



MISCARRIAGE
ASSOCIATION

The knowledge to help

Impact Report

2022-2023

Because every pregnancy
loss matters.

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Why we're here:

An estimated **one in four or five** 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.

However early in pregnancy these experiences happen, feelings of shock, loss and grief are common. So, too, are questions, concerns and confusion, both immediate and for the future.

Could it have been something I did?

How long should I wait before trying again?

I got my period yesterday and I cried all day.

Everyone says I'm lucky to be alive, but I've lost my baby...

I'm pregnant after a miscarriage and I'm terrified it will happen again.

Our Vision

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

Our Values

Empathy. We listen, we care, and we understand.

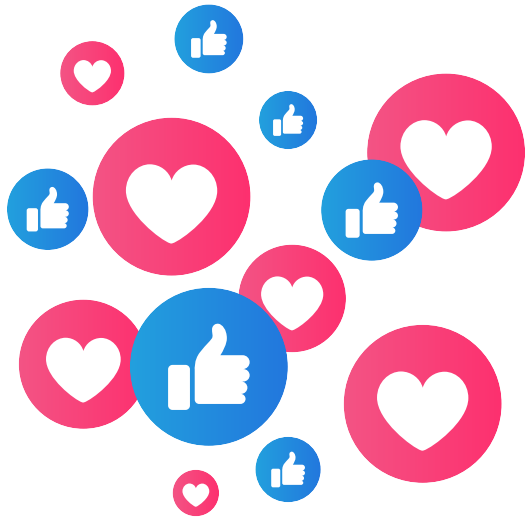
Advocacy. We believe that pregnancy loss matters. We give a voice to people experiencing miscarriage, ectopic pregnancy or molar pregnancy and use our influence to make sure they are heard.

Trust. We put people experiencing pregnancy loss at the heart of everything we do and offer support without judgement. We can be relied upon to provide information that is dependable and evidence-based.

We make a positive difference by:

- Providing support and information for anyone affected by miscarriage, ectopic pregnancy or molar pregnancy.
- Increasing public awareness and understanding of pregnancy loss facts and feelings.
- Supporting best NHS care for patients with pregnancy loss.
- Promoting sensitive pregnancy loss policy and practice in the workplace.

Because every pregnancy loss matters.



We reached over
2 million
people on social media

33,435

people are now members
of our online peer support
platforms



We published **106**
personal stories



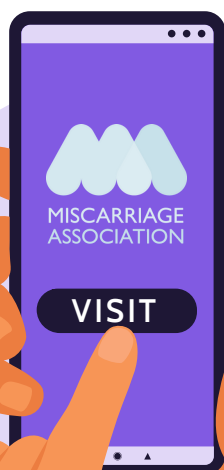
We received **8,131**
direct contacts from
people seeking support

We held **75**
Zoom groups for those
affected by pregnancy
loss



1,468,944

people visited our website
for support, information
and resources



“

I cannot thank your charity enough for everything you do.

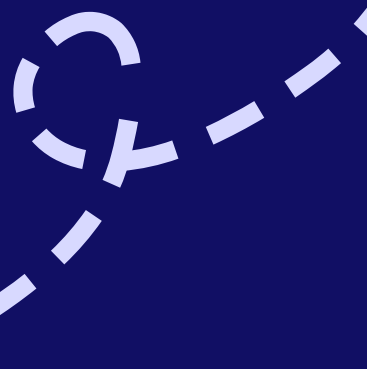
It was your website that I turned to when I had my miscarriage, **the best place to find the information and support that I really needed.**

A quote from one of our service users.

”



Year in highlights



New resources for people who are pregnant after loss, supporting people like Emma:

“I had a scan pretty much every two weeks until my booking scan, which was a blessing and a curse, in hindsight.

I don't think I would've got through my first trimester without it. But I found scans extremely triggering. I got very anxious on the run-up, particularly the 24 hours beforehand, to the point where I would practically be having a panic attack. I was fully 100% expecting bad news, every time I went.”



A new online molar pregnancy support group, bringing together people like the Taylors with this rare and complex loss.

“As a couple, we attended the online molar pregnancy support group. Attending helped us navigate our rollercoaster of emotions after the news of our miscarriage and molar pregnancy. Others also shared their personal journeys and feelings.

It was a relief to know that how we felt was valid and normal.”



New resources for people who experience second trimester (late) loss, as Zainab did:

“I have had the privilege of contributing a small amount of my time to the amazing work at the Miscarriage Association; through sharing my story on the website, reviewing new resources and advising an early stillbirth study. Following the loss of my daughter Noa at 23 weeks, I felt like sharing our experience would be a way to heal and to make sure she would never be forgotten.

I was grateful that M.A. had created a space like this, where I could raise awareness of second-trimester loss and also comfort those who would tragically come to experience the same.”



A significant increase in the number of leaflets ordered by healthcare providers: greatly increasing the chance of those leaflets being provided when people need them most.

238,103*

leaflets distributed to hospitals, clinics, GP practices, private scan clinics and employers.



*An increase from 64,494 the previous year.

More employers committed to our Pregnancy Loss Pledge to support affected staff, further informed by our advice, guidance and training.

“At Solihull Council, we are committed to the health and wellbeing of our employees and to doing all we can to support those affected by pregnancy loss.

We are proud to have signed the Pregnancy Loss Pledge, providing members of staff who experience pregnancy loss with the emotional and practical support they need.

We've committed to offering flexibility to anyone affected by pregnancy loss, at any stage. We have also created guidance documents to detail the support available to employees if they experience a loss and ran workshops offering practical advice for line managers on how to support them during such a difficult time.”

Councillor Bob Sleigh, OBE
Solihull Council's Cabinet Member for
Resources

203

organisations signed up to our
Pregnancy Loss Pledge,

meaning that in the UK,

551,476

employees were covered.



The Pregnancy
Loss Pledge



Feedback on our workplace training sessions:

Thank you ever so much for the webinar today, it was so impactful and helpful.

The feedback from our delegates has been really positive, you have given everyone food for thought and some great take-aways.

We were pleased with the training. It is such a difficult topic but delivered with such broad knowledge and understanding.

The training really gave me a better insight into how to best support colleagues.



Further initiatives to promote and support the best possible care for people who experience pregnancy loss:

“The Scottish Early Pregnancy Network is a multidisciplinary group that promotes, supports and shares good practice in early pregnancy care in Scotland. We have a close relationship with the Miscarriage Association, who supported our annual clinical meeting again in 2022, highlighting their excellent leaflets and web resources.

They further advised us on patient-friendly wording and layout for a Scottish guideline on the use of progesterone for women with early pregnancy bleeding and previous miscarriage.

Their input has been invaluable.”

Sonal Anderson, Consultant in Obstetrics and Gynaecology, Clinical Lead Early Pregnancy, University Hospital Crosshouse, Ayrshire; Lisa Starrs, Centre Manager, Pregnancy Support Centre, Royal Infirmary of Edinburgh



93,826



followers across
our social media
platforms

545

people signed up to fundraise for
the Miscarriage Association



Fundraising for the M.A.

“

I will never, ever forget the support I received from M.A. and giving back and making sure other families continue to have access to their amazing support and services was still very important to me.



Tasha

Tasha first ran in the London Marathon for the M.A. back in 2001, before supporting us again with her ballot place 21 years later, in 2022!

“

Throughout my walk
I was getting messages
of support and sponsorship
from people I didn't know but
who had obviously suffered from
or knew someone close who had
suffered from miscarriage.
This kept me going.

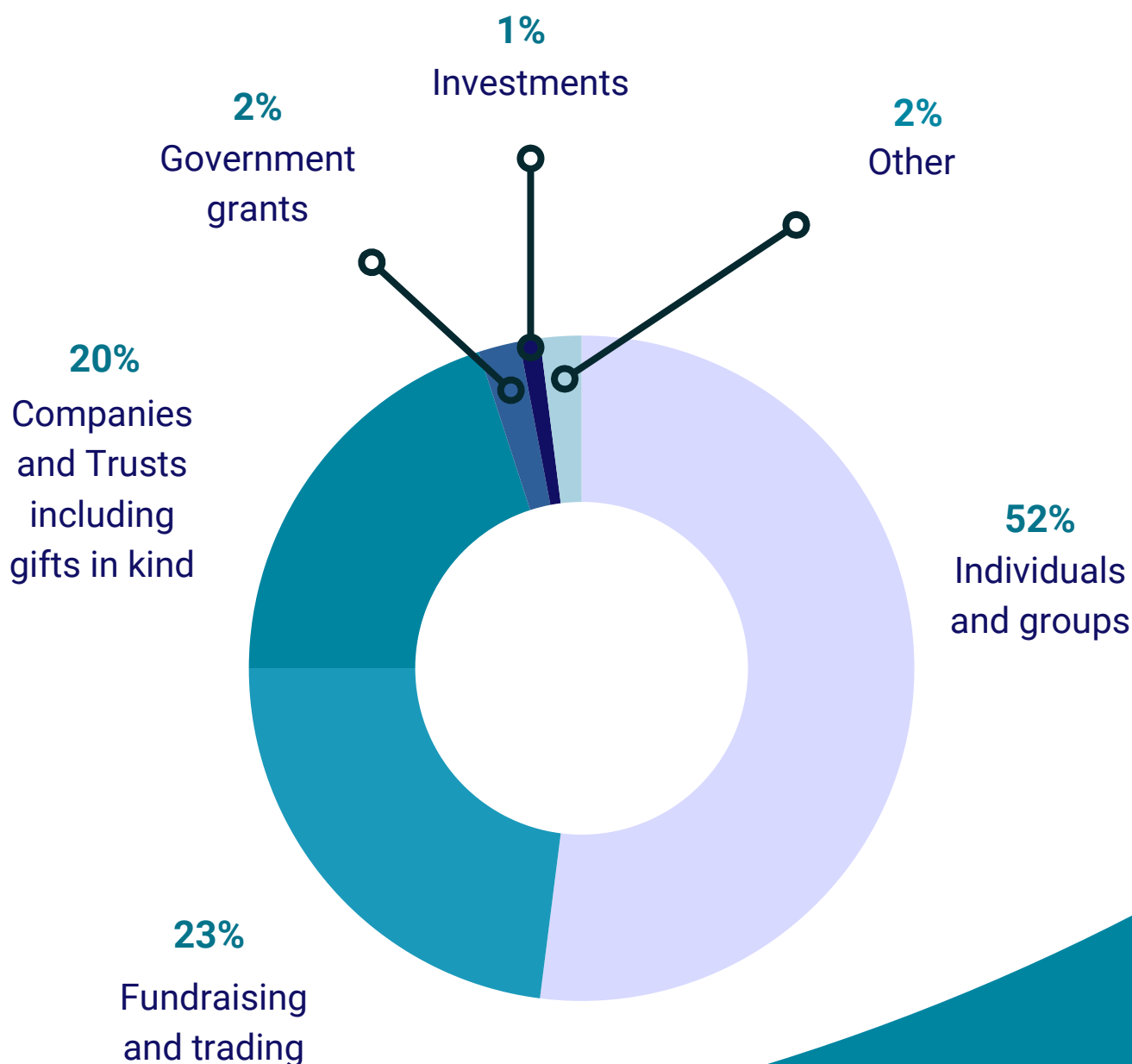
**Mark**

**Mark walked
Cheshire's 35
mile Sandstone
Trail in a day for
the M.A.**

Our Financials

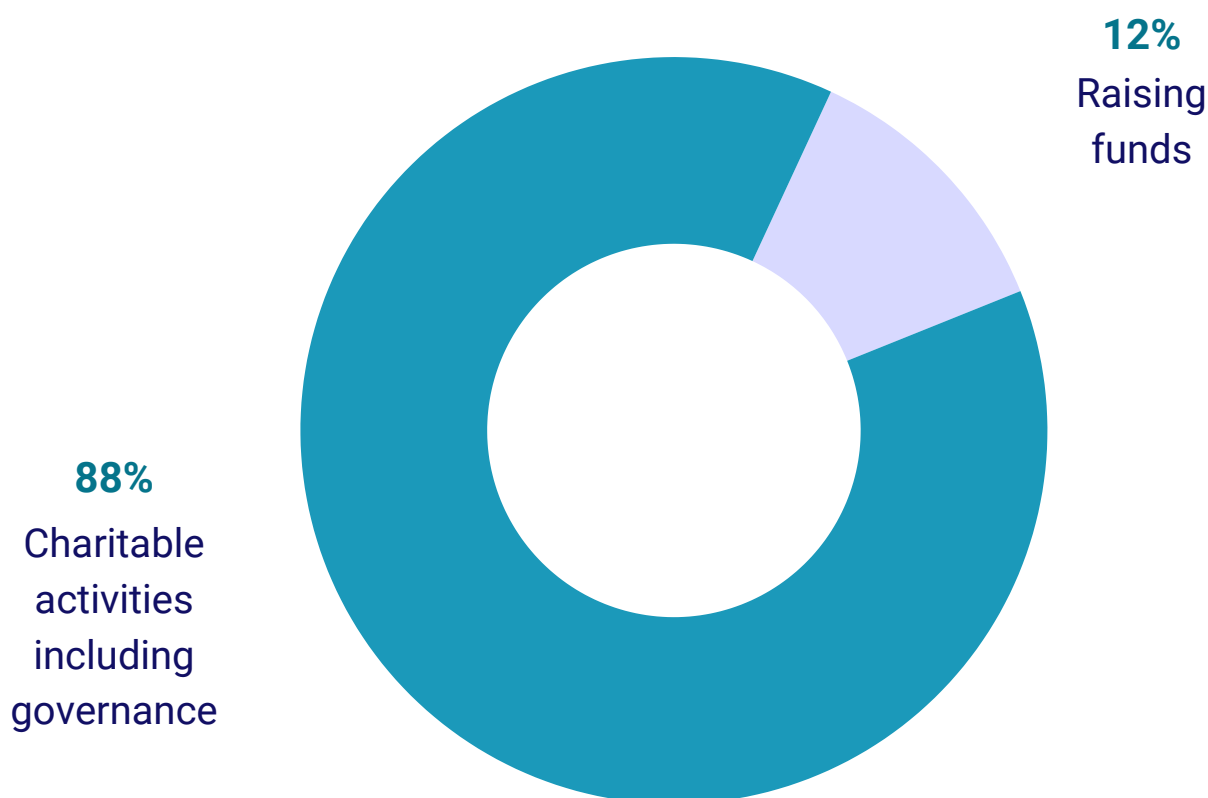
Income

Despite the economic downturn, our generous supporters enabled us to generate a total of £582,287 during the year. Over half of this came from individuals and groups, with nearly a quarter resulting from external fundraising events and trading.



Expenditure

During the year we spent a total of £567,967. For every pound we spent, **88 pence was spent on our charitable work, with the remaining 12 pence invested in raising funds to continue and develop our work.**



The resulting balance of income over expenditure was £15,320. This, together with reserves carried forward from the previous year, resulted in an overall balance of £1,103,059 at the end of March 2023. Of this, £500,000 has since been set aside as a designated fund to underpin a programme of growth for the Miscarriage Association over the next three years. In line with other charities, we have also set aside 12 months' operational costs.

Note: The brief financial information above has been extracted from the charity's full financial statements for the year ended 31 March 2023, which were approved on 18 December 2023. You can find the full financial statements, the independent examiner's report on those statements and the Trustees' annual report by following [this link](#) to our website or you can obtain a copy free of charge from the Miscarriage Association, 2 Otters Holt, Wakefield WF4 3QE or from the Charity Commissioner's website.

Thank you!

A very big thank you to everyone who contributed to the work of the Miscarriage Association during the year:

- Our telephone, group and online support volunteers, media volunteers and others who shared their experiences in order to support others, inform our resources and contribute to policy, healthcare and research.
- Our professional advisors, clinicians and researchers who help inform and improve our services.
- Our donors and fundraisers, individuals and groups; and the companies, charitable trusts and government that chose to support the M.A. **Every donation is a gift that helps us make a difference.** Every gift helps to fund our work now and going forward.



We make special note here of the following supporters:

Ajaz.org

Direct Line

Google for nonprofits (gift in kind)

Oakland Group

TCS UK

TIOC Foundation

Scottish Government

“

The Miscarriage Association supported me 40 years ago when I had lost six babies. **They helped me through many dark days - and here I am, mum to my daughter Amy and grandma to a lovely boy.**

”

A quote from Christine, one of our service users.





MISCARRIAGE ASSOCIATION

The knowledge to help

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www.miscarriageassociation.org.uk

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