such a difference.



MISCARRIAGE
ASSOCIATION

The knowledge to help

CONTACT US:

01924 200799 (Helpline)

01924 200795 (Admin)

info@miscarriageassociation.org.uk

17 Wentworth Terrace, Wakefield,
West Yorkshire WF1 3QW

VISIT US:

www.miscarriageassociation.org.uk

FOLLOW US:

