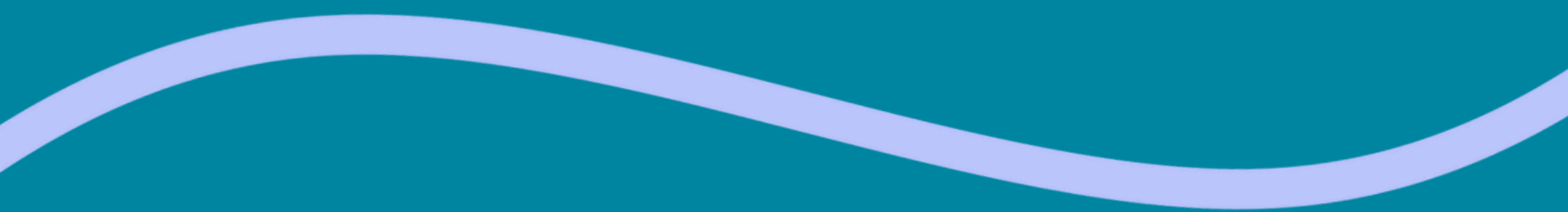


# Our three year strategy 2025-2028

Delivering support, driving awareness and demanding  
change: because every pregnancy loss matters



# OUR VISION

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

Miscarriage, ectopic and molar pregnancy can be a deeply distressing and difficult experience and, all too often, one that is endured alone. For many people, the loss of a baby in pregnancy will feel like a bereavement and we want to ensure that they feel validated to treat it as such.

We want to instil a lasting shift in the way society views pregnancy loss. It is our vision that pregnancy loss and its impact is widely recognised, and everyone who experiences it gets the understanding, care and support they need.

# OUR MISSION

We raise awareness of pregnancy loss and its impact and advocate for all those affected.

We provide people with the support and information they need and guide health professionals to deliver the best possible care.

We challenge policy and practice, so people experiencing pregnancy loss are seen, heard and supported in all aspects of life, from healthcare to employment.

# OUR VALUES



## TRUSTWORTHY

We provide information and guidance that is easily accessible, well-informed and evidence-based.

## PEOPLE-CENTRED

We believe that every pregnancy loss matters and we put people experiencing it at the heart of everything we do.

## COLLABORATIVE

We believe we can achieve more by building relationships and working in partnership with individuals, organisations and communities with aligned aims.

# OUR KEY AIMS

## 1. DIRECT SUPPORT

Provide more people experiencing pregnancy loss with the support and information they need, when, and how they need it.

## 2. ENHANCING HEALTHCARE

Through training, guidance, and resources, enable more health professionals to provide the best possible patient care from the outset.

## 3. CAMPAIGNS & COMMUNICATIONS

Ensure pregnancy loss and its impact is more widely acknowledged and the feelings of people affected are recognised across society.

# OUR KEY AIMS

## 4. POLICY & ADVOCACY

Advocate for changes to law, regulation and practice so that pregnancy loss is included in relevant policies from healthcare to employment.

## 5. OPERATIONAL EXCELLENCE

Position ourselves as a strategy and data driven, operationally effective, collaborative and inclusive charity.



Let's explore how we're  
going to achieve our aims.



## AIM 1: Direct Support

Provide more people experiencing pregnancy loss with the support and information they need, when, and how, they need it.

# We'll do this by:



- Expanding our support services, increasing availability and accessibility and enhancing and strengthening our peer support network.
- Reviewing our services to identify gaps and exploring innovative ways to meet evolving needs.
- Redeveloping our website, improving design, functionality, content, and accessibility, to reach more people and boost engagement.
- Enhancing our workplace resources and training so more employers and managers have the skills to better support their staff at this distressing time.

## AIM 2: Enhancing Healthcare

Through training, guidance and resources, enable and support more health professionals to provide the best possible patient care from the outset.



# We'll do this by:



- Ensuring our healthcare professionals' training offer and online learning resources are responsive, engaging, interactive and widely accessed.
- Refreshing our range of information leaflets to respond to patients and professionals' needs and to improve accessibility.
- Staying connected to frontline practice by establishing a new Health Professionals Advisory Panel, and building more direct, regular communication with practitioners through channels like social media and newsletters.



## **AIM 3: Communications and Campaigns**

Ensure pregnancy loss and its impact is more widely acknowledged and the feelings of people affected are recognised across society.

# We'll do this by:



- Strengthening our Communications Team by adding additional capacity, experience and skills, including in campaigning, media and digital marketing.
- Reviewing and refreshing our brand identity and developing a bold communications strategy that highlights our unique expertise in pre 24-week loss.
- Taking a more proactive approach to media engagement and building partnerships that can amplify our messaging and signpost to our support and information.
- Expanding our online reach through platforms like TikTok, sharing stories and developing our use of engaging content formats.

## AIM 4: Policy and Advocacy

Advocate for changes to law, regulation and practice so that pregnancy loss is included in all relevant policies, from healthcare to employment.



**LEAVE FOR  
EVERY  
LOSS**

# We'll do this by:

- Developing a compelling approach to public affairs, leading our own campaigns (such as our successful Leave for Every Loss campaign) and working with others to influence political and societal change.
- Continuing to build strong partnerships with aligned organisations to expand our reach and strengthen advocacy for those affected by pre-24 week loss.
- Introducing lived experience research, national surveys and reports to help us ensure our advocacy and awareness work is grounded in real insight.
- Ensuring our voice is included in key policy debates and coalitions, and continuing to mobilise our community to push for change.



## Aim 5: Operational Excellence

Position ourselves as a strategy and data driven, operationally effective, collaborative and inclusive charity.

**Tommy's**  
The pregnancy and baby charity

**nct**

**Sands**  
Stillbirth & neonatal death charity

**NASUWT**  
The Teachers' Union

 **Aching Arms**<sup>®</sup>

**TUC**  
Changing the world  
of work for good



**Deloitte.**

**CO  
OP**

The  
Ectopic  
Pregnancy  
Trust



**Simba**  
Honouring baby loss

**Antenatal  
Results &  
Choices**

**PREGNANT  
THEN SCREWED**

**MIS2**  
Miscarriage Support

**M&S**

We're proud to  
work with fantastic organisations,  
advocating for better support and  
understanding.

# We'll do this by:



- Using data more effectively to inform decisions and develop our supporter journeys to build engaged communities across support, advocacy and fundraising.
- Developing an effective and sustainable income generation strategy to create a solid foundation for future growth.
- Reviewing our systems and processes and further investing in tools, training and resources to support our small staff and volunteer team to thrive.
- Strengthening our approach to impact measurement and increasing our understanding of our audiences to help us further enhance our reach and support.

We will continue to provide support,  
raise awareness and advocate for change.



A donation can make all the difference.

Help us achieve our aims and improve care and support for those going through the heartbreak of pregnancy loss.

Click to donate: <https://ow.ly/QKZu50W5jLb>



SCAN TO DONATE

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